



# KONRAD ADENAUER STIFTUNG Media Programme

SUB-SAHARA AFRICA



Konrad  
Adenauer  
Stiftung





Dear friends of KAS Media Africa,

Working democracies need a free and professional media. This belief motivates our work at the Media Programme of the Konrad Adenauer Stiftung.

In recent years, the countries in sub-Saharan Africa have experienced remarkable development, but at the same time many suffer from a very unbalanced media landscape. Media houses are often close to, or controlled by the government, independent journalists are threatened by sub-standard media laws and like so many other industries, the media has become vulnerable to corruption.

Over the past 14 years, the KAS Media Programme for sub-Saharan Africa has been trying to change the situation by supporting media and political parties on their way to a free information society. This includes strengthening investigative journalism and business reporting, cooperation with journalism schools and work on media law reforms – all with a regional focus and a multilateral approach.

The Media Programme team works closely with the KAS offices in all the countries in the region – from Senegal to South Africa to Kenya.

I hope you enjoy reading about our work.

A handwritten signature in black ink, appearing to read 'C. E. Ehlke'. The signature is fluid and cursive, with a long horizontal line extending to the right.

## The Konrad Adenauer Stiftung (KAS)

The Konrad Adenauer Stiftung (KAS) is a German political foundation with nearly 80 offices worldwide and more than 200 projects in over 120 countries.



KAS has been active in the field of international cooperation for more than 50 years, committed to strengthening democracy, the rule of law and free media as well as European integration.

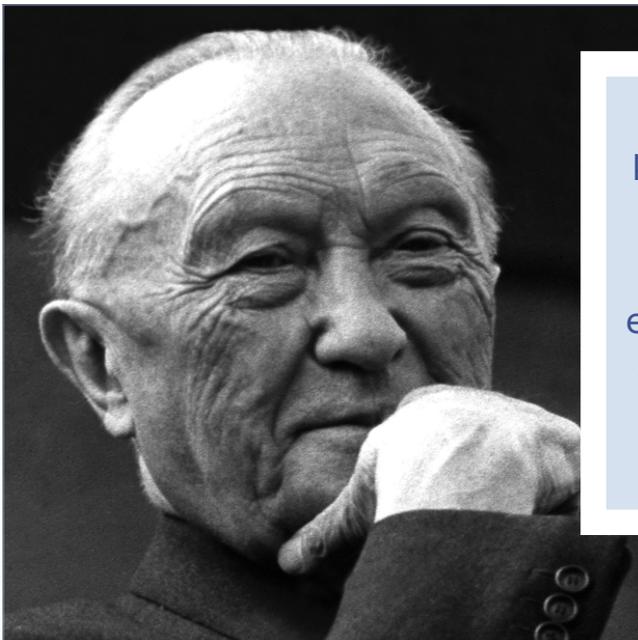
Our mission is based on the principles of the first post-war German Chancellor, Konrad Adenauer, of peace, freedom and justice through political education.



## Global Media Programme of the Konrad Adenauer Stiftung

KAS Media Programmes in Johannesburg, Singapore and Sofia

- support independent, high-quality and value-based reporting
- help journalists to improve their professional skills
- analyse the quality of reporting in countries in transition
- help in improving the general conditions for independent media
- promote ethical standards in the media
- establish and develop national and regional professional networks
- advocate modern communication by governments and political parties
- facilitate exchange of experience between media professionals and political actors



“No one is in possession of the sole truth. Only through debate and mutual exchange can we hope to come closer to the truth.”

– Konrad Adenauer

## KAS Media Africa

KAS Media Africa believes that a free and independent media is crucial for democracy. As such, it is committed to the development and maintenance of a diverse media landscape on the continent, the monitoring role of journalism, as well as ethically based political communication with a focus on digitalisation.

The KAS Media Programme in sub-Saharan Africa promotes a free media through support for:

- advanced training
- the development of educational materials for journalists
- networking and advocacy



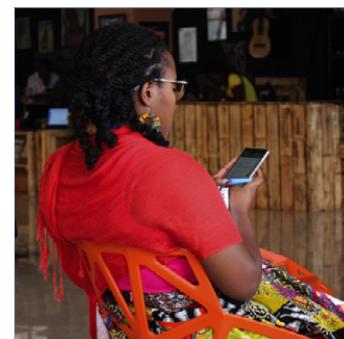
KAS views the media as an integral part of a modern democracy and as being essential for development. To this end, the media must be empowered and supported to fulfil its role as the whistle-blowers and watchdogs in society. However, reporting on public and private sector misdeeds is not enough. The media must be a progressive force, supporting human rights and shaping ideas in an open society through informed and impartial reporting and analysis.

In total KAS runs 18 country and regional programmes on the African continent. All of them aim at promoting democracy, strengthening the rule of law and supporting political dialogue and crisis prevention.



## #AfricaBlogging

Founded in 2015 in Johannesburg, the network includes bloggers from nine sub-Saharan African countries. Its members, currently a group of 18 young online thought leaders, believe that blogs and social media play a major role in providing information and diversity of opinion in Africa. They are committed to encouraging open debate on matters not adequately covered by traditional media.



By creating greater regional and international visibility for the bloggers and a space for interacting with each other and the public, #AfricaBlogging adds to the debate around politics, economics, gender equality, health and social matters in sub-Saharan Africa.



To keep interested readers updated on the issues discussed in the continent's blogger scene, we publish a weekly "Top of the Blogs" featuring interesting new blog posts commenting on media, culture, politics and news from across sub-Saharan Africa. Visit [kas.de/mediafrica](http://kas.de/mediafrica) or follow us on Facebook to get your weekly update from the African blogosphere.



## Investigative Journalism Manual and App

Repressive media laws, lack of resources and a widespread culture of secrecy among officials are but a few of the challenges facing investigative journalists in Africa. In this context, journalists need to have a particular mindset in addition to a wide range of skills. KAS Media Africa developed the Investigative Journalism manual to make the necessary skills and tools available to journalists currently practising their craft and to the many that will hopefully follow their trailblazing path.

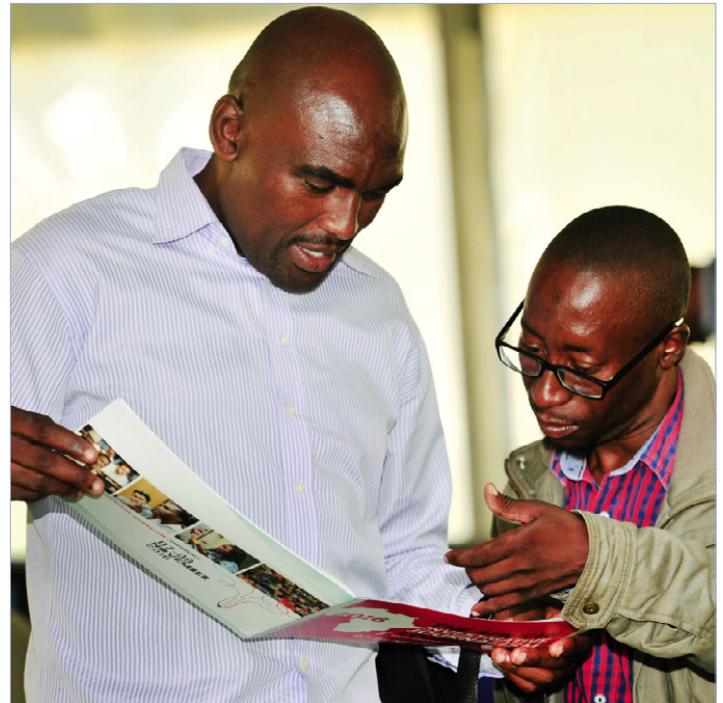
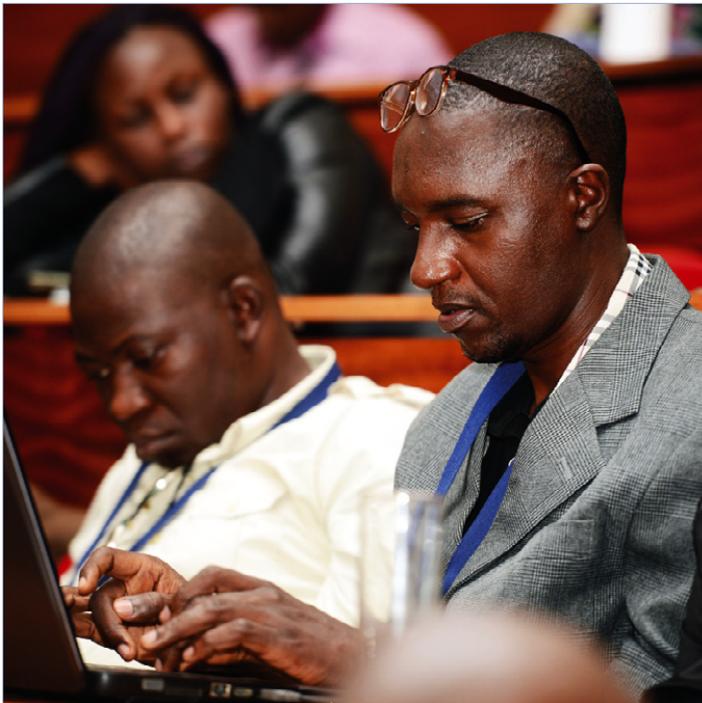
The IJ manual was distributed in hard copy format as well as posted online in English, French and Portuguese. By making the content more interactive and developing an app from it, we hope that journalists will have an even better user experience with the manual than before. Visit [ijm-africa.com](http://ijm-africa.com) or search for IJManual in your App store to get free access to the manual.



## African Investigative Journalism Conference

The African Investigative Journalism Conference (previously known as Power Reporting) is the leading conference for investigative journalists in Africa.

KAS Media Africa has supported the University of the Witwatersrand since 2008 to bring journalists from all over the continent to the three-day event on their Johannesburg campus. For the past few years, a focus has been on data journalism, making full use of computers and social media for journalists, and learning about the stories behind the big investigations.



## E-lection Bridge Africa



The KAS E-election Bridge conference brings together leading campaign experts from sub-Saharan Africa and Germany to build a bridge between players in modern political communication.

Changes in technology mean challenges for political campaigning in Africa. Also in Germany, stakeholders are continually discussing and trying out new instruments of political communication. Based on the idea of knowledge sharing, the E-election Bridge conferences provide a platform for exchange.

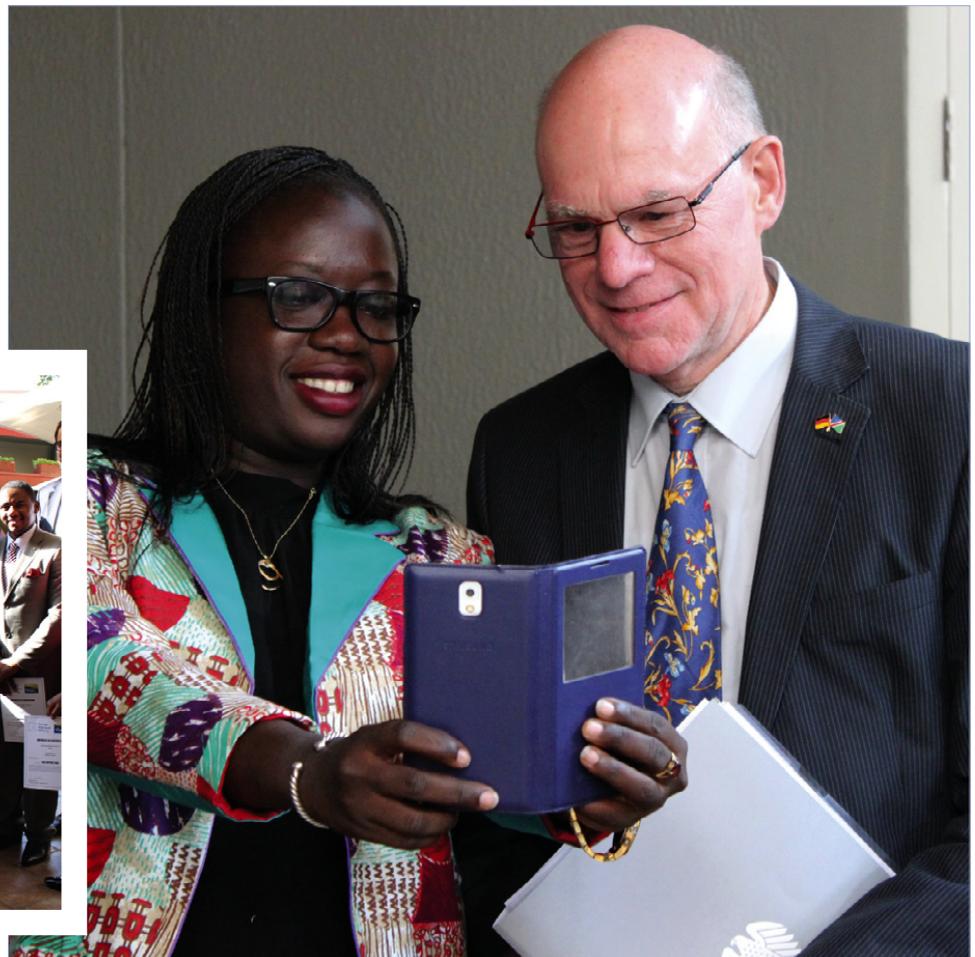
KAS E-election Bridge Africa conferences have taken place in Ghana, Tanzania, Namibia, South Africa and Senegal.



## E-lection Bridge Academy

KAS Media Africa's e-learning program on political communication is designed to help young political talents develop a more professional media campaigning strategy for their parties and reach out to potential voters.

It is the only e-learning offering on political communication in all sub-Saharan Africa and consists of nine modules with topics ranging from speech writing and press releases to a more general understanding of party communication and voter targeting.

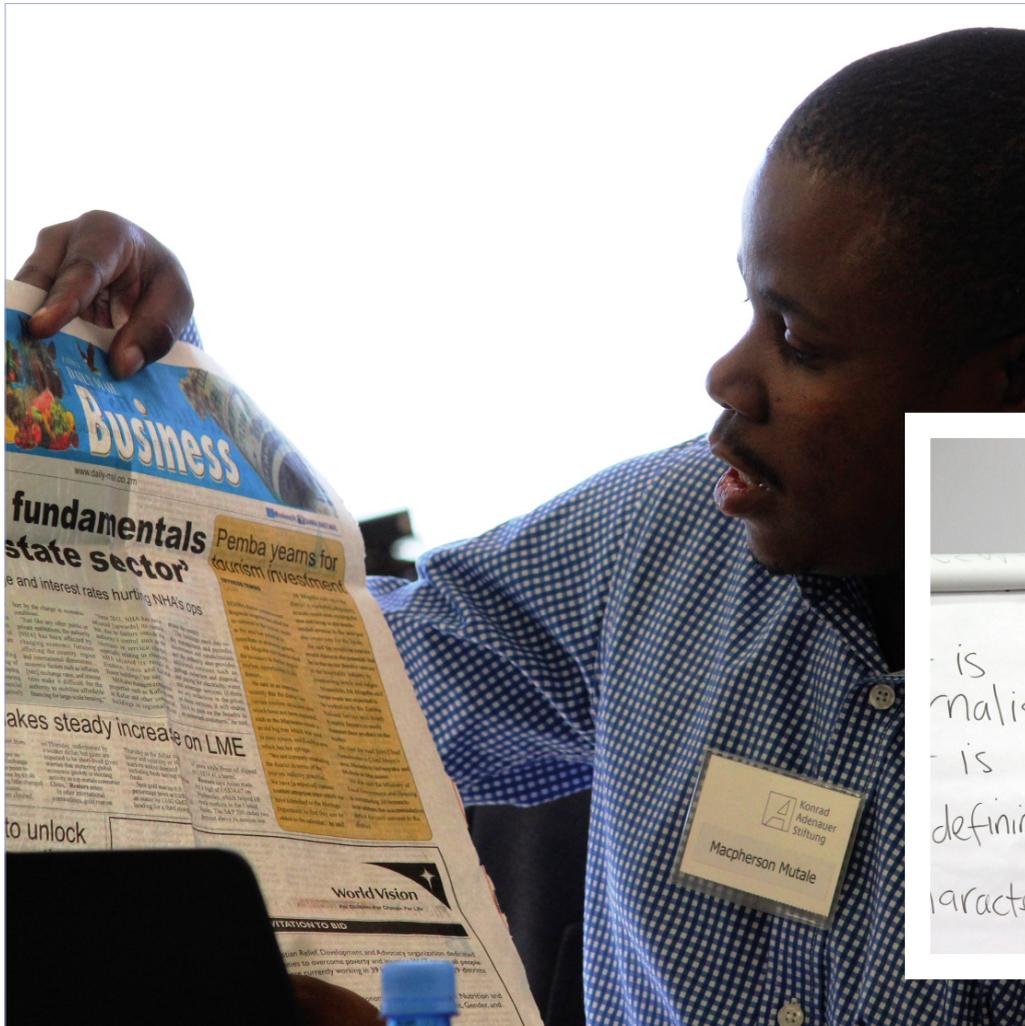


## Teaching Business Journalism in Sub-Saharan Africa

Business Journalism is still regarded as an unpopular specialisation in Africa, which is partly due to a lack of appropriate training opportunities in the area. In an effort to address this, KAS Media Africa has been organising “train the trainer” workshops for journalism teachers from universities in 11 African countries.



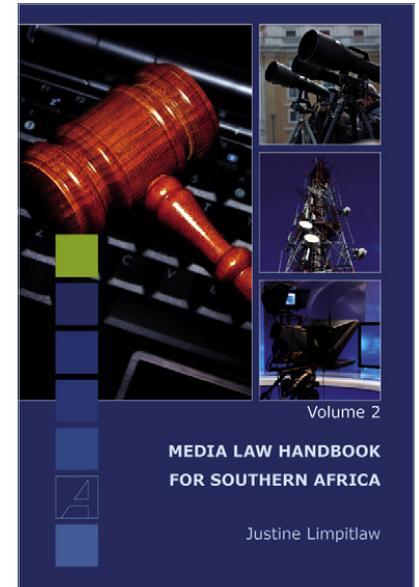
By 2019, KAS Media Africa aims to have assisted with the implementation of customised curricula in the faculties of the workshop participants, with the aim of enabling a new generation of journalists with comprehensive economic-specific training.



## Media Law Handbooks

For over a decade, KAS Media Africa has been focusing on the regulatory framework for journalists in Africa. The Media Law handbooks for Southern and Eastern Africa are important milestones in this ongoing work.

The handbooks not only contain a comprehensive overview of applicable media laws for each of the 16 countries reviewed, they also include suggestions on possible law reforms to improve the protection of media in these countries. The handbooks can be found online at [kas.de/medialawafrika](http://kas.de/medialawafrika).



## Litigation Workshops

KAS Media Africa is partnering with the Media Legal Defence Initiative (MLDI) to host "Litigation Surgery" workshops for young African lawyers. The focus is on building practical litigation skills and legal strategies with an emphasis on using international human rights mechanisms for the protection of media freedom.



## African Media Leaders Forum

AMLF is the most important market place for African media owners and top journalists. It is organised by the African Media Initiative and has been supported by KAS Media Africa since 2011.

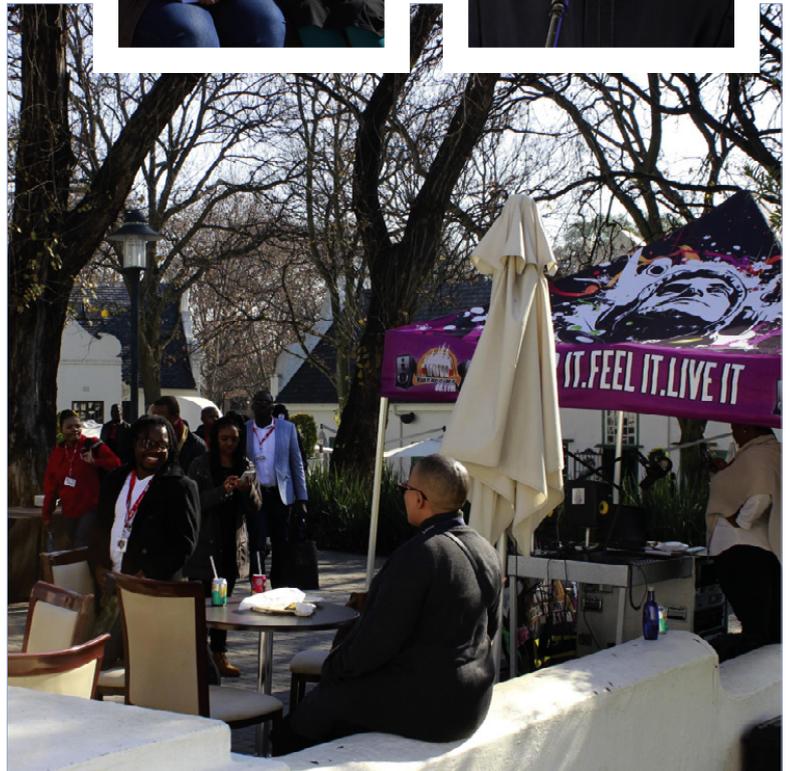
At the Forum up to 400 participants discuss the state of African media, latest trends, media policies and challenges for the media landscape. Heads of state engage in dialogue with the media elite as well as academics and media NGOs. The AMLF is all about redefining and strengthening the media's role in transforming Africa.



## Radio Days Africa

Radio is not only the oldest medium, but also the most significant and accessible in Africa – more than 30 million listeners tune in daily in South Africa alone.

Hosted for seven consecutive years by KAS Media Africa's partner, the Wits Radio Academy, Radio Days Africa has become the premier gathering of radio leaders and influencers on the African continent, exploring radio's innovations and ability to connect to people all over the continent.



## Scholarships at Wits Journalism

Since 2014, KAS Media Africa has offered promising young sub-Saharan African journalists full-time scholarships for Honours or Masters degrees at the University of Witwatersrand's Journalism Department in Johannesburg.

The scholars are also invited to participate in workshops, trainings and conferences as a stimulating addition to their studies and as an opportunity to build a strong network.

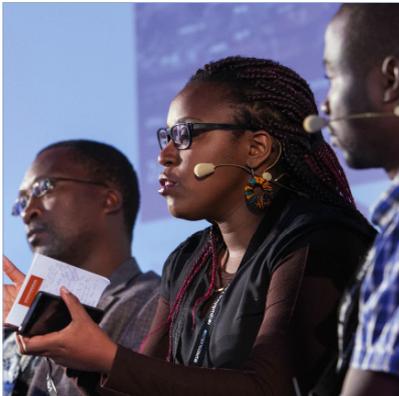
**WITS**  
Journalism



## Study and Dialogue Programmes in Germany

Once a year, KAS Media Africa invites up to 15 carefully chosen partners for a study and dialogue programme in Germany. Participants meet decision-makers and opinion leaders for an open exchange between Africa and Germany.

The programmes in recent years have introduced partners to digital culture in Germany at the biggest European blogger conference, re:publica, explored the professional relationship between media and politicians and exposed African politicians to European trends in political campaigning and communication.



## Our partners



The African Media Initiative (AMI) is a pan-African media development organization that aims to strengthen the continent's private and independent media sector from an owner and operator perspective to promote democratic governance, social development and economic growth.



The Media Legal Defence Initiative (MLDI) provides legal defence to journalists, bloggers and independent media across the world. It also supports training in media law and promotes the exchange of information, litigation tools and strategies for lawyers working on media freedom cases.



The Journalism Department at the University of the Witwatersrand in Johannesburg offers a graduate degree programme for aspirant as well as working journalists. It also hosts a number of projects, such as the African Investigative Journalism Conference (AIJC), which attracts journalists from all over the continent.



Media Monitoring Africa (MMA) promotes democracy and a culture where media and the powerful respect human rights and encourage a just and fair society. MMA acts in a watchdog role to promote ethical and fair journalism that supports human rights.



The Wits Radio Academy is a centre of training, research and public engagement in the field of radio. Based at the University of the Witwatersrand, the academy aims to make a special contribution to the development of radio in South Africa and beyond, with a particular focus on community radio.

## Picture Credits

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Page 10/11: Wits Journalism - Leon Sadiki

Page 18: African Media Leaders Forum

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