

fome symposium 2024
Media Assistance: Mind the Gap!
A critical review of common practices and strategies

30th September – 1st October 2024
Erich-Brost-Institute for International Journalism
Dortmund, Germany

Hosted and organised by:



Overview of documented presentations

check full programme of the symposium here: <https://fome.info/symposium-2024-program>

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Introdcution: The fome working group and programme

Dr. Anja Wollenberger, fome



FOME SYMPOSIUM 2024

30th September–1st October, 2024

**Media Assistance: Mind the Gap! A
critical review of common practices and
strategies**

A conference in Dortmund organized by the Erich-Brost
Institute for International Journalism in cooperation with
Deutsche Welle Akademie, icebauhaus, the Konrad-
Adenauer Stiftung (KAS) and MICT.



FOME SYMPOSIUM 2024

Media Assistance –Mind the Gap! A critical review of common practices and strategies

Working Group Members / media development reform:

Ines Drefs - DWA

Timo Ehmke – icebauhaus

Christoph Spurk – Spurk Media Consulting, (ehem. ZAHW)

Sofie Jannusch – fome coordinator, (ehem. Cameco)

Jey Wegner - MiCT

Anja Wollenberg – MiCT



FOME SYMPOSIUM 2024

Media Assistance –Mind the Gap! A critical review of common practices and strategies

9:45 Keynote: “The new order of media assistance and why it is urgent to reform it”, By Dr. Dani Madrid-Morales (with Q6A)

- an overview on why and how the arrival of new non-Western players in media assistance is forcing the sector to accelerate its thinking on how to innovate.



Day 1 / Morning

11:15-13:00 – Session 1: Western normativity in media assistance – universal or flexible?

Coordination: MiCT with n-ost and the Friedrich-Naumann Foundation

Moderation: Ulrike Gruska – freelance journalist with a focus on Eastern Europe (Berlin)

Panelists:

Rita Ruduša – Founder and former director of the Baltic Center for Media Excellence (Riga); journalist and media expert on EaP countries

Nata Dzvelishvili – CEO at Indigo Magazine (Tbilisi); former Executive Director at the Georgian Charter of Journalistic Ethics

Input: Dr. Anja Wollenberg – co-founder and head of research with MiCT (Berlin)

Day 1 / afternoon

14:00-17:00 – Session 2: Local Ownership

Coordination: icebauhaus, in cooperation with Fondation Hirondelle and Deutsche Welle Akademie

Workshop A: Role conflicts and power inequalities in partners relations

Facilitated by: Folke Kayser and Fahmin Ferdous (DWA)

Workshop B: Crossing the Donor and Practitioners' Perspectives on Localization

Dastan Kamanzi Raphael – Executive Director; Tanzania Media Foundation

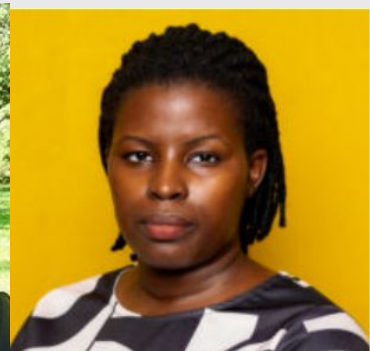
Caroline Vuillemin – General Director; Fondation Hirondelle

Hanspeter Wyss – Thematic Advisor Governance for Swiss Agency for Development and Cooperation SDC

Facilitated by Sasha Meuter (Fondation Hirondelle)

Workshop C: Undoing Game of Thrones

Facilitated by: Marina Modi, #defyhatenow, South Sudan and Stephen Kovats,



Day 2 / morning

9:15-10:30 – Session 3: International coordination

Coordination: Deutsche Welle Akademie with the European Centre for Press and Media Freedom

- › Manizja Aziz, Project Officer Safety of Journalists, Free Press Unlimited
- › Andreas Lamm, Interim Managing Director, ECPMF
- › Raghdan Orsud, Co-Founder, Beam Reports

Facilitator: Ines Drefs, Senior Consultant, DW Akademie



Day 2 / morning

11:00-13:00 – Session 4: Measuring Impact

Coordination: Erich Brost Institute, in cooperation with Christoph Spurk and Fondation Hirondelle

Panelists:

Andris Kesteris, European Commission, Principal Adviser – Civil Society and Media (DG NEAR)

Emma Cantera, OECD, Senior policy analyst, Development Co-Operation Directorate

Dr. Sara Namusoga-Kaale, Makerere University, Kampala (Uganda)

Jeff Conroy-Krutz, associate professor and chair of political science at Michigan State University, editor of the Afrobarometer Working Papers series

Nicola Harford, Managing Director, iMedia

Input: Dr Michel Leroy

Moderation: Christoph Spurk



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Input: Results of the ground-breaking survey of some members

Dr. Christoph Spurk, fome

Results Survey

fome symposium 2024

Media Assistance: Mind the Gap!

A critical review of common practices and strategies

Dortmund, Germany

C. Spurk, 30 September 2024

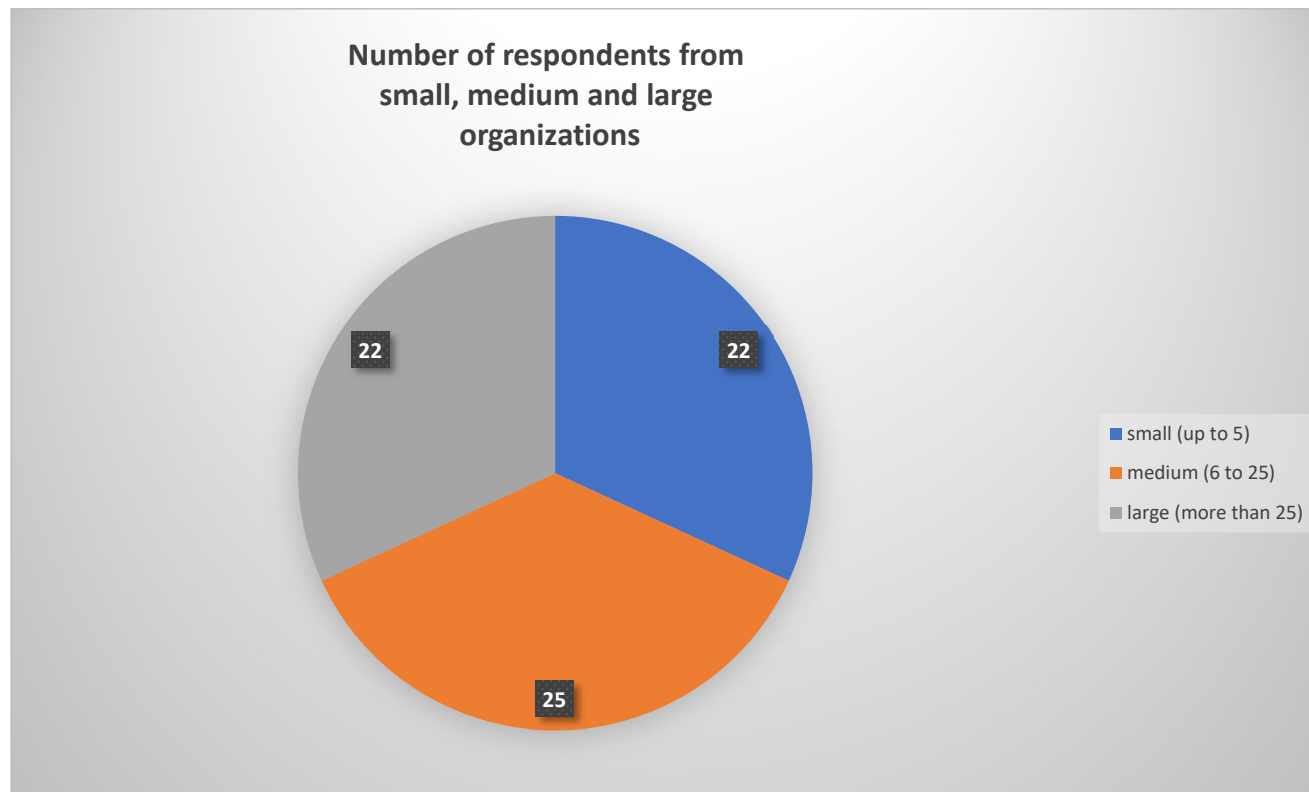
Survey



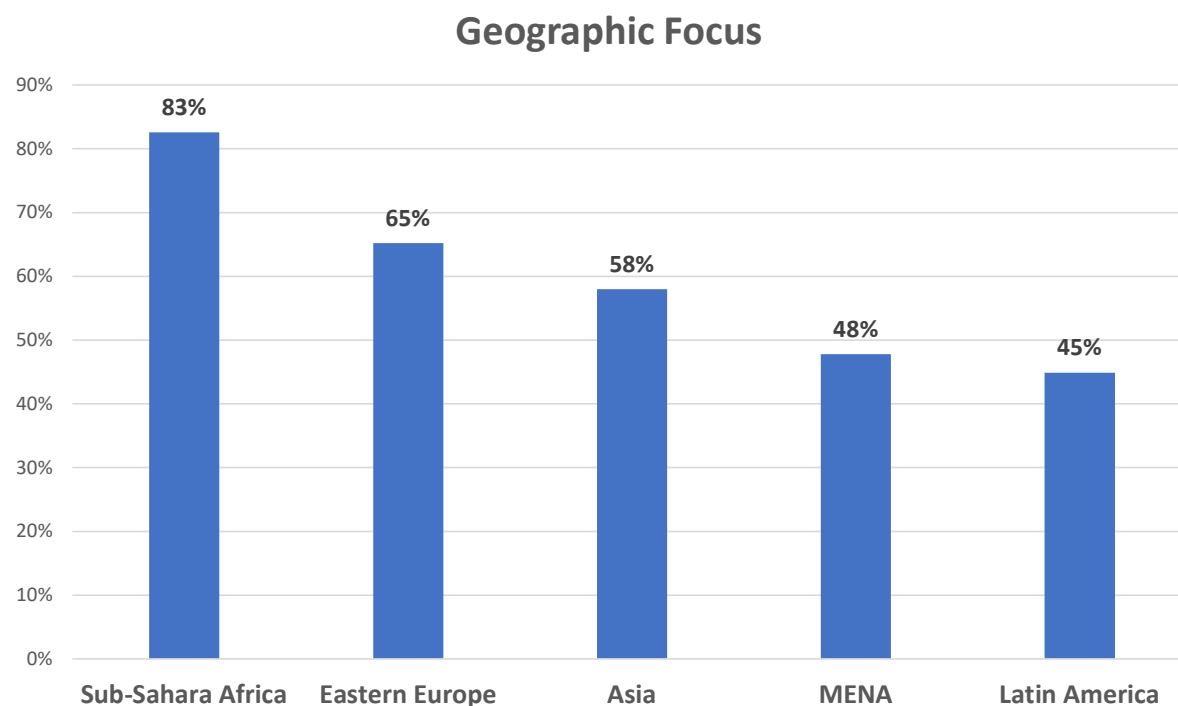
- Time – May/June 2024
- Participants –
 - Managers, desk officers from fome organisations (and some local partners)
 - Suggested by fome organizations (individual link to online survey)
 - *Response Rate: 54% (69 out of 127)*
- Design
 - Statements as opinions (agree or disagree – 5 scale)
 - Statements on occurrences (always, often, rarely – 5 scale)
 - Open questions: strengths and weaknesses

Sample

- 69 Respondents
- Balanced between small, medium and large organisations



Geographic Focus

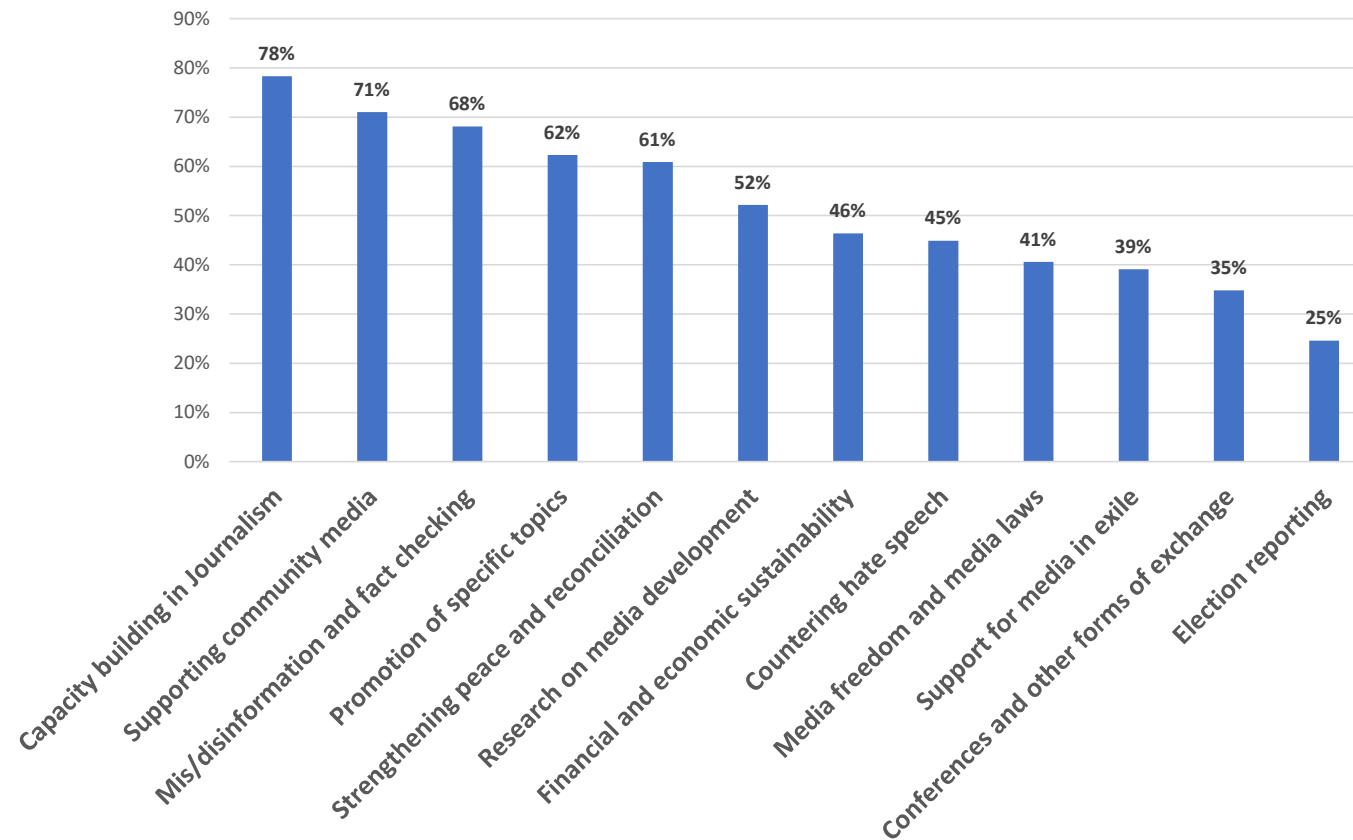


Organisations cover
three regions - on
average

Survey - Topics



Topics in media assistance



Respondents mention six topics – on average

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FIRST GENERAL INSIGHTS

General insights

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Most pressing weaknesses	Mentions
Short term orientation of projects and funding	9
Funding is too low or not flexible	8
Lack of sustainability of media	8
Donor agenda dominates, local perspectives neglected	7
Anti-democratic government in country	7
Impact measurement, no evidence on achieving impact	6
Duplication, lack of coordination	3
Focus on training instead of funding survival	3
Shifting priorities by donors	2

General Insights



Additional weaknesses	Mentions
Funding too low / short term /specific funding missing	12
Authoritative politics, security issues	5
Issues with impact measurement	5
Lack of financial sustainability	5
Lack of learning	4
Donor interests before local priorities	4
Misinformation/Disinformation	3
Lack of quality/motivation of staff	3
Bureaucratic application	2
Innovation missing	2

General Insights



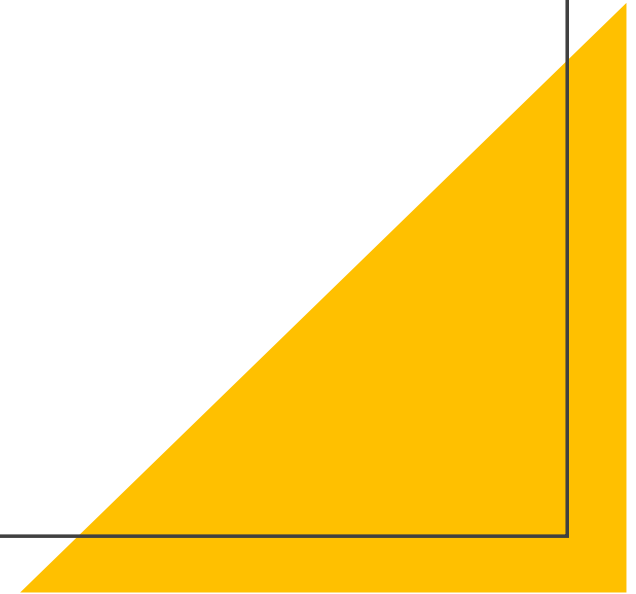
Strengths	Mentions
Having potential Impact (also on other sectors)	12
Bonding within sector/Networking /Coordination	9
Belief in freedom of information / addressing global challenges - support to independent media	9
Local partners are driving	4
Creativity and Innovation	4
Sustainability in Focus	3

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NORMATIVITY

Western model or engaged model?

Project Practice is aligned to	
Western liberal journalism model	69%
Engaged journalism model	43%



Divide within the industry

- Some combine the two models (**red**)
- Some strictly separate (**green**)

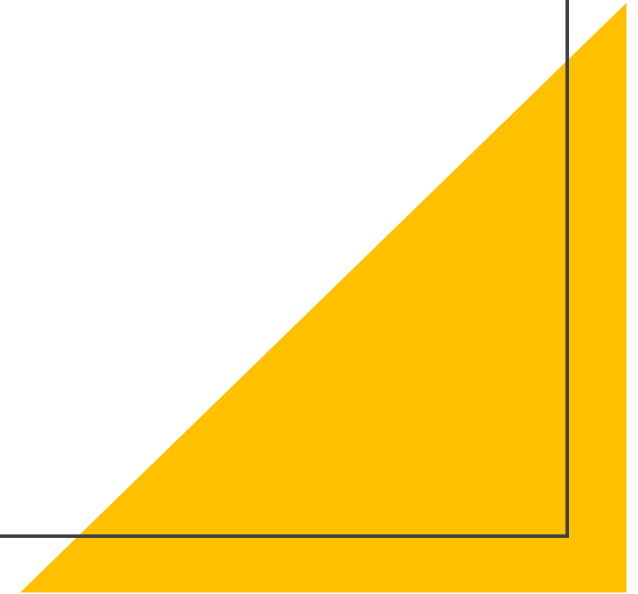
		Engaged Model	
Western Model		Frequently	Not frequently
	Frequently	14 (24%)	26 (44%)
	Not frequently	12 (20%)	7

What kind of engagement?

	Number of mentions
Women rights, LGBT+, GBV	13
Environment protection, climate change	7
Civic participation, accountability, freedom of speech	7
Human rights	4
Others	1 each

Normativity

- **The concept of independent media no longer works for selection of local partners – 46% “strongly agree” or “agree”**



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OWNERSHIP AND PARTICIPATION

Survey on Local Ownership



- **Local partners essentially determine which problems to be addressed** – 70% of respondents agree
- only 15% say it happens often that local partners do not formulate their “true” needs
- **However, 35% say that priorities of donors and local partners often differ. Additional 47% say it happens sometimes.**
- **48% say that often partners invent artificial activities that fit into funding**

Survey on Local Ownership



- **Topics prioritised by donors in journalism support are not the most relevant topics for our local partners – 30% say that happens often.**
- **We discuss regularly with donors our project priorities -48% say that happens always or often.**
- **Digital and innovative projects focus on technology, NOT benefits to users. – 33% say that happens always of often**

Survey on Participation



- **Donors show little willingness to follow priorities of local partners regarding objectives – 30% say that happens often.**
 - Local staff and advisors observe this more often than staff in Germany
- **Media assistance organisations in Germany think that they often discuss the mode of cooperation critically with their local partners – 79% confirm**
 - Again, staff in Germany (management) is much more optimistic on that than local staff

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COORDINATION

Survey on Coordination



- **Coordination is lacking** - 74% of respondents confirm („strongly agree“ or „agree“)
- **Coordination should prevent duplication** – 90% of respondents confirm
- **Coordination should be strictly information exchange**, - 31% confirm
- **What more than info exchange?**

What more?

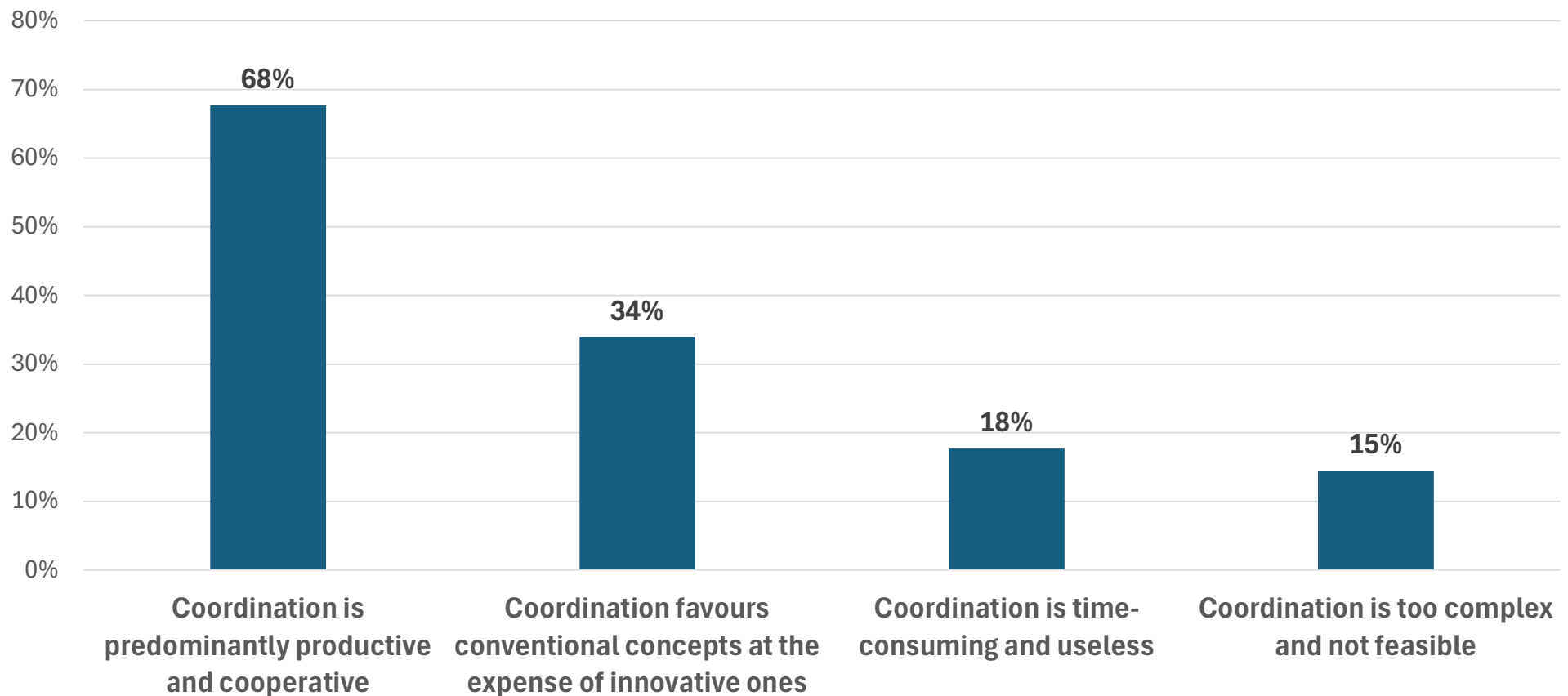
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Additional roles of coordination	Mentions
Learning and Sharing; Joint Research	18
Advocacy and Networking	13
Collaboration (in projects or part of it)	12
Ensuring Safety of Journalists	2
Working on Co-funding	2
Avoid overloading local partners	1

Opinions on coordination



Pro and contra coordination



IMPACT MEASUREMENT

THE MEASUREMENT OF THE EFFECTS OF THE PROJECT/PROGRAMME
(Beyond Outputs = OUTCOMES AND IMPACTS)

fome Survey – Evidence on Impact



- **Monitoring whether activities are conducted as planned –**
 - **94%** say that happens „always“ or „often“.
- **Planning outcomes and impacts according to theory of change**
 - **87%** say that happens „always“ or „often“.
- Little doubt by some people:
- *“The theory of change is rarely formalised (or else it is not really a theory of change as such) ...without questioning the causal links and what may be interfering. ... In short, unfortunately, it is often a formal exercise that has little to do with the reality on the ground.”*

fome Survey – Evidence on Impact



- **We know little about whether our projects achieve the intended outcomes and impact – over 90% decline this statement**
 - This is in contrast to many studies and opinions of experts
- **We would like to analyse outcomes and impacts scientifically, but costs are too high – 66% “strongly agree” or “agree”**
- **Data collection methods might not meet scientific standards but are sufficient to assess outcomes and impacts – 55% agreement**
- **We are aware that we cannot fulfil some high expectations of donors – 61% agreement**

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Key note: The New Order of Media Assistance - and why it is urgent to reform it!

Dr. Dani Madrid-Morales, University of Sheffield



University of
Sheffield | Disinformation Research Cluster

The new order of media assistance: Are urgent reforms needed?

Dani Madrid-Morales, PhD

@DMadrid_M | d.madrid-morales@sheffield.ac.uk

30 September 2024, Dortmund

Forum Medien und Entwicklung (FoME)

Outline

#1

Context ... understanding the nature of “media assistance” programmes by emerging/returning actors

#2

Contrast ... comparing the principles, beneficiaries and approaches to media assistance of different actors

#3

Change ... situating *information sovereignty* at the centre of media assistance activities can strengthen .

Context

- The return (not arrival) of old (not new) players has disrupted **some** areas of the media development space.
- Examining the nature of some “media assistance” programmes by these “new” actors offers food for thought for practitioners elsewhere

Context | RT Academy Launches in Africa



<https://academy.rt.com/>

Context | Media Partnerships at Sochi 2019 & St. Petersburg 2023

Эксперты: отношения России и Африки в сфере медиа нужно строить без посредников



Директор информационного центра
Организации Объединенных Наций в
Москве Владимир Кузнецов
© Валерий Шарифулин/ТАСС

Генеральный директор ТАСС Сергей Михайлов сообщил, что агентство намерено активно развивать сотрудничество с коллегами в Африке, предоставлять жителям континента возможность ознакомиться с другой, отличной от большинства западных СМИ, трактовкой событий в Африканском континенте.

СОЧИ, 23 октября. /ТАСС/. Отношения России и Африки в сфере информационных обменов, медиа и СМИ нуждаются в активизации и выстраивании без посредников. Такое мнение высказали участники Форума информационных агентств "Россия - Африка", проходящего в рамках саммита Россия - Африка в Сочи.

Source: <https://tass.ru/obschestvo/7037458>

"We should stop seeing the things through the eyes of others — through the eyes of **Reuters or Associated Press**"
Director, Maghreb Arabe Presse.

"We should build a [Russian-African] partnership, which will allow us to **change the narratives on the whole continent**"
Director General, Ghanaian News Agency.

Context | China-Led Multilateral Media Forums & Summits



5th World Media Summit in Beijing



China-CELAC Media Leaders Summit



China-Central Asia News Agency Forum



Chinese-Arab Media Cooperation Forum

Context | Something on history



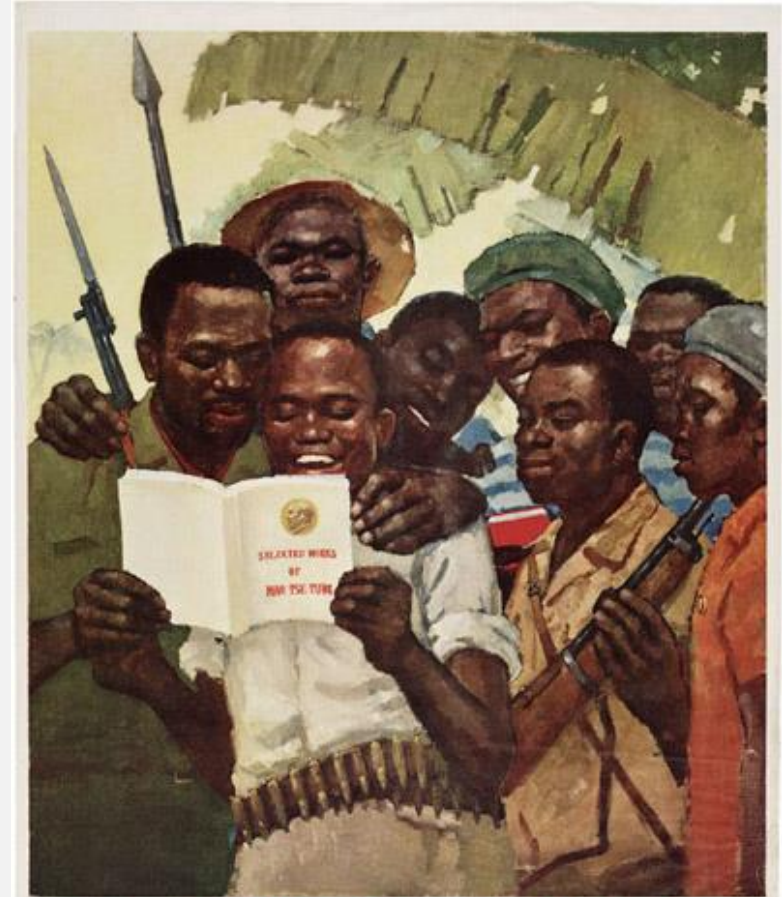
革命友谊深如海



中、非人民情谊深

chinese posters.net

Source: <https://chinese posters.net/posters/e15-837>



毛主席是世界革命人民的大救星

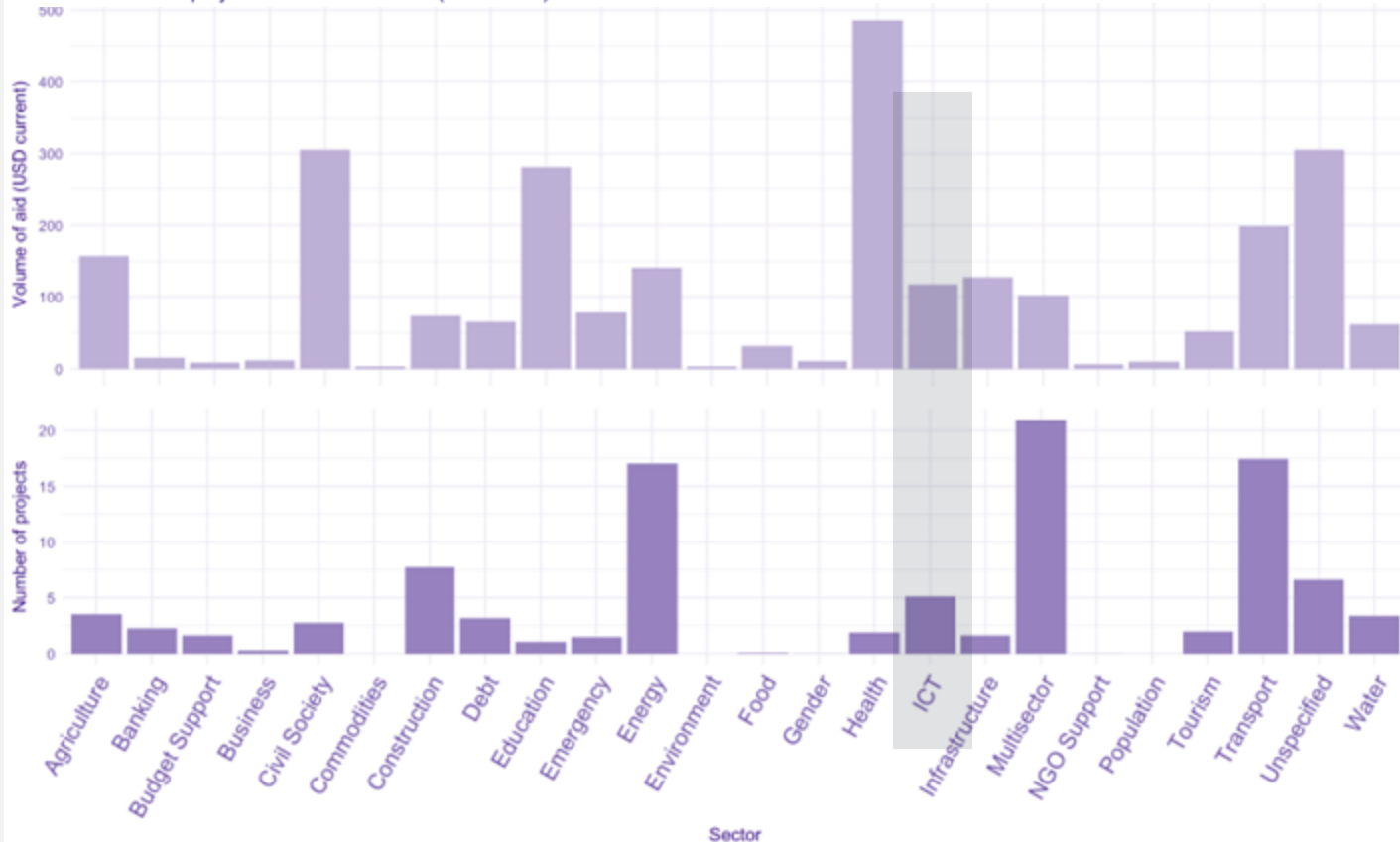
chinese posters.net

Source: <https://chinese posters.net/posters/e16-339>

Context | Chinese investment in media and telecommunications sectors

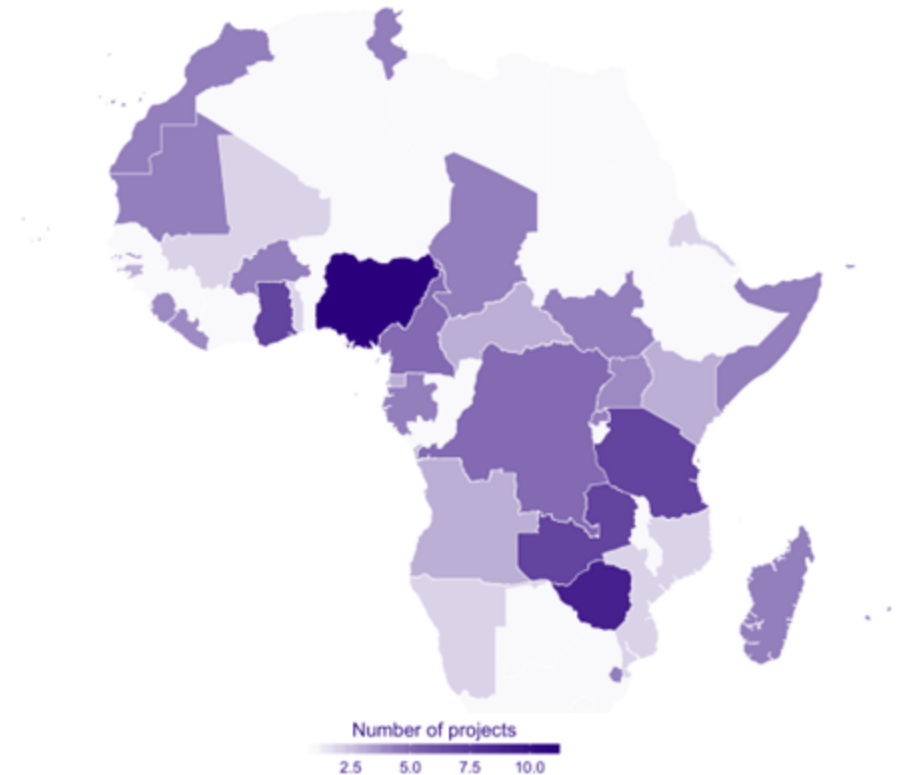
Chinese Aid to Africa by sector

Number of projects and volume of aid (2000-2013)



ICT-related aid projects by China in Africa

Total number of projects by country (2000-2013)



Data: AfricaAid 2017

Context | Chinese investment in media and telecommunications sectors

China grants 49.5 billion FCFA to Niger for telecoms services

Niamey, Niger (PANA) - China is to make 49.5 billion CFA francs available to Niger to finance the construction of fiber optic and other telecommunications services in the West African country, according to an agreement signed here Monday between officials of the two countries.

1,500 orphans, less privileged benefit from Huawei charity project

ON DECEMBER 16, 2013 8:44 PM / IN [NEWS](#) / [COMMENTS](#)



BY EMEKA AGINAM

namibian

13 SEPTEMBER 2006

Namibia: China Chips in At Outapi

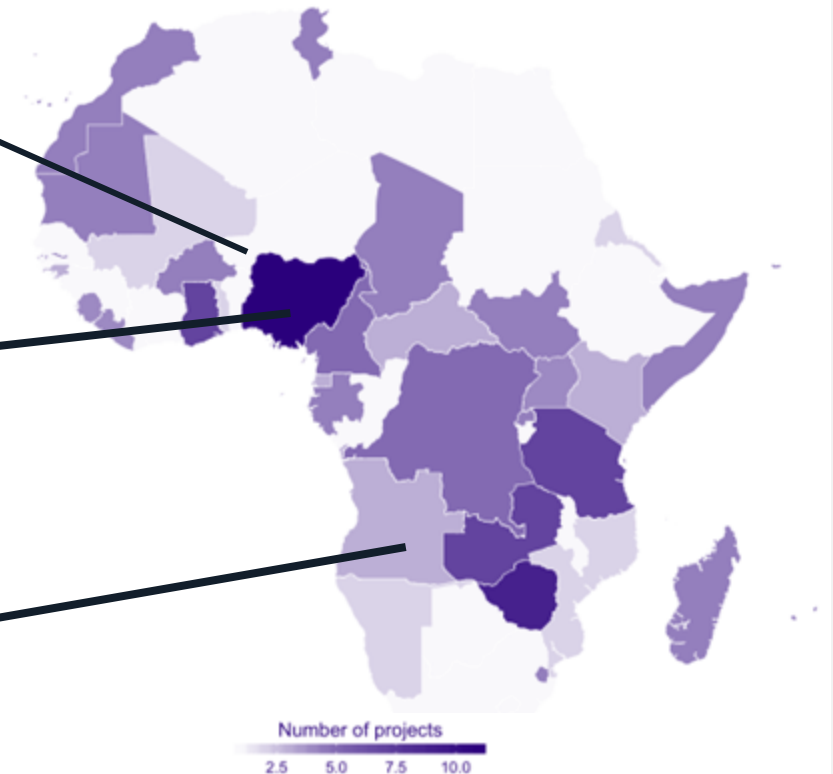
Tagged: [Asia, Australia, and Africa](#) • [Environment](#) • [External Relations](#) • [Namibia](#) • [Southern Africa](#)



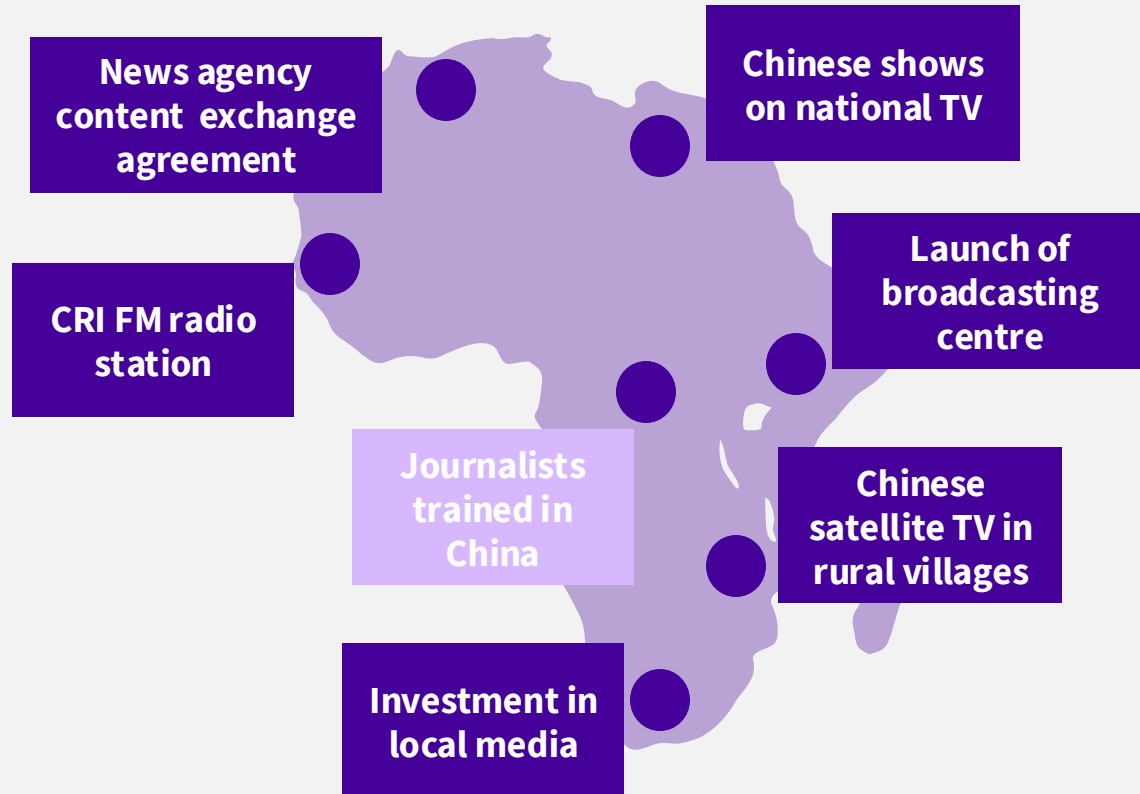
Windhoek — The Chinese Ambassador to Namibia, Liang Yinzhu, donated 100 computers and 30 printers to the Outapi Town Council in the Omusati Region on Monday.

ICT-related aid projects by China in Africa

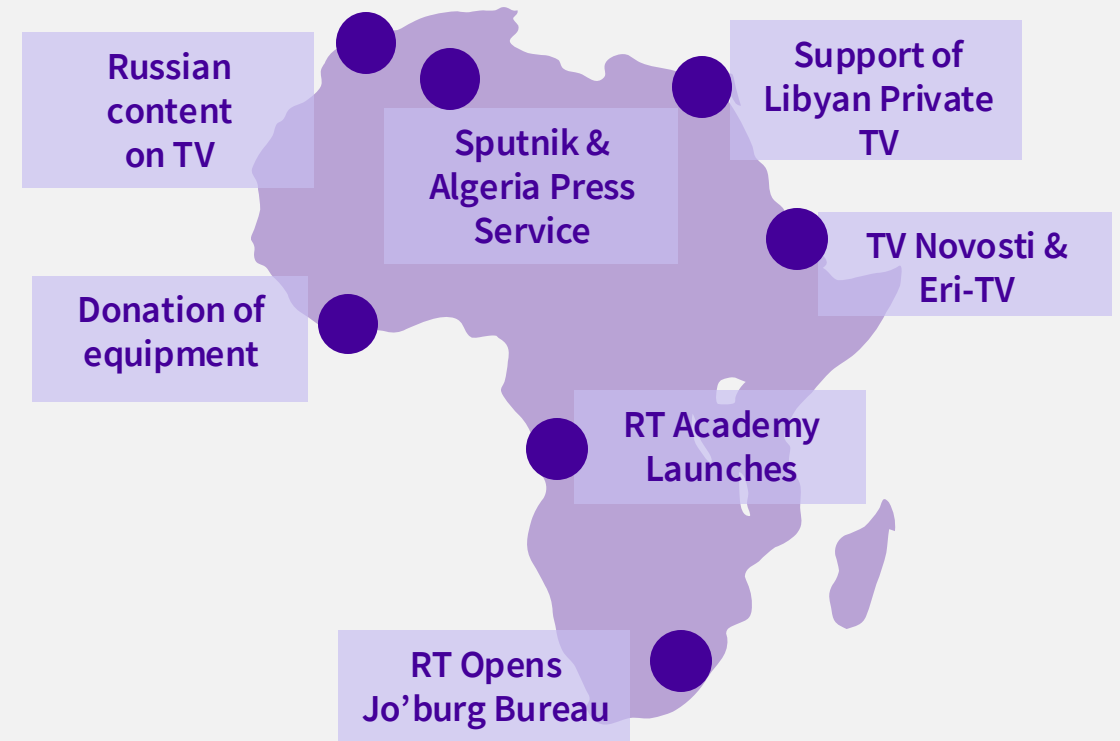
Total number of projects by country (2000-2013)



Context | Types of “media assistance” projects by “new” actors



Source: [Madrid-Morales \(2021\)](#)



Source: [Birkevich \(2021\)](#)

Context | Training Courses Offered to “Developing Countries” in 2017

Programme	Length	Training institution
Seminar on Radio & Television for Senior Techniques Management from Developing Countries	14 days	
Seminar for News Reporters of Caribbean Countries	13 days	State Administration of Radio, Film and Television Training Institute
Seminar for Omnimedia Reporters of Developing Countries	14 days	
Seminar on Movie &TV Media and Brand Management for Developing Countries	20 days	Hunan Foreign Trade Vocational College
Training Course on Digital TV Broadcasting Techniques for Developing Countries	15 days	
Seminar on Telecommunication New Technology & Equipment Maintenance for Developing Countries	56 days	Wuhan Post and Telecommunications Research Institute
Training Course on TV Editing Broadcasting Techniques for Developing Countries	21 days	China Radio and Television International Economic and Technical Cooperation Corporation

Context | What do participants say of these training programmes?



Source: [YouTube](#)

Source: <http://en.people.cn/n3/2016/1202/c90000-9150101.html>

人民网
en.people.cn

Friday, Dec 2, 2016 Search Archive Chinese

Home Opinions Business Military World Society Culture Travel Science Sports Special Coverage Photo Video

English >>

28 African Journalists Complete 10-Month Media Fellowship in China

By Fredrick P. W. Gaye (fellow) (People's Daily Online) 16:16, December 02, 2016

中非新闻交流中心2016年项目结业招待会
Reception of China Africa Press Center Program 2016

CAPC Reception program on Dec. 1, 2016

Twenty-eight journalists from 27 African countries have completed a 10-month media and cultural exchange fellowship at the China Africa Press Center (CAPC) in Beijing, the People's Republic of China.

Context | What do Chinese media training programmes look like?

“Seminar on New Media for Belt and Road countries”

Delivered by the “Research and Training Institute” of the “National Radio and Television Administration”, People’s Republic of China (RTI of NRTA)

Targeted at new media personnel from B&R countries at “cadres of section” or division level

Aims to “promote common media development”, as well as “international media exchanges and cooperation between China and B&R countries”.

Held online between September 16 and 29, 2021 (15 days)

Source: [Yau \(2024\)](#)

Context | What do Chinese media training programmes look like?

Part I: New Media Operation and Globalization Strategy

“The seminar introduces the concept and model of integration between traditional media and new media in the new media era, sharing China's new media operation experience and overseas dissemination.”

Part II: Status quo of China's radio, television and new media

“[M]edia policies as well as rules and regulations, with its focus on China's radio and television industry in promoting the construction of mainstream media”

Part III: Case sharing on post-pandemic new media business

“Industry experts are invited to introduce the reporting concepts and news practices in China's fight against the pandemic, and to share successful cases related to China's new media business.”

Context | What do Chinese media training programmes look like?

Part IV: The construction of “Smart NRTA” and the application of new media technologies

“The seminar will introduce the research and application of China’s “Smart NRTA” digital technology and 5G technology in radio, television and online audios and videos, thus facilitating the development of new media industry in B&R countries.”

Part V: Theory and practice of media convergence in 5G era

Part VI: China's national conditions

“Introduce China's basic national conditions based on Xi Jinping's thoughts on socialism with Chinese characteristics in the new era, and share the achievements and experience gained since the founding of the People's Republic of China and China's reform and opening up. Introduce the achievements of China's Winter Olympics preparations and poverty alleviation activities.”

A hand holding a white flip phone against a blue background. The phone is open, showing a small screen and a keypad. The background is a solid blue color.

Contrast

- Discrepancies between discourses of cooperation/aid of non-DAC countries and activities on the ground
- Overlap in perceptions towards DAC and non-DAC projects and activities

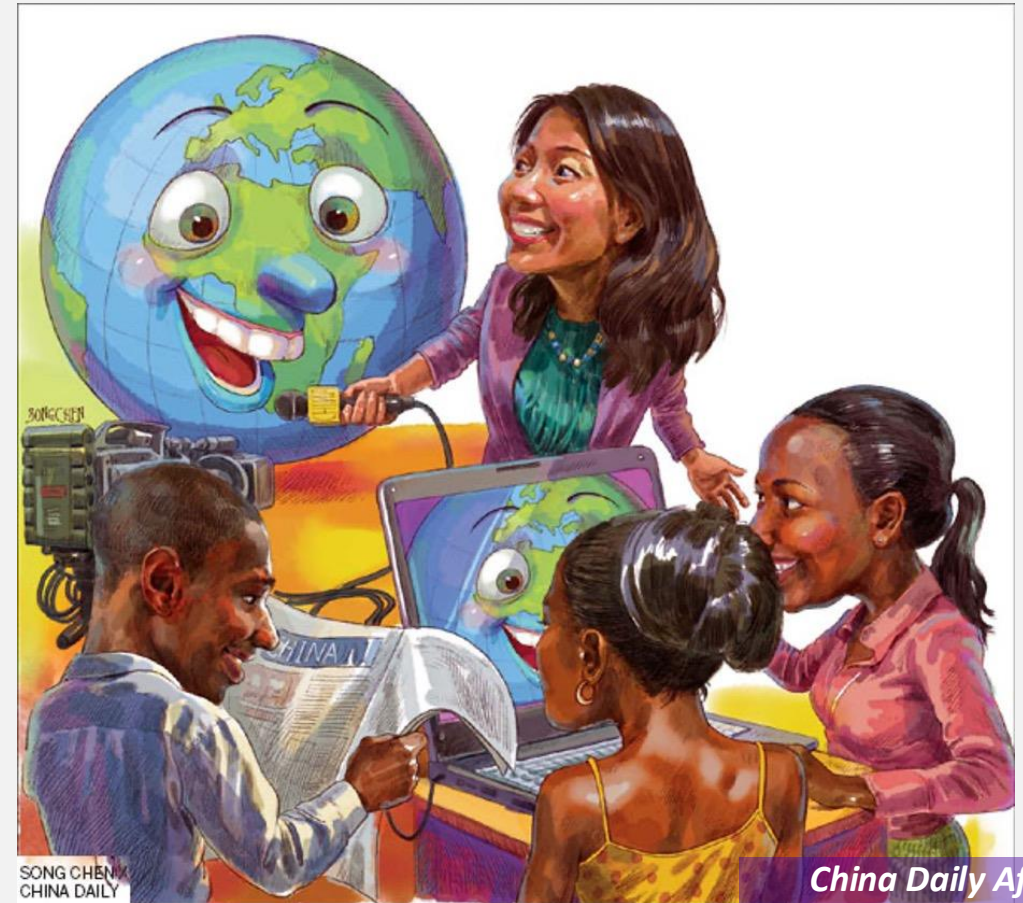
Contrast | China's approach to “media development”

- China's approach to development aid and cooperation is governed by a series of principles that have been immutable for some decades and expressed in a 2011 white paper:
 - Mix of multilateral and bilateral cooperation
 - Discourse of “**non-conditionality of aid**”
 - China sees itself as “the world's largest developing nation”
 - Cooperation is described as “**mutually beneficial**” and “**win-win**”
 - Chinese authorities talk of “media cooperation” rather than “media assistance”

Contrast | Partnership of equals?



The East African,
11 October 2014



China Daily African
Edition,
March, 2014

Contrast | DAC vs Non-DAC countries

- Cooper (2017) identified four key differences between China and OECD's DAC donors:
 - Support for “**independent media**” versus support for government
 - Involvement versus **non-involvement**
 - Training versus **infrastructure**
 - Diverse versus **unified support**

Contrast | Shared characteristics of key (most) DAC countries



**Media might
bring about
democratization**



**Importance of
transparency &
good governance**



**Citizen
participation at
the centre**



**Promote free &
independent
media**



**News should be
balanced &
unbiased**



**Benchmarking
progress against
global standard**



**Journalism
should be
monitorial**



**Universal media
ethics are
assumed**

Source: Skjerdal (2024)

Contrast | Shared characteristics of key non-DAC countries



Top-down non-participatory approaches



Activities are ideologized but pragmatic



Activities are (mostly) oriented at elites



Donor countries directly benefit from activities



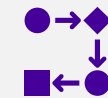
Information is seen as a foreign policy tool



Oriented to preserve status quo



Blurred lines with private sector



Anchored in modernization paradigm

Contrast | Comparing approaches

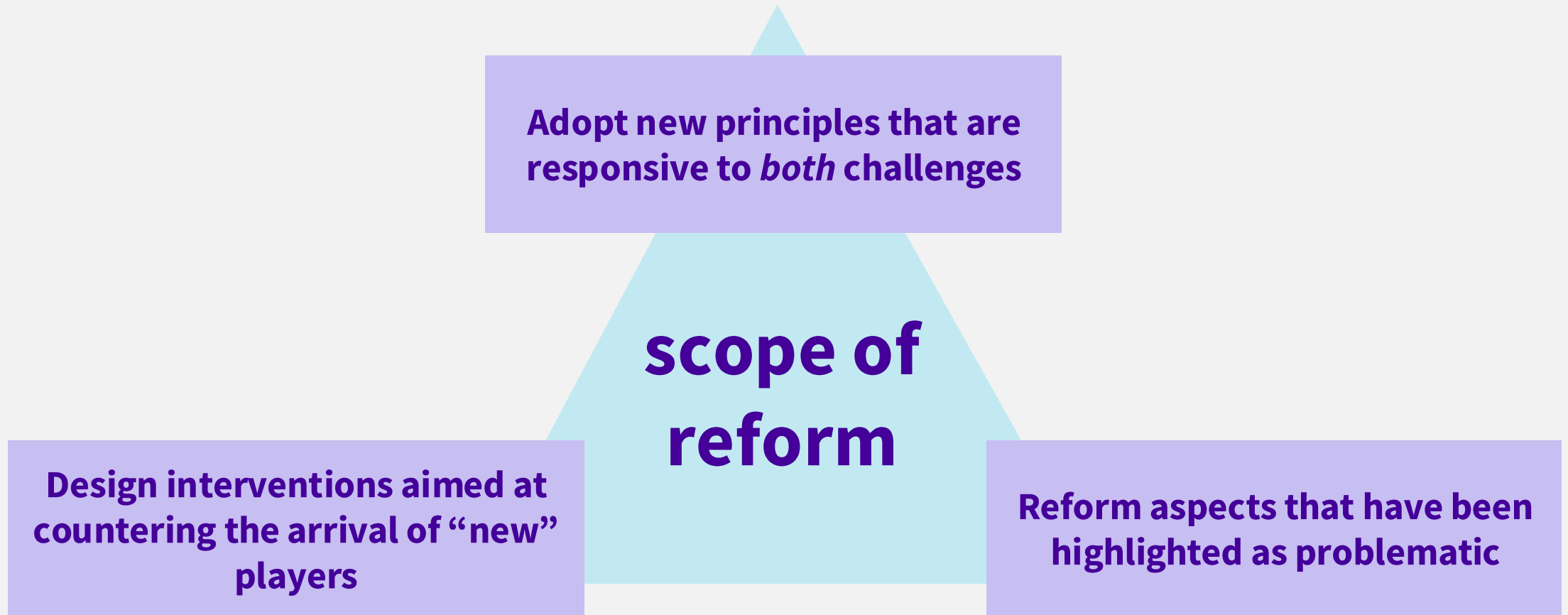
	Non-DAC Countries ("New Players")	(Most) DAC Countries
Who?	State-affiliated actors	?
What?	Status-quo preserving actions	?
For whom?	(Mostly) elites	?
Where?	Like-minded countries	?
How?	Centralised top-down	?
Why?	Strengthen donor countries	?

Change

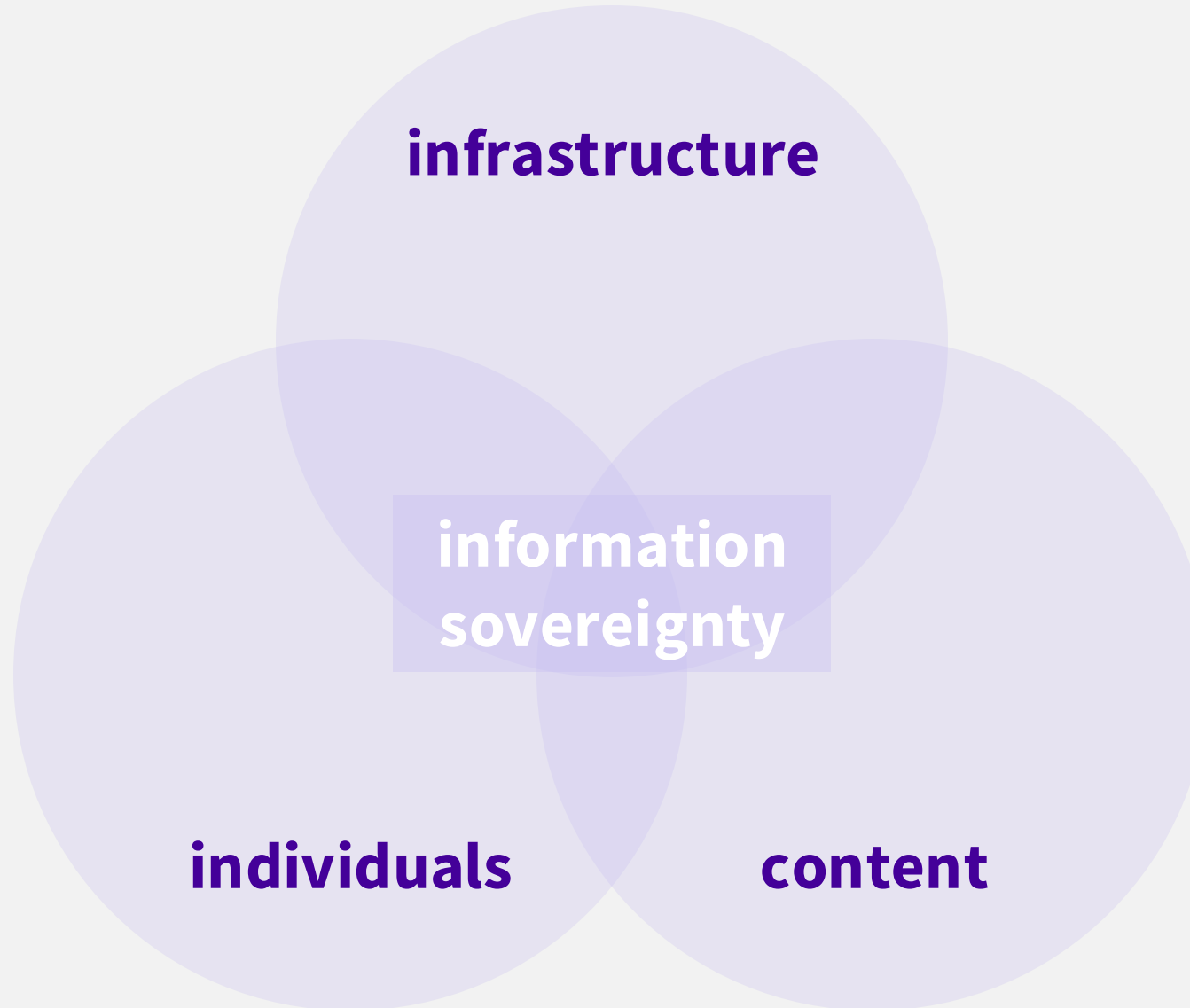
The background of the slide features a photograph of several large satellite dishes mounted on a structure, likely a ship or a coastal station. The dishes are silhouetted against a vibrant sunset sky with orange and red clouds. The entire image is overlaid with a semi-transparent red filter.

- Building media assistance programmes that consider **information sovereignty** is crucial in this new information environment
- Strengthening **Information sovereignty** is needed because it is being eroded by non-DAC countries

Change | Possible directions of media assistance reform



Change | Dimensions of information sovereignty



Change | Information sovereignty as a pre-requisite


 U.S. Department of State (.gov)

Building A More Resilient Information Environment

The information space has become more crowded, more complex, more confusing, more contested than ever. That, in turn, creates an enabling environment for...

18 Mar 2024



 Welcome to the United Nations

United Nations Global Principles For Information Integrity

The principles envision an information ecosystem that delivers choice, freedom, privacy and safety for all, in which people everywhere can express themselves...

09 Jul 2024



 Yle

Finland launches information resilience unit

Finland launches information resilience unit. National stockpile agency NESAsays it wants to make it easier to detect influence campaigns.

17 Aug 2022



 United Nations Development Programme

Information Integrity: Forging a Pathway to Truth, Resilience and Trust

This strategic guidance paper is intended to provide a framework for UNDP teams and their partners to develop coherent and effective...

23 Feb 2022



 BBC

Digital and media literacy: Supporting resilience to mis- and disinformation

Information disorder, distrust and division are on the rise, and technology is evolving at lightning speed - leaving people unsure of what,...

1 month ago



Change | How to focus on information sovereignty



Questions



fome symposium 2024

Session 01 . Panel and Discussion

Western Normativity

Input: Dr. Anja Wollenberg, MiCT, Berlin

11:15-13:00 – Session 1: Western normativity in media assistance – universal or flexible?

Coordination: MiCT with n-ost and the Friedrich-Naumann Foundation

Moderation: Ulrike Gruska – freelance journalist with a focus on Eastern Europe (Berlin)

Panelists:

Rita Ruduša – Founder and former director of the Baltic Center for Media Excellence (Riga); journalist and media expert on EaP countries

Nata Dzvelishvili – CEO at Indigo Magazine (Tbilisi); former Executive Director at the Georgian Charter of Journalistic Ethics

Input: Dr. Anja Wollenberg – co-founder and head of research with MiCT (Berlin)

Relevance

The concept of independent media no longer works for selection of local partners (or beneficiaries) –

46% “strongly agree” or “agree”

Relevance

Fostering **independence of media** and strengthening **independent media** is an overarching goal in international media assistance

- “UNESCO works across the community, national, and international levels **to foster media independence** and trust in media institutions” (UNESCO World Trends in Freedom of Expression and Media Development 2021/2022)
- “The Center for International Media Assistance (CIMA) is dedicated to **improving efforts to promote independent media** in emerging democracies and developing economies around the world” (Website CIMA)
- “The fome-network includes 32 organisations **working towards strengthening independent media** in developing and transitioning countries” (Website fome)
- “A well-functioning **independent media system** is critical to sustainable development, and a bulwark of peaceful, economically prosperous societies.” (Development Co-operation principles for effective media assistance” published by OECD and GFMD (March 2024)
- (....)

Relevance

The concept of independent media no longer works for selection of local partners –

46% “strongly agree” or “agree”

Session 1: Western normativity in media assistance – universal or flexible?

What do we talk about when we talk about independence and independent media in the field of International Media Assistance (IMA)?

Anja Wollenberg, 31.09.2024

Definition

Definition of media independence (Karpinnen 2017)

- Absence of political pressure (deriving from political parties, owners or governments)
- Absence of market pressure (deriving from commercial competition or advertisement clients)
- Editorial autonomy and adherence to professional standards (truthfulness, political balance, protection of sources, fact checking)

Karpinnen, J. (2017) What do we talk about when we talk about media independence?

Definition

“there is no such thing as total or absolute independence in the realm of media. Instead, any media will always have to deal with a multitude of different types of constraints and external influences. Which of these are regarded as the most pertinent, or politically relevant, inevitably depends on the context” (Karpinnen 2017, p.112)

Whose independence?	From what?	By which means?
Media System	State/government	Law and Statutes
Media Organisation	parties	Organ. arrangements
Journalism	Special Interest Groups	Self Regulation
Individual Voice/Speaker	Market Forces	Ethical Guidelines
	Corporates	Professional Culture

Karpinnen, J. (2017) What do we talk about when we talk about media independence?

Definition

Definition of **media independence** (Karpinnen 2017)

- Absence of political pressure (deriving from political parties, owners or governments)
- Absence of market pressure (deriving from commercial competition or advertisement clients)
- **Editorial autonomy and adherence to professional standards** (truthfulness, political balance, protection of sources, fact checking....)

Karpinnen, J. (2017) What do we talk about when we talk about media independence?

Trends

Independent media: a dying species?



“Taken together with state capture of media interests, threats to journalist safety, declining public trust in journalism, and growing authoritarianism, these trends pose an existential threat to free and independent media (...).”
(OECD/GFMD 2024)

Trends

Independent media: a dying species?



“Taken together with state capture of media interests, threats to journalist safety, declining public trust in journalism, and growing authoritarianism, these trends pose an existential threat to free and independent media (...).”
(OECD/GFMD 2024)

How is the media development sector responding to the decline of independent media?

OECD (2024) Development Co-operation principles for relevant and effective support[^](p.8)

Trends

How is the media development sector responding to the decline of independent media? Let us have a look into trends:

What kind of engagement?	Number of mentions	The neutral independent observer who reports objectively and impartial	
Women rights, LGBT+, GBV	13	Project Practice is aligned to	
Environment protection, climate change	7		
Civic participation, accountability, freedom of speech	7		
Human rights	4		
Others	1 each		
		Western liberal journalism model	69%
		Engaged journalism model	43%
		both	46%

Media professionals promote political change and and/or take sides for political movement

Hypothesis

How is the media development sector responding to the decline of independent media? Tentative answer (from survey on trends): we witness a shift away from the classical idea of independent media as **neutral and detached observer** towards independent media as **agents of change** and independent journalists as **advocating for a good cause or a purpose**.

Hypothesis

How is the media development sector responding to the decline of independent media? Tentative answer (from survey on trends): we witness a shift away from the classical idea of independent media as **neutral and detached observer** towards independent media as **agents of change** and independent journalists as **advocating for a good cause or a purpose**.



Hypothesis

How is the media development sector responding to the decline of independent media? Let us have a look into trends:

Temptative answer (from survey on trends): we witness a shift away from the classical idea of independent media as **neutral and detached observer** towards independent media/journalists as **agents of change that advocate for a good cause or a purpose**.

>> see also: **public interest media** as trend

OECD (2024) Development Co-operation
principles for relevant and effective support

>> see also: IFPIM



Hypothesis

Public Interest Media

It's often about topics that are essential for our democracy but that can be difficult or dry to understand. It's hard, complex and time-consuming to do, but **it challenges the powerful and stands up for the powerless.** (charitable journalism project)

Hypothesis

“If the mainstream media presents itself as independent because it follows its own logic of journalistic culture, for other independent media the same term means freedom from that very notion of mainstream journalistic culture. Instead of non-commitment or detachment, independent or indie, then, can also **mean radical politicisation, orientation to social justice or political commitment.**” (Karpinnen, J. 2017)

Problem Statement

Key Statement/ Key Question:

If funding for a specific cause or purpose is provided by Western institutions or governments, it cannot at the same time work as support for independent Media (or can it?)

Example 1

Perugia Journalism Festival this year / Decolonising media development: a new role for Global North media support? (min. 8.00-9.00)

A dialog a dialogue between **Christine Mungai** (Baraza Media Lab) and facilitator **Sameer Padania** (director Macroscopic Consultancy)



<https://www.journalismfestival.com/programme/2024/decolonising-media-development-a-new-role-for-global-north-media-support>

Example2.**MiCT Research in Afghanistan; Cluster 1.3:**

>> media support was perceived as aiming to advance specific topics (rather than advancing the media system)

(3.131 C1.3) “Swedish Committee for Afghans was interested only in the issue of refugees; a Canadian organization called War Child was only supporting children, a German one, which I forgot its name was interested in girls’ education.
(Female, Herat)

“UNICEF support was about polio, UNDP, USAID about election, IEC (independent election commission) also about election, War Child from Canada focused on the topic of children. We had a particular person to deal with donors.”
(Int.18)

Example2.**MiCT Research in Afghanistan; Cluster 1.3:**

>> media support was perceived as aiming to advance specific topics (rather than advancing the media system)

Number of mentions	Topics
Mentioned 5 times or more	Women's empowerment/women's rights, peace advocacy/ peace reporting, democracy
Mentioned 3-4 times	Youth empowerment, children rights, education, transparency and fighting corruption
Mentioned once or twice	Environment, health, vaccination (Corona, Polio), avoiding or reducing casualties of civilians in conflicts, preservation of cultural heritage and monuments, freedom of expression, freedom of media, refugees, promotion of tax payment, girls' education, human rights, mining sector, reconstruction, sport, agriculture, drugs and addiction, military operations of the USA, promoting achievements of PRTs, election, support for disabled people

Problem Statement

Key Question:

If funding for a specific cause or purpose is provided by Western institutions or governments – this cannot at the same time work as support for independent Media (or can it?)

>> editorial autonomy?

>> information sovereignty?

>> credibility and trust in independent media?

What themes and approaches are currently trending in media assistance?

FINDINGS FROM THE SURVEY

Problem Statement

Needs assessment is commonly applied as solution to overcome donor driven agenda setting

	% "Always/very frequently" or "often"
Media system analysis exists for our projects	56%
Media systems analysis essentially determines our project approach	59%
Needs analysis is conducted to define conceptual orientation	78%
Results of needs analysis essentially determine project activities	78%

Problem Statement

The **echo chamber**: media have internalized donor priorities to the extent that any needs assessment produce the same priorities that the donors had a-priori.

“Political and civil elites in Africa and other regions of the Global South are implicated into accepting these externally produced policy prescriptions as **common sense**” (Mawuko-Yevugah, 2014, p. 19). (Harris 2022, p. 28).

Susanne Gondwe Harris (2022)
Manufacturing the liberal media m through
developmentality in Malawi. In: Pait, H.;
Laet, J. (eds.) Media, Development and
Democracy (pp.23-44)

Problem Statement

Needs assessment is commonly applied as solution to overcome donor driven agenda setting

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Results of needs analysis essentially determine project activities	78%

- 48% say that often partners invent artificial activities that fit into funding

Audience Assessment:

(1) Would you agree that:

International media assistance tends to support independent media as **agents of change that promote a good cause or a purpose**. (rather than media as neutral and detached observers)

(2) Would you agree that

If funding for a **specific cause or purpose** is provided by Western institutions or governments, this **cannot** at the same time work as support for independent Media

Thank you for your attention!

Anja Wollenberg
wollenberg@mict-international.org

1. Ensure that assistance does no harm to public interest media.

This may include:

- Ensuring that engagement reinforces democratic norms, human rights standards and principles, media freedom, media sustainability, journalist ethics, journalist safety, information integrity and editorial independence.
- Avoiding approaches that displace local actors, distort salaries, risk editorial independence, confuse information with institutional communication, imply contradictory injunctions of stated interests and values.
- Ensuring that assistance is gender sensitive, gender transformative and intersectional to promote equality and equity in media content, media coverage, reporting and editorial practices, self-regulatory equality policies, business and management strategies and public policy making.
- Endeavouring that any use of media to achieve other development goals (“media for development”) upholds journalistic standards of quality, professionalism, and independence, and supports core media resilience.

fome symposium 2024

Session 2 . Workshop A . Local Ownership

Role Conflicts and Power Inequalities in Partners Relations

Facilitation: Folke Kayser and Fahmim Ferdous, Deutsche Welle Akademie, Bonn



Reflecting partner relations in media development

Workshop on FoME Symposium, 30 Sep 2024



Made for minds.

Roles in cooperation relationships

Workshop participants

14 participants in total:

- 7 journalism educators from different African countries (invited by Erich-Brost-Institute)
- 7 representatives of different European media development organizations

Experience with partner relations in the context of media development:

Wide spectrum reaching from ample to none

Which roles do you currently have towards partners?



Empathy exercise: How do our partners see us?

Join the survey:

- Go to menti.com and use code: **5366 1761**
- Or scan QR code



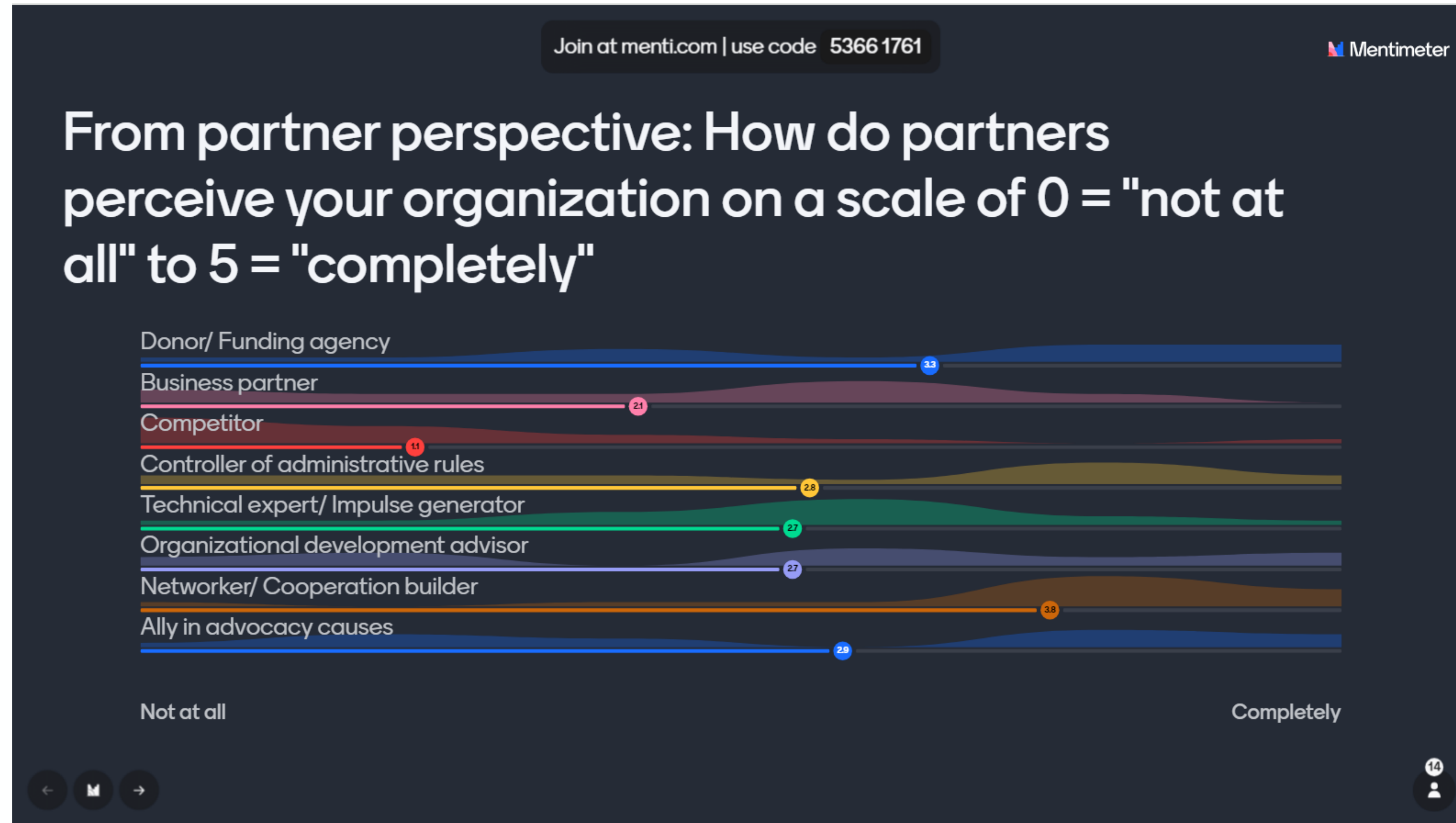
Join at menti.com | use code **5366 1761** Mentimeter

From partner perspective: How do partners perceive your organization on a scale of 0 = "not at all" to 5 = "completely"

Donor/ Funding agency	
Business partner	
Competitor	
Controller of administrative rules	
Technical expert/ Impulse generator	
Organizational development advisor	
Networker/ Cooperation builder	
Ally in advocacy causes	

Not at all Completely

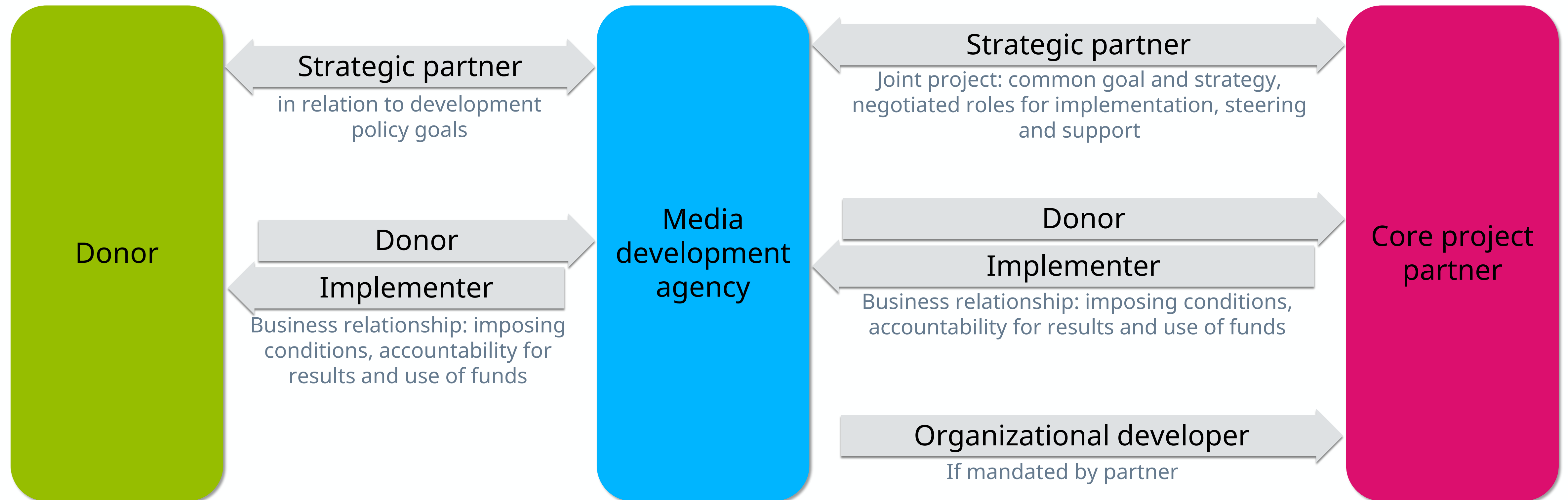
How do our partners see us? Your poll results



Do perceptions of roles meet?



Understanding: multiple roles – different modes of interaction



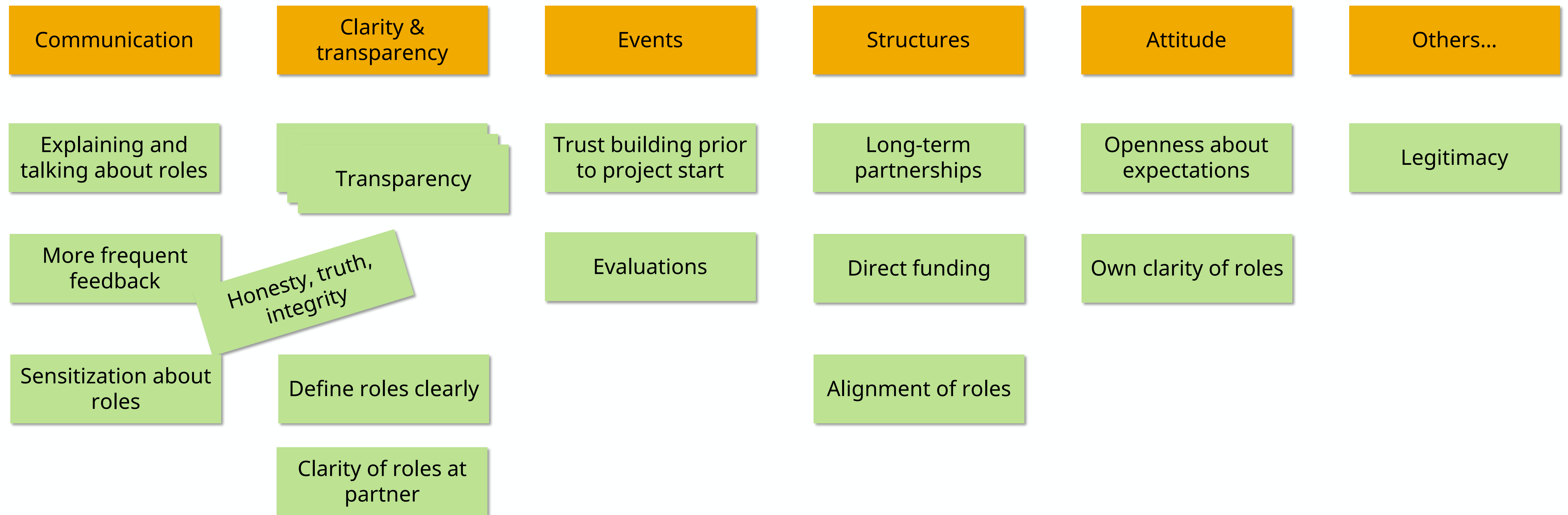
Group work: What would help getting to a better understanding of roles in partner relations?



Results of group work: What would help getting to a better understanding of roles in partner relations?



Results of group work: What would help getting to a better understanding of roles in partner relations?



The factor of power in partner relations

Power walk: Reflecting power and inequality



Power and abuse of power

Power = Opportunity to shape and influence

- ⇒ Only borrowed to achieve the objective
- ⇒ per se unproblematic if used constructively
- ⇒ but: responsibility and accountability!

Abuse of power: manipulation, paternalism, coercion =

Making another person do something against their actual will (subtly or by means of threats, even if with good intentions)

Risk in the strategic partnership:

Shared values, goals and interests?
Joint project development?
Clarified roles? Ownership?
Respectful, culturally sensitive interaction?

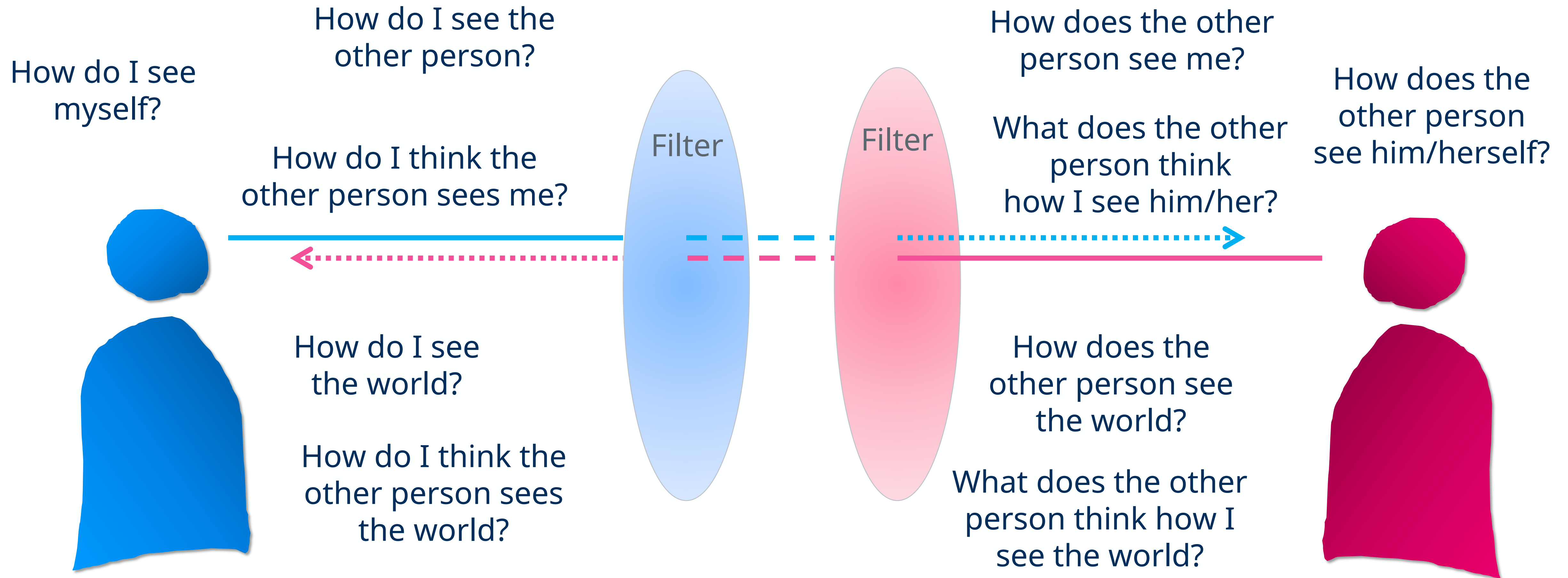
**Money = power
= risk factor for
abuse of power**



Abuse of power: corruption =
abuse of entrusted power (or resources) for private benefit or advantage

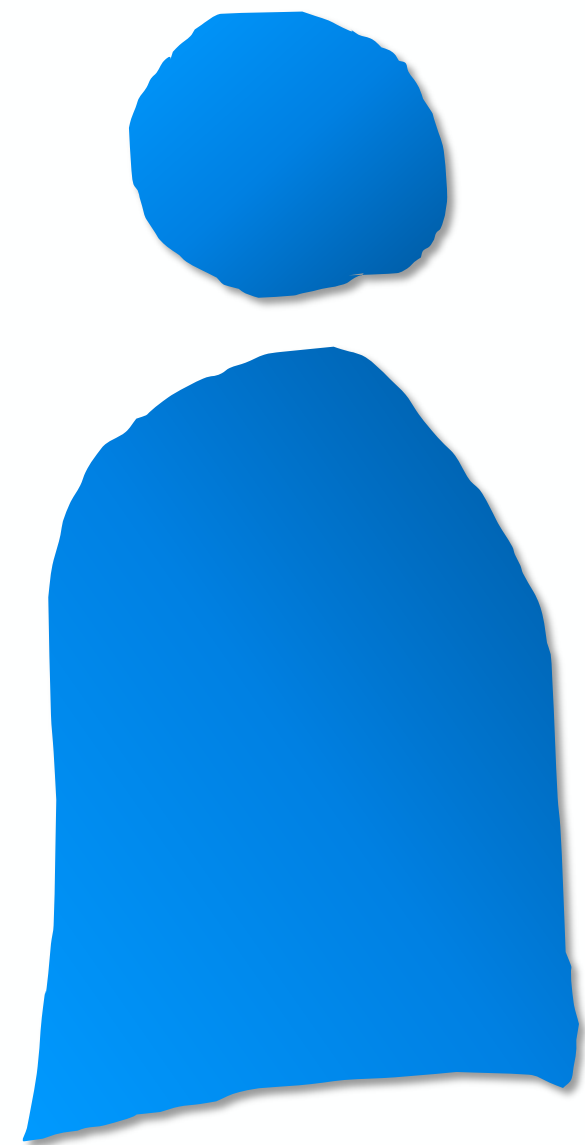
Risk in the business relationship:
Transparency? Defined procedures?
Controls? Accountability?

Filters shape self-image and view of others



Filters shape self-image and view of others

Conscious?
Unconscious?



Filter

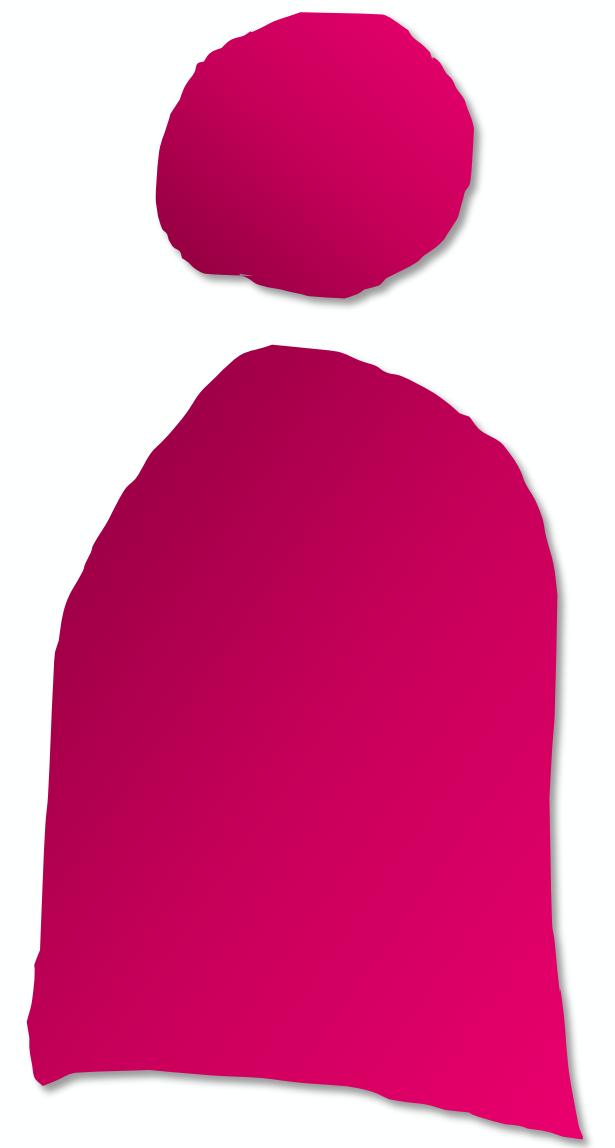
- **Historical context** (history of dominance and subordination, conflict, violence, guilt, trauma, ...)
- **Cultural imprints** (importance of status and hierarchy, weighting of relationship vs. content, gender roles, politeness rules, ...)
- **Origin and social status** (wealth, education, access to resources, social capital, access to influential people, ...)
- **External characteristics** (gender, ethnicity, age, language, disability, ...)
- **Demeanor** (conduct of conversation, dominance behavior, habitus ...)
- And others.

⇒ Effect as unearned advantage (**privilege**) or unearned **disadvantage**

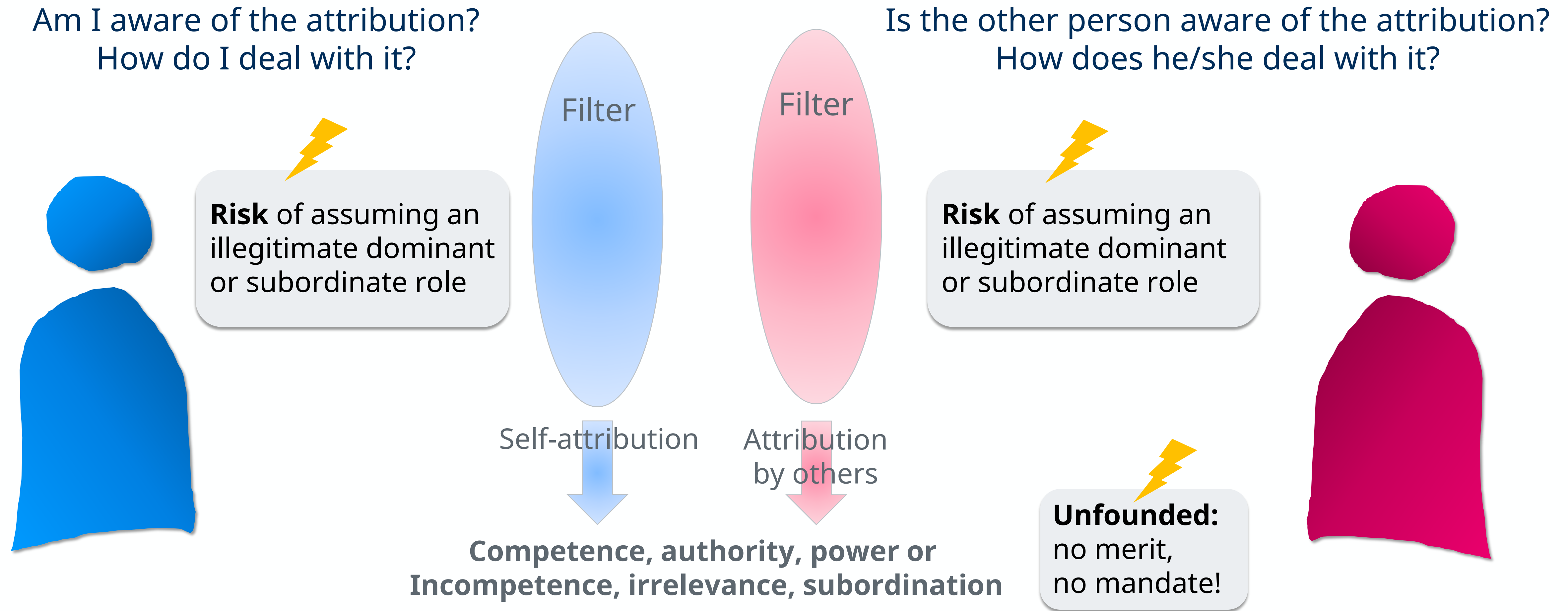
⇒ Cause of stereotypes and **discrimination**

Filter

Conscious?
Unconscious?

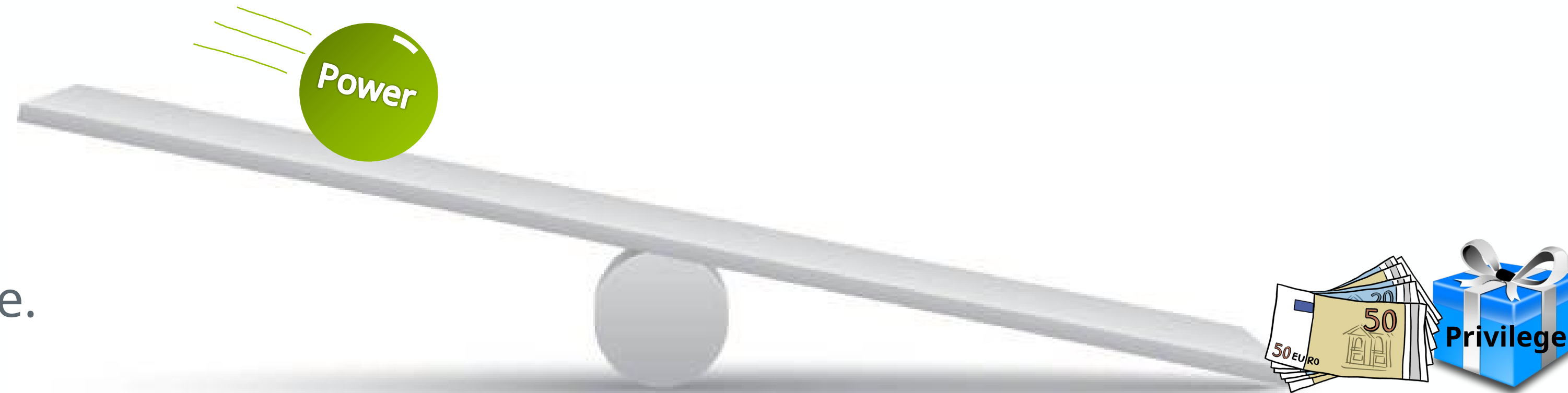


Illegitimate power based on attributions

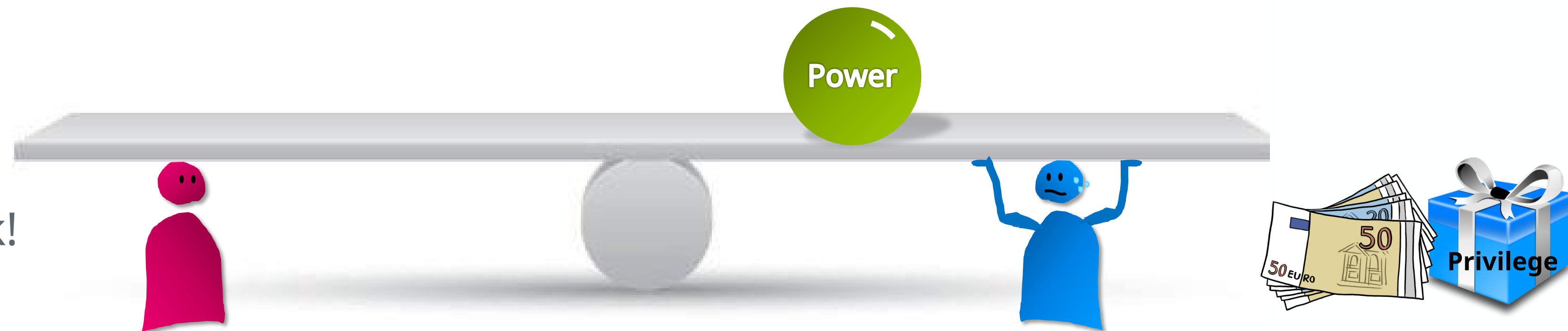


Acting in a power-sensitive manner

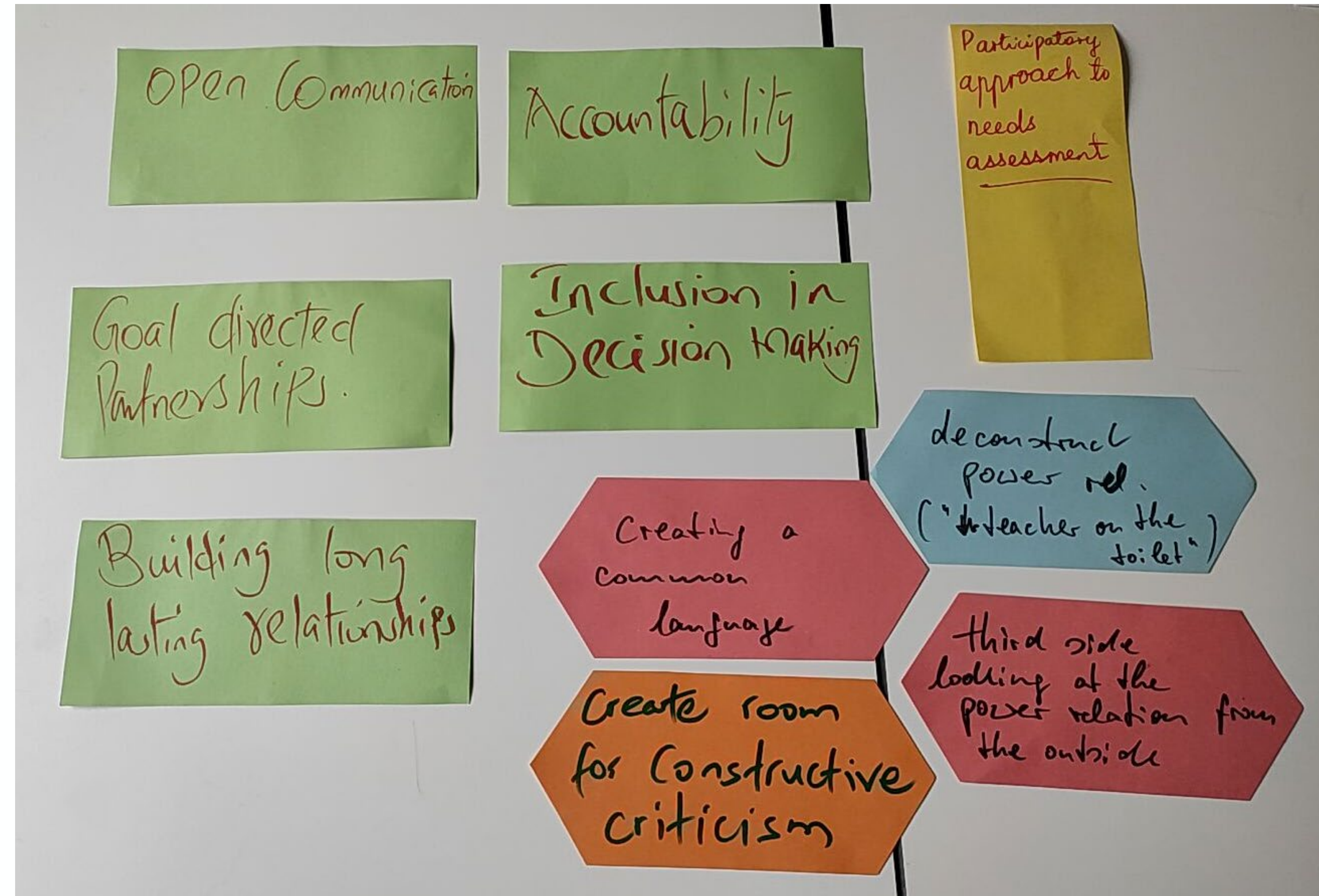
Power flows to where money and privileges are.



Eye level is hard work!



Group work: Which measures could help making partnerships more eye-level?



Before and during partnership, we should discuss and compare

Values, Goals, Interests

- ⇒ Compatible?
- ⇒ Aligned?

Form of cooperation

- ⇒ Beneficial for all?
- ⇒ Fair?

Understanding of roles

- ⇒ Clear?
- ⇒ Shared?

Resources, Competencies

- ⇒ Complementary?

Organizational capacities, Working methods

- ⇒ Compatible?

Steering structure at different levels

- ⇒ Explicitly agreed?

Expectations

- ⇒ Aligned?



Thank you

Folke Kayser
Policy and Learning

folke.kayser@dw.com

Fahmim Ferdous
Asia Department

fahmim.ferdous@dw.com

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Session 2 . Workshop B . Local Ownership

Crossing the Donor and Practitioners' Perspectives on Localization

Input: Dastan Kamanzi, Tanzania Media Foundation, Dar es Salaam

Crossing the Donor and Practitioners' Perspectives on Localization

Tanzania Media Foundation's Perspective

Presented by:

Dastan Kamanzi

Executive Director

Tanzania Media Foundation

Mobile: +255768014797

Email: dkamanzi@tmf.or.tz/info@tmf.or.tz

Website: www.tmf.or.tz



ABOUT TANZANIA MEDIA FOUNDATION

The Tanzania Media Foundation (TMF) is a non-governmental organization (NGO) registered in July 2019 under the 2002 NGO Act. It was previously registered as a company limited by guarantee under the 2002 Companies Act. Between 2015 and 2018, TMF successfully operated a grant-making mechanism that benefited hundreds of media houses and businesses.

TMF is committed to advancing the threefold role of the media in Tanzania: as watchdog, agenda-setter, and gatekeeper. We believe that the media can provide checks and balances on powerful sectors of society through investigative, public interest, and accountability-based journalism. To make this happen, TMF works to promote a viable, vibrant, independent, responsible, and diversified media sector in Tanzania through media **research, nurturing, and support.**

Our Perspective on Localization



For TMF Localization is an empathetic process of supporting news media organizations and journalists to grow and become viable, with ability to produce high-quality public interest journalism sustainably through a *Work-learn nurturing* approach.

Programme based Systematic Collaborative process

1

Ownership of
challenges

2

Ownership of
solutions and
the process

3

Growth and
Sustainability

Current
state of
media and
Society

PROGRAM-BASED (LONG TERM NURTURING PROCESS)

PROJECTS (SHORT TERM SUPPORTS)

Desired
state of
media and
Society

The 3 Key Challenges

1

Lack of program
based financial
support

2

Lack of technical
and expert
support

3

Project based and
money oriented
mentality

The 6 Best practices

1

Empathise

2

Engage

3

Collaborate

4

Support not
impose

5

Nurture by a
Work-learn approach

6

Be results
oriented -

The background of the slide is a photograph of two people, a woman and a man, sitting outdoors in a field of tall grass and wildflowers. The woman, on the left, is wearing a dark blue long-sleeved shirt and glasses, and is holding a small white object. The man, on the right, is wearing a light blue long-sleeved shirt and is holding a blue pen and a small notebook. The image is overlaid with a semi-transparent purple filter.

Thank you!

fome symposium 2024

Session 2 . Workshops C . Local Ownership

Undoing Game of Thrones

Input: Stephen Kovats, r0g_agency, Berlin

Facilitation: Marina Modi, #defyhatenow, Juba

Collaborative Methods and Open Educational Resource

Stephen Kovats,, r0g_agency, Berlin



Collaborative Methods and Open Educational Resource
Stephen Kovats,, r0g_agency, Berlin

Stephen Kovats,, r0g_agency, Berlin

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3 Stop Disinformation!

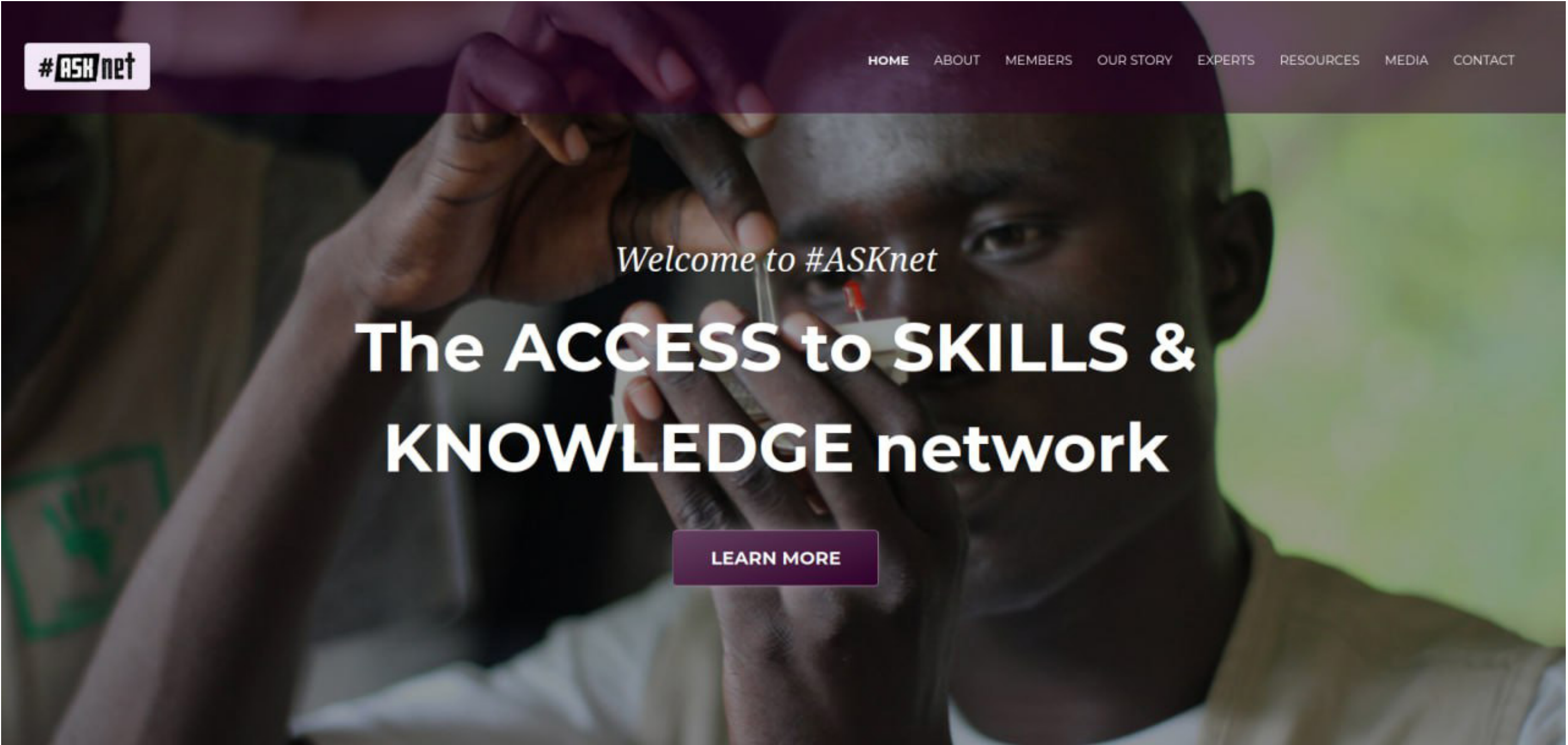
<https://defyhatenow.org/>
info@openculture.agency
info@defyhatenow.org

Collaborative Methods and Open Educational Resource
Stephen Kovats,, r0g_agency, Berlin

Collaborative Methods and Open Educational Resource

Stephen Kovats,, r0g_agency, Berlin





Collaborative Methods and Open Educational Resource
Stephen Kovats,, r0g_agency, Berlin

Stephen Kovats,, r0g_agency, Berlin



www.pennotgun.net


#defyhatenow - Cameroon - South Sudan - Ethiopia
Marina Modi, #defyhatenow South Sudan



FYHATEN
South



SOCIAL MEDIA
#PEACEJAM



UN.ORG/EN/EVENTS/PEACEDAY/



#peacejam

#peaceday

#southsudan

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#defyhatenow - Cameroon - South Sudan - Ethiopia
Marina Modi, #defyhatenow South Sudan

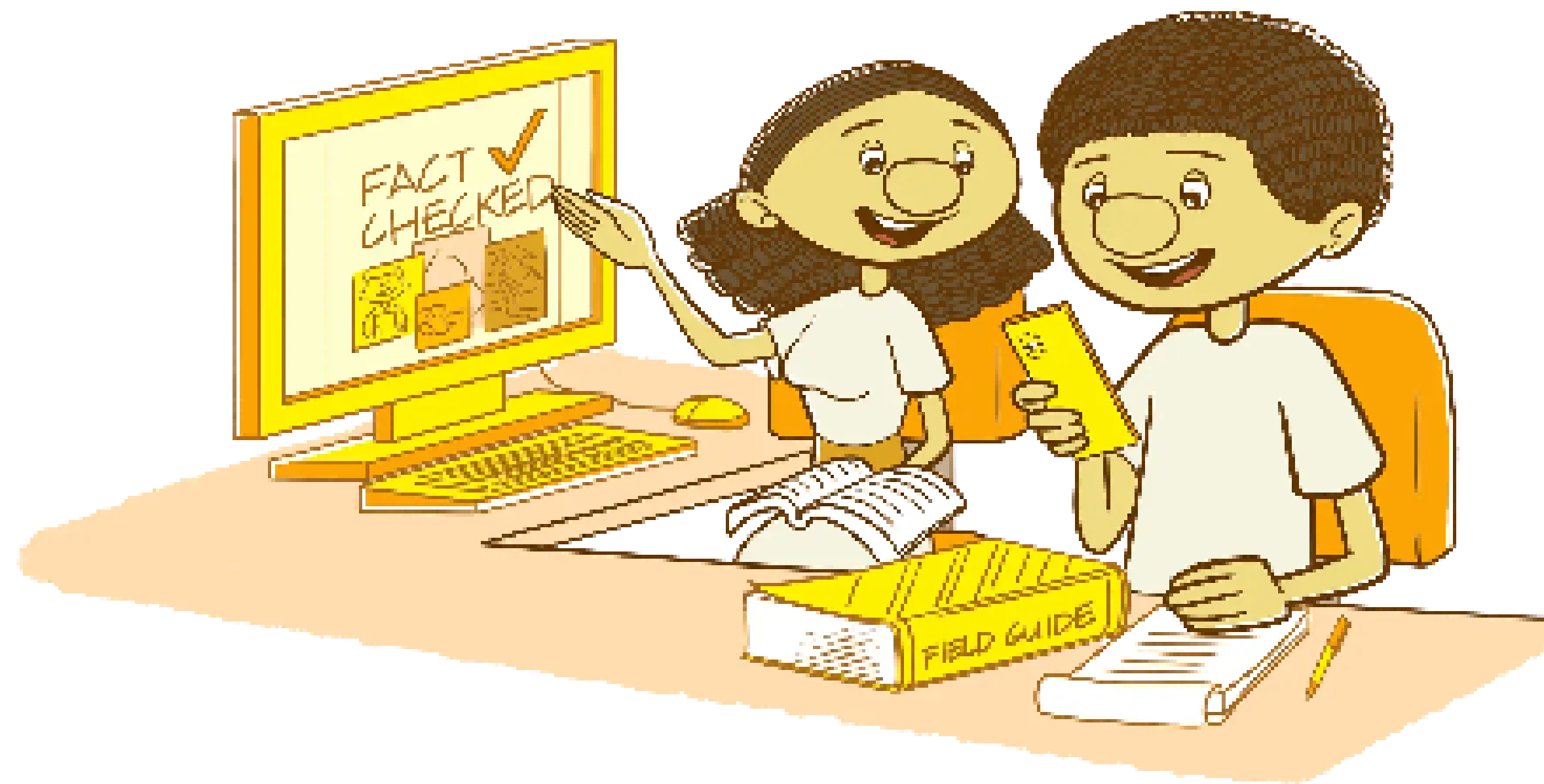
#DEFYHATE NOW
Cameroon



#defyhatenow - Cameroon - South Sudan - Ethiopia
Marina Modi, #defyhatenow South Sudan



FYHATEN
South

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fome symposium 2024

Session 4 . Panel and Discussion . Measuring Impact

The Impact of Media Interventions through 20 Years of Evaluations

Input: Dr. Michel Leroy, Erich-Brost-Institute for International Journalism, Dortmund

THE IMPACT OF MEDIA INTERVENTIONS THROUGH 20 YEARS OF EVALUATIONS

MICHEL LEROY



WHAT IS IT ALL ABOUT?

- > MEDIA
- > MEDIA INTERVENTION
- > IMPACT(S)
- > EVALUATION(S)
- > 20 YEARS: 1999-2019



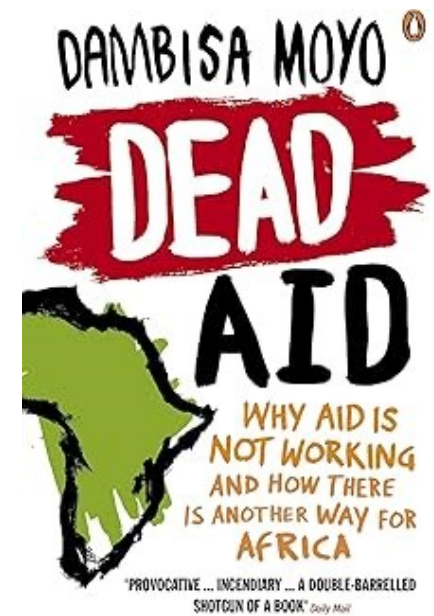
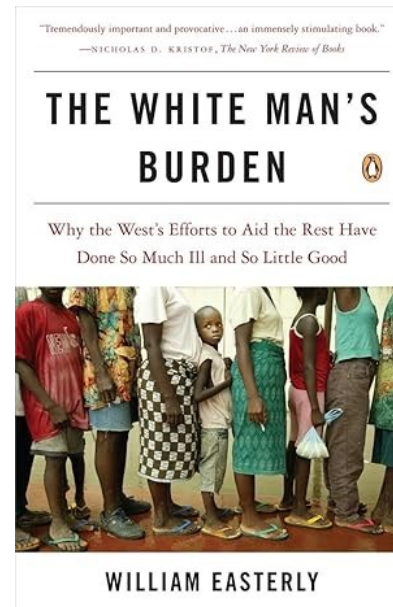
IMPACTS

“The higher-level effects of an intervention’s outcomes. The ultimate effects or longer-term changes resulting from the intervention. Such impacts can include **intended and unintended, positive or negative higher-level effects.**”

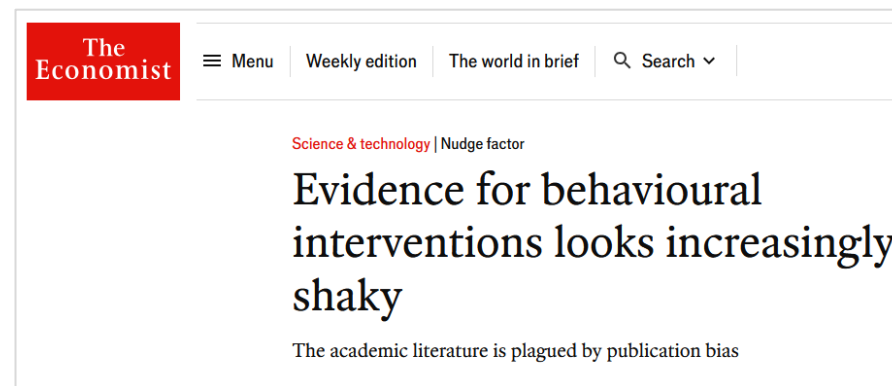
*OECD Glossary of Key Terms in Evaluation and Results Based Management
for Sustainable Development, 2023*



2009



2007

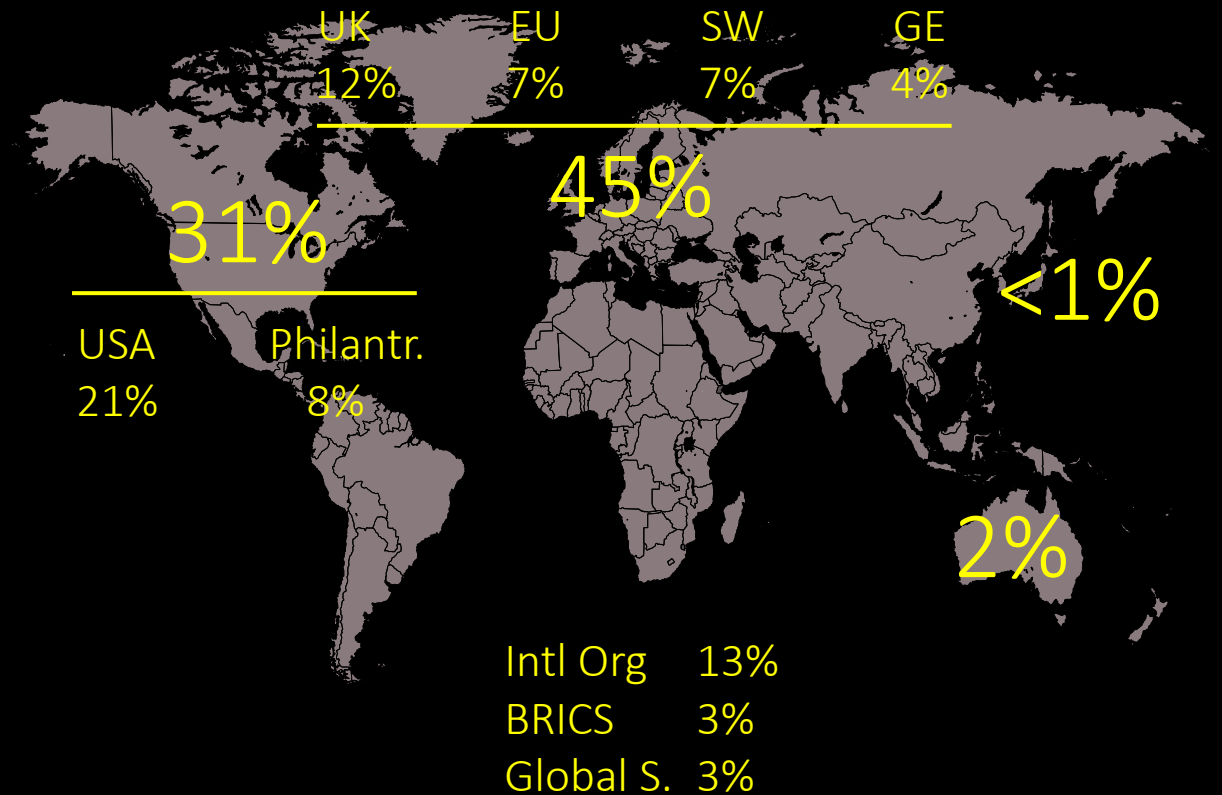


2022



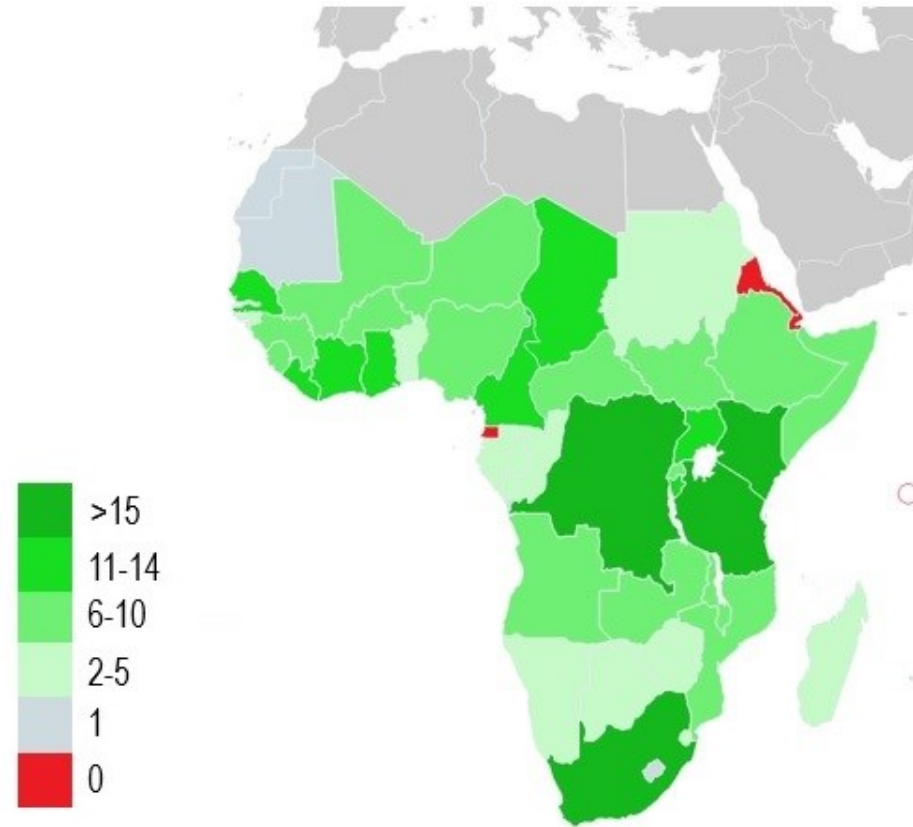
THE SAMPLE

289 EVALUATIONS
OF PROJECTS WORTH
\$2.7B-\$10.3B
ODA FOR MEDIADEV
DURING THE SAME PERIOD
\$7.5B

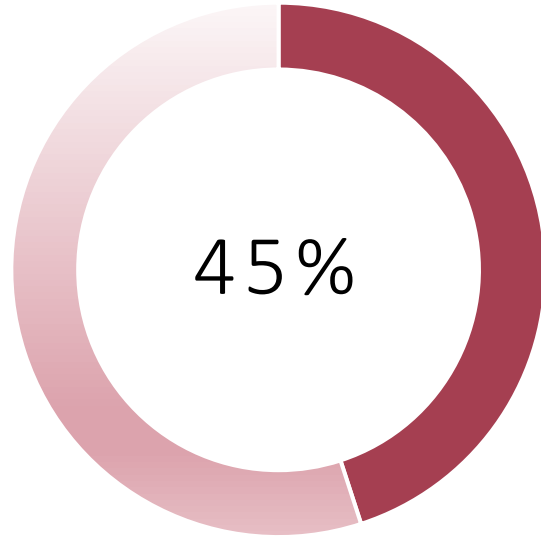


THE FINDINGS

MEDIADEV PROJECTS ARE FOCUSED ON A SMALL NUMBER OF AREAS

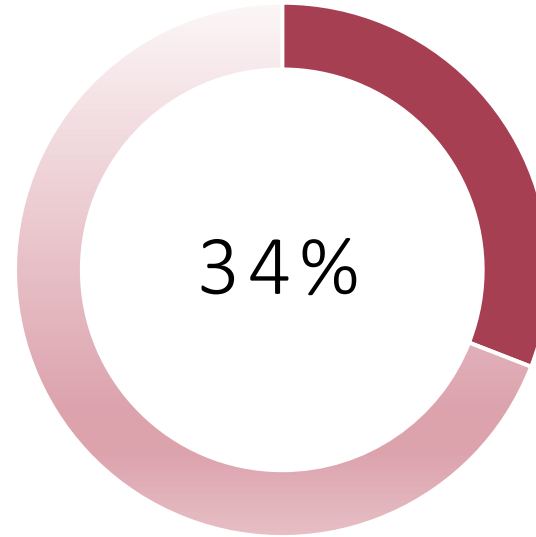


USAID, 2013



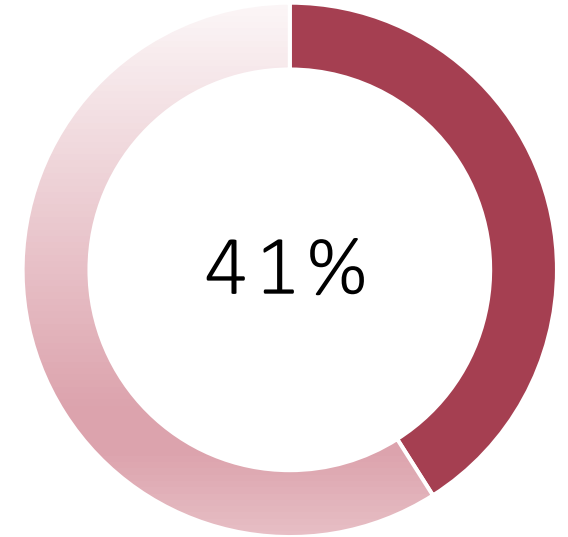
CANNOT PROVIDE AN OPINION
ON THE LASTING NET BENEFITS
OF THE INTERVENTION

USAID, 2013



HAVE IMPRECISE
FINDINGS

AfDB, 2023



HAVE SHORTCOMINGS
IN STRENGTHENING
OF CAPACITIES

THE LASTING IMPACT IS MOSTLY UNKNOWN

A number of **scientific biases**:

- Confusion between quantitative and qualitative data
- Methodological bias: “quick and dirty” evaluation
- A concern to reassure the commissioner

Unaddressed **blind spots**:

- Corruption as an impact killer
- A lack of real *ex-post* evaluations
- Media interventions as a market distortion

WHY IT MATTERS





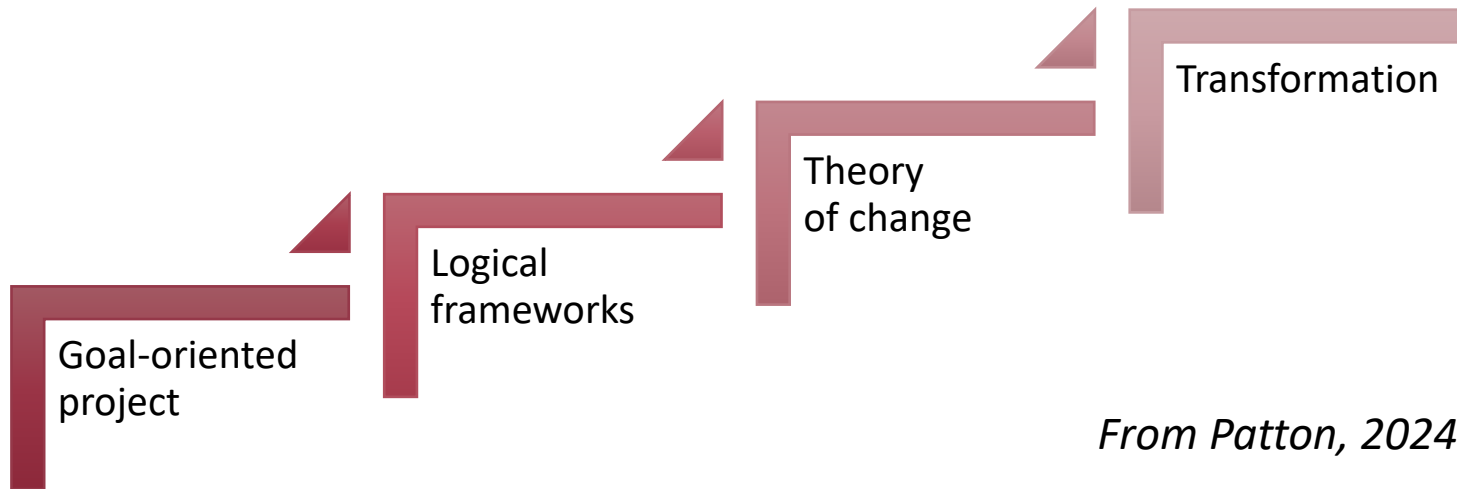
IT QUESTIONS OUR ASSUMPTIONS

- The lack of reception studies makes it hard to document the real influence of media interventions
- The growing populism finds fertile ground for the development of narratives that call aid into question
- Critical evaluations (Balkans, Ukraine, etc.) are those with the greatest influence.

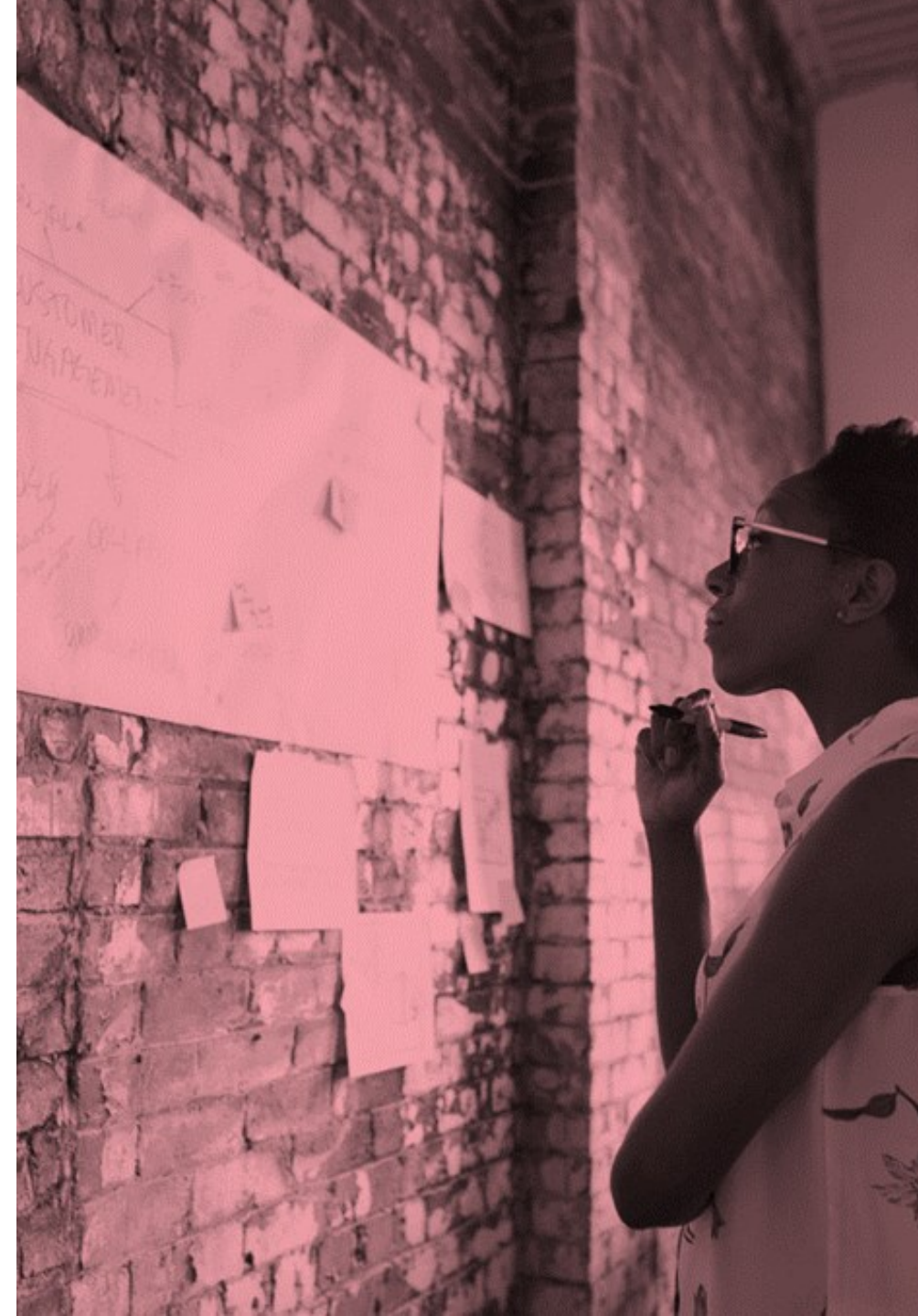


A MISSED LEARNING OPPORTUNITY

- Too little needs analysis (or just an analysis of expectations)
- Few references to a theory of change and very rare evaluations that trace processes
- No transformative evaluations



From Patton, 2024



A GROWING UNDERSTANDING?

“The principles below unite these myriad factors: the vital role of media and journalism in development and democracy, the severity of the crises facing public interest media and information integrity, emerging initiatives to improve innovation and coordination, and **growing understanding of aid and development effectiveness and the impact of assistance.**”

*OECD Development Cooperation Principles on Relevant and Effective Support
to Media and the Information Environment, 2024*



THANK YOU!

Michel LEROY

michel.leroy@tu-dortmund.de

fome symposium 2024

Session 4 . Panel and Discussion . Measuring Impact

Evaluating the Effects of Radio Ndeke Luka in Central African Republic


Input: Dr.Jeff Conroy-Krutz, Michigan State University

BUILDING TRUST IN A FRAGILE CONTEXT:

EVALUATING THE EFFECTS OF RADIO NDEKE LUKA IN CENTRAL AFRICAN REPUBLIC



Jeff Conroy-Krutz, Associate Professor
Michigan State University

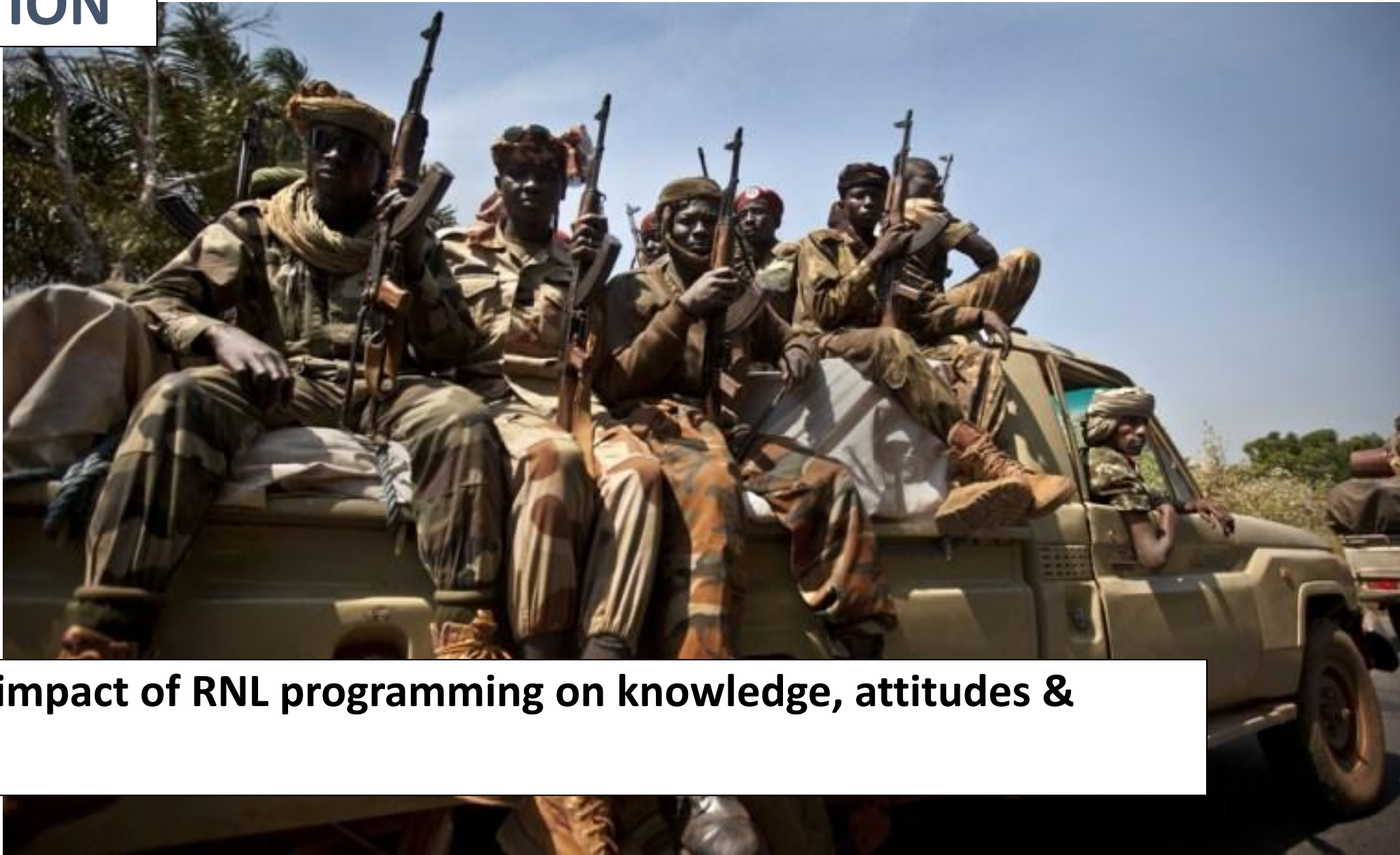
conroyk6@msu.edu
 [@jconroykrutz](https://twitter.com/jconroykrutz)

BACKGROUND

- 2000 launch
- Most-accessed mass medium in CAR



MOTIVATION



- Measure impact of RNL programming on knowledge, attitudes & behavior

EVALUATION STRATEGY



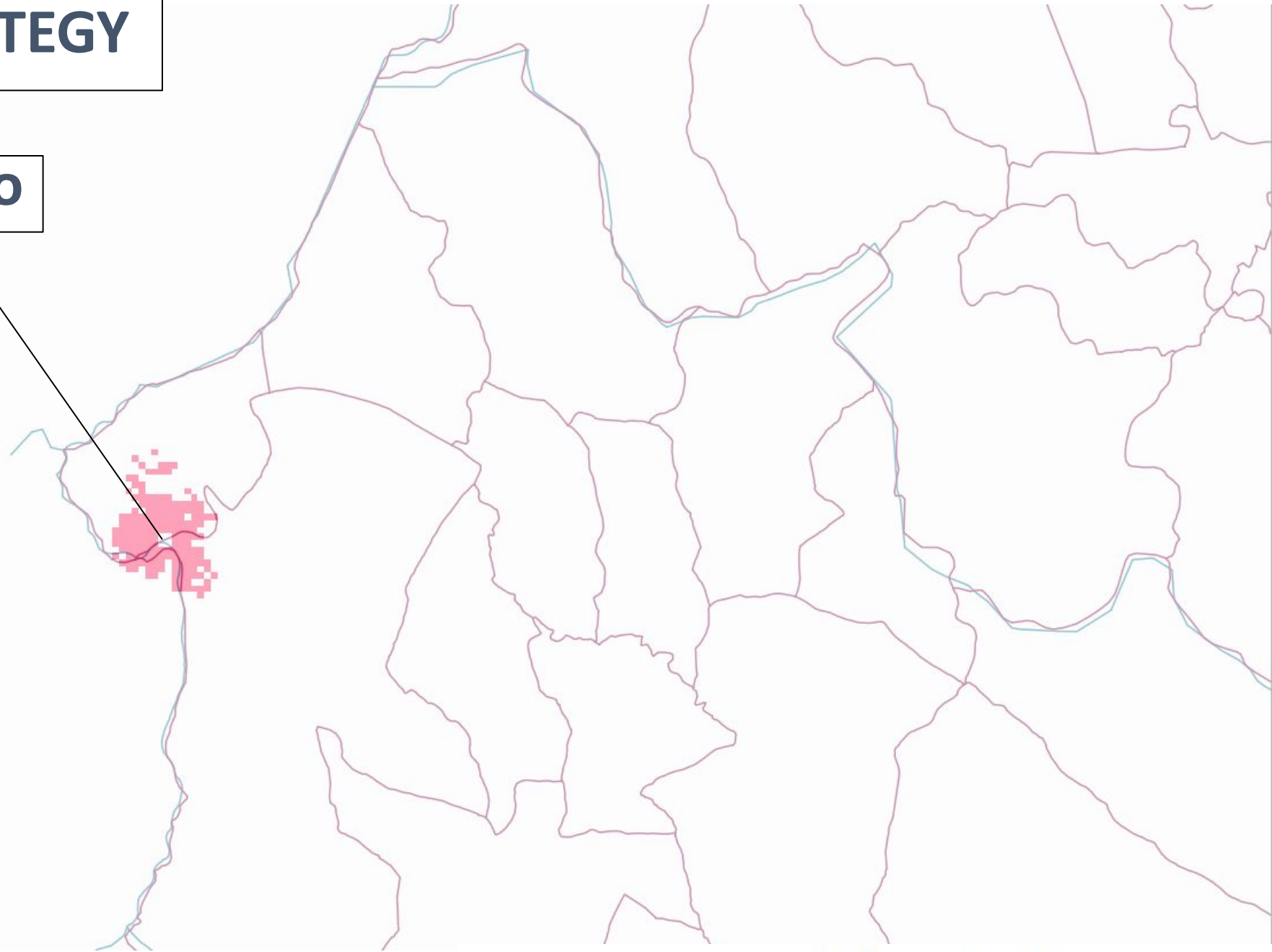
EVALUATION STRATEGY

Beloko



EVALUATION STRATEGY

Beloko



EVALUATION STRATEGY

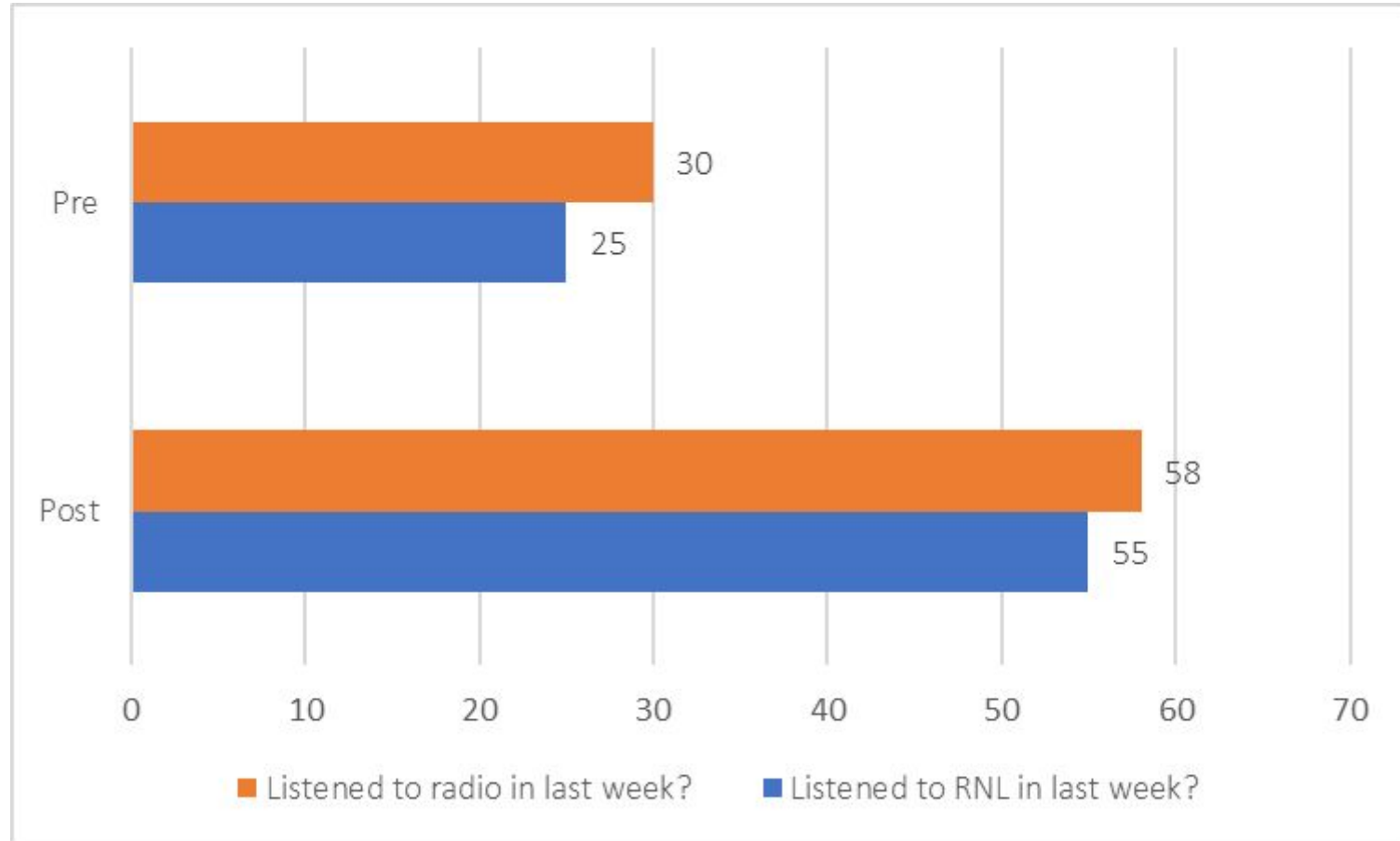
- **Pre-launch survey: 26 November – 2 December 2021 (N=568)**

- **Transmitter launch: Mid-December 2021**

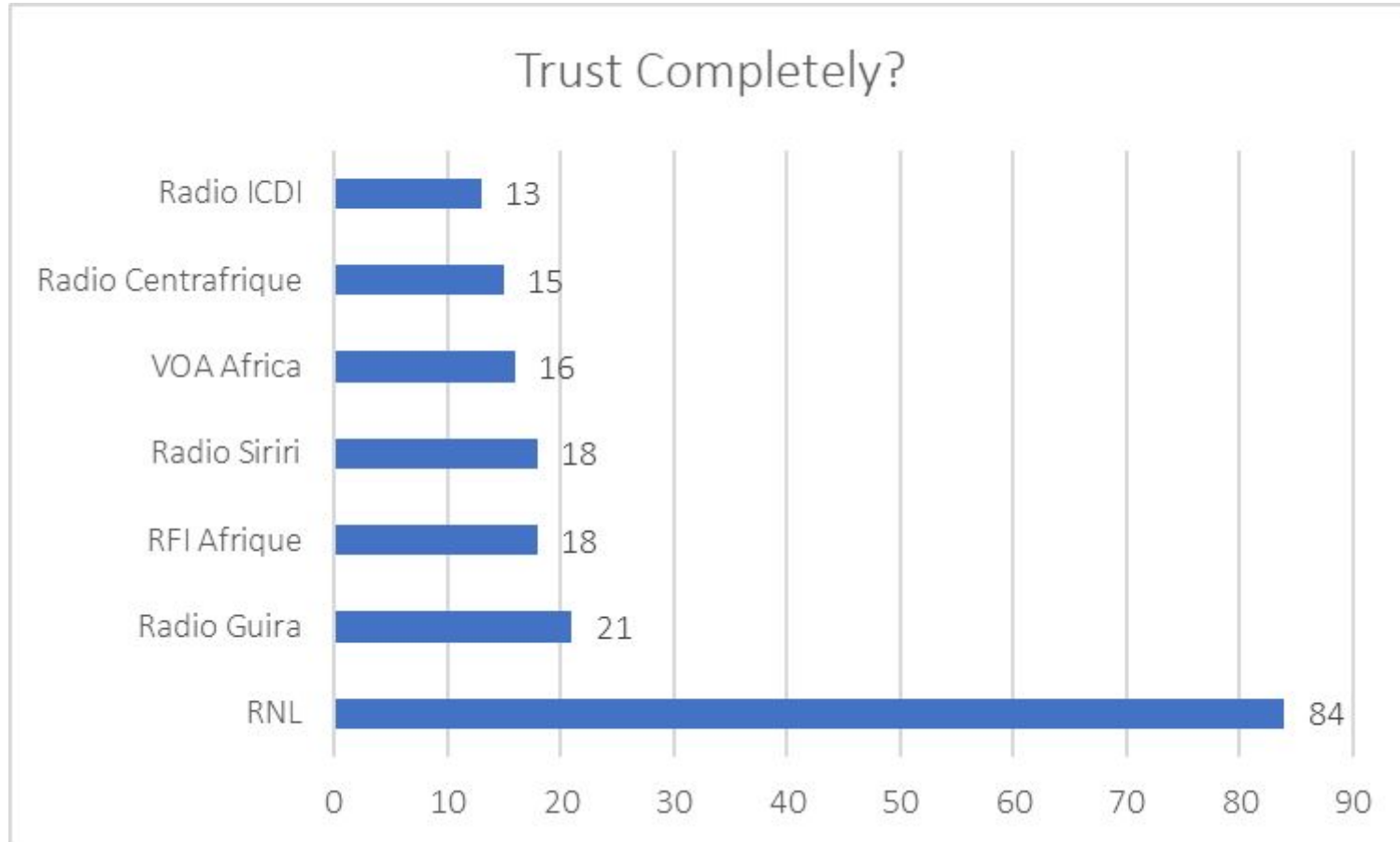
- **Post-launch survey: 10-15 March 2022 (N=558)**



MAIN FINDINGS



MAIN FINDINGS



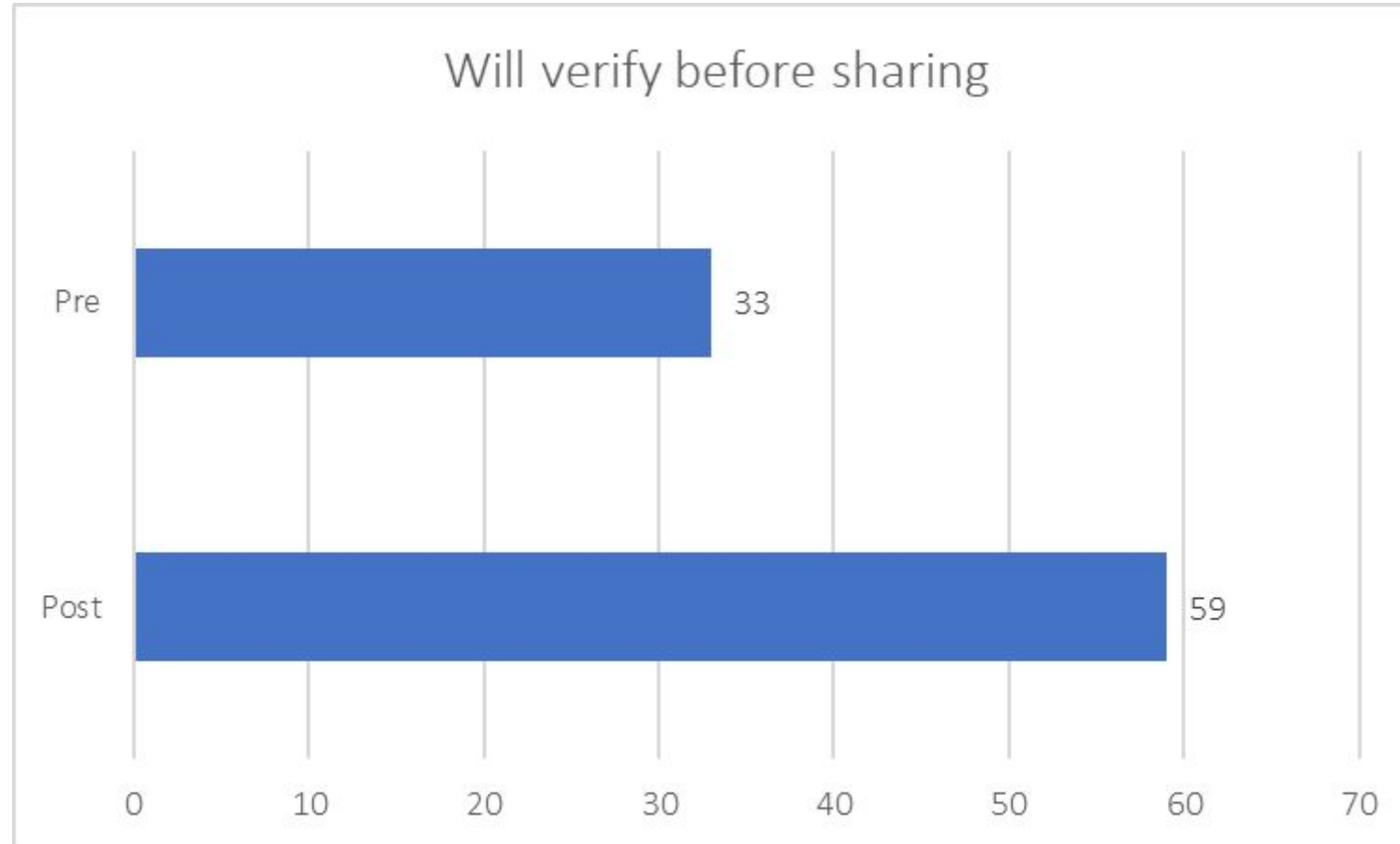
MAIN FINDINGS

	Pre	Post	<i>p</i>
Frequency w/ which media abuse freedoms (0-3 scale)	1.70	1.96	<.001

	Pre	Post	<i>p</i>
Extent of dangers from MDM (0-3 scale)	1.29	1.62	<.001

	Pre	Post	<i>p</i>
Ability to identify what is true (0-4 scale)	1.11	1.36	<.01

MAIN FINDINGS



M&E ESSENTIAL, BUT MANAGE EXPECTATIONS!



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Session 4 . Panel and Discussion . Measuring Impact

Development Cooperation Principles on Relevant and Effective Support to Media and the Information Environment

Input: Emma Cantera, Development Co-operation Directorate, OECD



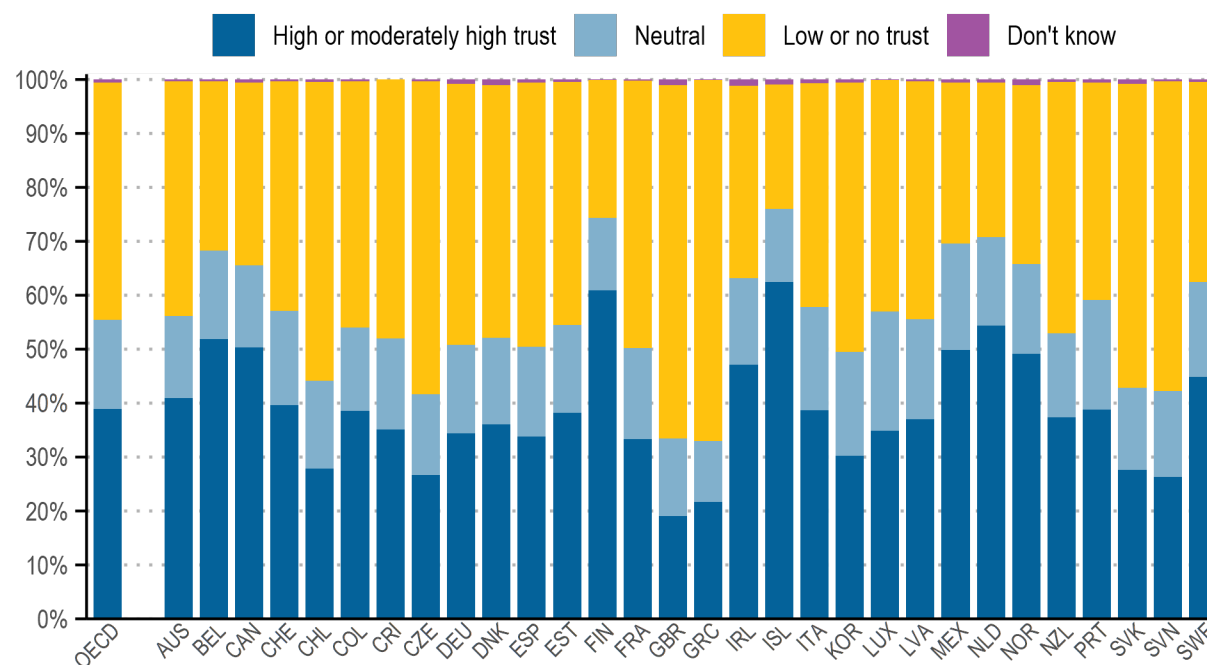
DEVELOPMENT COOPERATION PRINCIPLES ON RELEVANT AND EFFECTIVE SUPPORT TO MEDIA AND THE INFORMATION ENVIRONMENT

Emma Cantera
Senior policy analyst
Development co-operation Directorate



More people distrust rather than trust the news media

Share of population who indicate different levels of trust in news media, 2023

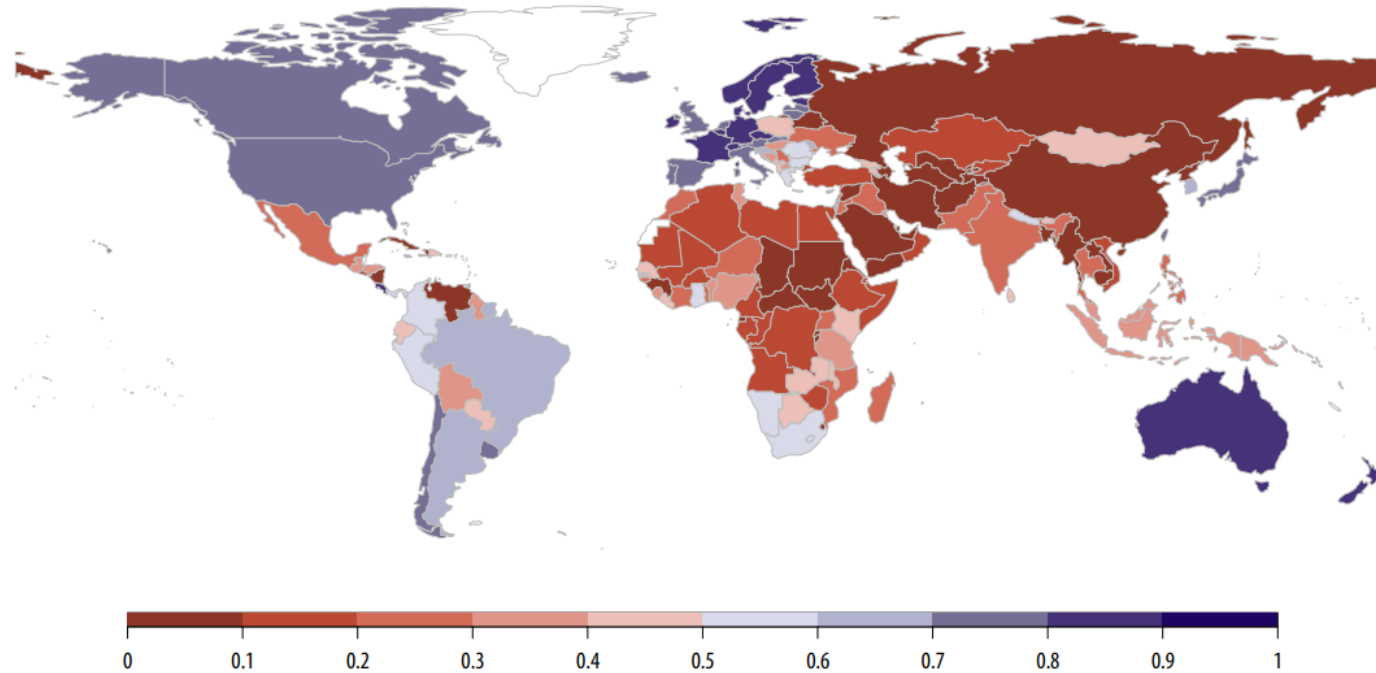


Note: The figure shows the within-country distributions of responses to the question "On a scale of 0 to 10, where 0 is not at all and 10 is completely, how much do you trust the news media?". A 0-4 response corresponds to 'low or no trust', a 5 to 'neutral' and a 6-10 to 'high or moderately high trust'.
Source: OECD Trust Survey 2023.



State of liberal democracy – Vdem 2023

FIGURE 1. STATE OF LIBERAL DEMOCRACY (LDI), 2023

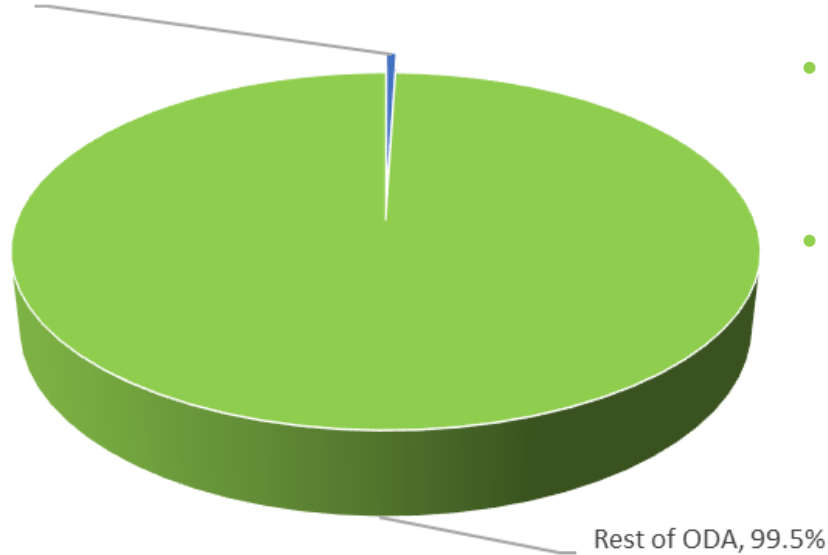


¹ The Democracy Report 2024 is based on V-Dem dataset v14. With each annual update, V-Dem improves the quality of the data and engages a large number of experts, which may lead to correction of scores reported in previous years' reports. V-Dem's Liberal Democracy Index (LDI) captures both electoral and liberal aspects of democracy and goes from the lowest (0) to the highest (1) levels of democracy. The electoral component is measured by the Electoral Democracy Index (EDI) that captures the extent to which all elements of Robert Dahl's (1971) famous articulation of "polyarchy" are present, including the quality of elections, individual rights, as well as freedoms of expression, the media, and association. The Liberal Component Index (LCI) captures the liberal aspects including checks and balances on the executive, respect for civil liberties, the rule of law, and the independence of the legislature and the judiciary. Dahl, R.A. 1971. Polyarchy: participation and opposition. New Haven: Yale University Press.



ODA to media (excluding infrastructure) made up **0.19%** of total ODA in 2022

ODA for media and the information
environment 0.5%



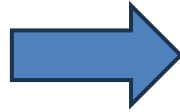
This is even more worrying:

- If support to media and communications infrastructure is excluded ODA for media = 0.19% of total ODA.
- 0.05% of total ODA is directly channelled to media organisations



The Principles

- **Unprecedented challenges** and **existential threats** to free and independent media and information integrity
- Increasing **disinformation, polarization, and autocratization** undermining free media and public trust.
- **Growing threats to journalist safety and media capture** escalating challenges to information integrity.
- **No new dynamic in ODA** to media and free flow of information





The Principles: Why they can be different?

- **Co-produced**

- Participatory process – strong civil society input led by Global Forum Center for International Media Assistance (CIMA)
- Voluntary drafting committee (France, Sweden, Switzerland, UK, US,
- Online and in person consultations with nearly 200 stakeholders on need for principles and key content
- Shared with other communities of practice and networks



)),

- **Commitment and consensus on definitions, terminology, key areas of interest**

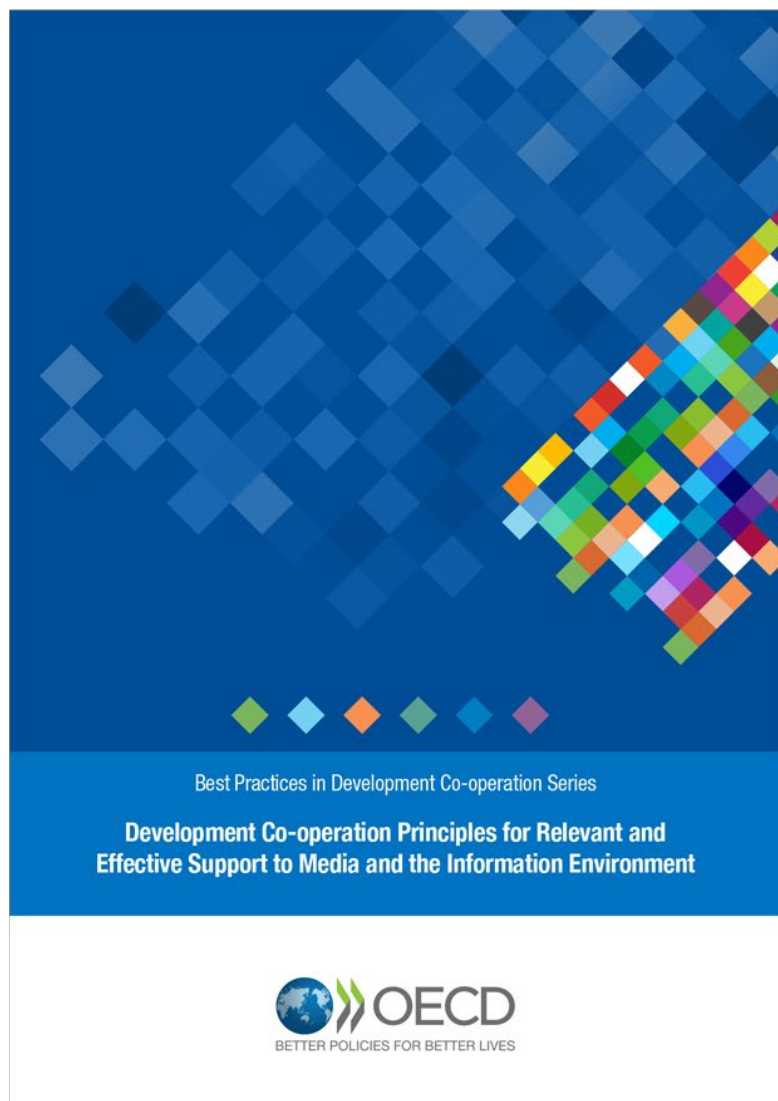


- **Measurement, evaluation and soft power**





THANK YOU



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Session 4 . Panel and Discussion . Measuring Impact

Measuring impact - Experiences and Issues

Input: Nicola Harford, iMedia Associates, Harare



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Measuring impact: experiences and issues

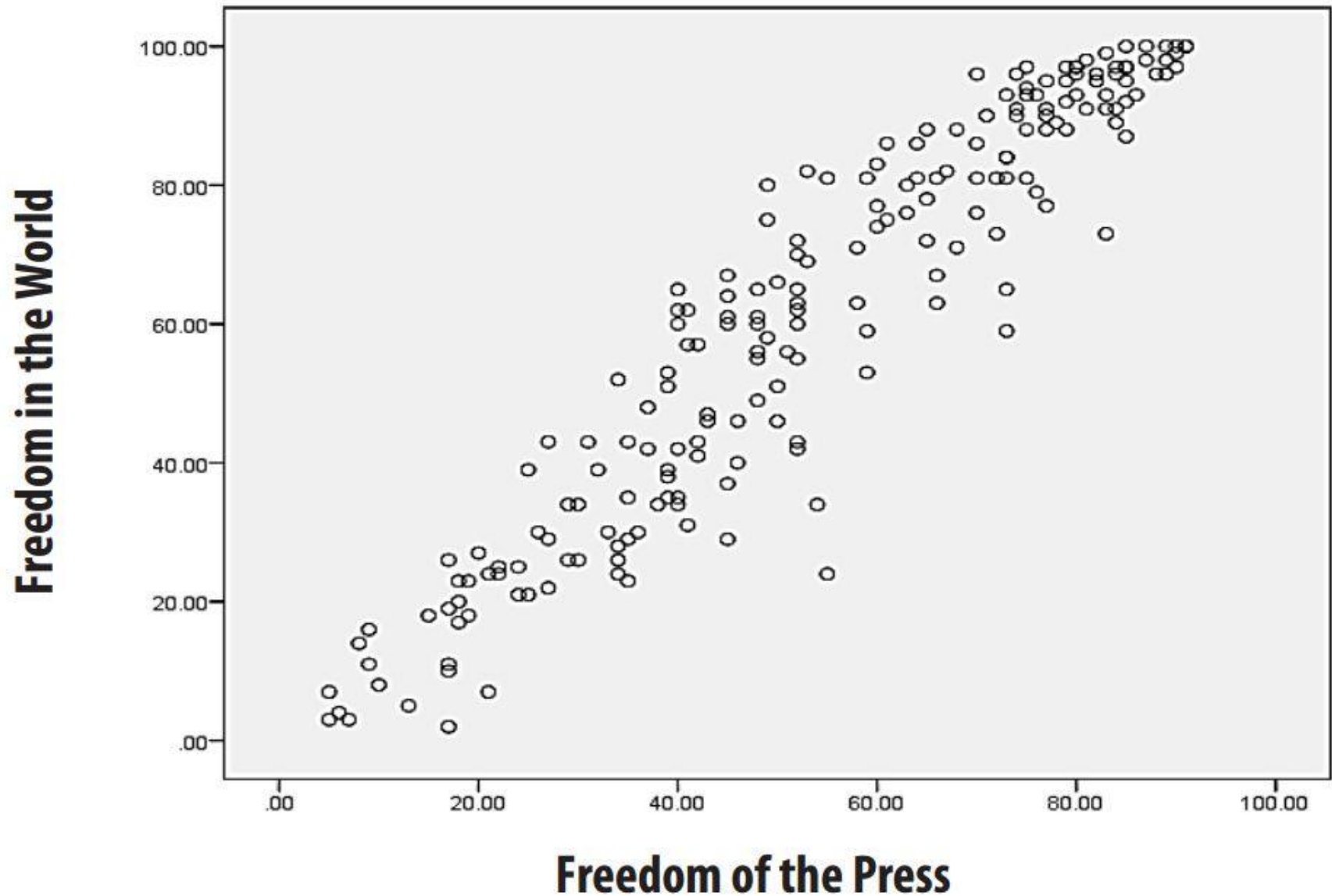
Nicola Harford, iMedia Associates
nicola@imediaassociates.org

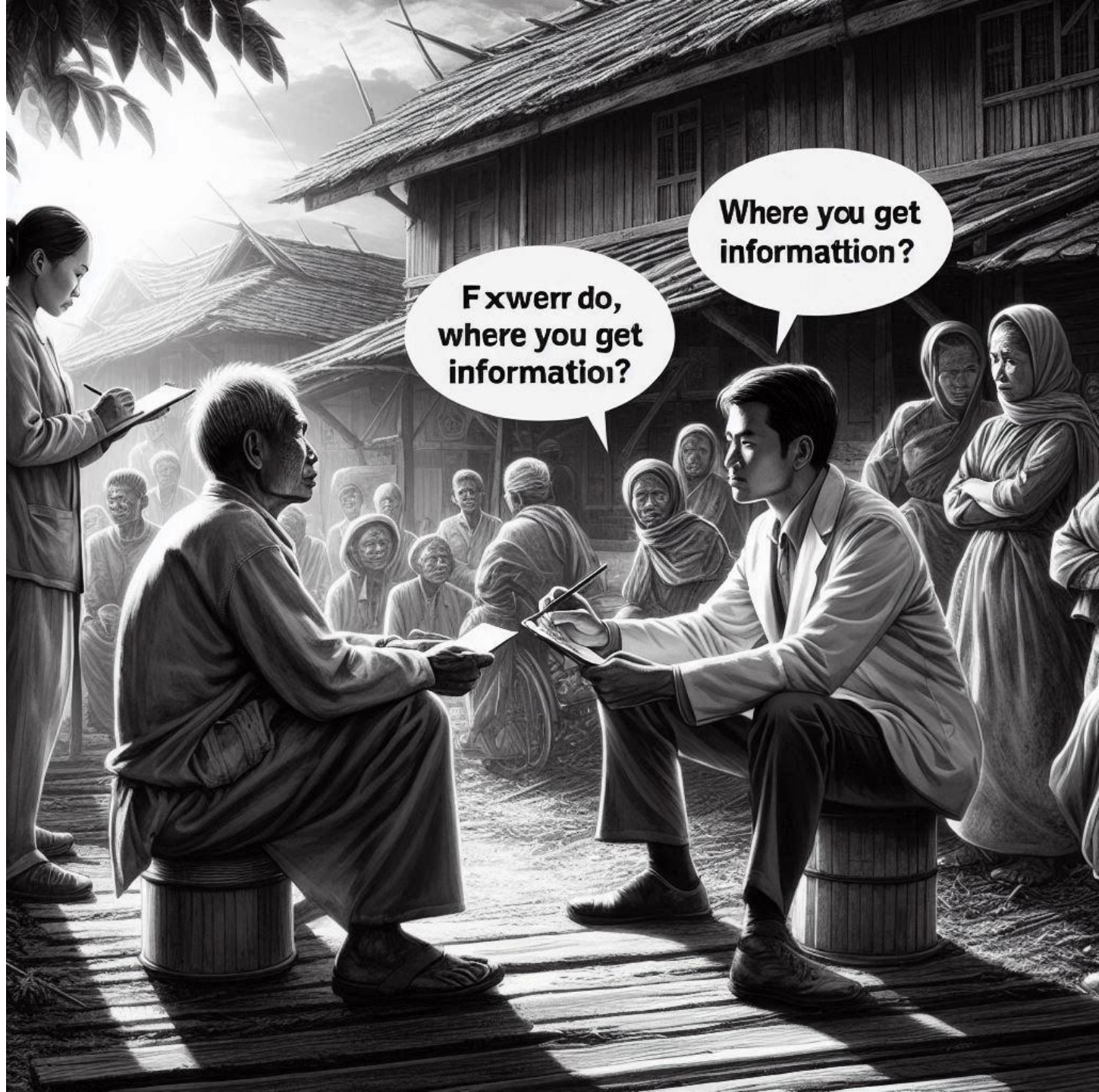
An evaluator's baptism of fire...

- Once upon a time, in a small central African country, a newly reinvigorated donor wanted to MAKE A DIFFERENCE....
- At the same time an emerging media development organisation was keen to spread its love and legacy of PUBLIC SERVICE BROADCASTING
- A project was born – which after 18 months needed reviewing – a light touch evaluation
- What happened next....?



The correlation between press freedom and democracy





F xwerr do,
where you get
information?

Where you get
information?

Findings and issues arising



So what else can we do?



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Session 4 . Panel and Discussion . Measuring Impact

Policy based Media Assistance vs. Charity

Input: Andris Kesteris, DG NEAR European Commission



Policy based media assistance vs. “charity”

Andris Kesteris
Principal Adviser
DG NEAR, European Commission

Measuring impact
Forum Medien und Entwicklung

Dortmund
1 October 2024

1. As per tradition: prevailing approach to media support among donors

- Absence of precise definition of media assistance (mixing w. media literacy, fact-checking, etc.)
 - Aspiring to achieve goals not related to media (promote activism instead of journalism) pushing media to adopt NGO-type of behaviour
 - Considering media as useful in deploying communication programmes
 - Over-promoting investigative journalism defined per subject – not method
 - Mostly neglecting range of reporting subjects relevant for civic development of pluralistic, dialogue-capable societies
- Media assistance to be a media assistance must focus exclusively on media proper and its environment!

2. Policy based media assistance

- *Media Pluralism Monitor* – EU funded and deployed instrument (EU Institute)
- Specialised media assistance programmes:

a. Enabling environment:

- Analytical political reporting (Regular Country Reports)= “measuring impact”
- Regulation (including self-regulation) and support to regulatory bodies
- Judiciary and other law-enforcement institutions trained to deal with journalists
- Support to media/journalist professional organisations and journalist safety
- Support to Public Broadcasting reform

Media Sustainability Programme in WB

b. Support to media as a sector of industry

- Individual needs audits for “core” partners and non-horizontal grant contracts (“horizontality” leads to smallest common denominator in terms of results)
- Tailor-made coaching; Introducing proper division of labour; etc.
- “no-strings-attached” smaller grants: learning what independent media really needs

Measuring performance/ assistance effectiveness (1)

OUTCOMES	INDICATORS		PROGRESS YEAR 1		PROGRESS YEAR 2		PROGRESS at the End of the Project	
			Values year 1	Comments	Values year 2	Comments	Values End of Project	Comments
Outcome 1 : Strategic plan with Business model revised and implemented	Indicator 1.1 : Organisational Capacity Assessment (OCA) ranking improved							
	<u>Base value:</u>	3,3						
	Target value Year 1 :	3,5		Internews' staff informed us that OCA would not be measured annually.				
	Target value Year 2 :	3,7						
	Target value Year 3:	3,9						
	Indicator 1.2 : No. of implemented recommendations from Strategic plan with Business model							
	<u>Base value:</u>	n/a						
	Target value Year 1 :	30%	0%	Value is 0% because the Internews consultant had been developed Strategic plan at the end of November 2023, while the Plan of activities for implementation of the Strategic plan was defined in January 2024.				
	Target value Year 2 :	50%						
	Target value Year 3:	20%						

Measuring performance/ assistance effectiveness (2)

Outcome 2 : Media outlet's revenues diversified, to include new donors and services/products	Indicator 2.1 : Revenues' structure diversified							
	Base value:	100% revenues come from single donor. Overall income 172,512 \$						
	Target value Year 1 :	n/a	1 new grant donor					
	Target value Year 2 :	n/a						
	Target value Year 3:	1 new grant donor accounting for at least 10% of overall income						

Measuring performance/ assistance effectiveness (3)

Outcome 3: Media outlet online outreach is improved, entailing new audiences as well as improved structures of existing ones	Indicator 3.1. : Content delivery on social media channels revised and				
	<i>Base value:</i>	n/a			
	Target value Year 1:	n/a	37,50%	Social Media Strategy contains 8 specific	
	Target vale Year 2:	30% of Social Media Strategy recommendations implemented			
	Target value Year 3:	70% of Social Media Strategy recommendations implemented			
	Indicator 3.2: Increase in audience and improved structure of audience				
	<i>Base value:</i>	No. of web page users: 79.000			
	Target value Year 1:	1%	42,90%	Vaule for Y1 in Simple Number is 112.9K. It	
	Target vale Year 2:	1,50%			
	Target value Year 3:	2%			
	Indicator 3.3.: Social media presence increased				
	<i>Base value:</i>	Social media reach: 872.779; Engagement: 116.016			
	Target value Year 1:	Reach 5%; Enga	Reach 97%; Enga	Value of Fb Reach in Number is 1.726.984: Fb	
	Target vale Year 2:	Reach 10%; Engagement 10%			
	Target value Year 3:	Reach 15%; Engagement 15%			

Measuring performance/ assistance effectiveness (4)

Outcome 4 : xxx has permanent editorial team and sustainable system of developing multimedia and innovative journalism formats	Indicator 4.1 : No. of innovative formats					
	<u>Base value:</u>	No innovative formats				
	Target value Year 1 :	n/a	n/a			
	Target value Year 2 :	3 innovative ideas developed				
	Target value Year 3:	1 innovative idea developed				
	Indicator 4.2: No of multimedia content packages implemented					
	<u>Base value:</u>	No multimedia content production				
	Target value Year 1 :	1 package per month	1 package per month	11 multimedia packages were produced during		
	Target value Year 2 :	2 package per month				
	Target value Year 3:	3 package per month				

To conclude

- Independent media is important for democracy so that people can adopt informed decisions
- Having said this, media donor must forget about this and exclusively focus on needs of independent media and its enabling environment
- Only this matches the definition of media assistance

Thanks for listening and look forward to discuss!

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Session 4 . Panel and Discussion . Measuring Impact

Potential negative effects of media interventions - LGBT issues in Uganda

Input: Dr. Sara Namusoga-Kaale, Makerere University, Kampala

The *potential* negative effects of media interventions: LGBT issues in Uganda

By Sara Namusoga-Kaale

Background

- Media development interventions are not new
- Initially mostly north-based interventions, now Russia, China and Turkey have come on board
- Mostly good: the BBC Komla Dumor Award (investigative journalism etc, DW Akademie (media start-ups and young journalists, social media research ([Reclaiming social media](#))).

Enter controversy: LGBT rights

Namusoga (2017, PhD thesis)

- Coverage is negative/biased
- Six frames: Human rights, crime, culture, religion, legislation, medicine
- Human rights frame is dominant (104), Crime (55), Culture (53), Religion (42)
- These parameters lead to the negative coverage LGBT issues in the Ugandan media.

The negative coverage LGBT issues in the Ugandan media

- Here is how:
- The dominant frame= human rights but it is applied negatively by relying on sources that are opposed to LGBT issues in Uganda, that is the religious leaders (154). The majority of these sources are Ugandan, and Ugandans are generally opposed to homosexuality.
- LGBT people are absent in the news as sources
- LGBT issues are carried mostly in the national news pages
- Tabloids (*Rolling Stone*) published names and details of LGBT individuals in Uganda. It is widely believed that David Kato, a prominent gay rights activist and founding member of Sexual Minorities Uganda (SMUG) was murdered following this exposure.

Media development interventions

Social and cultural context is important- Uganda

- **Uganda is a very religious society** (Christianity, Islam and African Traditional Religion).
Most religions are opposed to LGBT relationships
- **Cultural institutions are still influential** (Opponents argue that LGBT people are un-African, not family friendly-unable to reproduce etc.)
- **“We don’t mind LGBT people as long as they keep private”**. Therefore, **LGBT identity** is problematic.
- **Bilateral relationships with China and Russia**. Politicians share the same “values”

Need to tread “carefully”



- Human rights frame used negatively---sources opposed to the LGBT rights
- Backlash from the public: Sovereignty of Uganda
- LGBT issues as national issues
- **Social (media) leaders.** *Pastor Martin Sempa* is a prominent anti-LGBT activist and social media influencer. *Simon Kaggwa Njala* is a TV journalist whose interview with a gay rights activist went viral- and keeps going viral- when he asked, “[Are you gay? Why are you gay?](#)” *Andrew Mwenda* is a social media influencer and pro-LGBT rights activist.

Wrap up

- Context is important: interventions should uphold the principle of not harming people (David Kato)
- The focus on homosexual identity has no cultural relevance in most countries in Sub-Saharan Africa.
- Homosexuality is constructed as a foreign practice introduced and imposed upon local indigenous insiders who are assumed to be heterosexual and pro-natalist by default. In constructing the pure Ugandan nation, a caricature of pure heterosexual citizens who enjoy heteronormativity as the reigning social order is vital.
- Lastly, we need to monitor the negative impact of media assistance on other topics. In Uganda this could include topics such as child labour.

Thank you for your attention