

Media for Development: Potential areas for stakeholder action

Context:

There is the potential to improve links between civil society and community/national radio broadcasters, in order to close the gap between 'supply' and 'demand'. Supply is traditionally the concern of –regulators, policy makers, providers, public and private programme makers (content, delivery) while demand includes audiences (rural and urban populations), private companies, community groups, NGOs.

Closer linkages could help broadcasters fulfil their potential role as development agents through an increased relationship with of civil society; in particular they could play a role in informing civil society about sustainable development agreements and policies. Civil Society's access to and understanding of communication tools for advocacy purposes, including understanding of policy and regulatory issues, should also be supported. Broadcasters could be enabled and encouraged to include civil society "messages" in their programmes.

Historically National Radio is reputedly used by governments for political communication and propaganda, and private radio tends not to deliver community/ development messages. We are hoping to engage a range of national and private organisations in this working group.

Possible purpose/desired outcomes:

- The World Association of Community Radio Broadcasters (AMARC) has explored ways to link civil society and broadcasters. Linking rural radio to national radio could strengthen the community's platform for communication. Radio stations need money to do programming and meet people's needs. E.g./ Radio Uganda recently met community groups to support the inclusion of development messages in programming; and Freedom House (<http://www.freedomhouse.org/>) human rights advocacy organisation works with regulators.
 - a) IS THERE POTENTIAL TO DEVELOP OR PILOT A FRAMEWORK?
 - b) HOW CAN GROUND LEVEL GROUPS, NGOS, FARMERS, ETC LEARN TO CONTRIBUTE WITHIN OR CHANGE THE REGULATORY STRUCTURES?
 - c) WHAT OTHER ACTIONS BY STAKEHOLDERS COULD HELP HERE?
- The contribution of grassroots groups needs to be understood and developed.

Next Steps:

- 1) Distribute and solicit comment.
- 2) Follow up on contacts suggested by call participants Confirm with all participants whether they will be present in Johannesburg for the IC.
- 3) Develop an initial action plan by 12th July which has been approved by the stakeholders and interested parties.
- 4) Set up an electronic forum for this action plan so all Stakeholders can take place in an online debate before the conference.

List of organisations and individuals that have expressed an interest:

Don Richardson - *Telecommons Development Group*
Nick Ishmael-Perkins - *Radio for Development*
Nancy Bennett – *Developing Countries Farm Radio Network*
L.Muthoni Wanyeki – *FEMNET*
Thais Corral – *CEMINA (Communication, Education and Information on Gender)*
Rosa Maria-Vidal – *Pronatura*
Anne Nyabera – *The Heinrich Boll Foundation*
Sophie Nicks – *Panos Senegal*; Lettie Longwe – *AMARC*
John Mukela – *Nordic SADC Journalism Centre*;

Charles Kenny –*World Bank*
Elizabeth Smith – *Commonwealth Broadcasting Association*
Chris Morry – *Communication Initiative*
Catherine Njunguna – *Intermediate Technology Development Group*
Kimani Njogu – *The Population Communication Initiative*
Laureen Dittrich – *Channel Africa; South African Broadcasting Corporation,*
Welcome Nzimade – *Ukhozi FM*
Mwansa Kapeye –*Zambia Broadcasting Association*
Joao do Sousa – *Radio Mozambique*
Morero Gabakgore –*Radio Botswana.*