

Africa Media Development Foundation

Kaduna – Nigeria



Year 2018 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 2018

Thematic Areas:

INFORMATION SHARING:

AMDF joined the media all over the world to commemorate the 25th annual World Press Freedom Day observed globally on 3rd May. AMDF held a Press briefing with Members of League of Professional Online Journalists (LEPOJ) and other journalists at the AMDF training room.

This year's global theme: 'Keeping Power in Check: Media, Justice and The Rule of Law' highlighted the gains of an enabling legal environment for press freedom and the role of an independent judiciary in ensuring legal guarantees for press freedom and prosecution of crimes against journalists.

AMDF successfully held its 4th 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 24th May 2018 with the theme: "The Media and Ethical Journalism". The meeting was a success as it stirred discussions among participants on issues of ethics amongst journalists. Discussions centred around poor or

no remunerations for most Nigerian journalists which is largely the reason for poor observance of ethics, hence a call was made for action to be taken against Media Proprietors who have toyed with staff welfare.

The 3rd annual Media Conference tagged **MediaAfrica** took place on 11th December 2018. 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).

'MediaAfrica Conference 2018' had the theme: **“Africa's Rising Population: Media as a tool to Harnessing Demographic Dividend”** and highlighted the place of media in contributing to the demographic discourse.

This was considered because Nigeria being the most populous country in the region and the 7th in the world, it is projected to be the 3rd most populous country in the world by the year 2050. But despite Nigeria's population growth, the country continues to lag behind on development indicators, hence the need to examine if Nigeria's current and future population composition is a benefit or a burden. And among other tools to harnessing Nigeria's demographic dividends, the role of the media remains key.

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.

Following the training and engagement of select journalists in Kaduna in development and investigative reporting and the success of the project and the interventions it attracted through actions and aid from government and philanthropists within and outside Nigeria; AMDF in 2018 widened the scope and introduced a project titled: "Enhancing Development journalism in Kaduna."

The project brought more journalists on board to widen their understanding of policies and issues and build their capacity to report issues of development in the state. The project involved building capacity of journalists to assess and report situations faced by different groups of people; especially vulnerable groups and different communities.

The training began on Thursday 8th February, 2018 with a face to face training on Development Journalism. Participants were taken through presentations on Introduction to Development journalism and Approaches to writing development stories. In the course of the project, participants were also taken on two field trips to Kabobo community in Igabi Local government area and Juji Community in Chikun Local government area of Kaduna, North West Nigeria. All these reports attracted interventions; in Kabobo community a women group intervened by giving health talks to women in the community. In Juji community an abandoned electricity project was completed and commissioned by the Nigerian Society of Engineers, Kaduna state council.

AMDF also engaged journalists on innovative communication strategies on climate change through the Climate Change and Environment Reporting Project in Kaduna state, North West Nigeria and Gombe state, North East Nigeria. The project aimed to raise public awareness on climate change in Nigeria by engaging the media towards sensitizing communities to be involved in climate change mitigation and adaptation efforts; changing mindsets and attitudes against dangerous human activities that heighten its impact and ultimately influencing decision makers to take effective national measures.

AMDF also trained a number of journalists on Budget monitoring and tracking aimed at building the capacity of journalists to understand budget processes and cycle, monitor and track allocations, releases and cash backings. This is towards demanding good governance, transparency and accountability.

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. Amongst other programmes implemented are: (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) Mentoring journalists on Maternal Health Reporting. (d) Training of journalists and bloggers on Life Planning for Adolescent and Youth.

CONSULTANCY:

Fhi360 engaged AMDF to support its ALIVE and THRIVE programme to launch a multimedia campaign towards its Infant and Young Child Feeding (IYCF) project.

The National Veterinary Medical Association, (NVMA) Kaduna State Chapter engaged AMDF to facilitate a Media Roundtable to Commemorate the 2018 World Veterinary Day.

SUCSESSES:

AMDF recorded a number of successes during the year. One of such is through the Enhancing Development Journalism Project where journalists were taken on field trips to Kabobo and Juji communities in Kaduna.

Following reports from Kabobo community, which is 15 kilometres west of Riga Chikun and 27 kilometres from Kaduna Metropolis in Afaka ward of Igabi Local government area and has no primary health care, a

nongovernmental organization, Womenhood Foundation of Nigeria led by their founder and Chairperson , Hajiya Maryam Abubakar led a team of medical and health experts to Kabobo community. Women and girls were given health sensitization. The foundation also announced the award of scholarships to some youths in the community to study in the Womenhood School of Health, Kaduna.

As part of reports from Juji community was the abandoned electricity project, consequently, the Nigeria Society of Engineers completed and commissioned the project on 24th November 2018.

Among other successes is the increased passion and commitment from Journalists to project issues in underserved communities. The trainings have no doubt enhanced the capacity of journalists evidenced in in-depth and quality reportage.

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 of comprehensive activities conducted in 2018

2018 AMDF Activity Report

DATE	ACTIVITY	OBJECTIVE	REMARKS
8 th February, 2018	Training on Enhancing Development Journalism In Kaduna" Project	To engage more journalists to widen their understanding of policies and issues and build their capacity to report issues of development in the state.	2 nd Phase of capacity Development Reporting Project introduced and implemented by AMDF
9 th February, 2018	DJP Field trip to Kabobo Community in Kaduna North West, Nigeria	To expose participants to underserved communities and report on development issues	Progress made: - Intervention by Womanhood Foundation of Nigeria
15 th February, 2018	Advocacy breakfast Meeting on FP for Media Executives		DEVCOMS/NURHI Project
	2 days training for bloggers		DEVCOMS/NURHI Project
	Media Forum Inauguration		“
22 nd March, 2018	Climate and Environment Reporters Project Training	To build the capacity of journalists on reporting climate	Pilot Phase of climate and environmental reporting

		change and environmental issues.	introduced and implemented by AMDF
23 rd March, 2018	Media Forum 1 st Meeting		
11 th April, 2018	Climate and Environment Reporters Project Field Trip to Angwan Shanu in Kaduna North West Nigeria	To expose participants to first hand climate and environment issues affecting communities	Progress made: - Reports in different media
17 th April, 2018	Facility Tour		DEVCOMS/NURHI Project
28 th April, 2018	Media Roundtable for National Veterinary Medical Association.	To Commemorate the 2018 World Veterinary Day	NVMA Kaduna Chapter
3 rd May, 2018	Media Roundtable	To commemorate 2018 World Press Freedom Day	Progress made: Reports in different media
21 st May, 2018	Review meeting for development reporters		
23 rd May, 2018	Field trip with Development reporters to Juji community behind Sabon Tasha	To expose participants to underserved communities and report on development issues	Progress made: Reports in different media
24 th May, 2018	Media Clinic		
26 th June, 2018	Budget Training for Journalist	To build capacity of journalists to monitor budget processes and track its implementation.	Progress made: Reports in different media
5 th July, 2018	Roundtable on safe Motherhood day		Devcoms/NURHI Project
4 th July, 2018	Immersion trip to Rido village	To expose participants to underserved communities and report on development issues	Devcoms/MacArthur Project

10 th July, 2018	Climate change trip to Tudun Nupawa/ Garage		
11 th July, 2018	World Population Day Annual Media Forum and Media appearances		Devcoms/NURHI
25 th July, 2018	Media Facility tour to GH Rigasa and PHC Mando		Devcoms/NURHI
25 th July, 2018	Training on Investigative reporting for Immersion Journalists	To build capacity of participants in investigative reporting	Devcoms/MacArthur Project
27 th July, 2018	Media Planning Committee		Devcoms/NURHI
5 th Sept, 2018	Media tour to Zaria	To expose participants to underserved communities and report on development issues	Devcoms/NURHI
11 th Sept, 2018	2 nd Budget training	To follow up on the first budget training for journalists in Kaduna	
18 th Sept, 2018	Editors' Workroom		
18 th Sept, 2018	Media tour to Rahaman Walli Village	To expose journalist to maternal health issues in the underserved community	Devcoms/MacArthur
10 th October, 2018	Immersion trip to Kajuru emirate	To expose participants to underserved communities and report on development issues	Progress made: Reports in different media
11 th October, 2018	Climate change review meeting at AMDF office		
10 th December, 2018	Immersion review/ pre-conference meeting		

11 th Dec, 2018	Media Conference		
Fortnightly	League of Professional Online Journalists (LEPOJ) Meetings		
Monthly	Media Forum on FP (Quarterly)		