



AGENDA FOR CHANGE: ROLE OF THE MEDIA AND CIVIL SOCIETY

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PURPOSE OF PRESENTATION

- 1. To examine the imperative and process of the change agenda in Nigeria**
- 2. To describe the content of the required change agenda in Nigeria**
- 3. To delineate the immediate action required to start the change agenda and**
- 4. To identify the role of the media and civil society in the change agenda**



OUTLINE OF PRESENTATION

1. Introduction
2. Why is change necessary in Nigeria
3. The Conditions for change to Happen
4. Agenda for Change in Nigeria
5. Immediate Actions to start change agenda
6. Role of the Media
7. Role of Civil Society
8. Role of Media and Civil Society in the Change Agenda
9. Conclusion



1. INTRODUCTION

- **The development of any society leads to good change manifested in increased capacity of the people to have control over material assets, intellectual resources, and ideology; and obtain the physical necessities of life (food, clothing & shelter), employment, equality, participation in government, political and economic independence, adequate education, gender equality, sustainable development and peace.**



...INTRODUCTION

- However, in Nigeria, the required development as defined above is not happening necessitating the need for change (Material assets, intellectual resources, ideology, food, clothing, shelter, employment, equality, participation, political and economic independence, education, gender equality, peace)



2. WHY IS CHANGE NECESSARY IN NIGERIA?

- **Poverty is increasing in the midst of plenty**
- **Unemployment is rising with youth bulge**
- **Inequality is increasing**
- **Voice of the People is becoming increasingly meaningless: The people say that corruption is a major problem and corrupt people should be punished. Government of the day thinks otherwise.**
- **A few people have hijacked the political process**
- **The economy is dependent on oil**



...Why is Change necessary

- **Education is in shambles**
- **Women marginalisation and oppression is deepening with greater scale of violence**
- **Environmental degradation has continued unchecked. Report of government on the environment (UNEP) not implemented.**
- **Armed banditry, armed robbery, kidnapping and insurgency on the increase.**



3. THE CONDITIONS FOR CHANGE TO HAPPEN

Change is inevitable in any society when the conditions for change exist. The conditions are:

- 1. Objective Conditions:** exist when situations are evidently abnormal with huge contradictions which can only be resolved by change.
- 2. Subjective Conditions:** organisational preparations required to bring about change-awareness, consciousness and organising for change (Building the organisation, leadership and followership for change)



4. AGENDA FOR CHANGE IN NIGERIA

- From the above, it is clear that there is the need for change in Nigeria.
- It is necessary that the agenda of change is comprehensive: Economic, Political, Social and Technological.
- In terms of monitoring, the content of the agenda can be gleaned from the manifesto of the APC and the promises of APC candidates and officials during the 2015 elections.



ECONOMIC CHANGE AGENDA

- **This should cover the following areas:**
- **Structures and institutions of economic management**
- **Diversification of the economy**
- **Promotion of transparency and accountability**
- **Promotion of pro-poor policies (Policies that will lead to good macroeconomic environment, improve access to financial services, improve governance and increase access of the poor to basic infrastructures and social services)**



POLITICAL CHANGE AGENDA

- This should cover the following areas:
- Building of institutions and mechanisms
- Review of the 1999 Constitution
- Institutions of horizontal accountability
- Reform of the Electoral system
- Building of democratic culture
- Regulation of party financing and campaign finance
- Reform of INEC



SOCIAL CHANGE AGENDA

- **Over the years the social fabric of the Nigerian society has been destroyed. A lot of people become wealthy overnight without questions about the sources of the wealth. People who embezzle public funds are rewarded by their communities with chieftaincy titles. There is brazen display of wealth in the midst of widespread poverty. The extended family system is being destroyed. The get rich quick syndrome has caught up with a great number of the population. There is the need for change in the following areas:**
 - **Re-orientation on social values**
 - **Re-orientation on work ethics**
 - **Corporate Social responsibility**



TECHNOLOGICAL CHANGE AGENDA

- This will include the following areas:
- Building of technology infrastructure
- Use of technology to promote transparency and accountability



5. IMMEDIATE ACTIONS TO START CHANGE AGENDA

- a. **Strategic Plan:** to replace the vision 20:2020 document. It will also be a process to engage Nigerians in the change process.
- b. **Training of elected** party officials on party philosophy and programmes
- c. **Plan for co-ordination:** In the past, some form of co-ordination only took place in the economic sector. There is the need to divide the whole governance structures into four co-ordinating units: Finance and Economy; Social Services; Infrastructure, Science and Technology and Governance.



...IMMEDIATE ACTIONS

- Luckily, the public service has already been divided along those four lines:
- Finance and Economy: Finance, Industry, Trade and Investment, Budget Office, Office of Accountant General, Office of Auditor General.
- Social Services: Tourism, Culture and National Orientation, Education, Health, Sports, Women Affairs and Social Development, Special Duties and Intergovernmental Affairs, Police, Youth.
- Infrastructure, Science and Technology: Communication, Science and Technology, Environment, Lands, Housing and Urban Development, Power, Water, Transport, Niger Delta, Petroleum and Agriculture.
- Governance: State House, SGF, HOS, Defence, Foreign Affairs, Information, Interior, Justice, Labour and Productivity

d. Plan for Monitoring and Evaluation: The vision 20:2020 demanded that all tiers of government and MDAs should have a robust M & E system. This needs to be operationalized.



...IMMEDIATE ACTIONS

e. Plan for Public Administration Reform: There are several issues that require reform in the Public Service:

- Cost of Governance
- Effective Budgeting
- Public Finance Management
- Planning
- Policy
- Civil Service Reform
- Sectoral issues
- Constituency Projects
- Corruption



6. ROLE OF THE MEDIA

1. Inform, educate and entertain (including reporting and interpreting news)
2. Frame and limit discussion and debate of issues: setting agenda.
3. Reflect and project the dominant view in society: the class character of the media.
4. Create meaning, images and messages(The media can change our knowledge, behaviour, attitude, emotion and views)
5. Hold government officials accountable on behalf of the people (Constitutional responsibility in Nigeria)

Note: The role of the media is depended on how society chooses to use the media: promotion of form above content.



7. ROLE OF THE CIVIL SOCIETY

- Keane: Two main functions:

1. Precautionary against the state to balance, reconstruct and democratize it and
2. Advocating expansion of liberty and equality in civil society.

The World Alliance for Citizen Participation- Civicus

1. Promoting Civic Existence: defending people's fundamental rights to organise and act collectively towards the public good.
2. Promoting Civic Expression: strengthening the capacity of CSOs to freely amplify the voices of ordinary people.



....ROLE OF THE CIVIL SOCIETY

**3. Promoting Civic Engagement:
fostering interaction between citizens,
their associations and other institutions
to ensure public institutions reflect the
will of the people and are accountable
to them.**



8. ROLE OF CIVIL SOCIETY AND MEDIA IN CHANGE AGENDA

- 1. Create awareness about the change agenda**
- 2. Build consciousness to enable people to act**
- 3. Organise and provide platform for action on the change agenda**
- 4. Hold elected officials accountable to the change agenda**



9. CONCLUSION

- **Change is inevitable in society.**
- **When the conditions exist, the change process is accelerated.**
- **Change is a necessity in Nigeria today.**
- **The content of the change must be comprehensive: Economic, Political, Social and Technological.**



....CONCLUSION

- **There are immediate actions that the GMB administration must take to start the change process including a strategic plan to bring about change.**
- **The civil society and media have great roles to play to actualise the change agenda.**



Many THANKS for Your Attention

Dziękuję *Ďakujem* dhanya-waad Дякую
bedankt ? ? ? ? ? go raibh maith agat
tesekkürle Спасибо شكراً Ese gan
Na gode m' Merci köszí tack så mycket
uku Thank you faleminderit
We k'obiruo Danke Song song díky kiitos
takk Obrigada Mulțumesc nandri
Ευχαριστώ Grazie anugurihiitosumi תודה
Muchas gracias dhanya-waad
tack köszönöm
Dalu nnu o ačíû Terima Kasih
aitàh děkuji vam mange tak salamat