

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:



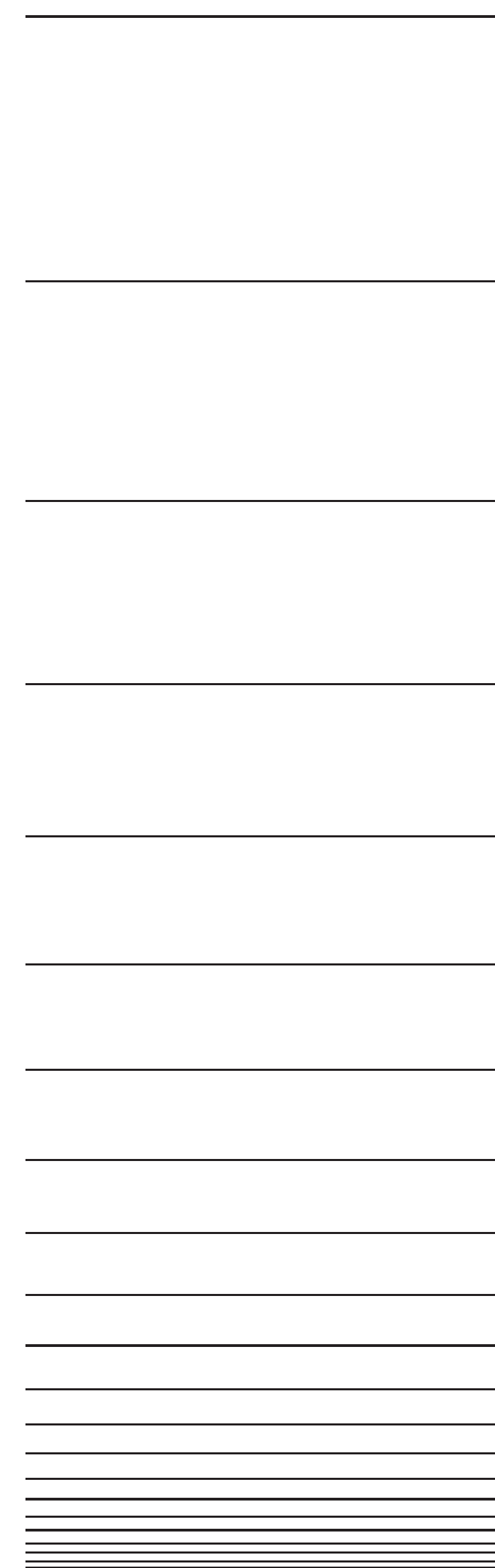
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# Overview of documented presentations

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

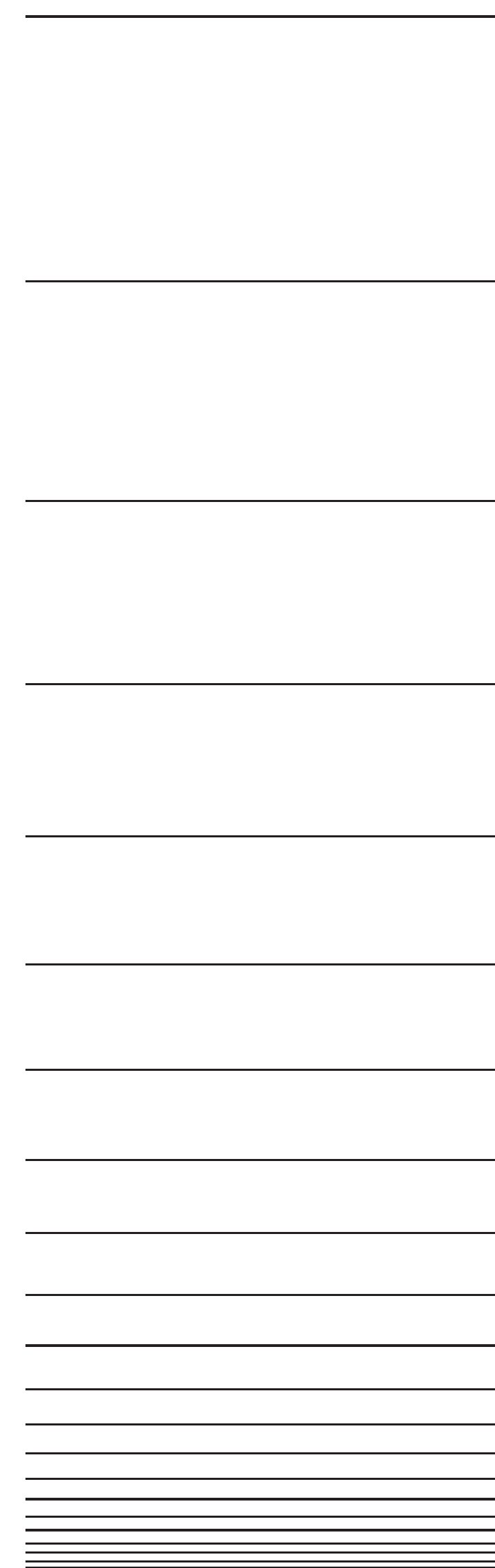
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## **Introdcution: The fome working group and programme**

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

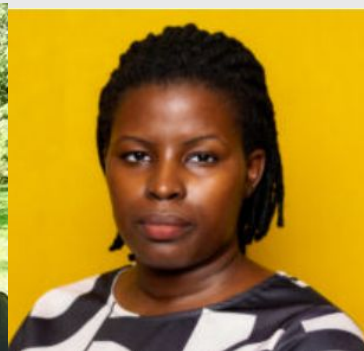
Caroline Vuillemin – General Director; Fondation Hirondelle

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

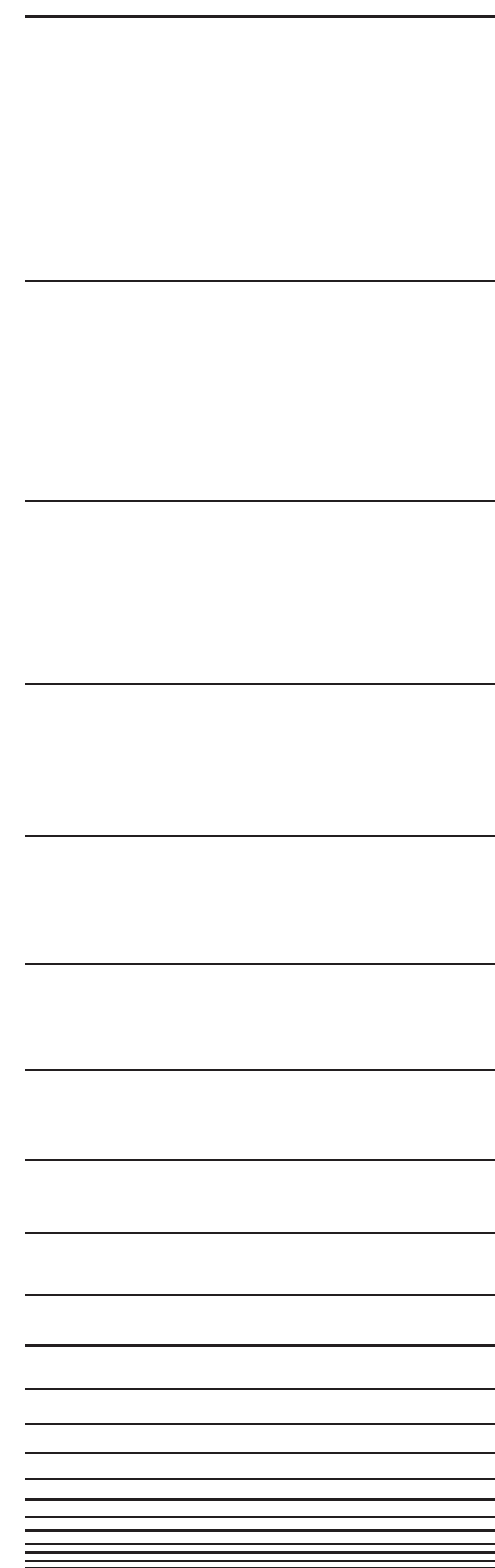
**Moderation:** Christoph Spurk



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**Input: Results of the ground-breaking survey of fome members**

Dr. Christoph Spurk, fome



# Results Survey

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Media Assistance: Mind the Gap!

A critical review of common practices and strategies

Dortmund, Germany

C. Spurk, 30 September 2024

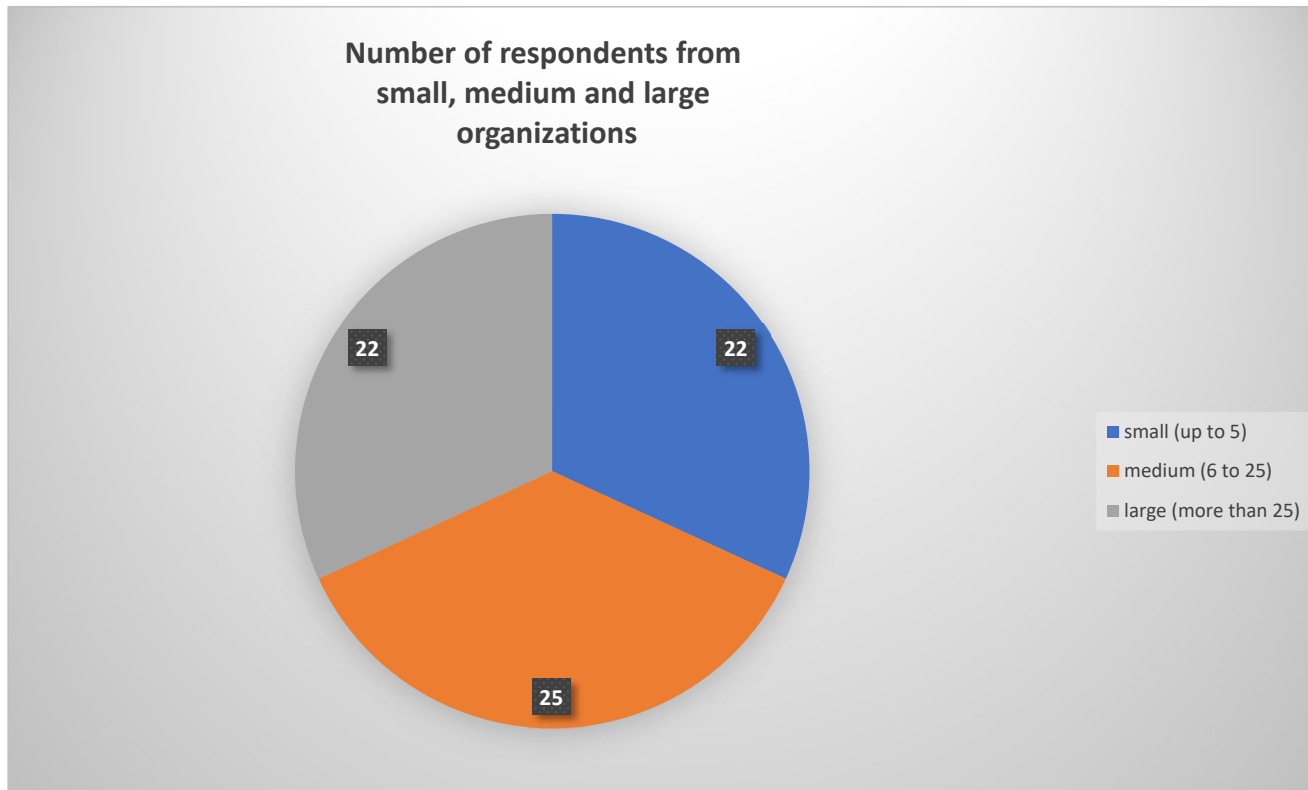
# Survey



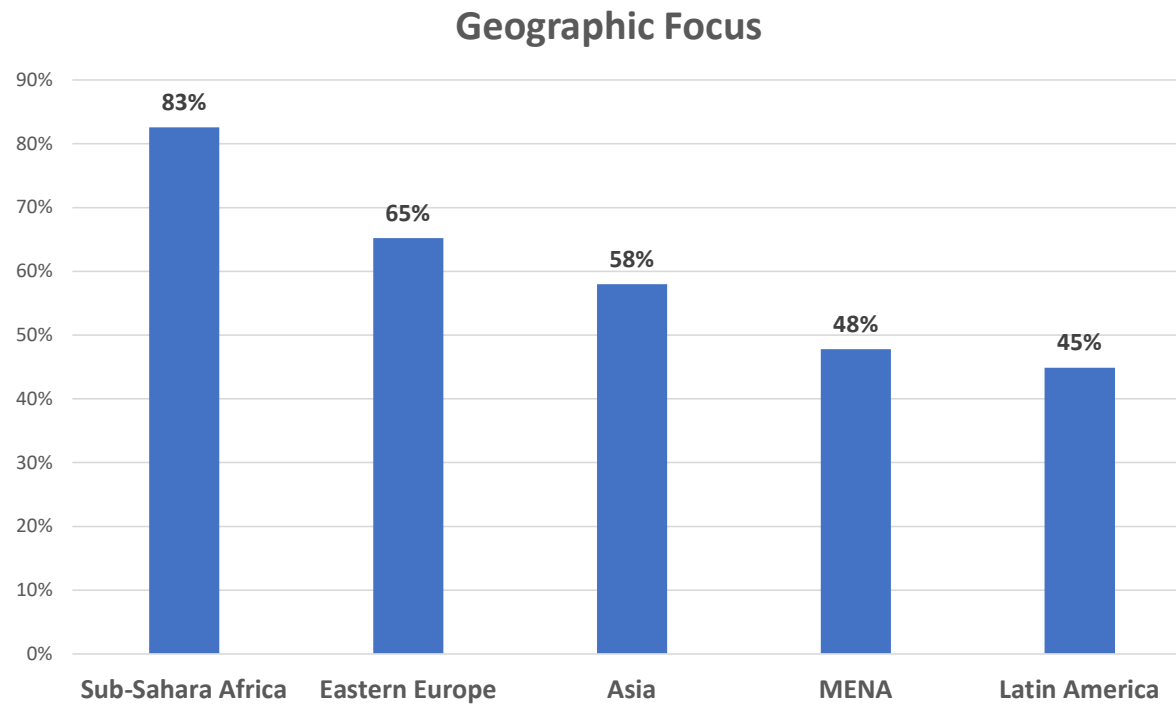
- Time – May/June 2024
- Participants –
  - Managers, desk officers from fome organisations (and some local partners)
  - Suggested by fome organizations (individual link to online survey)
  - *Response Rate: 54% (69 out of 127)*
- Design
  - Statements as opinions (agree or disagree – 5 scale)
  - Statements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

# Sample

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



# Geographic Focus

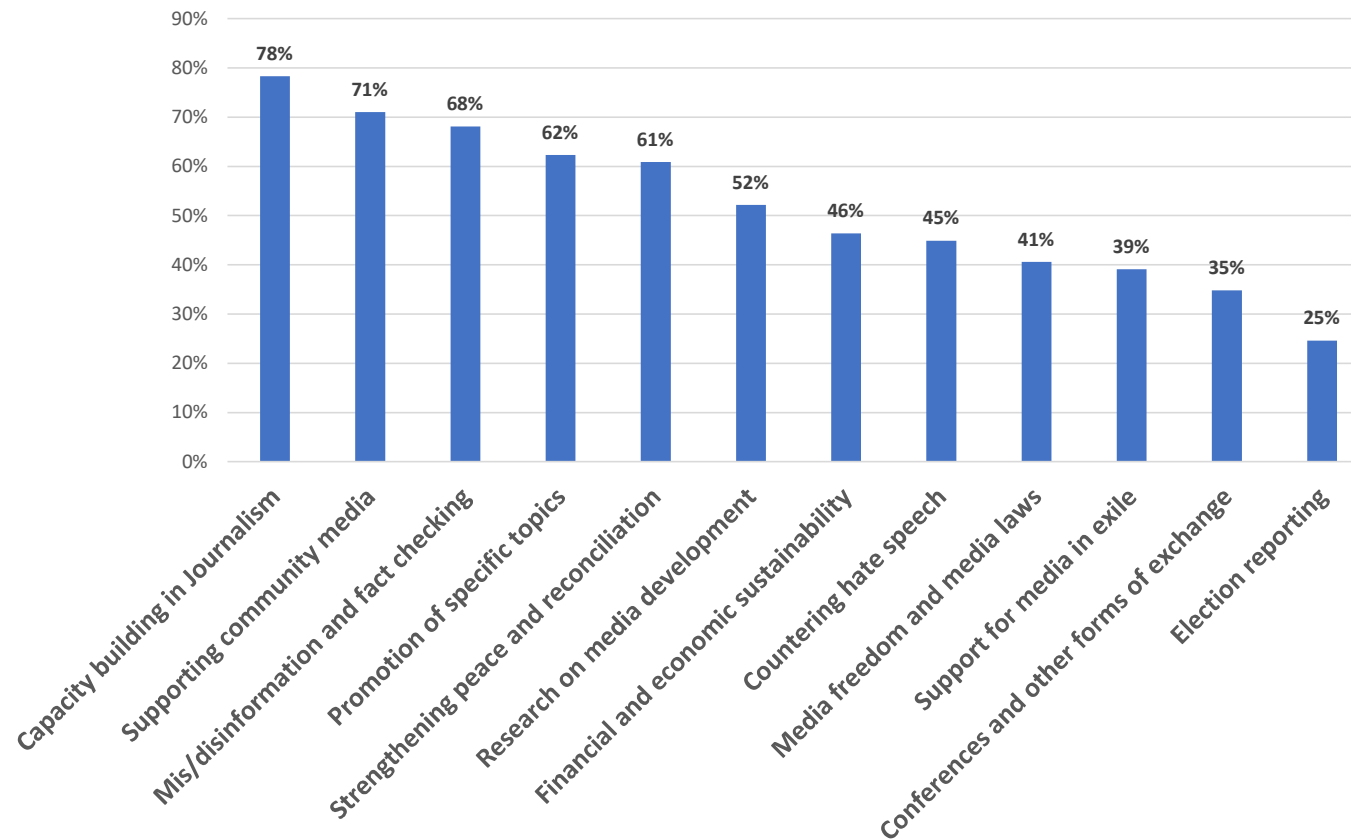


Organisations cover three regions - on average

# 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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<b>Most pressing weaknesses</b>	<b>Mentions</b>
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

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

# General Insights

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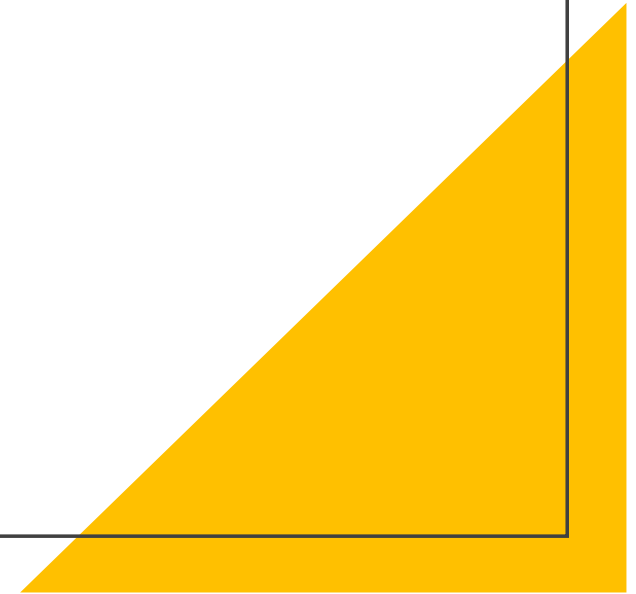
<b>Strengths</b>	<b>Mentions</b>
<b>Having potential Impact (also on other sectors)</b>	<b>12</b>
<b>Bonding within sector/Networking /Coordination</b>	<b>9</b>
<b>Belief in freedom of information / addressing global challenges - support to independent media</b>	<b>9</b>
<b>Local partners are driving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

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NORMATIVITY

# Western model or engaged model?

<b>Project Practice is aligned to</b>	
<b>Western liberal journalism model</b>	<b>69%</b>
<b>Engaged journalism model</b>	<b>43%</b>



# Divide within the industry

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

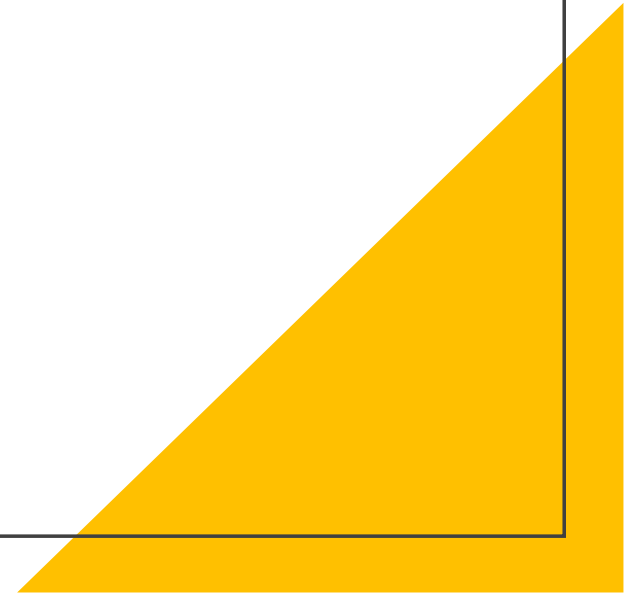
		Engaged Model	
		Frequently	Not frequently
Western Model	Frequently	<b>14 (24%)</b>	<b>26 (44%)</b>
	Not frequently	<b>12 (20%)</b>	7

# What kind of engagement?

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

# 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

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- **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

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- **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?

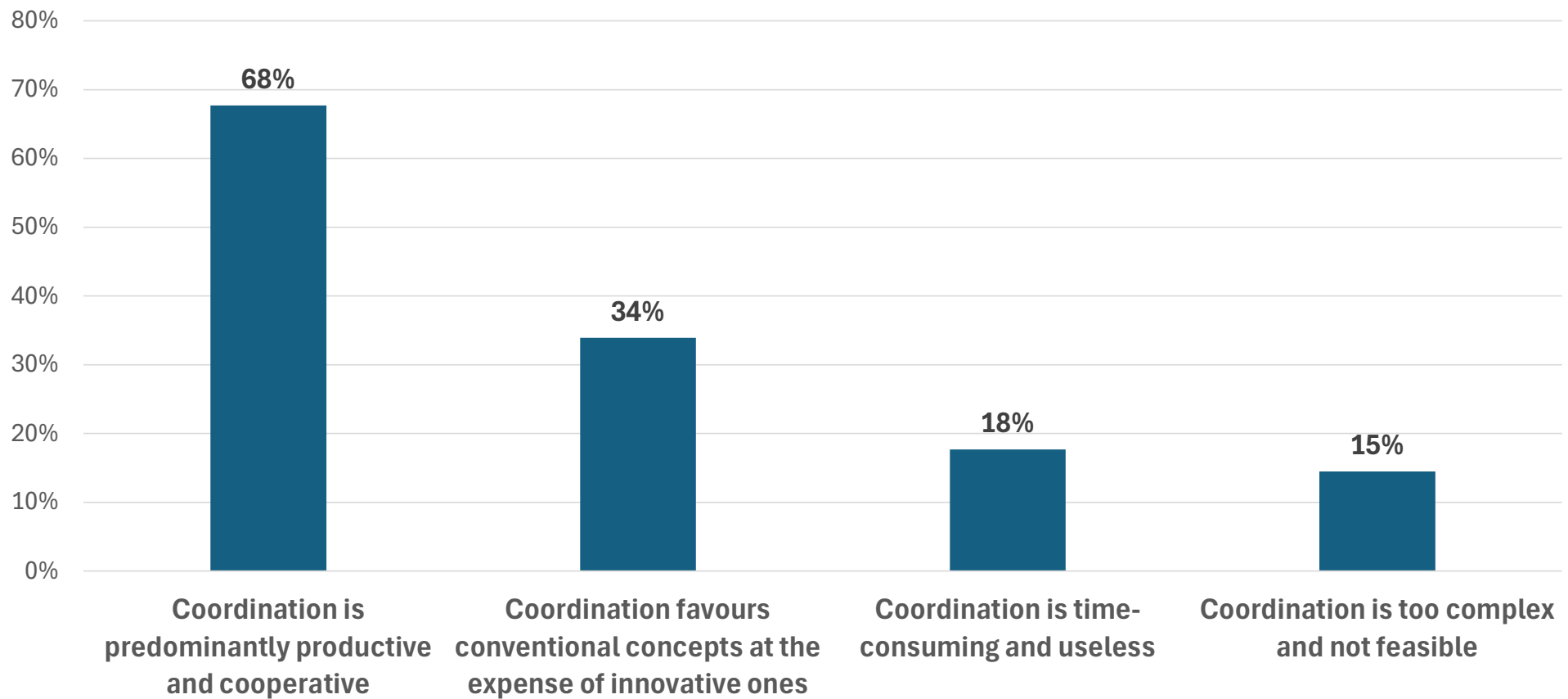
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<b>Additional roles of coordination</b>	<b>Mentions</b>
<b>Learning and Sharing; Joint Research</b>	<b>18</b>
<b>Advocacy and Networking</b>	<b>13</b>
<b>Collaboration (in projects or part of it)</b>	<b>12</b>
<b>Ensuring Safety of Journalists</b>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

# 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](mailto: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



**5<sup>th</sup> 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

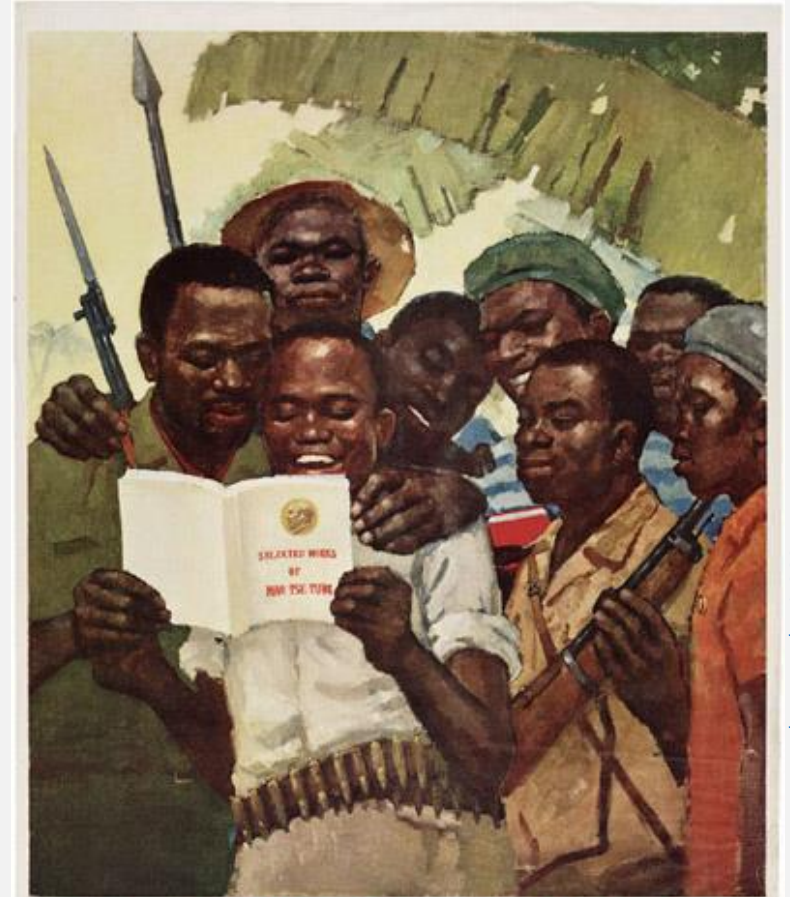


革命友谊深如海



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

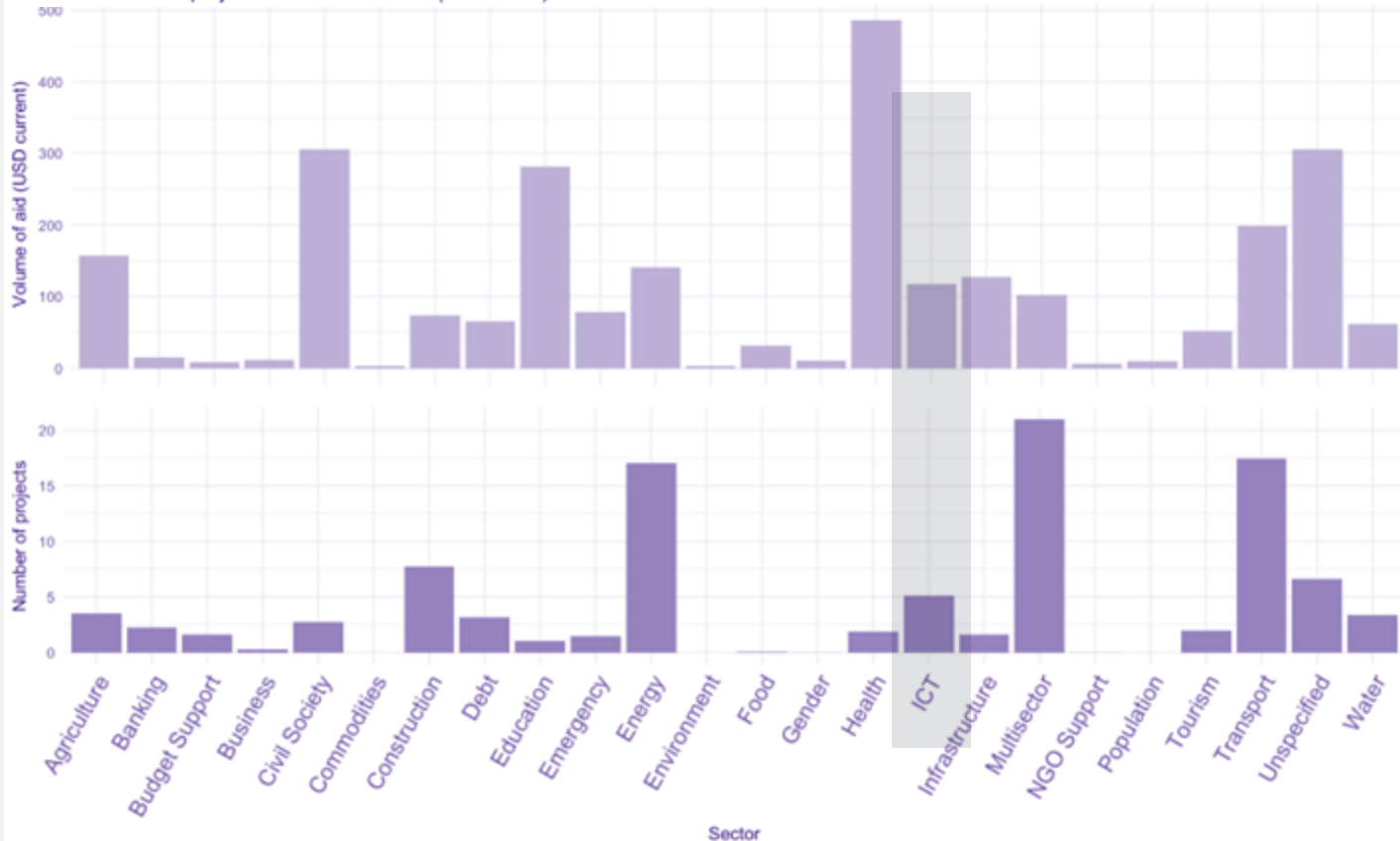
chinese posters . net

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

# Context | Chinese investment in media and telecommunications sectors

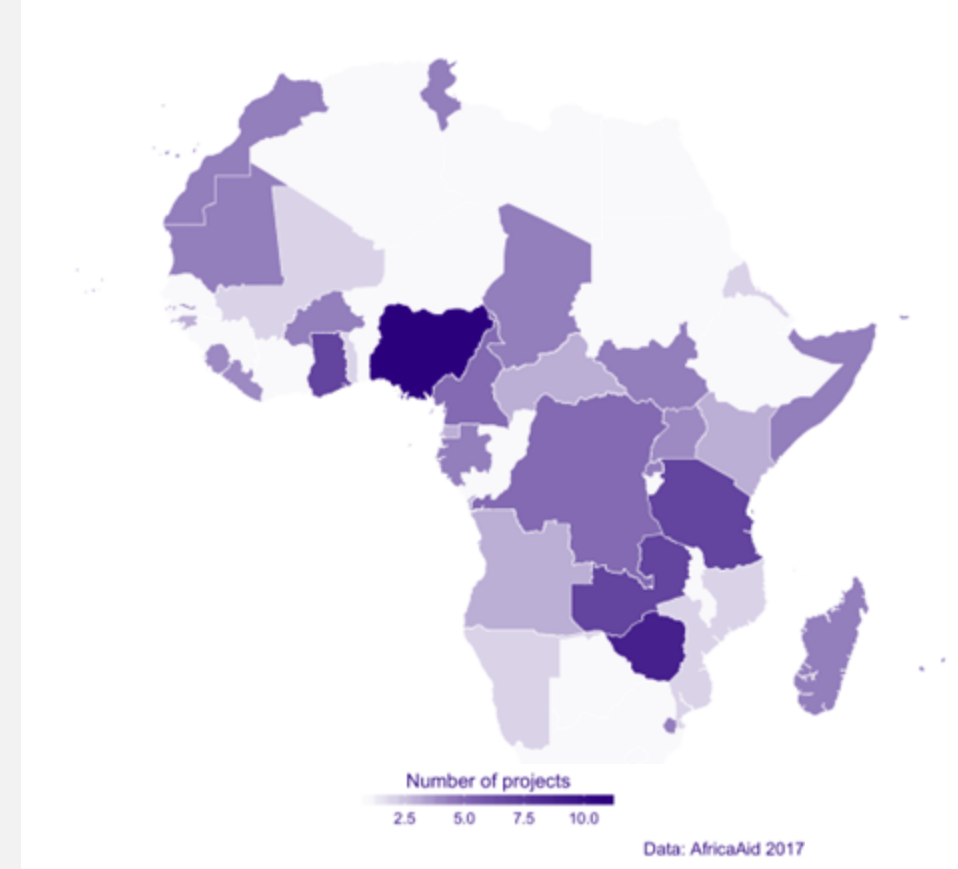
## Chinese Aid to Africa by sector

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)



# 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

**the namibian**

13 SEPTEMBER 2006

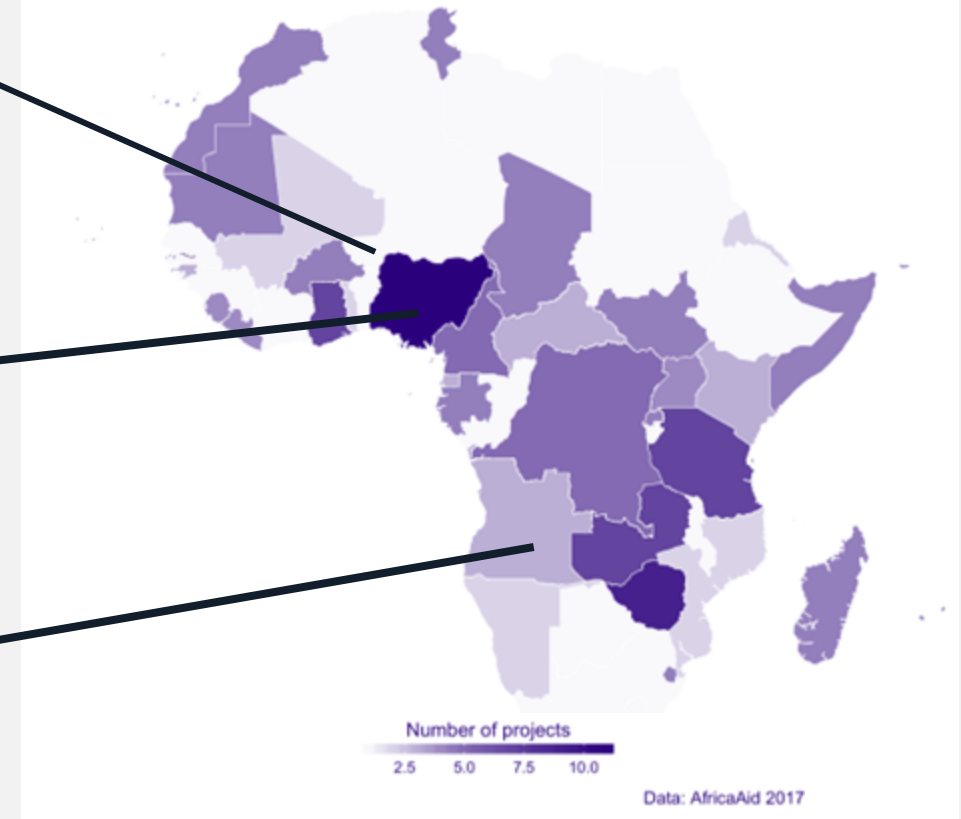
## Namibia: China Chips in At Outapi

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

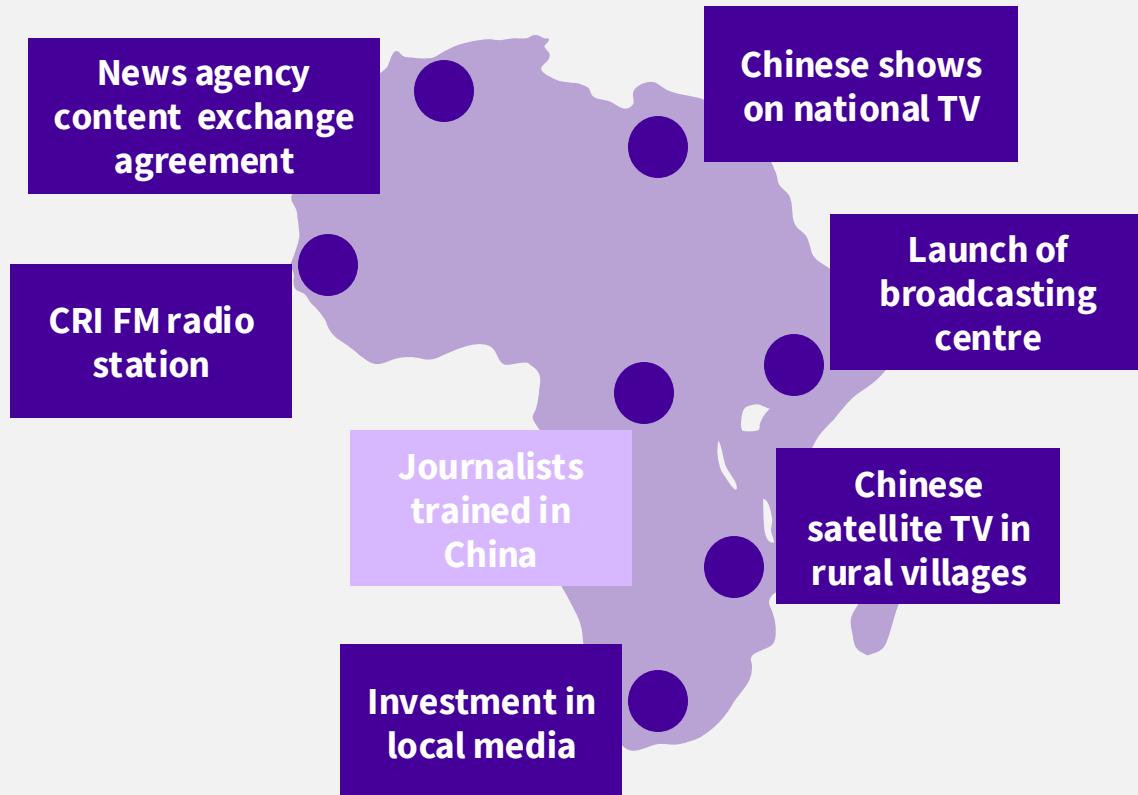


Windhoek — The Chinese Ambassador to Namibia, Liang Yinzhu, donated 100 computers and 30 printers to the Outapi Town Council in the Omusati Region on Monday.

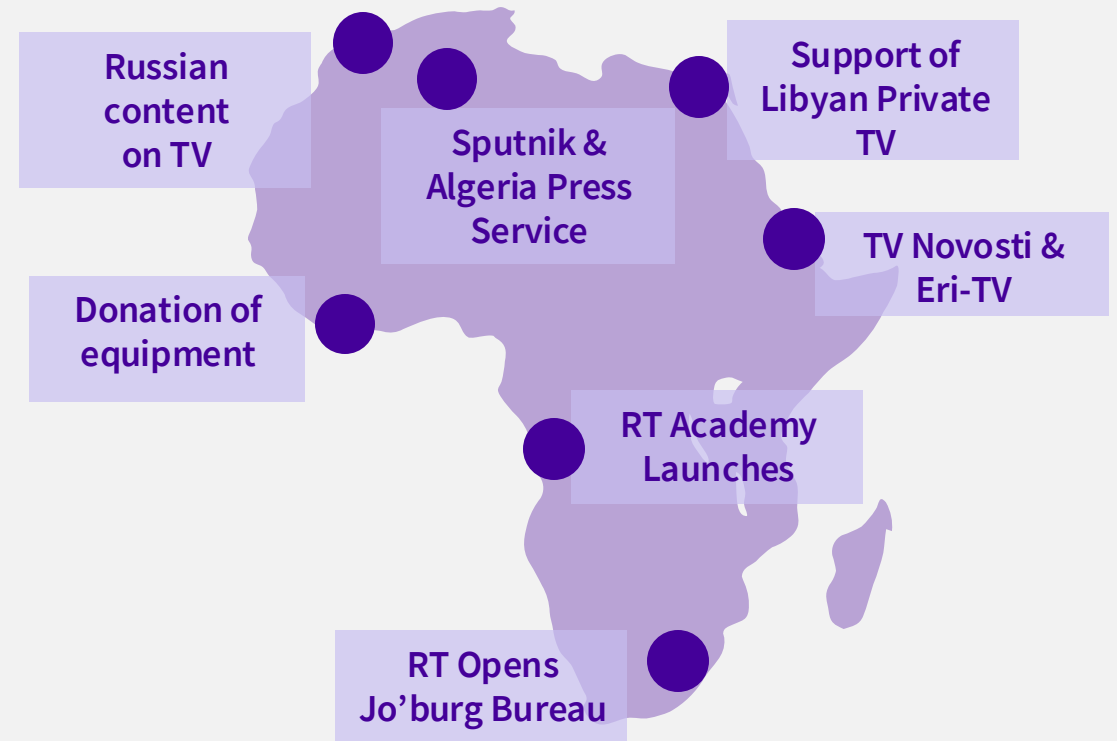
ICT-related aid projects by China in Africa  
Total number of projects by country (2000-2013)



# 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](#)

The screenshot shows the top of a news article on the People's Daily Online website. The page features the site's logo, social media icons, and navigation menus. The main headline is "28 African Journalists Complete 10-Month Media Fellowship in China". Below the headline is the author's name, "By Fredrick P. W. Gaye (fellow) (People's Daily Online)", and the date, "16:16, December 02, 2016". A large photograph shows a group of people at a reception event, with a banner in the background that reads "中非新闻交流中心2016年项目结业招待会" and "Reception of China Africa Press Center Program 2016". The caption below the photo states: "CAPC Reception program on Dec. 1, 2016". The article text below the photo reads: "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."

Source: <http://en.people.cn/n3/2016/12/02/c90000-9150101.html>

## 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 mobile phone against a blue background. The phone is a flip phone with a keypad and a small screen. The background is a solid blue color with a faint image of the hand and phone.

# 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

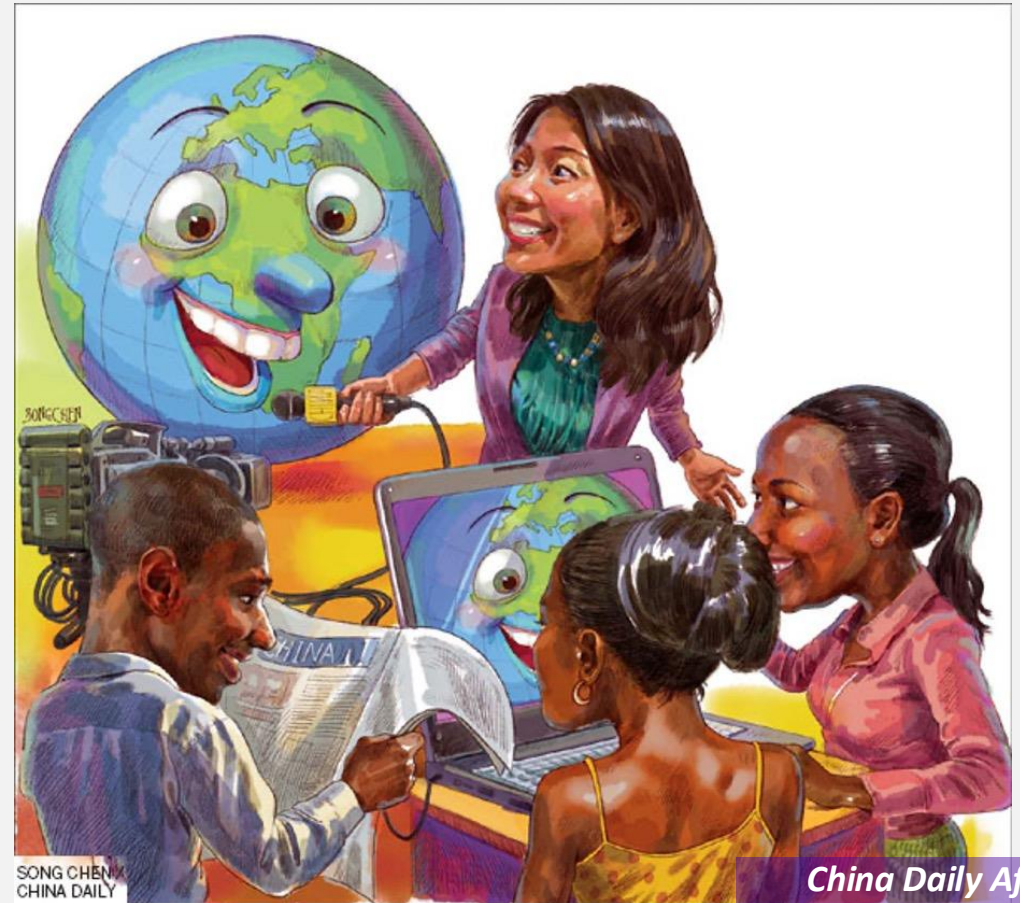
## Contrast | China's approach to “media development”

- 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**

# 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**



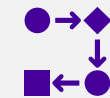
**Information is seen as a foreign policy tool**



**Oriented to preserve status quo**



**Blurred lines with private sector**



**Anchored in modernization paradigm**

# Contrast | Comparing approaches

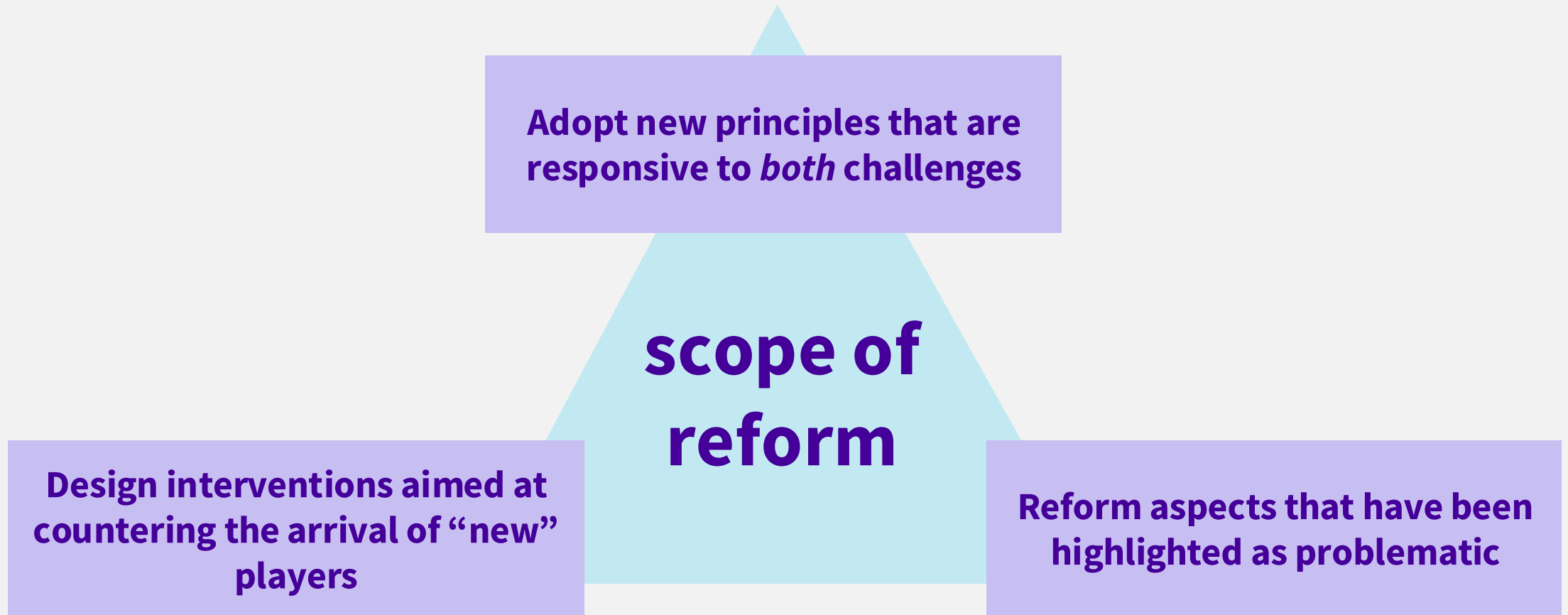
	<b>Non-DAC Countries ("New Players")</b>	<b>(Most) DAC Countries</b>
<b>Who?</b>	<b>State-affiliated actors</b>	<b>?</b>
<b>What?</b>	<b>Status-quo preserving actions</b>	<b>?</b>
<b>For whom?</b>	<b>(Mostly) elites</b>	<b>?</b>
<b>Where?</b>	<b>Like-minded countries</b>	<b>?</b>
<b>How?</b>	<b>Centralised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

# Change

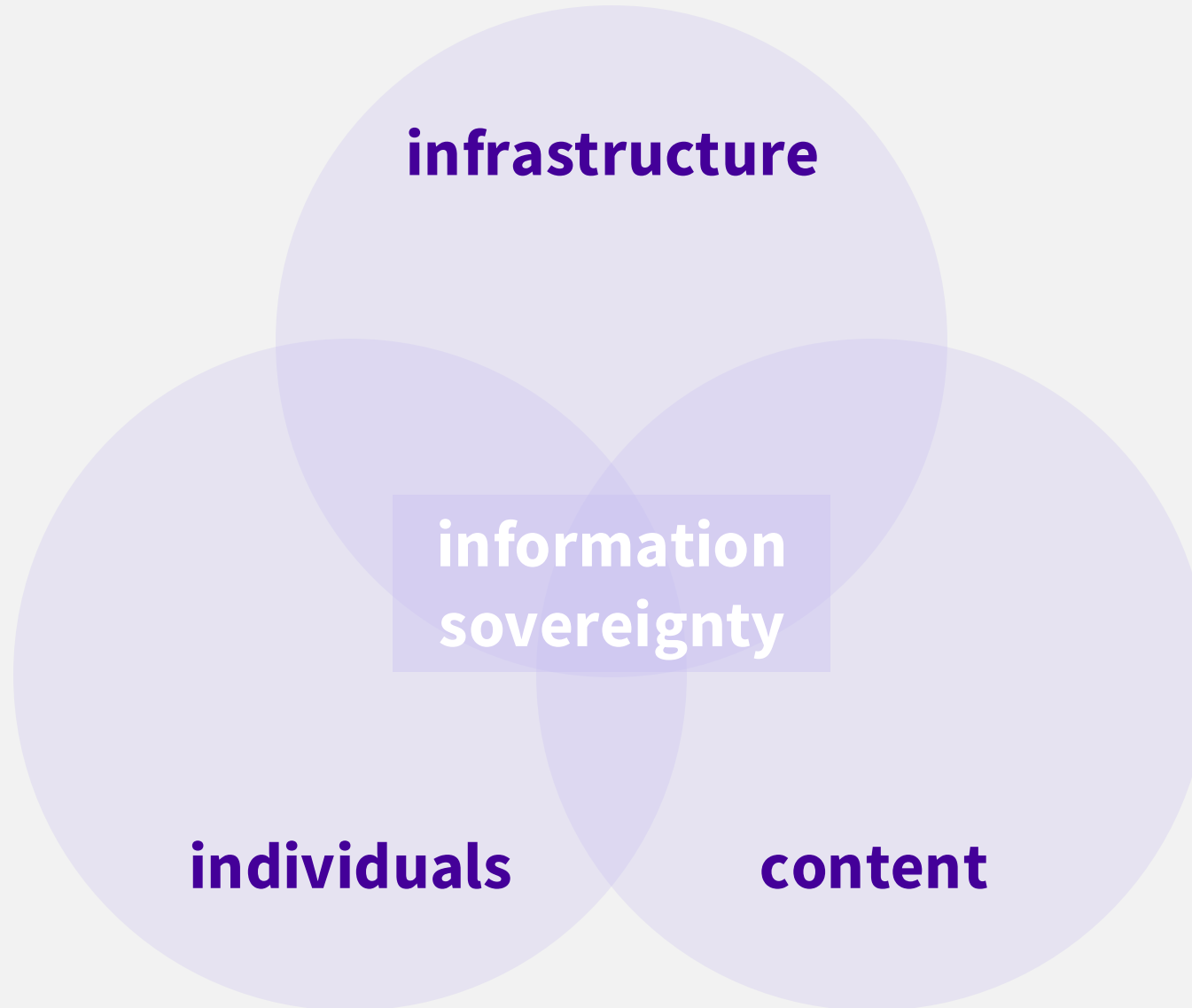
The background of the slide features a row of satellite dishes on a rooftop, silhouetted against a warm, orange-hued sunset sky. The dishes are arranged in a line, receding into the distance. The overall color palette is dominated by shades of red and orange, creating a sense of urgency and change.

- 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




 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



 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 NESAs says it wants to make it easier to detect influence campaigns.

17 Aug 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



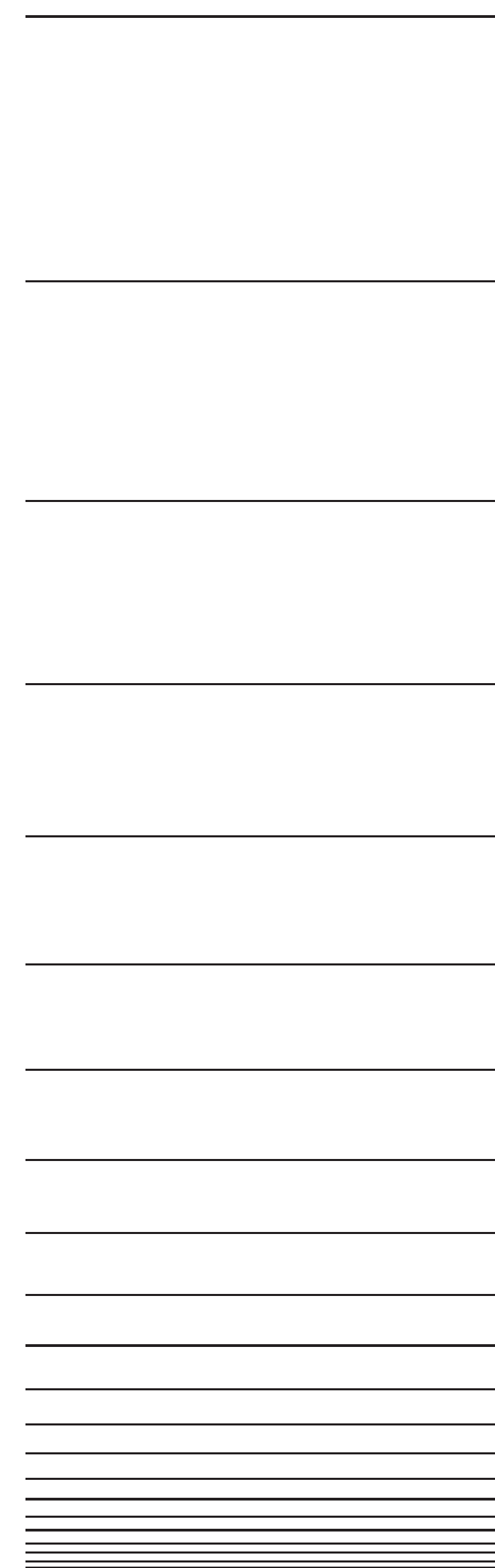
# Questions



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)

<b>Whose independence?</b>	<b>From what?</b>	<b>By which means?</b>
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?

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## Definition

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## 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<sup>^</sup>(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	<b>Project Practice is aligned to</b>	
Environment protection, climate change	7	<b>Western liberal journalism model</b>	<b>69%</b>
Civic participation, accountability, freedom of speech	7	<b>Engaged journalism model</b>	<b>43%</b>
Human rights	4	<b>both</b>	<b>46%</b>
Others	1 each		

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 Macroscope 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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Media system analysis exists for our projects	56%
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Needs analysis is conducted to define conceptual orientation	78%
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.





# 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](https://menti.com) and use code: **5366 1761**
- Or scan QR code



Join at [menti.com](https://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

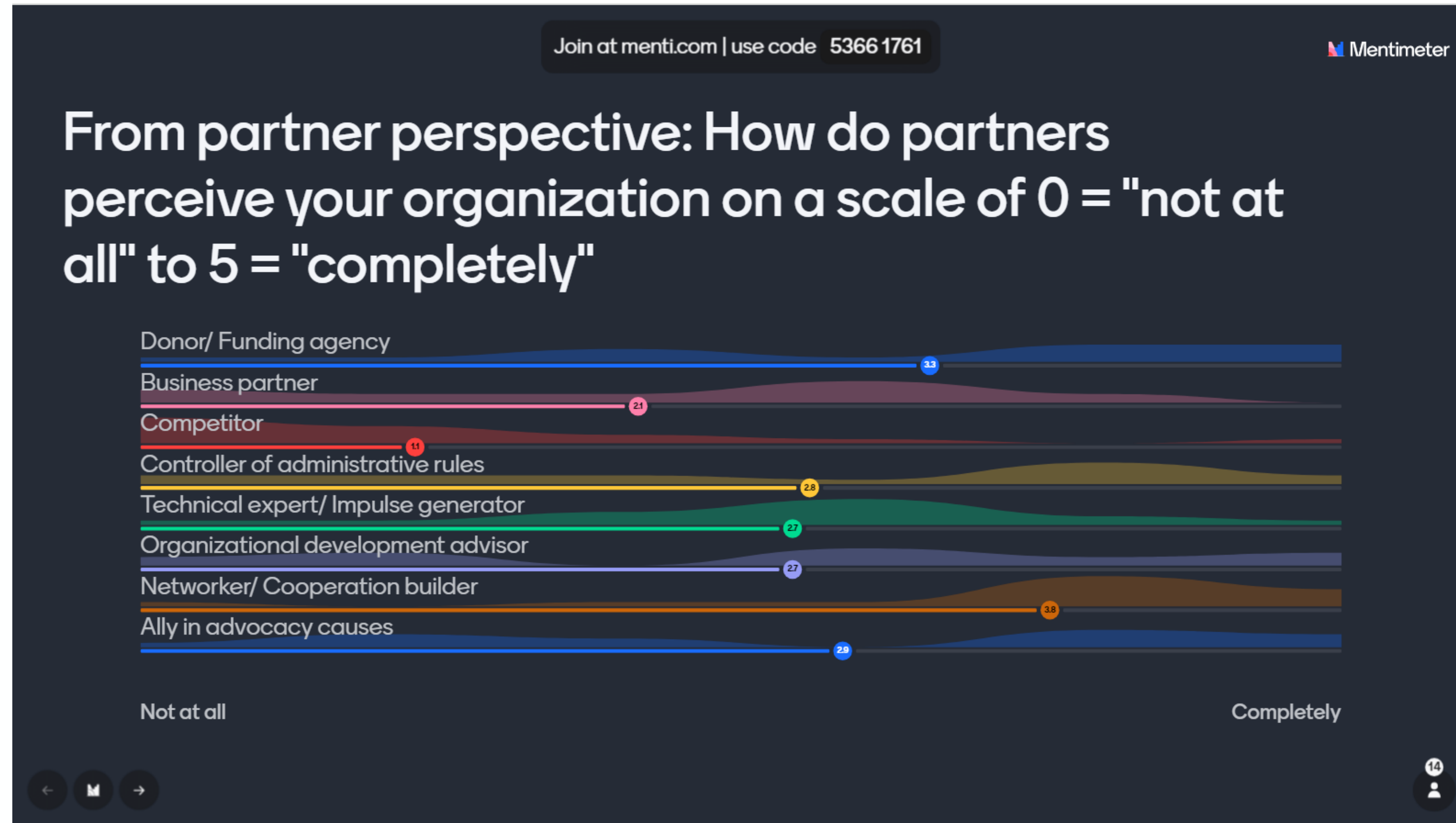
Networker/ Cooperation builder

Ally in advocacy causes

Not at all Completely



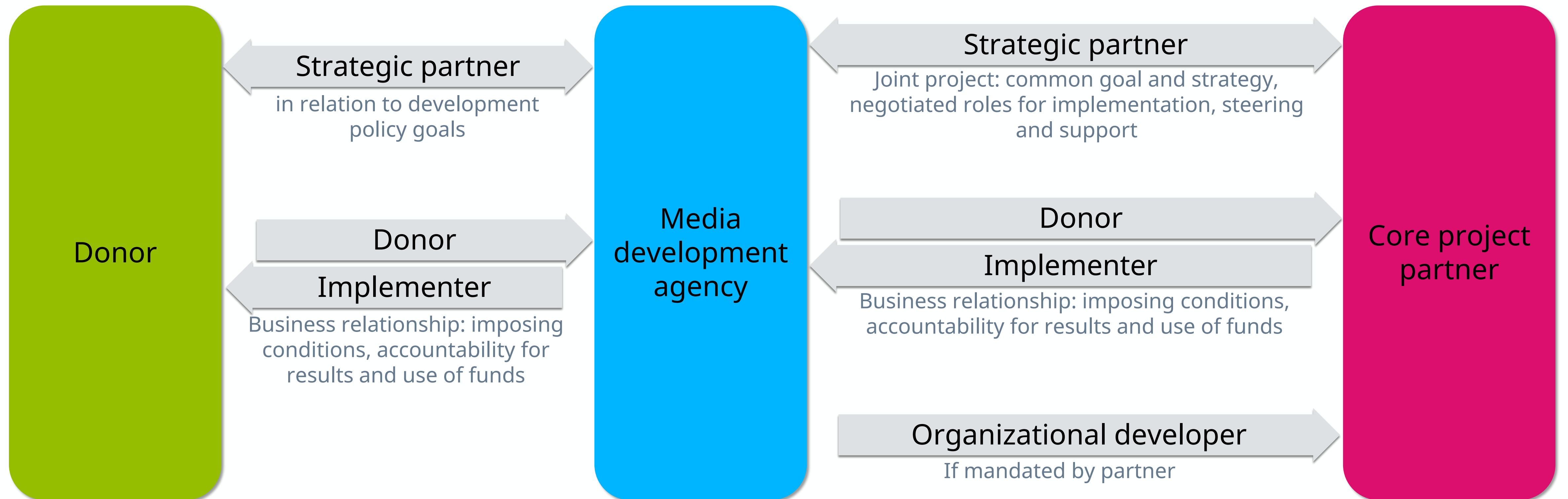
# How do our partners see us? Your poll results



# Do perceptions of roles meet?



# Understanding: multiple roles – different modes of interaction



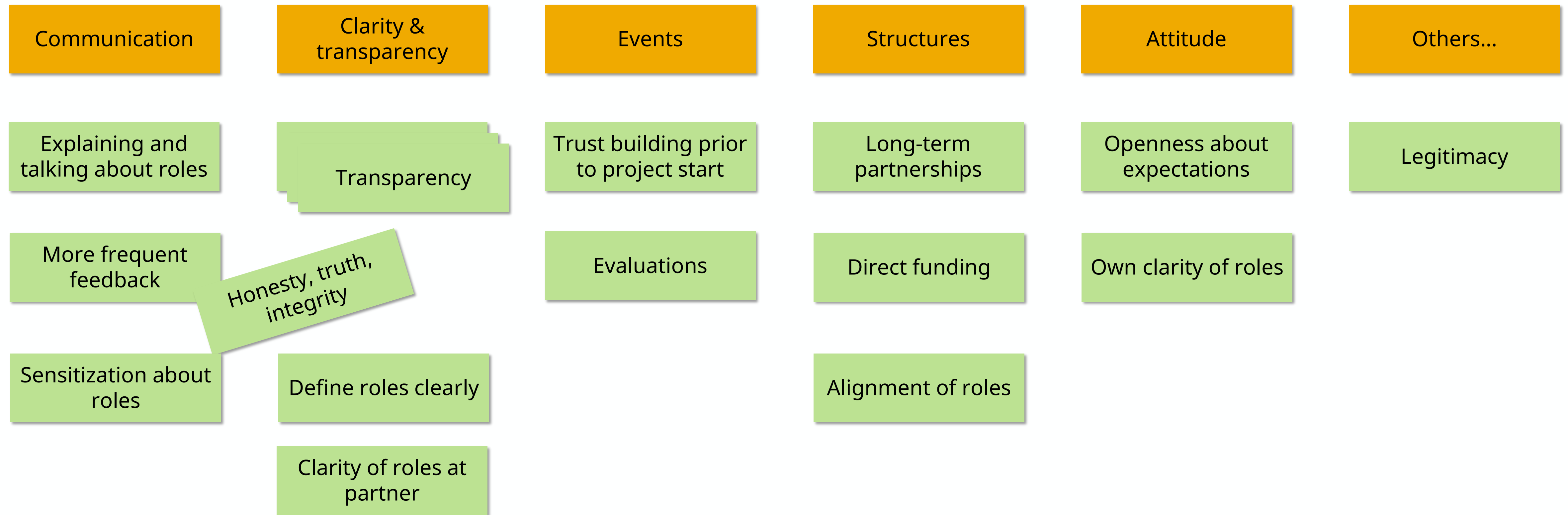
# Group work: What would help getting to a better understanding of roles in partner relations?



# 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

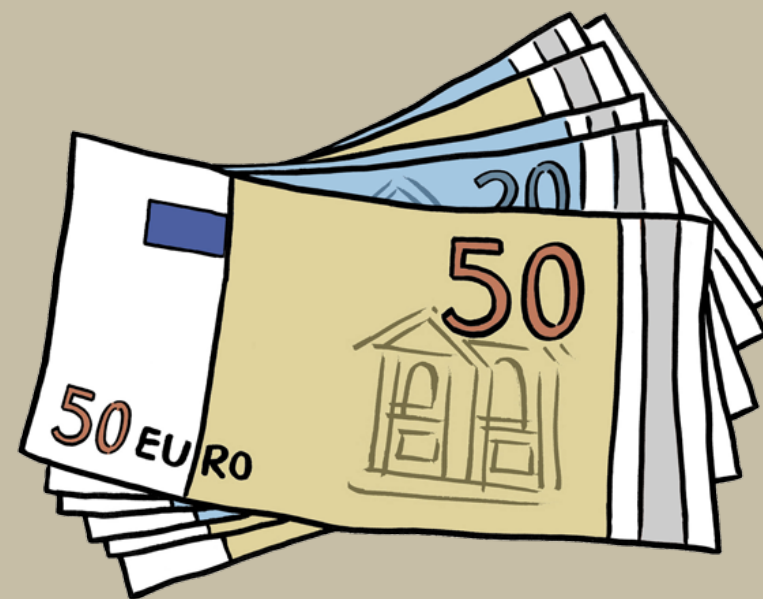
- ⇒ Only borrowed to achieve the objective
- ⇒ per se unproblematic if used constructively
- ⇒ but: responsibility and accountability!

**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)

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

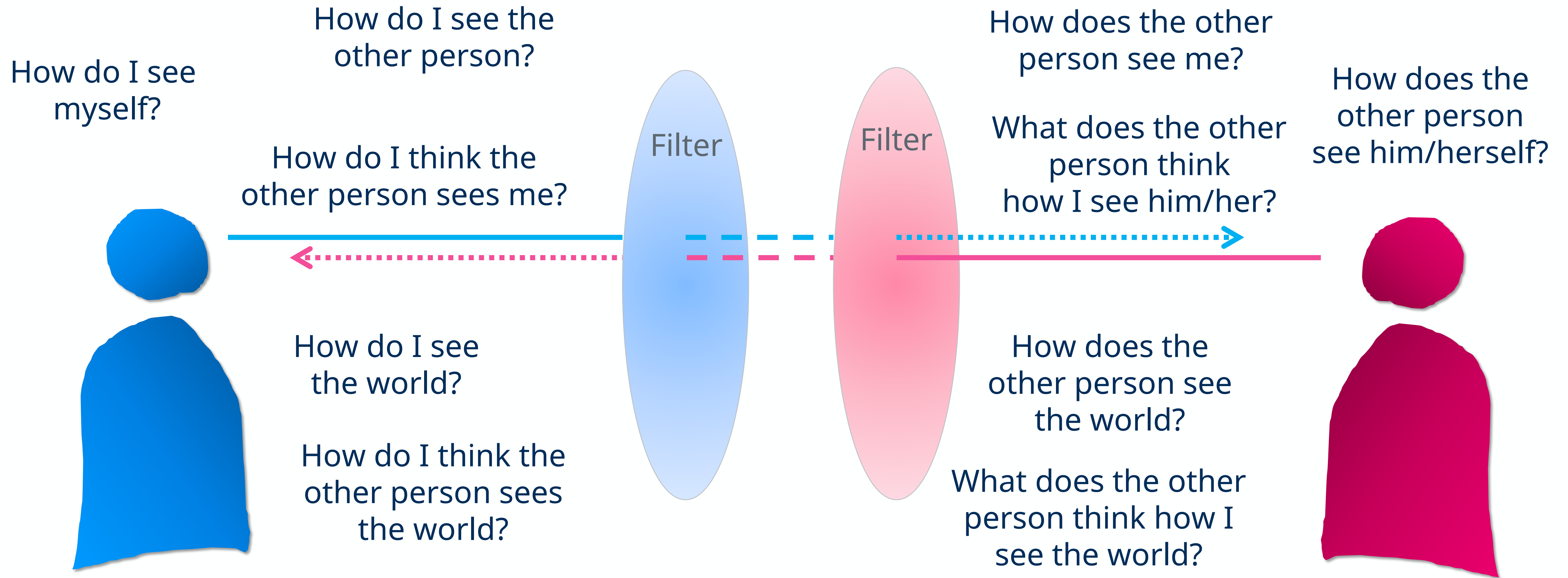
**Money = power  
= risk factor for  
abuse of power**



**Risk in the strategic partnership:**  
Shared values, goals and interests?  
Joint project development?  
Clarified roles? Ownership?  
Respectful, culturally sensitive interaction?

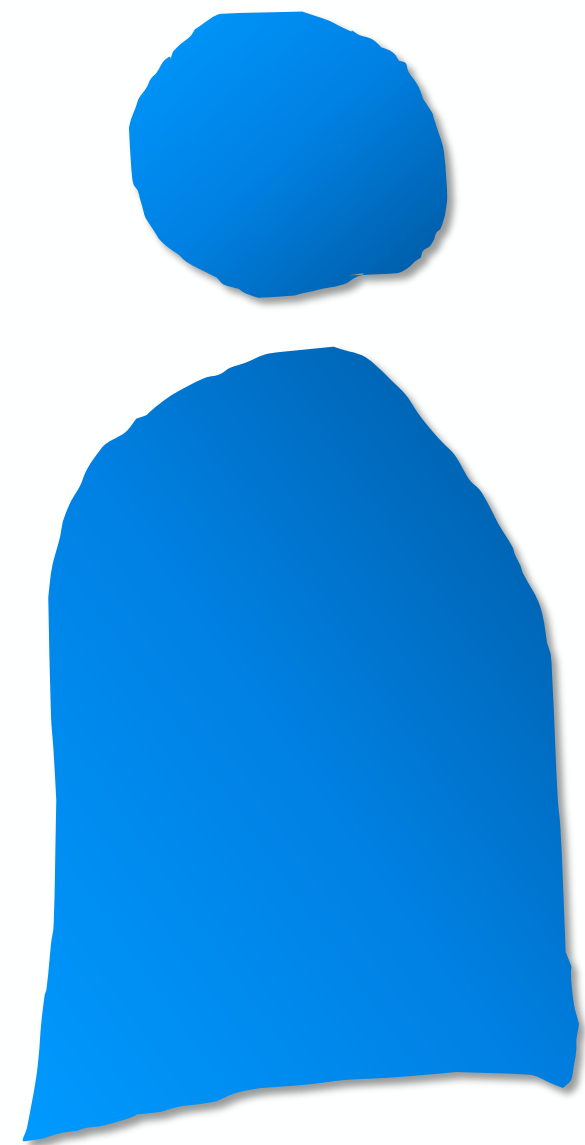
**Risk in the business relationship:**  
Transparency? Defined procedures?  
Controls? Accountability?

# 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**

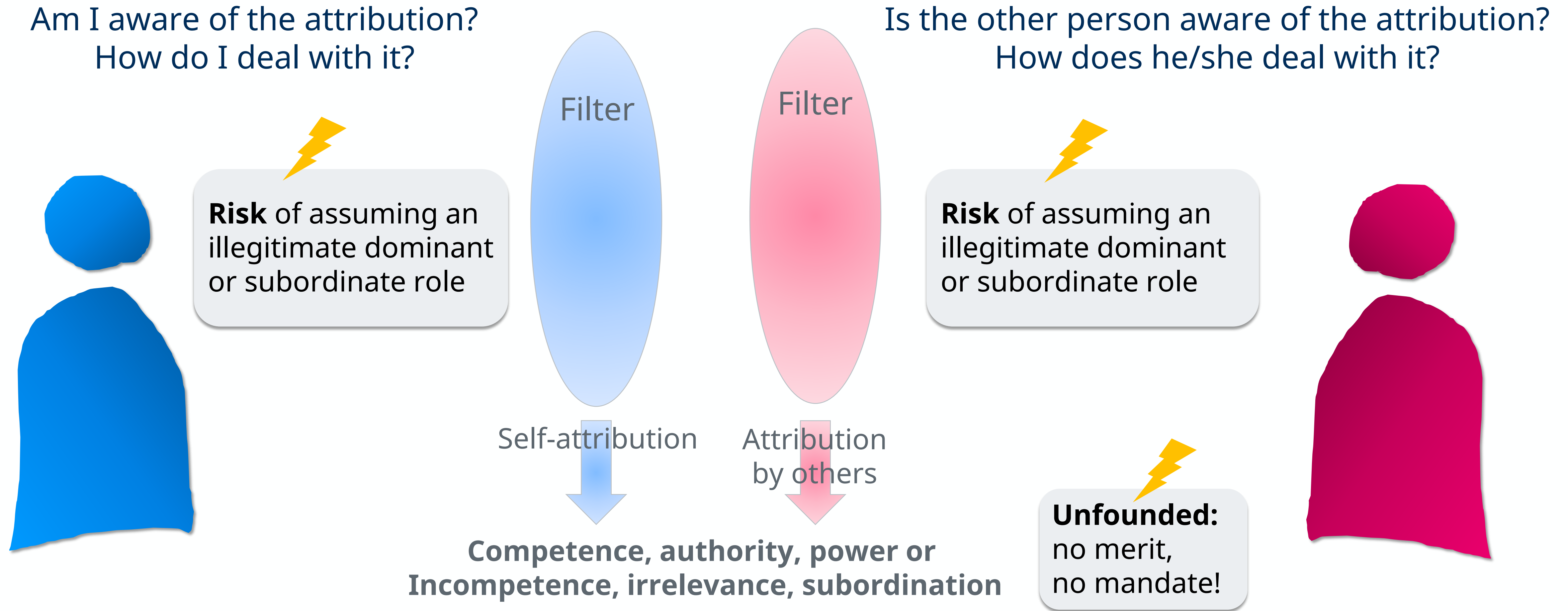
⇒ Cause of stereotypes and **discrimination**

Conscious?  
Unconscious?



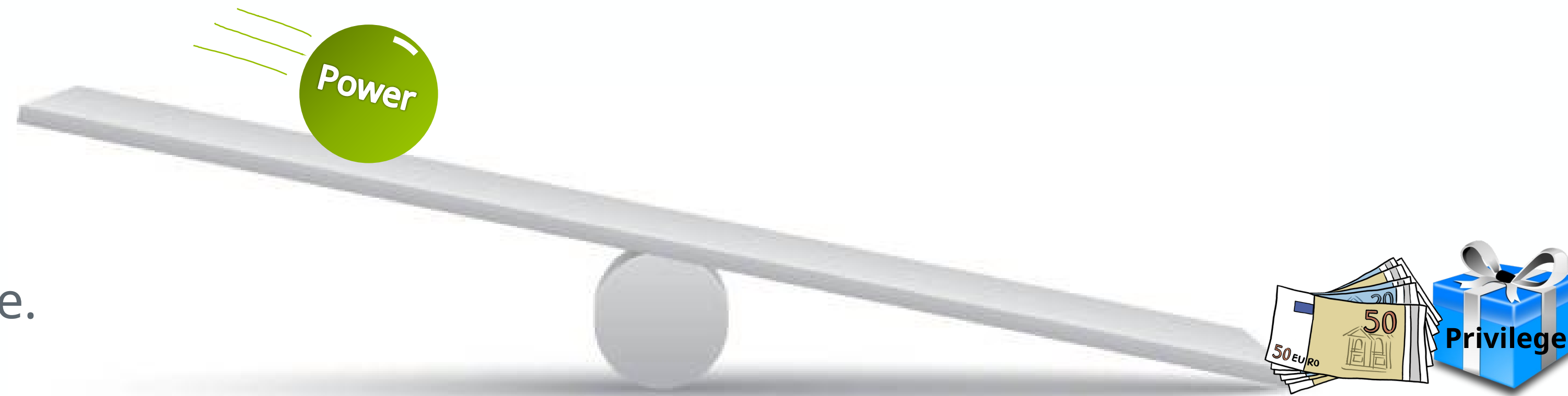
Filter

# Illegitimate power based on attributions

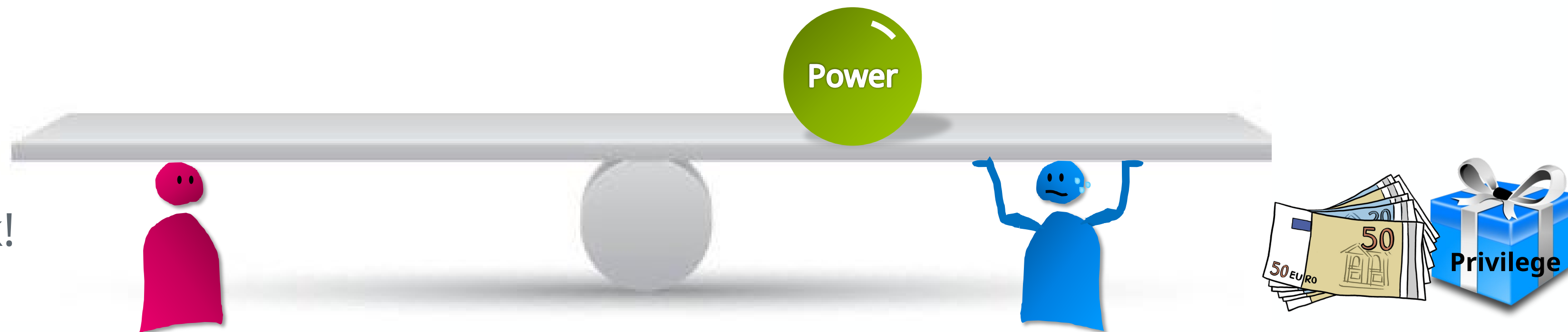


# Acting in a power-sensitive manner

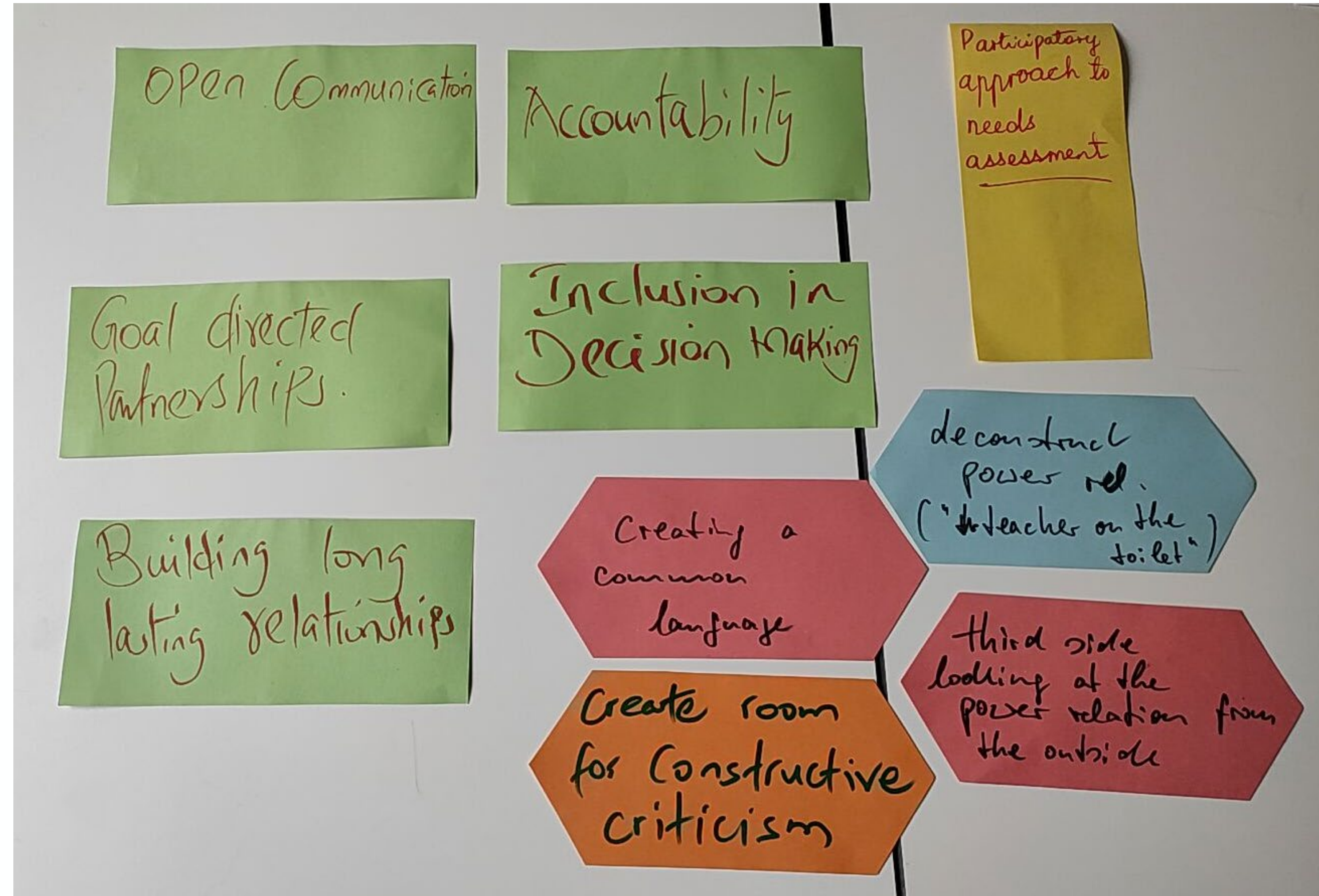
Power flows to where money and privileges are.



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?

Steering structure at different levels

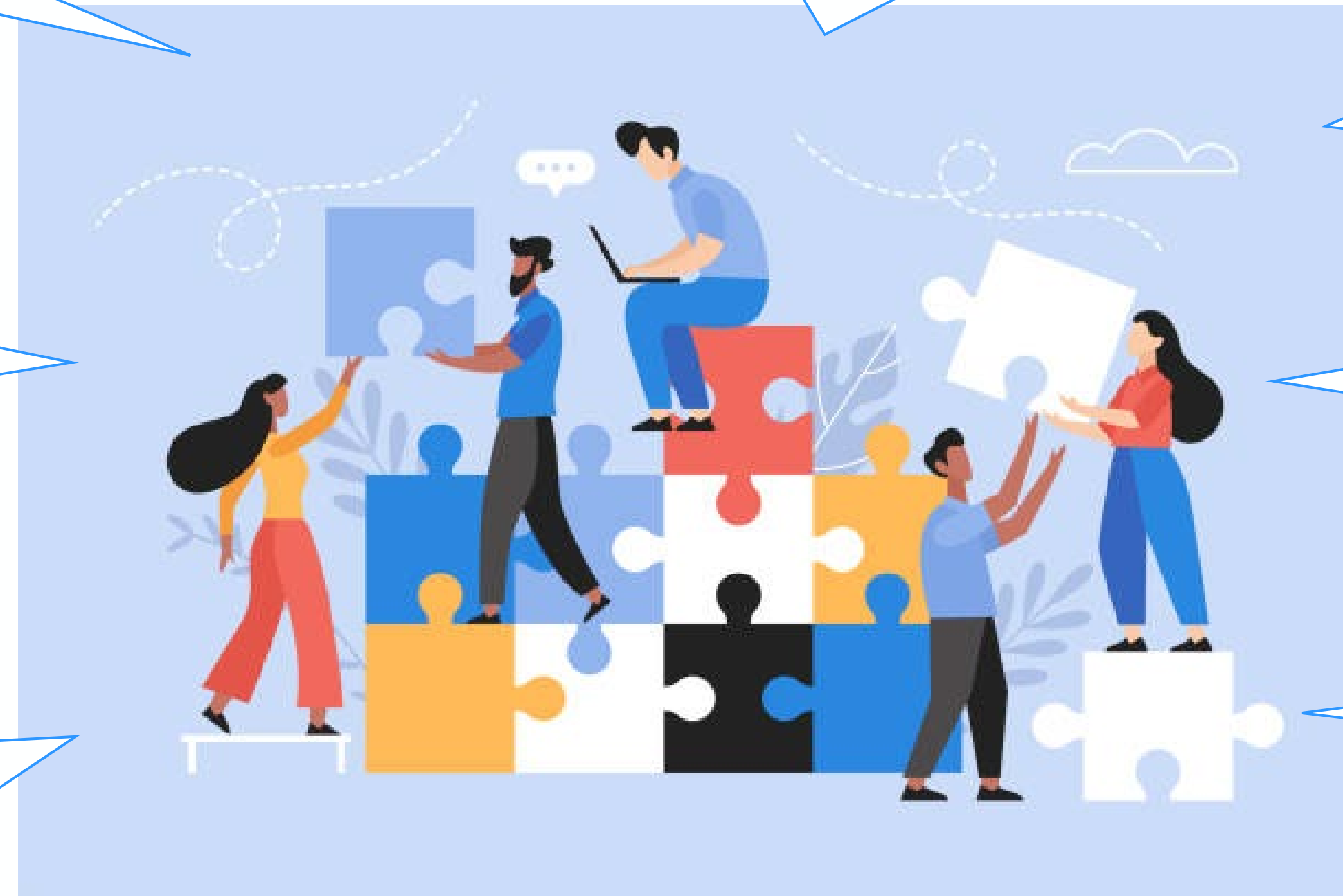
- ⇒ Explicitly agreed?

Organizational capacities, Working methods

- ⇒ Compatible?

Expectations

- ⇒ Aligned?



# Thank you

Folke Kayser  
Policy and Learning

[folke.kayser@dw.com](mailto:folke.kayser@dw.com)

Fahmim Ferdous  
Asia Department

[fahmim.ferdous@dw.com](mailto:fahmim.ferdous@dw.com)



# 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](mailto:dkamanzi@tmf.or.tz)/[info@tmf.or.tz](mailto:info@tmf.or.tz)

Website: [www.tmf.or.tz](http://www.tmf.or.tz)



# Tanzania Media Foundation

## 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



# 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 -

**Thank you!**









### 1 Social Media Code of Conduct

**#defyhatenow**

**BE TRANSPARENT**  
"The views expressed are my own and not those of my community or organisation."

**BE RESPONSIBLE**  
Post clear messages. Take responsibility for the content you post.

**BE ACCURATE**  
Always verify sources & check your facts.

**BE CREDIBLE**  
Don't spread rumours or misinformation.

**BE SMART PUBLISHING ON SOCIAL MEDIA**

- Respect all regulations re copyright, privacy and spam
- Check the terms of CC (Creative Commons) licenses
- Attribute work to the copyright owner & share alike

**BE FAIR AND PROFESSIONAL**


- Do not post comments that you would not say directly to another person.
- Always consider how people might react before you post.

**"WHAT IS YOUR INTENTION?"**  
Always work to encourage tolerance, mutual respect & togetherness.

- Community Engagement
- Outreach to new community circles and Cameroonian diasporas
- What4meCameroon Brand Building (engage people online and offline)

Every tweet, blog article, facebook post, or comment or reply should be:

- Positive and courteous to the online community
- Simple and easy to understand
- Engage participation through questions or calls to action.
- Non-political / politically neutral
- Proper language, grammar, and formatting
- Visually stimulating (photo, quote, or video)
- Use hashtags (#), handles (@name), and tags to highlight sources and trends



### 2 Safe Digital Spaces

**SAFE SISTERS ONLINE**

**Options to increase security on social media:**

- Think before you post and share statements, comments, or jokes with others!
- Consider the impact your words might have and if it's offensive.
- Ask: "How would I feel if I was one of the group being insulted?"

**How are women & girls portrayed online?**

- Think before you post and share statements, comments, or jokes with others!
- Consider the impact your words might have and if it's offensive.
- Ask: "How would I feel if I was one of the group being insulted?"

**Make better passwords:**

- Make it fun! Creating a strong passphrase from favorite song lyrics.
- Use special characters, numbers and capital letters!
- Don't use the same password for multiple accounts

**Think before you click:**

- Don't click on suspicious looking links and attachments.
- Be skeptical of strange emails from people you don't know.
- Pay attention to the sender's info and the contents of the email.

**Always log off!**

- Review security settings on your phone and computer
- Add a password to get into your devices
- Always sign out when you leave a shared computer or phone.


**Be careful with what you post online**

- It's almost impossible to remove an image or text after you post it online! Think about what you share before you post online.
- Review your privacy settings on the social media apps and sites. Limit permissions (location, microphone, contacts) and who sees your stuff.

**Be your sisters' keeper**

- Photos leaked online bring suffering to a lot of women. Look out for sisters! Don't forward inappropriate content on the internet.
- Delete and report people who use their accounts as a platform for online bullying and violence against women.

**SAFE SISTERS**  
<https://safesisters.net/>



### 3 Stop Disinformation!

**#ThinkB4UClick**

**INFORMATION DISORDER**  
An umbrella term to include satire and parody, false connection (eg. click-bait), misleading content, false context (eg. a genuine photo claimed to have been taken in a different place or time), impostor content, and manipulated, hoax and fabricated content.

**DISINFORMATION**  
Deliberate attempts to confuse or manipulate people through dishonest information.

**MISINFORMATION**  
Misleading information created or disseminated without manipulative or malicious intent.

**MAL-INFORMATION**  
Based on reality, but used to inflict harm rather than to serve the public interest.

**CHECKLIST TO IDENTIFY MISINFORMATION:**

- Read the headline.
- Read the entire article.
- Don't believe a word until you check facts and sources.
- Are sources and facts credible? Why or why not?
- Search to see who else has covered the story.
- Check images to see if they are what they claim to be.
- Do you see two sides (or more) to the article?
- Are you being spun? Do you feel manipulated?

**Are other credible news outlets covering the story?**

- Is the story manipulated, a hoax, propaganda or misinformation?

**SOME STORIES ARE INTENTIONALLY FAKE.**

- Think critically about the stories you read.
- Only share news that you know to be credible.
- Are you being spun? Do you feel manipulated?
- Are other credible news outlets covering the story?
- Is this story a potential fake news story?

**FIVE PILLARS OF VISUAL VERIFICATION**

- Provenance: Are you looking at the original content?
- Source: Who captured the original content?
- Date: When was the content captured?
- Location: Where was the content captured?
- Motivation: Why was the content captured?

<https://firstdraftnews.org/training>


**#ThinkB4UClick**  
**CHECK THE SOURCE AND VERIFY THE INFORMATION.**  
Not everything you see online is true. Not all sources are reliable. Always check facts!

**LIES SPREAD FASTER THAN THE TRUTH**  
The whole world is listening to what you post. Don't share lies and misinformation!

**GET CONTEXT BEFORE YOU RESPOND**  
Out of context information has the ability to mislead many people.

**SMALL STEPS MATTER, YOU CAN HAVE A LARGER IMPACT**  
#ThinkB4UClick is a call to action.

Encouraging citizens to take small "hygienic" steps to mitigating hate speech and incitement to violence. We need to have more conversations on these issues at home, school and in the workplace. Each person has an obligation to use Social Media responsibly and utilize the online mechanisms for reporting hate speech and misinformation online. Let us work to have a #HateFreeWorld!



### 4 Counter Hate Speech Online

You may **not** promote violence against or directly attack or threaten other people on the basis of:

- race
- ethnicity
- national origin
- sexual orientation
- gender
- gender identity
- religious affiliation
- age
- disability
- disease

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**COUNTERING DANGEROUS SPEECH**


Counterspeech is any direct response to Dangerous Speech which seeks to undermine it.

Violence may be prevented by interfering with Dangerous Speech in several ways:

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- Undermining the credibility of the speaker.

The most direct way is to have a positive effect on the speaker, convincing him or her to stop speaking dangerously now and in the future. It can also succeed by having an impact on the audience – communicating norms that make Dangerous Speech socially unacceptable or by "inculcating" the audience against the speech so they are less easily influenced by it.

**Dangerous Speech Project**  
[dangerousspeech.org](http://dangerousspeech.org)





### 5 Ethical Journalism Guide

When it comes to hate speech, journalists and editors must pause and take the time to judge the potential impact of offensive, inflammatory content. This **5 point test**, developed by the Ethical Journalism Network highlights questions in the gathering, preparation and dissemination of news and helps place what is said and who is saying it in an ethical context.

- STATUS OF THE SPEAKER**  
How might their position influence their motives?  
Should they even be listened to or just ignored?
- REACH OF THE SPEECH**  
How far is the speech traveling?  
Is there a pattern of behaviour?
- GOALS OF THE SPEECH**  
How does it benefit the speaker and their interests?  
Is it deliberately intended to cause harm to others?
- THE CONTENT ITSELF**  
Is the speech dangerous?  
Could it incite violence towards others?
- SURROUNDING CLIMATE – SOCIAL / ECONOMIC / POLITICAL**  
Who might be negatively affected?  
Is there a history of conflict or discrimination?

**DON'T SENSATIONALISE!**  
**AVOID THE RUSH TO PUBLISH**  
**TAKE A MOMENT OF REFLECTION**

Ethical Journalism Network  
[ethicaljournalismnetwork.org](http://ethicaljournalismnetwork.org)

### 6 Mental Health & Trauma

Trauma is the person's experience of a situation – and how they think and feel about it afterwards. No two people will have the exact same reaction to a given situation and no reaction is wrong or shameful.  
Lynn A. Kovic

**Questions to Consider**

- Coming up when emotions and mental health were talked about?
- Who do you talk to when you need to talk about hard things?
- What small action could you take to make talking about mental health more acceptable in your community or home?

Peace starts within me

Physical and mental health work together to create our overall health and well-being.

Working towards healing is good for individuals & communities and very important in the context of peacebuilding. Unaddressed trauma can show up in violence and carelessness towards other people.

The more we learn to address emotions in a helpful way, the easier it is to show compassion, form connections, and work together to mitigate hate speech and build a peaceful society.

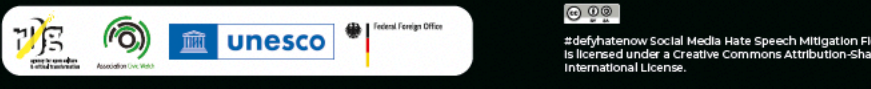
**#defyhatenow** aims

- to raise awareness of and develop means for countering social media based hate speech, conflict rhetoric and directed online incitement to violence.
- to amplify positive influences, encourage Cameroon's social media landscape with voices of peacebuilding and counter-messaging rather than leaving that space open to agents of conflict.
- bringing the Cameroon global diaspora into the online peacebuilding framework.
- bridging gaps of knowledge and awareness of social media mechanisms between those with access to technology and those without.

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 Co-Editor: r0g\_agency g0mb01 Berlin, Stephen Kovats & Susanne Leisinghastem  
 Field Guide Content is revised for Cameroon by Kerol Okanda and Sara Buzdar  
 Field Guide Design and Layout: Heike Bluthardt  
 All About Us to the Field Guide Poster: Design: Sara Schwartz & Heike Bluthardt  
 Cameroon Illustrations, A2 Posters & Cards: Felix Foloku & Heike Bluthardt  
 Mental Health, Trauma & Healing Guide: Shafiqe Ainyoyona i0g0o  
 Cameroon Field Guide Design: Heike Bluthardt  
 Cameroon Country Manager: Heike Bluthardt

Cameroon SECOND EDITION

#defyhatenow #ThinkB4UClick #HateFreeCameroon  
 The #defyhatenow initiative to combat social media hate speech by r0g\_agency for open culture and critical transformation g0mb01 Berlin, with partners in Cameroon, is funded by the German Federal Foreign Office, in partnership with UNESCO and CIVIC WATCH Cameroon.



<https://defyhatenow.org/>  
[info@openculture.agency](mailto:info@openculture.agency)  
[info@defyhatenow.org](http://info@defyhatenow.org)



**Social Media Hate Speech Mitigation FIELD GUIDE**

**5 Ethical Journalism Guide**

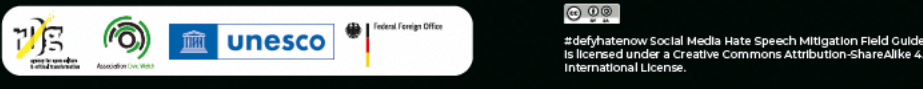
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<https://defyhatenow.org/>  
[info@openculture.agency](mailto:info@openculture.agency)  
[info@defyhatenow.org](http://info@defyhatenow.org)

















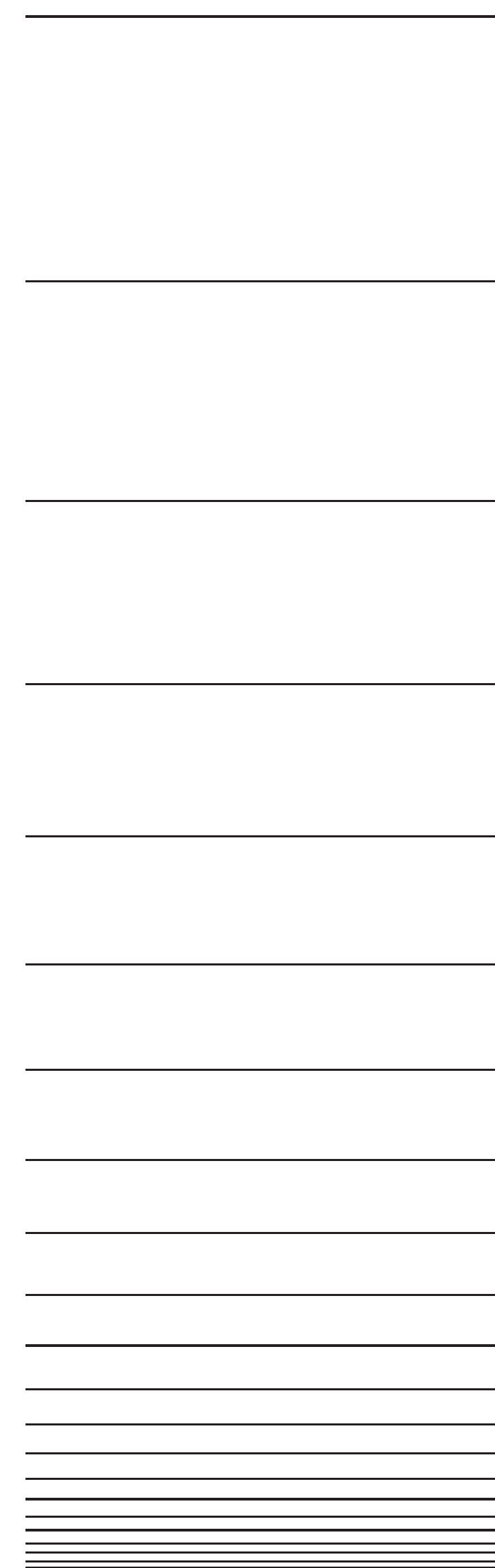


fome symposium 2024

**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

**fome**

Forum Medien und Entwicklung  
Forum Media and Development

 **Erich Brost Institute**  
for International Journalism

**tu** dortmund  
university



# WHAT IS IT ALL ABOUT?

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



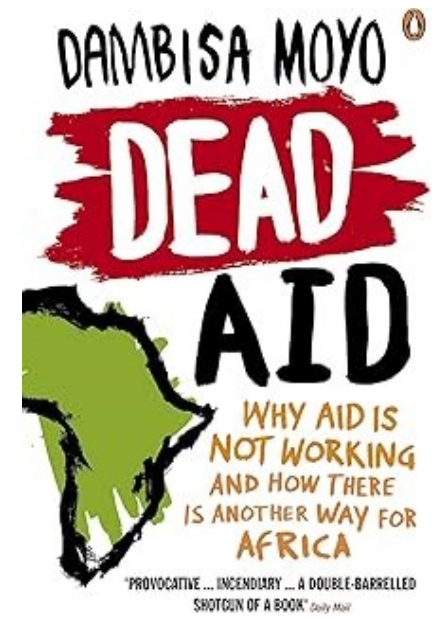
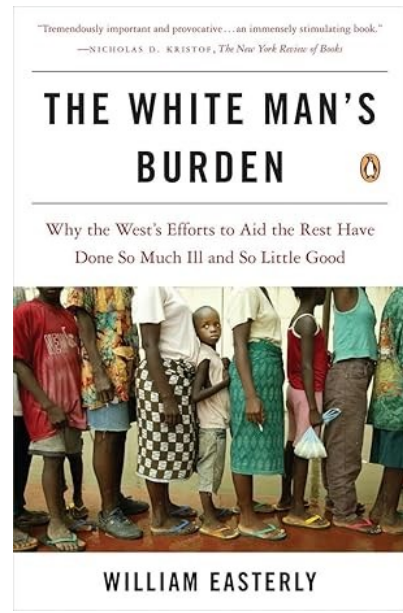
# IMPACTS

“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

The Economist

Menu Weekly edition The world in brief Search

Science & technology | Nudge factor

## Evidence for behavioural interventions looks increasingly shaky

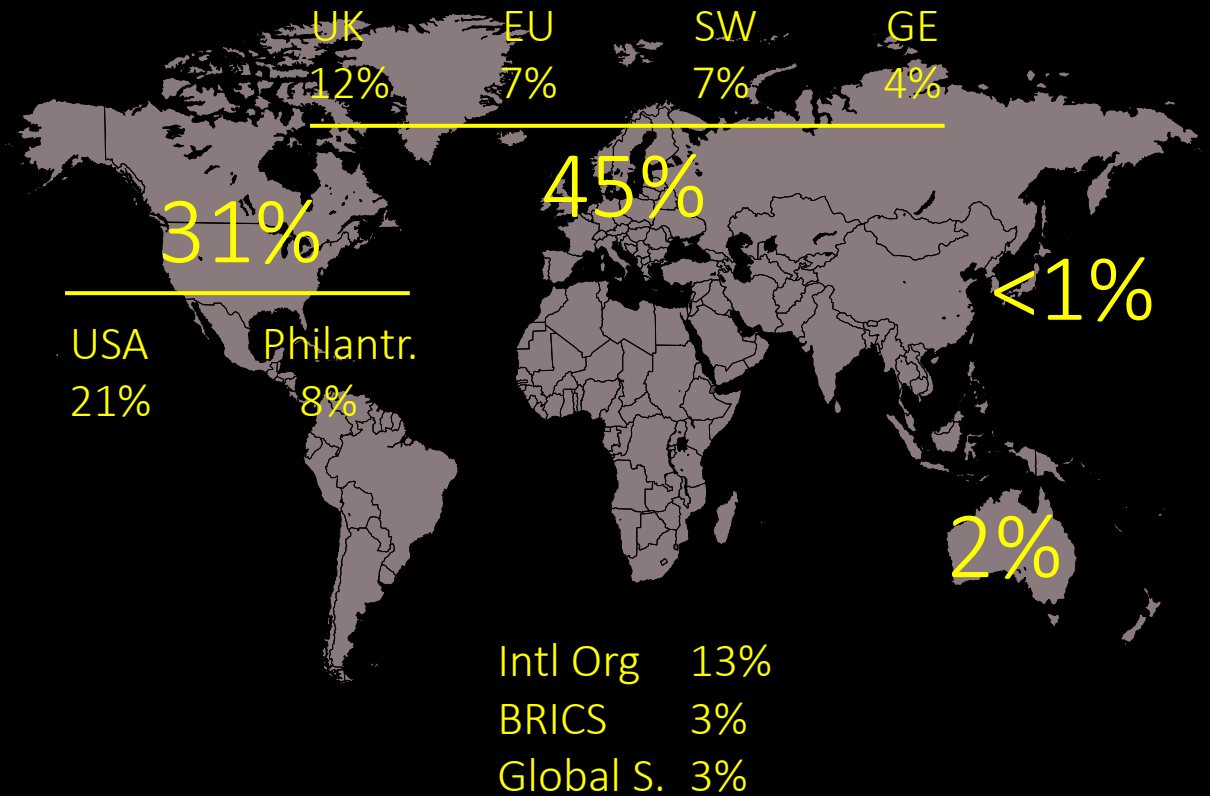
The academic literature is plagued by publication bias

2022



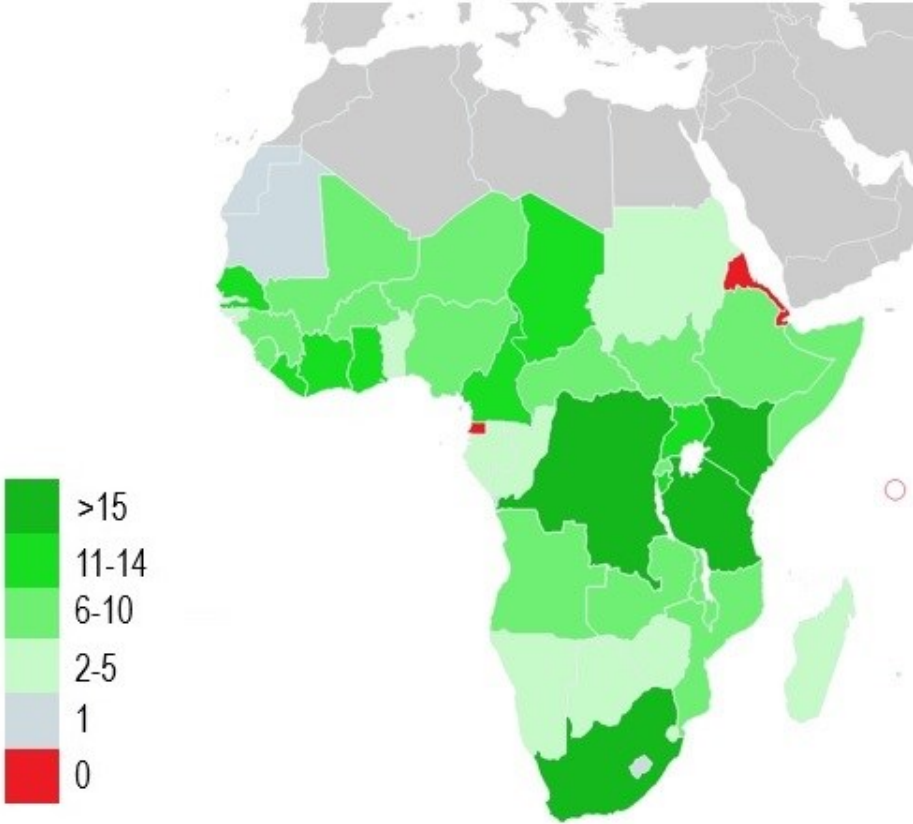
# THE SAMPLE

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



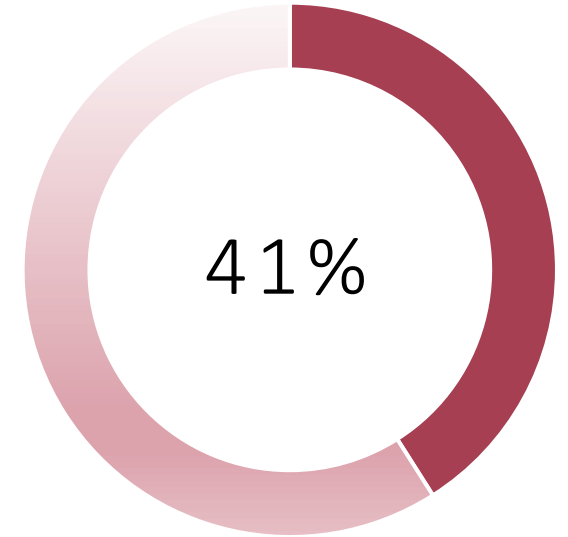
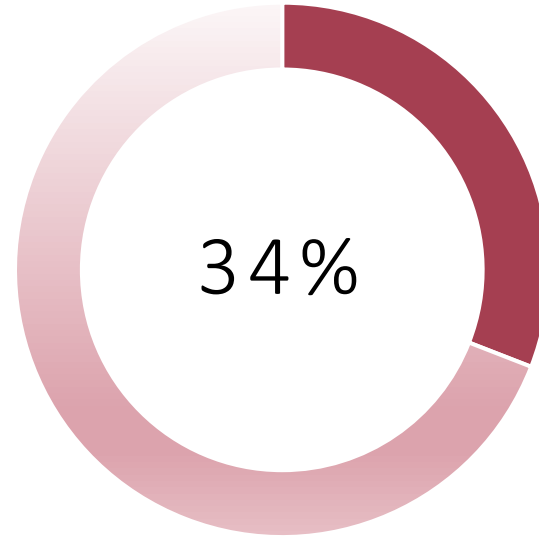
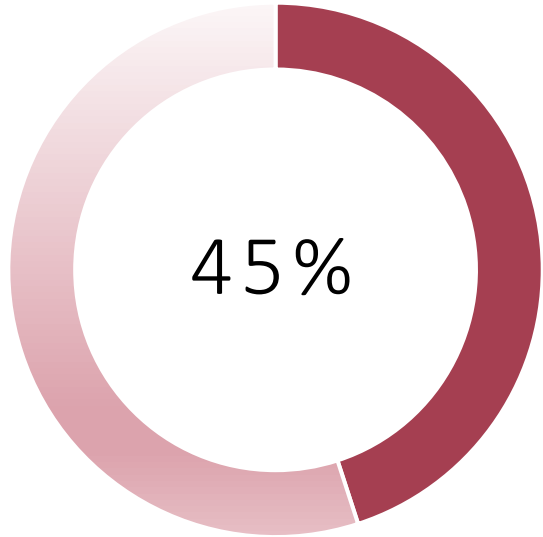
# THE FINDINGS

MEDIADEV PROJECTS ARE FOCUSED ON A SMALL NUMBER OF AREAS



USAID, 2013

AfDB, 2023



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

HAVE IMPRECISE  
FINDINGS

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





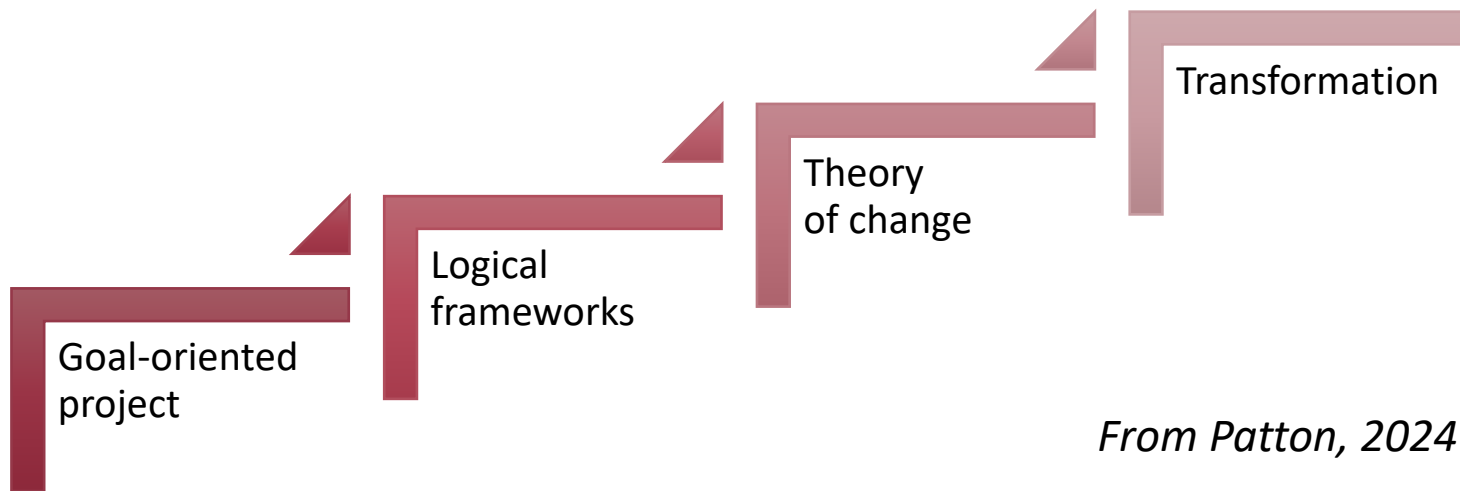
# IT QUESTIONS OUR ASSUMPTIONS

- 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.

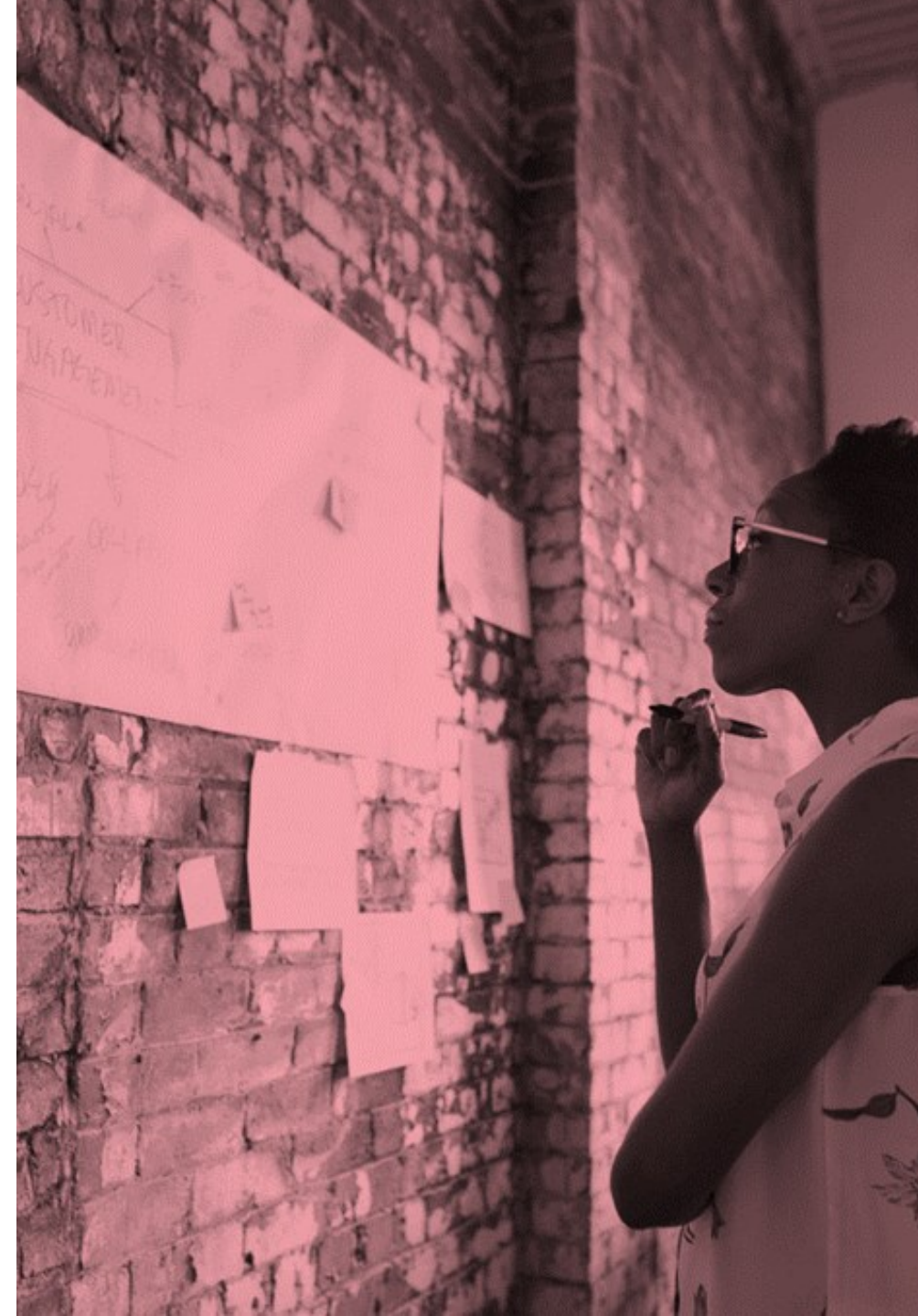


# A MISSED LEARNING OPPORTUNITY

- 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

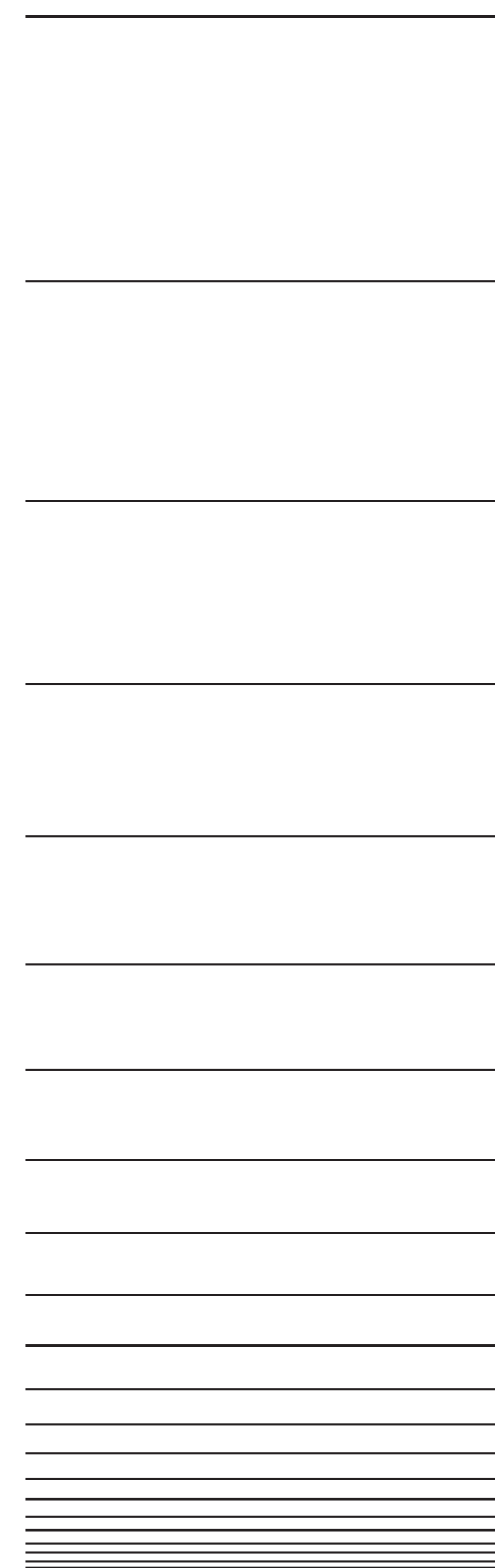
[michel.leroy@tu-dortmund.de](mailto:michel.leroy@tu-dortmund.de)

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](mailto:conroyk6@msu.edu)

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

# BACKGROUND

- 2000 launch
- Most-accessed mass medium in CAR



# EVALUATION STRATEGY



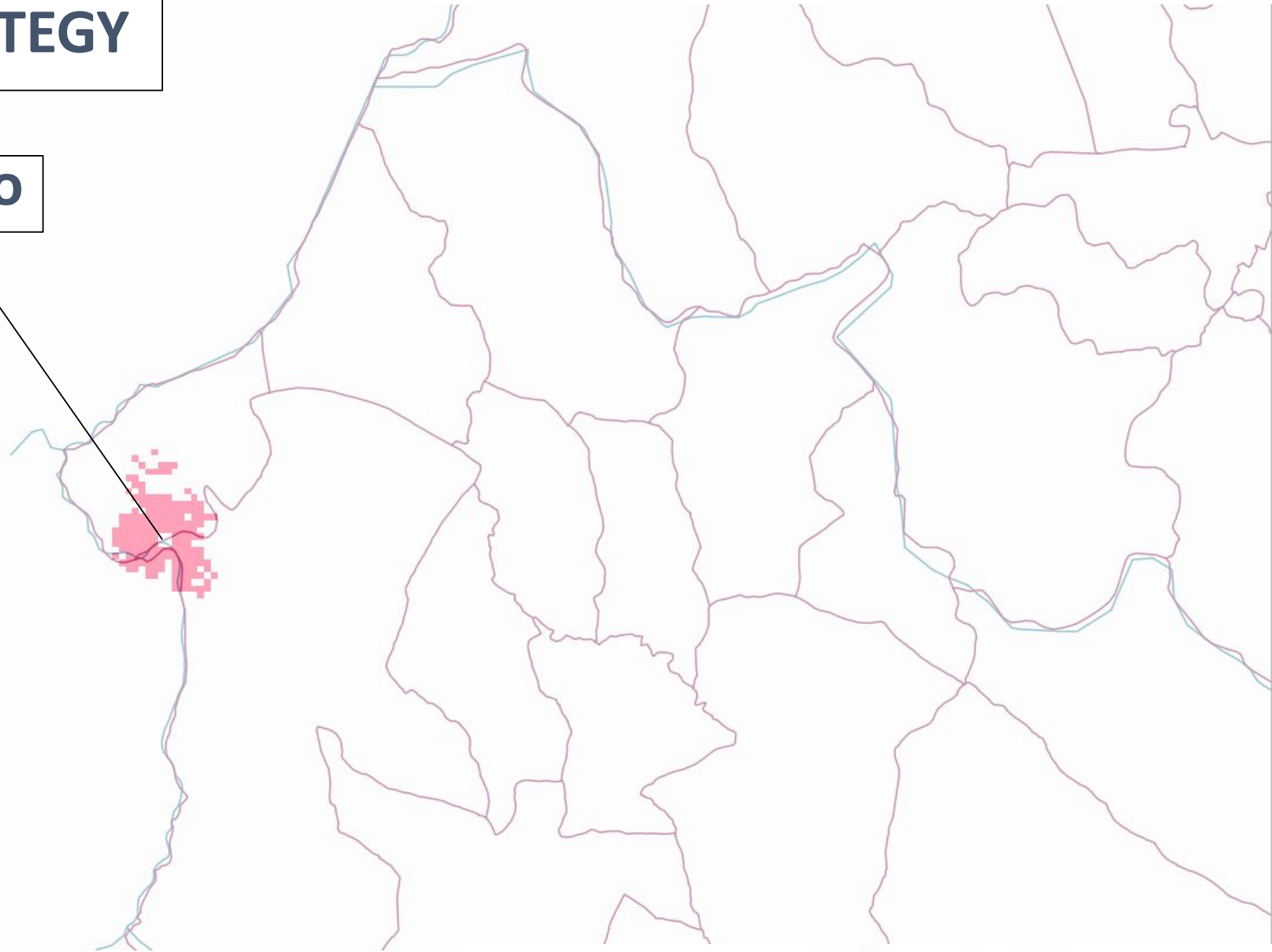
# EVALUATION STRATEGY

**Beloko**



# EVALUATION STRATEGY

**Beloko**



# EVALUATION STRATEGY

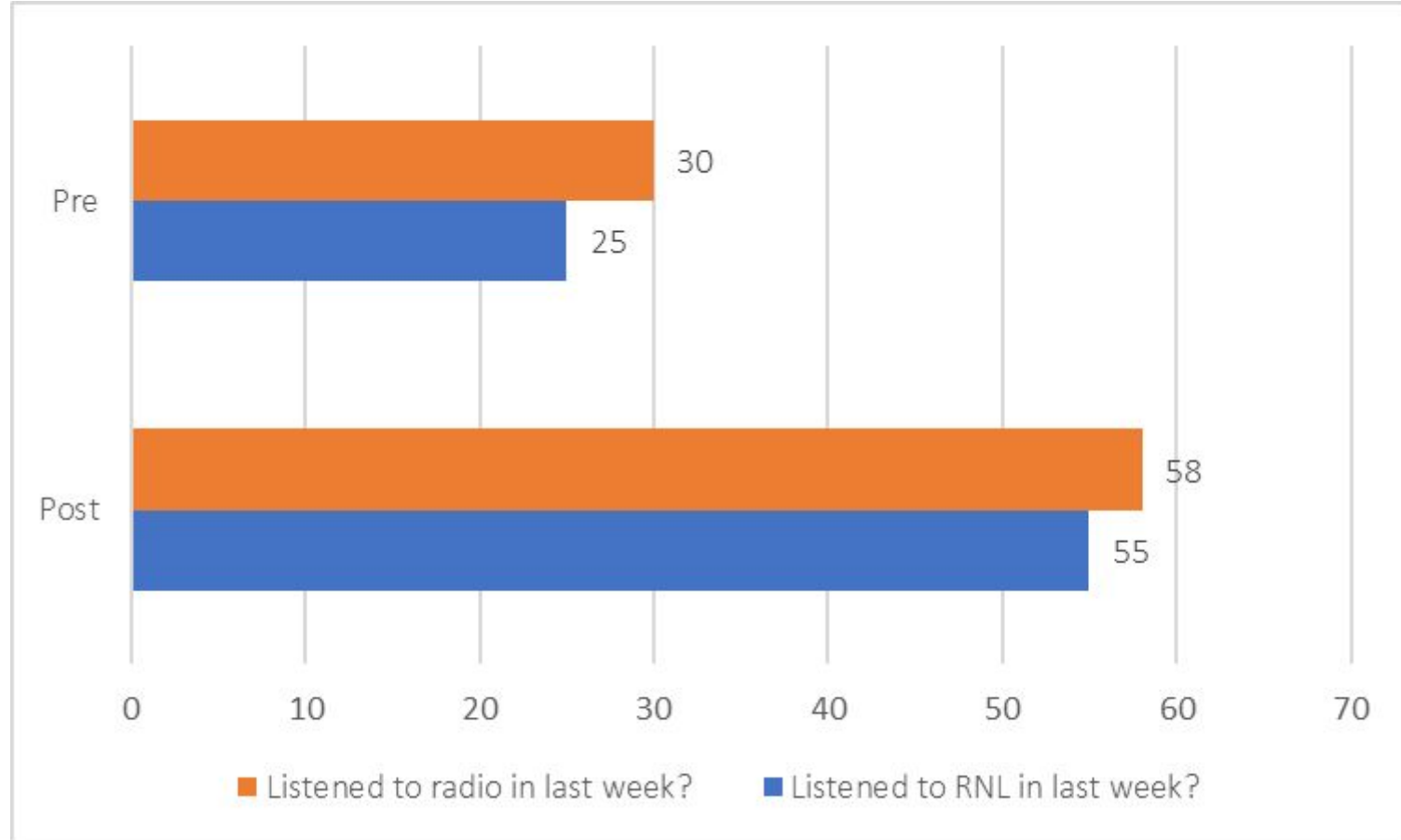
- **Pre-launch survey: 26 November – 2 December 2021 (N=568)**

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

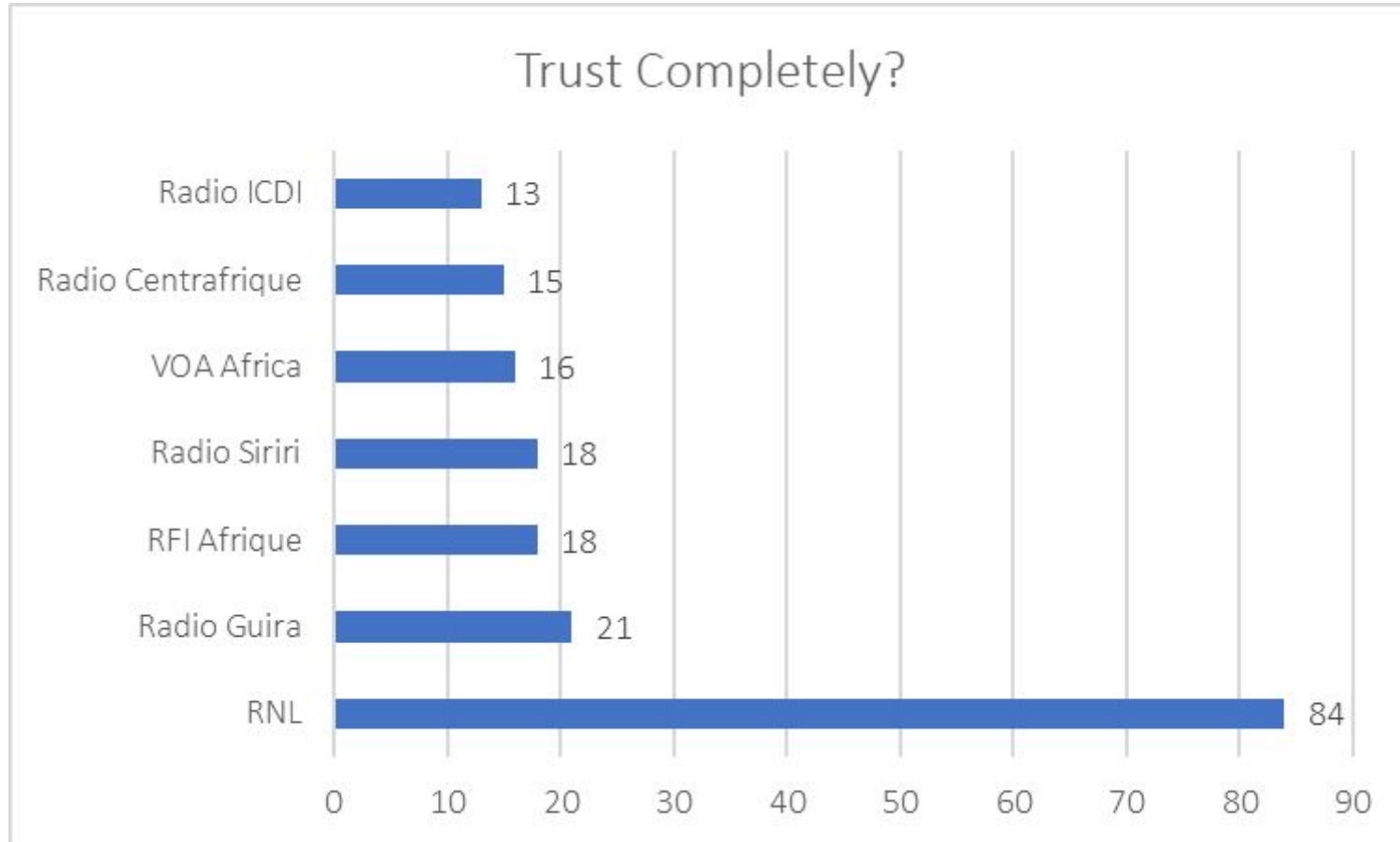
- **Post-launch survey: 10-15 March 2022 (N=558)**



# MAIN FINDINGS



# MAIN FINDINGS



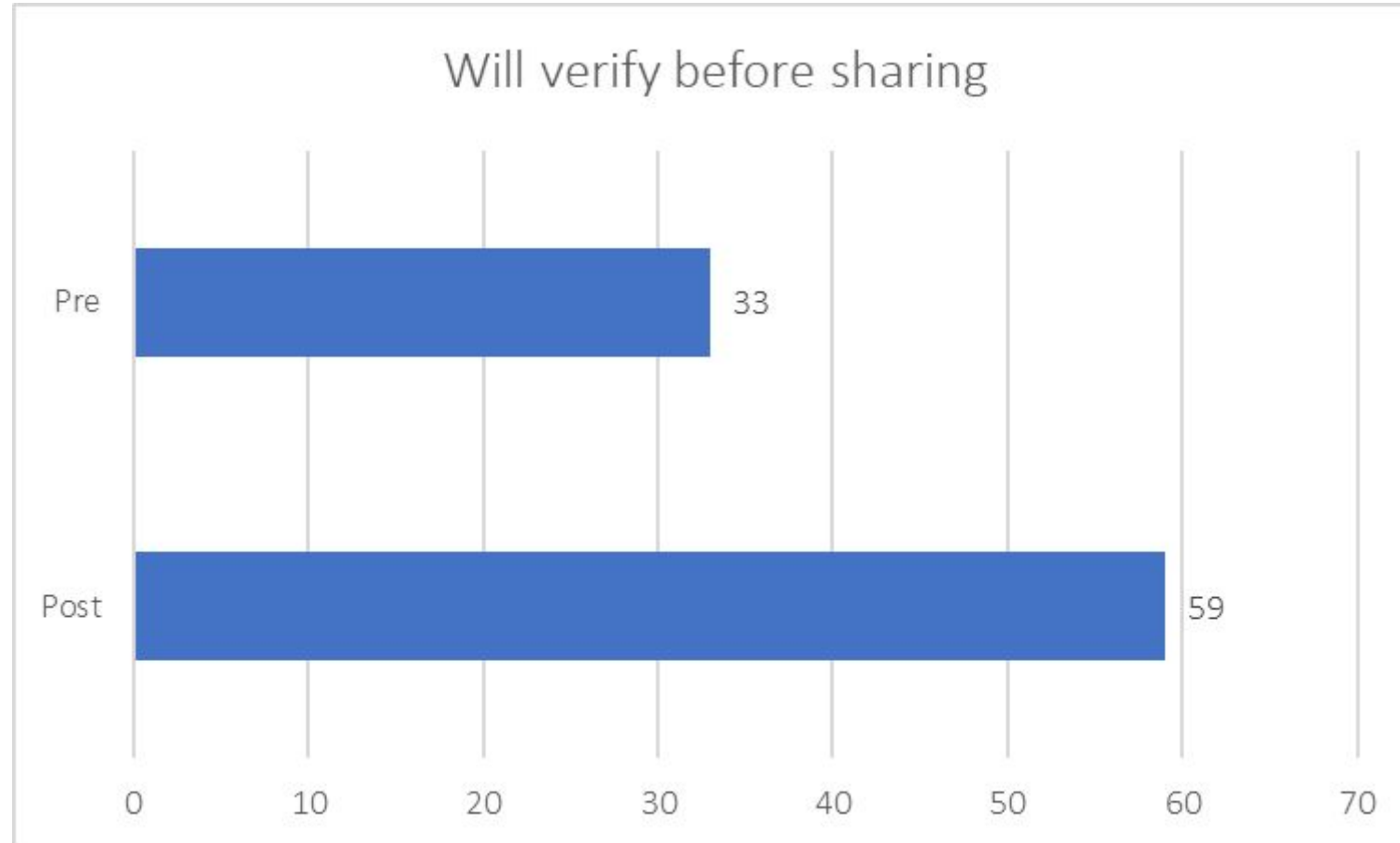
# MAIN FINDINGS

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

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

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

# MAIN FINDINGS



# M&E ESSENTIAL, BUT MANAGE EXPECTATIONS!



fome symposium 2024

**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





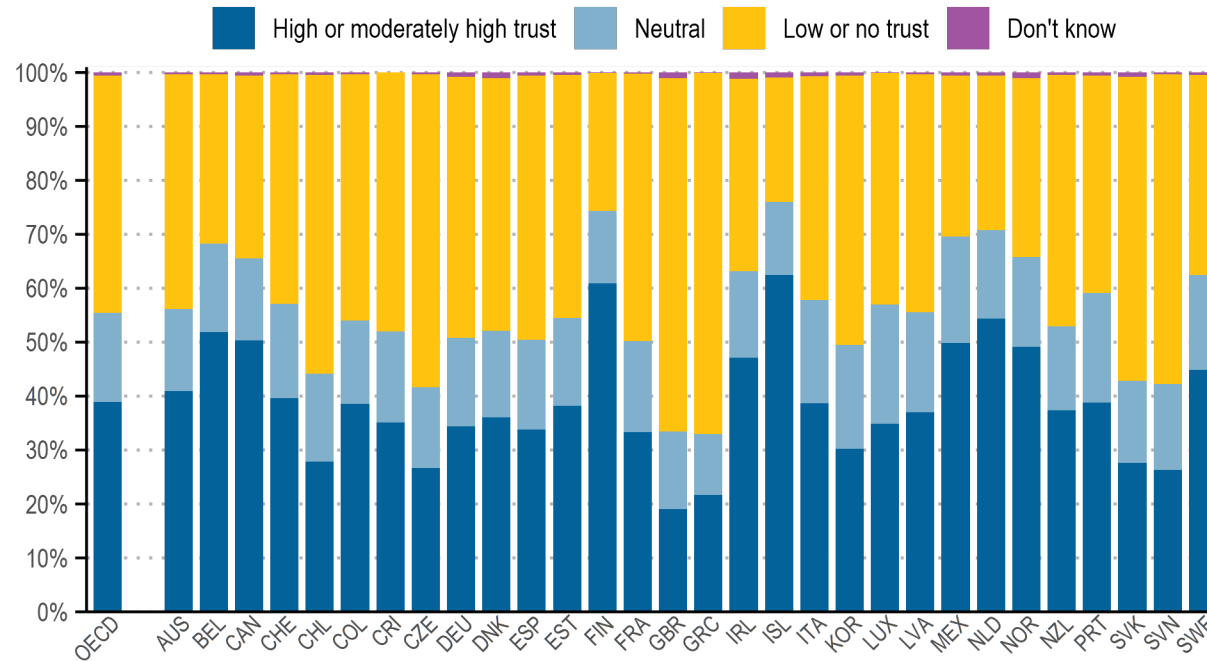
# DEVELOPMENT COOPERATION PRINCIPLES ON RELEVANT AND EFFECTIVE SUPPORT TO MEDIA AND THE INFORMATION ENVIRONMENT

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

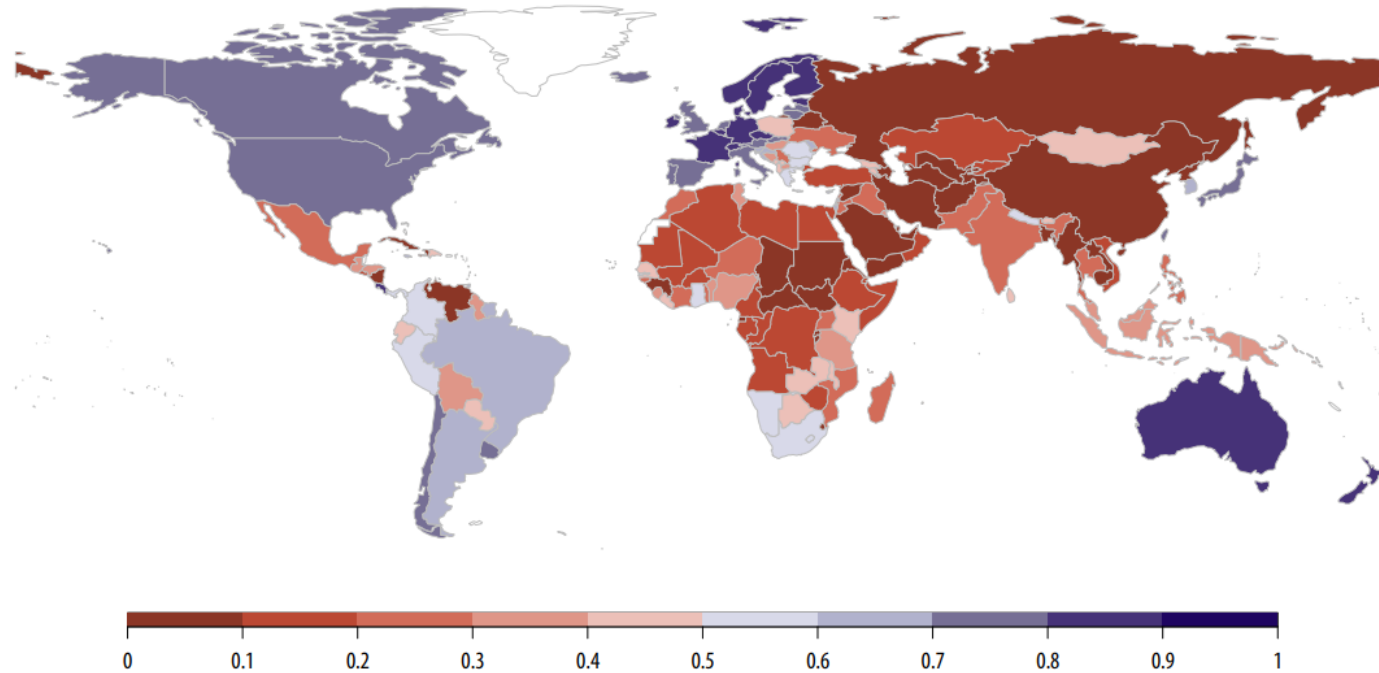


Note: The figure shows the within-country distributions of responses to the question "On a scale of 0 to 10, where 0 is not at all and 10 is completely, how much do you trust the news media?". A 0-4 response corresponds to 'low or no trust', a 5 to 'neutral' and a 6-10 to 'high or moderately high trust'.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



# State of liberal democracy – Vdem 2023

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



<sup>1</sup> 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.

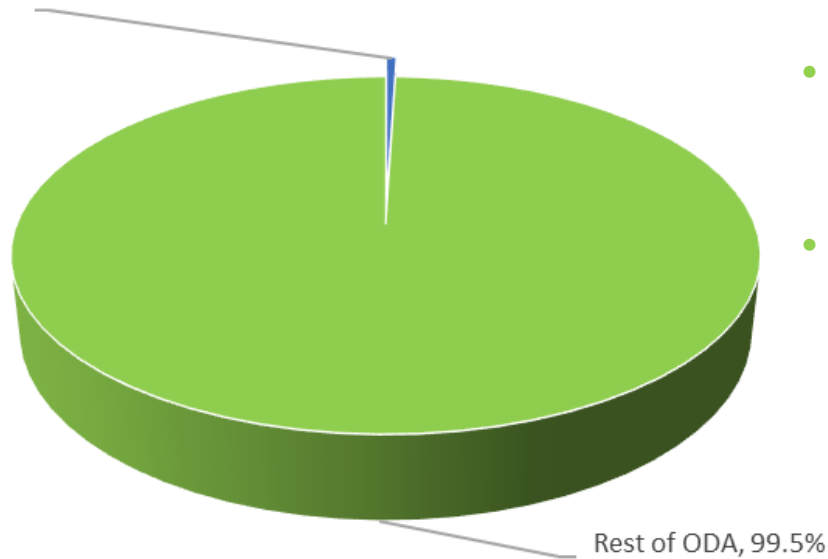


# ODA to media (excluding infrastructure) made up **0.19%** of total ODA in 2022

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

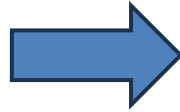
ODA for media and the information environment 0.5%





# 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**



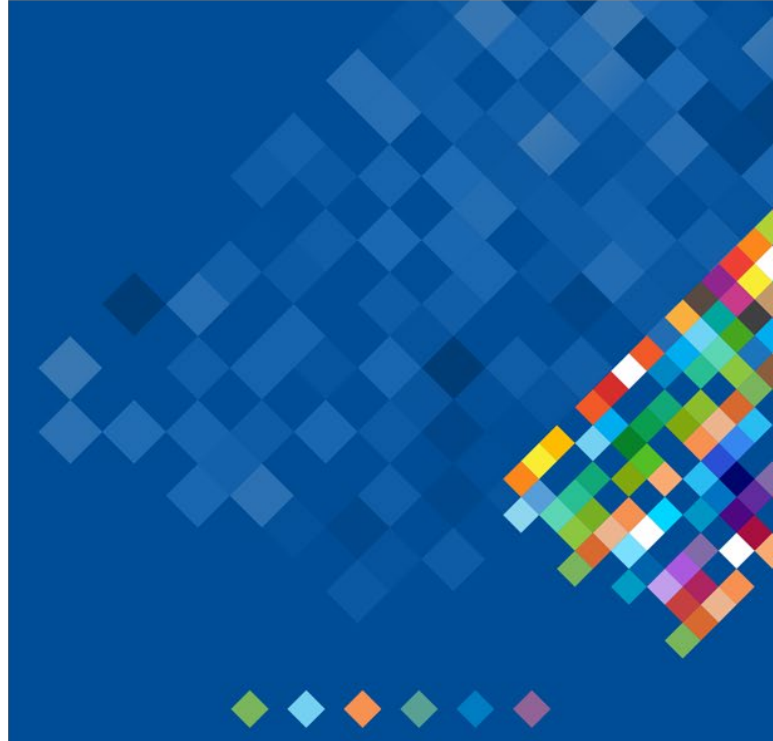


# THANK YOU



Best Practices in Development Co-operation Series

**Development Co-operation Principles for Relevant and Effective Support to Media and the Information Environment**



Série sur les meilleures pratiques en matière de coopération au développement

**Principes pour un soutien pertinent et efficace aux médias et à l'espace de l'information dans le cadre de la coopération pour le développement**

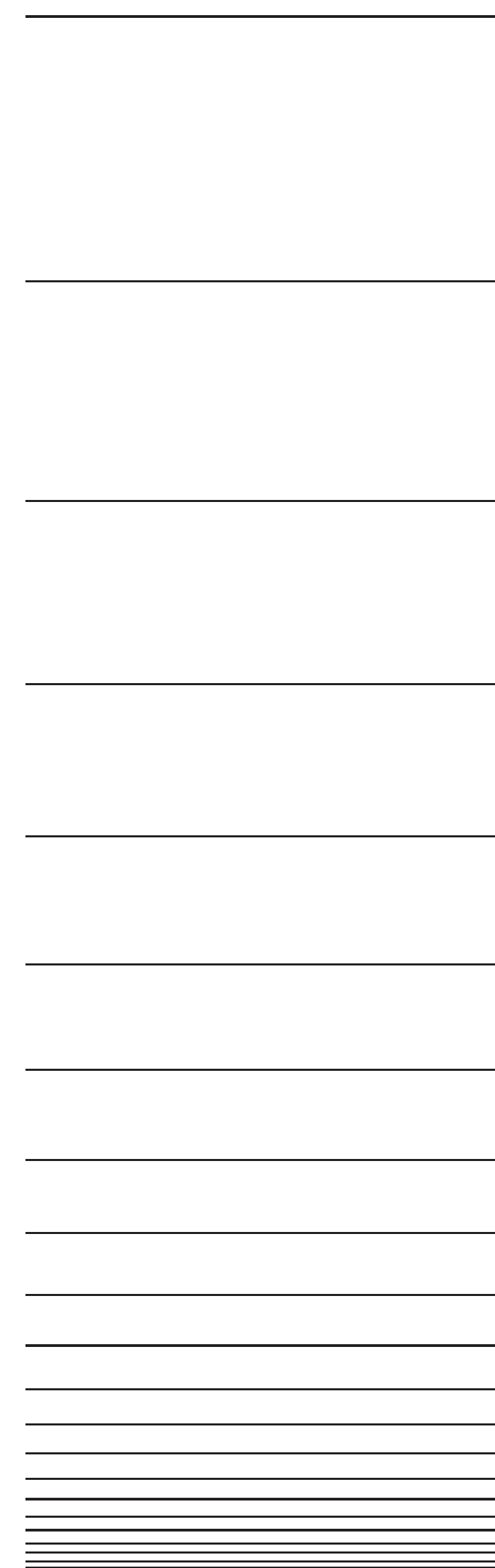


fome symposium 2024

## Session 4 . Panel and Discussion . Measuring Impact

### Measuring impact - Experiences and Issues

Input: Nicola Harford, iMedia Associates, Harare





# Fome 2024

## Measuring impact: experiences and issues

Nicola Harford, iMedia Associates  
[nicola@imediaassociates.org](mailto:nicola@imediaassociates.org)

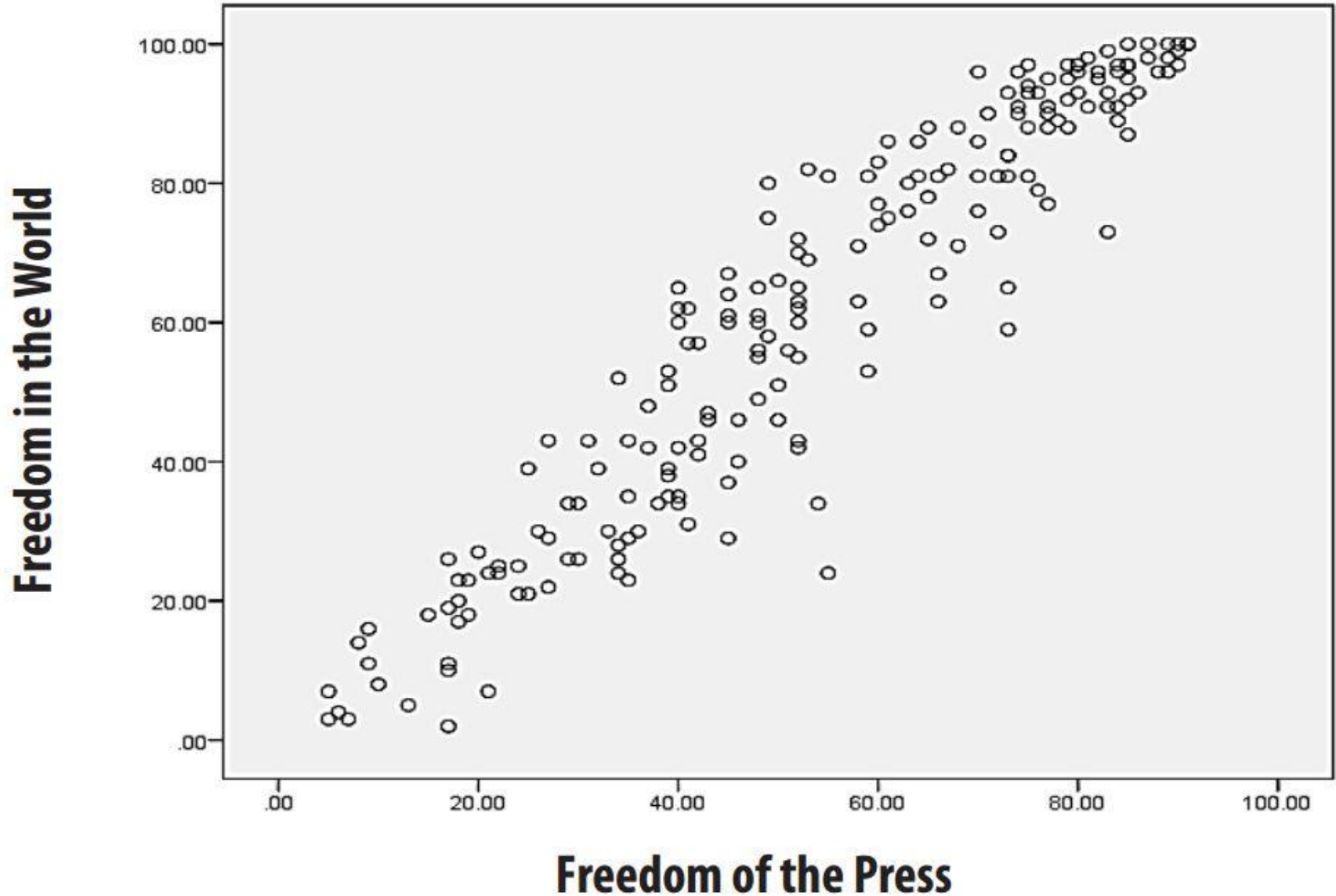
# An evaluator's baptism of fire...

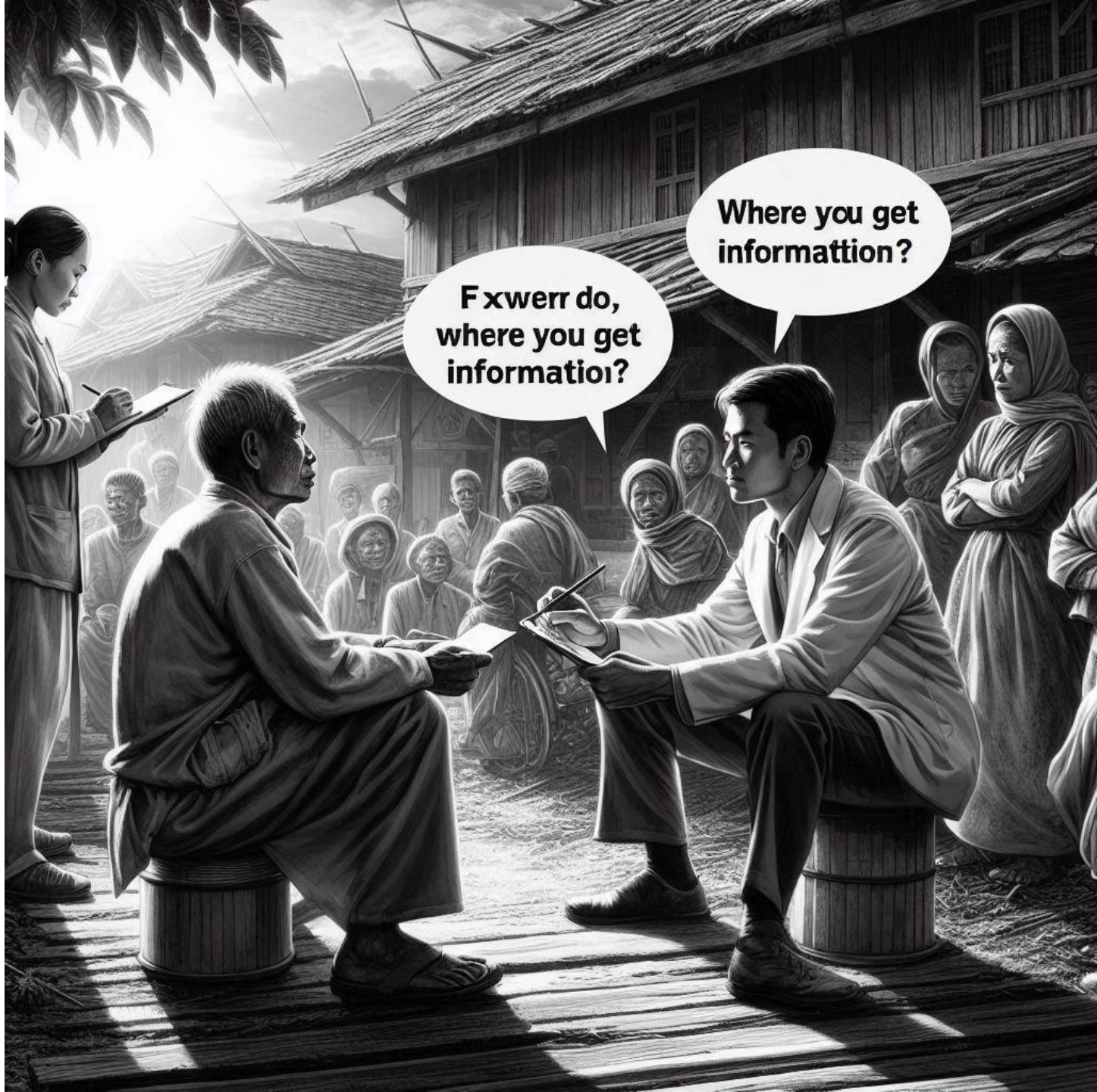
- Once upon a time, in a small central African country, a newly reinvigorated donor wanted to MAKE A DIFFERENCE....
- At the same time an emerging media development organisation was keen to spread its love and legacy of PUBLIC SERVICE BROADCASTING
- A project was born – which after 18 months needed reviewing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



WHAT'S THE IMPACT?

# The correlation between press freedom and democracy





**Fxwerr do,  
where you get  
informatio?**

**Where you get  
informatiion?**



# So what else can we do?







# 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							
	<i>Base value:</i>	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							
	<i>Base value:</i>	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							
	<i>Base value:</i>	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	<b>Indicator 3.1. : Content delivery on social media channels revised and</b>			
	<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		
	<b>Indicator 3.2: Increase in audience and improved structure of audience</b>			
	<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%		
	<b>Indicator 3.3.: Social media presence increased</b>			
	<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)

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

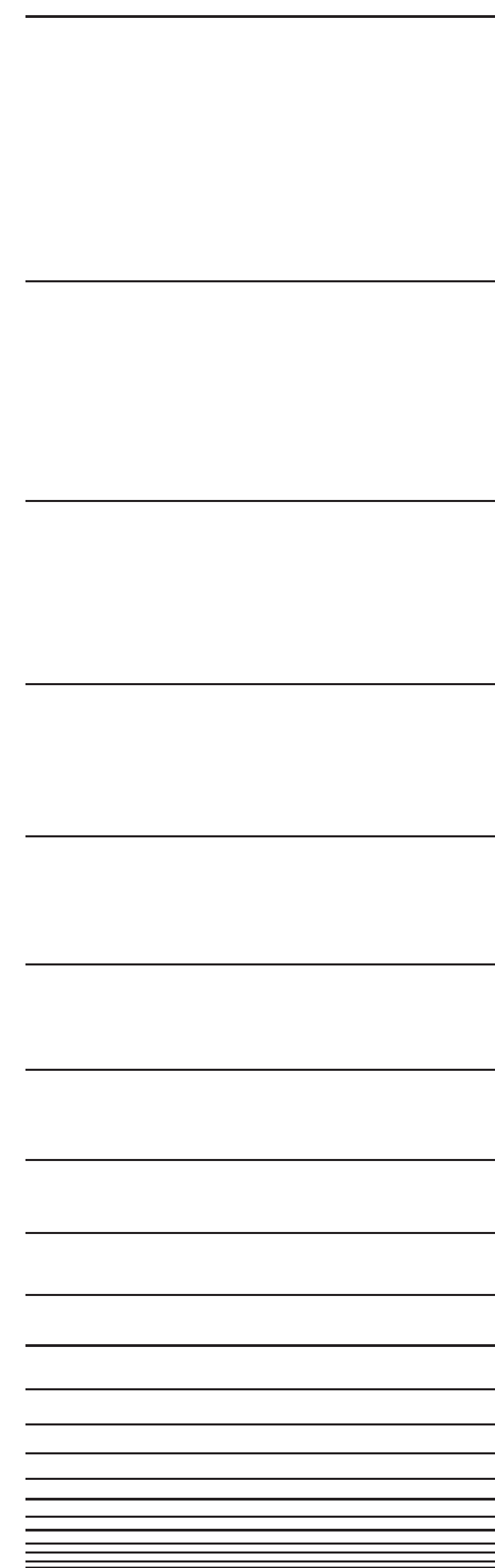
Thanks for listening and look forward to discuss!

fome symposium 2024

**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