



Konrad-Adenauer-Stiftung

Media Programme

Sub-Sahara Africa





Dear media experts and political communicators,

Media is changing, not only in Africa, but all over the world. Consumer habits, social media, advertising strategies and political pressures – all these have an influence on how people react to media. And on how the media sees itself.

KAS Media Africa is playing its role by facilitating debates on how good journalism could be financed in the future. We talk about the role of political bloggers and the importance of dialogue between those who regulate the media and those who own it. We bring together the experts from all parts of the continent, be they English-, French- or Portuguese-speaking.

This brochure invites you to get to know more about our work, be it on fake news, the development of curricula for Business Journalism at African Universities or the strategy meetings on the election campaigns of the future.

Christoph Plate
Director KAS Media Africa

The Konrad-Adenauer-Stiftung (KAS)



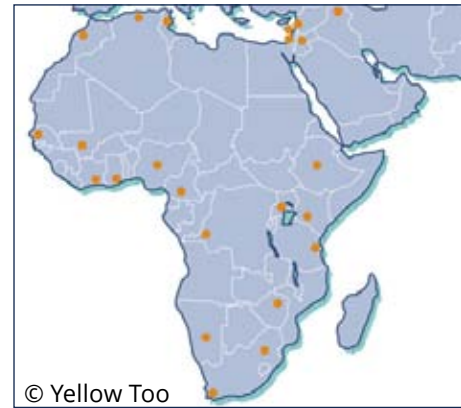
The Konrad-Adenauer-Stiftung (KAS) is a German political foundation with over 100 offices worldwide and more than 200 projects in over 120 countries. KAS has been active in the field of international cooperation for more than 55 years, committed to strengthening democracy, the rule of law and free media 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.



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.

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.



Global Media Programme of the Konrad-Adenauer-Stiftung

KAS Media Programmes in Johannesburg, Singapore
and Sofia

- › support independent, high-quality and value-based reporting
- › analyze 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 promotion of a diverse media landscape on the continent, the monitoring role of journalism, as well as ethically based political communication with a focus on digitization.

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

- › the development of work-related reading materials and resources for journalists
- › supporting networking and advocacy
- › organizing conferences and seminars to bring together media stakeholders
- › promoting sustainable business models



#AfricaBlogging

Political reporting remains dominated by state media in many parts of Africa. Self-censorship is not uncommon. Set against this background is #AfricaBlogging, a bilingual platform with members in 12 sub-Saharan African countries. Founded in 2015, with the help of KAS Media Africa, #AfricaBlogging is a member-driven network of online thought leaders. They are bound by their conviction to offer balanced political reporting.



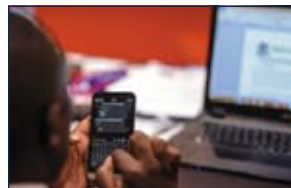
Thanks to its members' consistent reporting, the network has carved a niche to become a go-to place for many readers, here and abroad, interested in independent voices from Africa.



E-lection Bridge Africa

As a political think tank affiliated to the CDU, the Conservative Party in the Federal German Parliament, we work together with partner parties on the African Continent, who stand for the separation of powers and a social market economy. With experts from Germany, who have been running big campaigns, we discuss the election campaigns of the future: how do we deal with fake news and smear campaigns, how do we use social media and how can one balance the need for a strong candidate and the necessity for a convincing political programme.

Further, we discuss values such as the rule of law, an independent judiciary and media, as well as the need to strengthen parliamentarism in Africa.



E-lection Bridge Academy

The youth is the future of a nation, but also of a political party. So it is important to identify the leaders of the future, the ones who can see the technical challenges coming and who have the knowledge to easily adapt to new ways of communicating with the electorate and the citizens. Campaigning on Facebook will soon be considered old-fashioned and something for the elderly – the young party members are discussing ways to translate the visions of the party elders into the technology of tomorrow.

The E-lection Bridge Academy is the leading e-learning offering on political communication in sub-Saharan Africa. It consists of nine modules, in English and French, with topics ranging from speech writing to a more general understanding of party communication and voter targeting.



Credibility Crisis

Media in Africa used to be a strong asset in democratizing societies. But it has run into a crisis, due to scandals, deteriorating levels of professionalism and bribery. KAS Media Africa is encouraging the discussions on what is required from a journalist and an editor-in-chief, to distance themselves from those who masquerade as journalists while they take bribes. Media needs to rebuild trust and media needs to justify what and why they are doing what they do, more urgently than ever before.



Media and terrorism

The threat of terrorism is very alive in places like Somalia, Kenya, Nigeria and Mali. Media is finding ways to deal with the subject by exposing the ideologies behind it and by calling a crime a crime. Journalists in many of these countries have to face daily threats against them or their families by terrorists. KAS Media Africa is creating networks that offer resources and a forum for exchange.



Fake News

The internet, aided by the evolution in technologies, has significantly altered the way readers consume news. Diminishing newspaper sales are contrasted by a rise in online audiences as people turn to their smartphones to find out the latest news at the click of a button. At the same time, propagandists and others set on swaying public opinion have taken to online platforms to peddle fake news, a global phenomenon threatening democracy.

Fake news has entrenched itself as a weapon to influence political views. KAS Media Africa recognizes the impact of fake news, spread via social media. The media programme partners with fact-checking specialists to train journalists and equip them with skills and knowledge required to keep the public conscious of this threat and fact check news before they publish.



African Investigative Journalism Conference

For a few years KAS Media Africa has partnered with the Journalism Department at the University of the Witwatersrand, Johannesburg, to bring investigative journalists from all over the continent to the African Investigative Journalism Conference (AIJC). This three-day gathering, which takes place at the University of Witwatersrand every year, is Africa's premier conference for investigative journalists. AIJC offers

journalists the opportunity to network, acquire new skills and share stories with their peers from across the continent and abroad.

Topics for discussion – presented by highly experienced journalists, academics and industry experts – include fact-checking, cyber security, business reporting and data journalism.



Teaching Business Journalism

Improving business and economic reporting on the continent begins with the journalism schools and their capacity to provide relevant, tailor-made courses that will challenge and inspire future journalists. As a result KAS Media Africa identified key educators from the Journalism faculties of ten respected African universities and has been assisting to develop business and economics focused journalism curricula.



Working with a specialist mentor and meeting for annual workshops, the lecturers have introduced training offerings that are empowering a new generation of critically-minded and economically-savvy young journalism graduates.



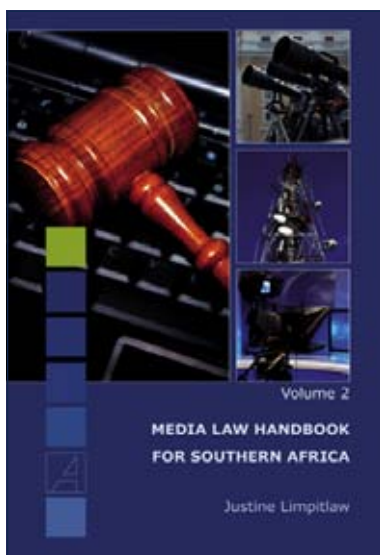
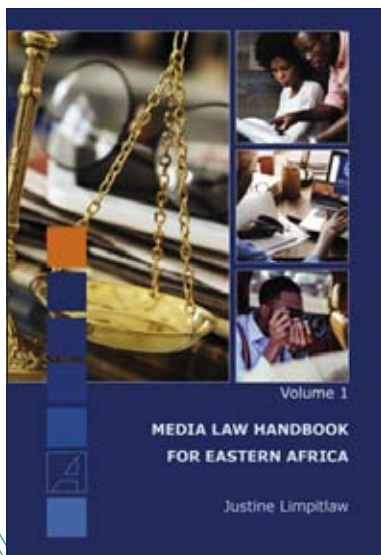
Media Law Handbooks



www.kas.de/medialawafrika

With the advent of new technologies media laws in many African countries are being rewritten. Quite often this happens with genuine intentions, but it stifles the blogging scene and affects the way media houses are operating. KAS Media Africa has published comprehensive comparative studies of Media Laws in Eastern and Southern Africa, with work on a West African edition on-going.

The handbooks not only contain a comprehensive overview of applicable media laws for each of the countries reviewed, they also include suggestions on possible law reforms to improve the protection of media freedom in these countries.



Litigation Workshops

KAS Media Africa is partnering with the Media Legal Defence Initiative (MLDI) to host “Litigation Surgery” workshops for young African media 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.



Journalism Scholarships

We strongly believe in the importance of education in Journalism: we therefore select two or three scholars every year to pursue their Master's Degree in Journalism at a respected university on the continent, like the University of the Witwatersrand in South Africa or Aga Khan University in Nairobi, Kenya. The KAS graduates are playing an important role in media all over the continent, working for the BBC, for strong local media houses or in academia.



Study and Dialogue Programmes

KAS Media Africa also brings together those in the media field, who normally don't talk much to one another, the regulators and the owners of media. Together we visit institutions of Media Plurality and Press Freedom in the Federal Republic of Germany, we meet the lawmakers in the Bundestag and the State Parliaments. We create debate on the role and functions of the media.



Entrepreneurial Journalism

Profits and revenue generation were taken for granted by the media industry of the 20th century but the digital era has altered reading trends. This has dragged newspaper sales lower as consumers go online where content is usually available for free.

This changing landscape has made media owners and editors redefine their outlets to remain sustainable amid digital transformation. KAS Media Africa organizes high-level gatherings of academics and industry players to share information about entrepreneurial journalism and facilitates exchanges between media owners across Africa.



Our partners



The International Press Institute (IPI) is a global network of editors, journalists and media executives who share a common dedication to quality, independent journalism. They promote the conditions that allow journalism to fulfill its public function. IPI's mission is to defend media freedom and the free flow of news wherever they are threatened.



Established in 2012, Africa Check is the continent's leading independent, non-partisan, fact-checking organisation. One of its core goals is to foster a culture and practice of non-partisan fact-checking by media. To achieve this, Africa Check – through TriFacts, its training and research unit – provides fact-checking training to journalists across Africa.




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



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.

KAS Media Programme for Sub-Saharan Africa
60 Hume Road
Dunkeld 2196
Republic of South Africa
P O Box 55012, Northlands 2116
Republic of South Africa
Tel: +27 (0)11 214 2900
Fax: +27 (0)11 214 2913/4
Website: www.kas.de/mediaafrica

www.facebook.com/KasMediaAfrica 

www.twitter.com/KasMedia 

Picture Credits

Konrad-Adenauer-Stiftung, 2019
Page 12: [Johkekam-commons.wikipedia.org](https://commons.wikimedia.org/wiki/File:Johkekam),
Rawpixel.com, stock.adobe.com
Page 19: Media Legal Defence Initiative, London
Designed by J Adamson
Printed by Typo Printing, Johannesburg

© *Konrad-Adenauer-Stiftung*