

Africa Media Development Foundation

Kaduna – Nigeria



Year 2017 Annual Report

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

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

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.

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

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

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

HIGHLIGHT OF ACTIVITIES CONDUCTED IN 2017

Thematic Areas:

ADVOCACY:

At the beginning of the year AMDF went on an advocacy visit to some Media Organizations to promote development and investigative reporting in select media houses in Kaduna, Northern Nigeria.

The organizations visited include:

Liberty TV/Radio

DITV/Alheri Radio

Freedom Radio

Nagarta Radio

AIT/Raypower

INFORMATION SHARING:

To further advance the importance of the Social Media to journalism in Nigeria, AMDF on 28th February 2017 held Twitter chat with some journalists. The objective was to discuss and bring to light child molestation in Nigeria and Africa and the way forward.

Also to commemorate the annual World Press Freedom Day observed globally on 3rd May, AMDF held a Media Forum with Members of League of Professional Online Journalists (LEPOJ) at the AMDF training room. The event was low key largely due to inadequate funds.

A Social Media Engagement Day tagged “Social Media Etcetera” held on 18th May, 2017. Though it took place much later than the actual designated week, AMDF deemed it fit to host the event to consolidate on its effort in promoting online journalism and the use of social media as a dependable tool for tracking and engaging government and the general public.

The event provided an opportunity to showcase how the social media can be further harnessed to enhance public good, also its use in engaging public officials for development as well as promote peaceful coexistence among diverse groups of people.

AMDF successfully held its 3rd annual ‘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. The event took place on 13th June 2017 with the theme: “Ethical Journalism in the wake of fake news”.

AMDF also held the 2nd annual Media Conference tagged MediaAfrica on 12th December 2017. Media Conference is an annual event that brings together the Media, Development partners, Civil Society Organizations (CSOs) and Government to examine the role of the media in achieving the different components of the Sustainable Development Goals (SDGs).

TRAININGS:

As part of its objectives to build the capacity of 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 2017.

Some of the trainings were:

- Specialized reporting on Development and Advocacy Journalism
- Advocacy journalism in the digital age held in Gombe, North East Nigeria.
- Peace Journalism

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:

Development Communication Network (DEVCOMS): AMDF has continued working with DEVCOMS to implement their programmes in Kaduna State. Amongst other programmes implemented:

(a) Media forum on family planning to brain storm on how to effectively advocate family planning in Kaduna state.

(b) Investigative tour to under-served communities to expose journalists to maternal health issues in Nigerian villages.

- (c) Facilitated Media/CSO engagement on girl child education and citizen's rights.
- (d) Mentoring journalists on Maternal Health Reporting.
- (e) Training of bloggers on Family Planning Reporting.
- (f) Training of journalists on Spitfire advocacy tool.

GIWAC: AMDF in collaboration with Gender Initiative for Women and Children trained 15 Journalists on Reporting Violence against Women and Children. It was a huge success as participant's capacity was built in researching and reporting violence against women and children.

CONSULTANCY:

Civil Society Legislative Advocacy Centre (CISLAC) engaged AMDF in:

- (a) Training of Journalists, CSOs and Policy Makers on Maternal Health Accountability.
- (b) Training of Journalists and CSOs in tracking maternal health budget.
- (c) Training of Journalists, CSOs and Legislators on Maternal Health Accountability.
- (d) Tracking of 2017 Maternal Health Budget implementation in Kaduna state.

The UNFPA engaged AMDF as Participants in Panel discussion on use of ICT in promoting Family Planning at the 2017 Northern Nigeria Family Planning Conference.

Save the Children Nigeria engaged AMDF to train Journalists and CSOs in Kaduna Northern Nigeria, to advocate for Human Resources for Health in Children and Infants' health care.

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.

This group of Software Developers in collaboration with AMDF successfully developed and launched an Online Application called Scoopnews (scoopnews.info), a platform for interface between journalists and the general public; where members of the public can share stories or story ideas with journalists registered on the platform.

LEPOJ: following the formation of a platform for building synergy and coordination amongst online journalists in Kaduna by AMDF, an inauguration and orientation meeting was held on 9th August, 2017. LEPOJ is fully active with the following objectives among others: -

- To promote professionalism and excellence among African online journalists.
- To strengthen the capacity of online journalists.
- To distinguish online journalists from bloggers
- To protect and defend the interest of online journalists.

Internship: The pilot phase of the Internship Programme successfully took place in January/February 2017 with participants attached to two different Online Platforms. They went through an induction then two weeks

programme. An assessment of Interns and their Log books showed a lot was impacted on the interns who were exposed to hands on training on news gathering and dissemination.

SUCCESS:

MediaAfrica (The Development Journalism Conference) 2017 was a huge success. The conference theme was *MNCH in Nigeria: Progress, Opportunities and Challenges: Role of the Media in Curbing Maternal Deaths*. It was aimed at awakening the consciousness of media practitioners to deeply understand their role in reducing maternal death rate, especially in northern Nigeria, as well as help partners and government on media engagement strategies for effective result.

The conference had the participation of government officials from Ministries of Women Affairs and Social Development and that of Health and Human Services, development partners, NGOs/CSOs and the Media.

It was supported by Pathfinder International, Development Communications Networks (DEVCOMS), Nigerian Urban Reproductive Health Initiative (NURHI), and Nigerian Union of Journalists (NUJ).

CHALLENGES:

Inadequate funding has continued to pose a challenge in carrying out our activities. This sometimes reflects in the response of journalists, as there still remains a low response for some of the trainings even though they are free; sometimes there are no transport reimbursement, especially for those outside the training location.

Table showing activities conducted in 2017

<p>Vision: we envision a just and informed society ushered in by free media, communication and knowledge – sharing.</p> <p>Mission: to provide professional support to African media, as well as development communication initiatives through media insights, capacity building, media material development, and civic engagements.</p>					
Activity	Objective	Target	Attendance	Remarks success/failure	Date
Meeting with online journalists for internship program.	To strengthen online journalism in Kaduna state.		6 participants	It was Successful, The organisations that were selected for the internship training had a meeting with AMDF to discuss issue about the training.	25 th January, 2017
AMDF interview with a veteran.	To provide a platform for veteran to share their experience	Media veterans.			Bi-Monthly
AMDF JOURNALIST OF THE MONTH	To provide a platform that acknowledges and celebrates journalists for their contribution to society.	Journalists		Successful and has featured journalists outside Kaduna and Nigeria.	Monthly

Jobeth meeting.		Journalists.	6 participants		26TH January, 2017
Sorting of successful applicants for internship training.	To know the number of successful participants			It was successful because The list of applicants was sorted to get the list of successful applicants.	10th January, 2017
Getting the interns and organization informed about the orientation.	To get the informed about the orientation that AMDF organizing between the interns and the organization they.			The interns and the organisations were informed about the orientation.	6th February,2017
Orientation for interns	To get the interns and organizations familiar with each other and brief the interns on what is expected of them and their posting,	Interns and the organisations.	10 participants	The interns and the organisations were briefed on the internship training and on what was expected from both the interns and the organisations, and the interns were posted to their various organisations.	9th February,2017
Internship Program	To provide a platform for experience gathering.	Fresh graduate that need to develop journalism skills.		The internship training stared.	Mon,13th –fri,24th February 2017

Submission of reports and logbook	To see how far and what they have learnt		2 participants	The internship training ended and the interns submitted their logbook.	28th February,2017
Social media week	Twitter discussion between AMDF and some group of journalists. The objective is to deliberate about child molestation in Nigeria and Africa and the way forward.	Online journalists	10 participants	The twitter discussion was successful the journalists were actively involved in the discussion.	28th February, 2017
House To House Visitation	To build relationship with media houses and development partners in Kaduna state. And to sale the organization to the media organizations. AMDF went for an advocacy visit to Liberty TV/Radio Ait/ Ray power Dity/alheri radio Freedom radio Nagarta radio	Media organisations	5 media houses	It was successful because AMDF went for advocacy visit to some media organisations and the organisations agreed to work with AMDF.	2nd February, 2017 7th February,2017 9th February,2017 15th February,2017 19th February,2017

<p>League of professional online journalists</p>	<p>Towards building a platform for online publishers in kaduna (inculcate the idea to see it as an organization)</p>	<p>Online journalists</p>	<p>12 participants 8 participants 10 participants 7 participants 11 participants 8 participants 8 participants 9 participants 10 participants 7 participants 9 participants</p>	<p>Successful the group of online journalists came together to form an association called league of professional journalists (lepoj) they hold their meeting every Wednesday, the whole idea was initiated by AMDF.</p>	<p>15th February, 2017 22nd February, 2017 1st March, 2017 8th March, 2017 15th March, 2017 29th March, 2017 5th April, 2017 12th April,2017 10th May, 2017 5th June, 2017 12th June,2017</p>
<p>TRAINING ON SPECIALISED REPORTING ON PEACE JOURNALISM.</p>	<p>To build the capacity journalists in reporting conflict issues and peace processes. However the media have over the years have been so absolved I sensationalizing conflict and violence in a bid to reveal the worst hit or the disadvantaged group.</p>	<p>Journalists</p>	<p>10 participants</p>	<p>It was successful and the objective of the training was met.</p>	<p>21st February, 2017</p>

<p>Training On Violence Against Women And Children.</p>	<p>To help journalists understand issues around violence against women and children and plan stories that will stimulate action from policy makers, law enforcement agencies, family of survivors and perpetrators of VAWC , community/Religious leaders, Health providers and the General public.</p>	<p>Journalists</p>	<p>15 participants</p>	<p>It was successful as there was a massive turn up of the participants of training.</p>	<p>9th March, 2017</p>
<p>AMDF facilitated a training for devcom's on family planning</p>	<p>The objective is to educate online journalists on how to report family planning and its importance, the myth and misconception.</p>	<p>Online journalists</p>	<p>25 participants</p>	<p>Successful</p>	<p>22nd and 23rd March, 2017</p>
<p>AMDF attended a public hearing at the kaduna state house of assembly.</p>	<p>The objective is to correct the child right act so that it can be implemented, opportunity was also given to the general public for contribution.</p>	<p>Members of Kaduna state house of reps, legal practitioners, NGO's and journalists</p>	<p>Legal practitioners where there to deliberate on the issue, the media and all members of the Kaduna state house of assembly.</p>	<p>Successful</p>	<p>23rd March, 2017</p>
<p>AMDF attended a public hearing at the Kaduna state house of assembly.</p>	<p>The objective is to deliberate on premarital medical test before marriage.</p>	<p>Members of Kaduna state house of reps, health worker and journalists</p>	<p>All members of Kaduna state house of assembly, journalists and legal practitioners</p>	<p>Successful</p>	<p>24th March, 2017</p>

Specialized reporting on Development and Advocacy journalism.	The objective of the training is to provide journalists the platform to report issues affecting the populace and proffer solution for such.	Journalists	4 participants	It was successful but there was attendance.	13th April, 2017
ADVOCACY JOURNALISM IN THE DIGITAL AGE MEETING IN GOMBE,	Journalists and bloggers	Journalists	14 participants		18th April, 2017
Devcoms training	To train journalists on feature writing on family panning	Reporters	25 participants	It was successful AMDF assisted to the success of the training by getting the list of participants and also facilitating.	25th& 26th April, 2017
Training of Community Leaders on Voice and ACCT			5 participants		27TH APRIL 2017
Media forum on world press freedom day	To discuss press freedom and how to end violence against journalists.	Online journalists	14 participants	It was successful there was a large turn up of participants and they all contributed.	3rd May,2017
Training of Religious Leaders on Voice and ACCT (NURHI ACTIVITY)		Journalist	3 participants	It was a success	9TH MAY 2017
SOCIAL MEDIA ETCETERA	To showcase how the social media can be further harnessed to enhance public good, engage public officials for development as well	Journalists, csos, IT developers,	35 participants		18th May, 2017

	as promote peaceful coexistence among diverse groups of people.				
(NURHI)Media Roundtable On Safe Motherhood		Journalists and health workers	20 participants		22 nd May, 2017
Media roundtable discussion on safe motherhood (DEVCOMS)		JOURNALISTS AND CSOs	32 PARTICIPANTS		23 rd may 2017
AMDF MEDIA CLINIC 2017 (Theme: ETHICAL JOURNALISM IN A WAKE OF FAKE NEWS.)	To bring together CSO's and media practitioners desire to see media in Nigeria grow.	CSO's, media practitioners, IT developers.	34 participants	It was successful 80% of the invited participants turned up thou it was an open invitation	13 th June, 2017
Spit fire advocacy training on family planning NURHI/DEVCOMS	To train journalists on how to advocate for family planning so that the rate of maternal mortality will be reduced to the lowest minimum.	Journalists	25 participants	It was successful	21 st & 22 nd Jun, 2017
DEVCOMS tour to soba LGA Zaria.	To find out how much the people in the community are aware about child spacing and the challenges from both the PHC and the women in the community both Richifa and Yakasai	Journalists	10 delegate		11 th July, 2017

<p>Media Forum on world population day.</p>	<p>To Celebrate The World Population Day. The Theme For World Population Day: Family Planning, Child Spacing: Empowering People, Developing Nations#2017 WPDday</p>	<p>Journalists and CSOs</p>	<p>14 participants</p>		<p>12th July, 2017</p>
<p>LEPOJ ORIENTATION</p>	<p>To promote professionalism and excellence among African online journalists.</p> <p>To strengthen the capacity of online journalists.</p> <p>To distinguish online journalists from bloggers</p> <p>To protect and defend the interest of online journalists.</p> <p>To promote teamwork amongst journalists.</p> <p>To create conversation</p>	<p>Online journalists</p>	<p>20 participants</p>	<p>It was successful the participants turned up on time</p>	<p>9th August, 2017</p>

	amongst online journalists. To expand the number of journalists on social media, stimulating discussions using social media platforms.				
SAFETY FOR JOURNALISTS		Journalists	7 participants	It was successful but the turn up was low	16th August, 2017
Nurhi facility tour to kafanchan		Journalist	10 participants	The journalist travel to kafanchan to see the PHCs and it was a success	13th September 2017
Investigative tour to maiyola		Journalist and CSO	10 participants		14th September 2017
World contraception day Appearance		Journalist and CSOs	6 participant		27th september 2017
The unveiling of Scoopnews	To launch an online Platform for interface between journalists and news sources.	Journalist	41 participants		24th October 2017
Advocacy Tool Development Training for CSOs and Journalists organized by Save the Children facilitated	To train Journalists and CSOs to advocate for Human Resources for Health in Children and	Journalists and CSOs	29 participants		30th and 31st October 2017

by AMDF	Infants' health care				
MediaAfrica Conference	To examine the place of the media in achieving the Sustainable Development Goals	Media, Devt. Partners, NGOs/CSOs, Government etc	92 Participants	Great success	12th December, 2017