

Africa Media Development Foundation

Kaduna – Nigeria



Year 2016 Annual Report

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Background

Africa Media Development Foundation (AMDF) is a Media Development Organisation that promotes and strengthens the media system and provides professional support to journalists in Africa.

It registered with Nigeria's Corporate Affairs Commission in 2014.

AMDF was born out of the desire to develop African media and journalists, as well as provide the needed insights to academic and development communication initiatives on the continent.

Vision: We envision a just and informed society ushered in by free media, communication and knowledge sharing.

Mission: To provide professional support to media organizations, journalists, development communication initiatives and to promote free press.

Key Areas of Focus

Training, Research, Innovation, Advocacy, Information Sharing, Coordination

Training: AMDF runs capacity building programmes aimed at developing/strengthening capacities and skills of journalists and media managers, thereby building a strong media workforce on the continent.

Research: AMDF promotes and disseminates research and analysis on the impact of media on development policies. We also encourage the evaluation of media development work as a way to identify and advance best practices, methods and technologies.

Innovation: AMDF believes in experimenting, discovering and introducing new ways of doing things. We also believe in the new technologies, which is changing the way media works.

Advocacy: AMDF advocates for increased understanding, recognition and importance of media in development among partners and other civil society organisations.

Information Sharing: AMDF elevates the effectiveness and status of media development by sharing best practices, highlighting impact and providing platforms for discussion and debate on important issues in our field.

Coordination: AMDF improves the media development field by encouraging collaboration, thereby avoiding duplication, setting strategic priorities and highlighting important media development programs and technologies.

Office Administration

Volunteers: AMDF is currently working with a number of volunteers, who are supporting it in the running of the organisation.

The presence of volunteers has made it possible for AMDF to commence work at the office and engage in activities and connect ties with other organisations and bodies.

We have a functional office with a Coordinator, Programmes Officer and Assistant, Admin and Finance Officer and an IT Consultant. They have all understood their roles and have been running the affairs of AMDF through the support of the founder.

The Coordinator and Programmes Officer work three times a week, while the Admin and Finance Officer, Assistant Programmes Officer and IT Consultant work five days a week.

Progress Made in 2016

Staff: In the year 2016, AMDF brought on board 3 staff to assist in the running of the organizational activity. They are:

Abigail Ibrahim Bako: as the assistant programme Officer. She started work on 11th July, 2016.

Silas Kukuranki Auta: as the IT Consultant. He started work on the 13th July, 2016.

Gimbiya Ruth Sambo: She is the Admin and Finance Officer. She started work on the 1st of September, 2016.

Highlight of Activities Conducted in 2016

Thematic Areas:

Information Sharing: In 2015, AMDF introduced Media Clinic; an annual event that brings together media stakeholders, CSOs and Development partners to discuss issues that affect the media and proffer solutions for such. 2016 Media clinic was held on 3rd May to commemorate the World Press Freedom Day. The event which involved paper discussion and panel discussion examined freedom of information and press freedom in Nigeria.

AMDF also held its first Media Conference tagged MediaAfrica on 14th December 2016. Media Conference is an annual event that would bring together media managers and practitioners, Development partners and government to examine the role of the media in achieving the different components of the Sustainable Development Goals (SDGs).

Due to financial constraints the 2016 MediaAfrica was low keyed and took place at the AMDF training room with the theme: “Representation of women in the Media”. In attendance were representatives of UNICEF, Mobilising for Development (M4D), NUJ Chairperson among others.

We have also worked closely and supported a team of investigative journalists in Kaduna. They have investigated and reported stories which drew the attention of government and philanthropists to plight of communities. All their stories have been acted upon – some drawing intervention from patriotic Nigerians, including students. Others have forced government to sit up, while others led professional medical union to ensure discipline among health workers in specific hospitals investigated.

Trainings: As part of its objectives to provide capacity building for journalists and other media workers on different issues, AMDF had regularly organised trainings whether in partnership with other organisations or as a solely-sponsored program. We seek to have better practices as well as reportage amongst media practitioners.

A number of AMDF sponsored trainings were conducted in 2016. No money was spent in the hiring of halls (we used our Training Room), and no transport fare was provided to participants (there were no funding for the trainings). Light refreshment was however provided in all the trainings courtesy of the founder. Some of the trainings were:

- Social Media for Journalist and bloggers
- Effective use of the internet
- Mentoring training
- Fundamentals of journalism
- Online journalism
- NewsLab

Partnership Activities: As part of AMDF's objective in serving as a platform for better engagement process between the media on one hand and Development Partners, Civil Society Organisations, Policy makers and Community members on the other hand; AMDF has worked with organisations like:

HAEMOPHILIA FOUNDATION of Nigeria (HFN): A media forum in partnership with AMDF to sensitize and create awareness on haemophilia among media practitioners.

NIGERIA VETERINARY MEDICAL ASSOCIATION: In partnership with AMDF to train media practitioners on how to report zoonotic diseases in which reports were made by few journalists.

END FEMALE GENITAL MUTILATION (eFGM)/WRAPA: AMDF supported this process that brought together journalists to talk on female genital mutilation and its dangers to women and children.

DEVELOPMENT COMMUNICATION NETWORK (DEVCOMS): AMDF has enjoyed a great opportunity of working with DEVCOMS to implement their programmes in Kaduna. Amongst other programmes implemented is the Media forum on family planning facilitated by AMDF to brain storm on how to effectively advocate family planning in Kaduna state.

NURHI: AMDF has worked with Nurhi by bringing on board 14 journalists that visited 7 local government areas in Kaduna State for facility tour where NURHI has renovated and equipped Health Centres for family planning. Local Government Areas visited include: Soba, Zango-Kataf, Igabi, Kachia, Kubau, Lere, and Kauru to build capacities of journalists in specialised reporting.

CONSULTANCY: AMDF had the opportunity to consult as resource person for a UNICEF/NOA Media forum to review facts for life and orientation on essential family practise and health reporting for media chief executives, directors of program and producers from Kaduna, Niger and Nasarawa States.

AMDF also facilitated a media engagement on promoting women participation in politics for the National Democratic Institute (NDI).

DEVELOPMENT:

NextMerge: AMDF brought together 7 “SOFTWARE DEVELOPERS” in Kaduna to form *NextMerge* in persons of Hyedima Waha Dantaro, Dikum Aduwu, Stanley Odior, Elfty Fatai, Auta Silas, and Aminu Abdulmalik. *NextMerge* was formed on the 21st September, 2016, aimed at providing a platform that will enable organizations and IT professionals to offer solutions to emerging problems and to be recognized.

INTERNSHIP: The idea of the programme was developed last year 2015 but was brought to light in the year 2016 to bring in those interested to work with the media, and those who want to work around the media as bulk of people are unemployed. The benchmark of the programme for online journalists is facebook based with minimum of 10,000 followership and 15 years experience in journalism. The first meeting was held on the 9th of December, 2016 with four (4) online organizations picked *Newswebexpress, The Penmasters, Newsequal* and *Africa Prime News*.

Participants were attached to different online News websites where they went through two weeks hands on training exposing them to the world of newsgathering and dissemination.

Below are tables showing various activities conducted in 2016, grouped according to areas of focus

Focus Area: Information Sharing

S/N	DATE	ACTIVITY	OBJECTIVE	NO. OF PARTICIPANTS
1	27 th January, 2016	HAEMOPHILIA FOUNDATION OF NIGERIA MEDIA FORUM	To sensitize and create awareness on haemophilia among media practitioners.	22
2	3 th May, 2016	MEDIA CLINIC	To create participants with current global issues and trends in the media and what they need to do to catch no.	49
3	4 th August, 2016	NEWS LAB		6
4	5 th & 6 th October, 2016	SOCIAL MEDIA FOR JOURNALISTS AND BLOGGERS	To educate journalists on the use of social media and to bring out their journalistic value to the social media.	12

5	14 th December, 2016	MEDIA CONFERENCE ON THE REPRESENTATION OF WOMEN IN THE MEDIA	To discuss how women are been reported in the media, how they stand out in the society, how effective they are in nation building and how active they are in the media.	12
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Focus Area: Partnership

S/N	DATE	ACTIVITY	OBJECTIVE	NO. OF PARTICIPANTS
1	30 th November, 2016	SENSITIZATION ON FEMALE GENITAL MUTILATION/ WRAPA	To enlighten journalists on female genital mutilation and the dangers so that they can create awareness in their different platforms.	10
2		Nurhi facility Tour	To visit facility centres for family planning where Nurhi renovated.	14
3	8 th December	Media Forum (Nurhi/Devcoms)	To brainstorm on how to effectively advocate family planning in Kaduna	14

4	18 th -23 rd December	UNICEF/NOA - Incorporate Essential Family Practices and Facts for Life into media contents Developments, Programming and Reporting.	To review facts for life and orientation on essential family practise and health reporting for media chief executives, directors program and producer from Kaduna, Niger and Nasarawa States.	
5	29 th February, 2016.	TRAINING ON ZONOTIC DISEASES AMDF IN PARTNERSHIP WITH NIGERIA VETERINARY MEDICAL ASSOCIATION	To sensitize media practitioners on how to report zoonotic diseases	23
6	28 th July, 2016	DEVCOMS TOUR	To provide participating journalists with firsthand information on MCH services in hard to reach communities.	
7	6 th December, 2016	EFFECTIVE USE OF THE INTERNET (NextMerge/AMDF)	To train journalists on the effective use of the internet and blogging.	20

Focus Area: Training

1	9 th August, 2016	MENTORING TRAINING	To build capacity of journalists and program producers on reporting the social	6
2	14 th and 15 th September, 2016	Fundamentals of Journalism	To build the capacity of journalists around the fundamentals of journalism and reporting techniques	12
3	1 st September	Online Journalism	Building the capacity of journalists on how to use the new media to disseminate information to their audience.	11

Finances

The organisation has received no funding support from any donor organisation in the year under review, but has worked with other NGOs in delivering their (those NGOs) mandate. This had led the partner organisation to send AMDF some money for recharge cards and other communication activities.

Challenges

Not having funding has affected a number of activities we planned carrying out, like conducting a need assessment of journalists in Kaduna, as well as expanding the trainings to other northern Nigerian cities. Aside this, most of our trainings are done without refreshments or transportation allowance as our fund is not much.

Timing: In the area of trainings, most journalists come late or do not come at all partly because there are no stipends given to cover for transportation, in some cases since trainings are free it is not well appreciated.

Conclusion

The experience gathered in 2016 is helping AMDF to re-strategise for better performance in 2017 and beyond. A number of partners have indicated interest in working with AMDF towards reaching out to the media for, or strengthening of their (the organisations) communication strategies – for AMDF these are opportunities for growth and collaboration.

We would however not relent in expanding our scope for funding opportunities.