

Africa Media Development Foundation

Kaduna – Nigeria



Year 2019 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 2019

Thematic Areas:

INFORMATION SHARING:

World Press Freedom Day: AMDF joined the media all over the world to commemorate the 26th annual World Press Freedom Day observed globally on 3rd May. This year's global theme: **"Media for Democracy: Journalism and Elections in times of Disinformation"** focused on the challenges faced by Media during Elections and Media's Potential in supporting Peace and reconciliation.

In the last four years, AMDF has commemorated the World Press Freedom Day through different avenues including; Media Clinic, Media Briefings, and Press Statement, among others.

However, as a media development organization that promotes safety of journalists and press freedom at large, the organization this year introduced the Media Lecture Series with a focus on press freedom. The Media Lecture Series tagged Bagauda Kaltho Memorial Lecture Series seeks to immortalize Bagauda Kaltho, a journalist who left home on the 3rd of January 1996 for Lagos and never returned nor heard of from that day onward.

Being the first in the Media Lecture Series, the event was a huge success as it attracted a number of practicing journalists and it spurred discussions on safety of journalists as they carry out their responsibilities and impunity for crimes against journalists.

There were also emotional moments as his wife, Mrs. Martha Kaltho who was in attendance shared the families last experience with him and how much effort they have put in since 1996 to see him or secure his release but to no avail. She lamented that all they heard was the announcement by the Nigerian government that he 'died' in a bomb explosion without an official statement to the family.

Also, colleagues who encountered and worked with Bagauda Kaltho in Kaduna relived their experiences with Him and extolled his virtues as a courageous and highly professional journalists who fought for what he believed in.

Media Clinic: AMDF successfully held its 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 11th July 2019 with the theme: "**Journalism in the Digital Age: Ethics and the Feature of News**".

The meeting highlighted issues on code of ethics guiding the profession and encouraged Journalists to abide by it and extend this ethics to journalists who have online platforms to ensure fairness, balance, factual and respect for privacy. Resource persons included Ruben Buhari of ThisDay Newspaper Abuja, John Shiklam of ThisDay Newspaper Kaduna Bureau Office and Maryam Suka of Daily Trust Newspaper Kaduna Bureau Office.

Media Conference: The 3rd Annual Media Conference tagged '**Africa Conference on Development Journalism' (#ACDJ2019)** took place on 10th - 12th December 2019. 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).

'Africa Conference on Development Journalism 2019' had the theme: “**Advancing Development Journalism towards Attaining Sustainable Development Goals: Inspire. Innovate. Evolve.**” Highlighted the place of media in contributing to the attainment of the SDGs Goals.

Since the adoption of the SDGs, Nigeria has continued to demonstrate its commitments to the SDGs. Promise through leadership and the implementation processes. 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 attaining the Sustainable Development Goals as the role of the media remains key.

Climate Action: As part of its Climate activities, AMDF held weekly Thursday Climate Chat to Increase discourse and individual knowledge on climate change towards a safe climate for the future generation. Weekly climate activist from around Africa were featured via the twitter Handle to discuss issues relating to climate and environment.

AMDF hosted media roundtable to celebrate 2019 world environment day with the theme beat air pollution. The media roundtable was held with Journalists to discuss on how they can use their platforms to encourage the public to keep their environment safe from any form of air pollution.

Journalist of the Month: Journalists were featured monthly on AMDF website to celebrate their efforts and input to journalism. This year, we were able to feature not just Journalists in Nigeria but from different parts of Africa.

Engagement with Veterans: AMDF Published interviews with Journalism veterans on its website to serve as resource experience sharing for upcoming journalists.

World Malaria Day: To commemorate with world malaria day, AMDF held a media round table at Nigerian Union of Journalist (NUJ). This is in support to the fight against the scourge of malaria in Nigeria. Resource persons

included Kaduna State Team leader SuNMap Mr. Christopher Musa and Safe Motherhood Coordinator of Kaduna State Primary Development Agency (KSPHCDA) Mrs. Cecelia Marcus.

Girls' Education: under the Girl's Education project being supported by Rise Up a project of Public Health Institute USA, AMDF had series of media appearances at DITV, Freedom radio and Liberty with representatives of CSOs, traditional and religious leaders to talk about the importance of policy formulation and adoption of the free and compulsory education for girls in Kaduna state.

TRAININGS:

As part of its objectives to build the capacity of journalists, AMDF trained Journalists in the course of the year, trainings were in partnership with other organisations or as a solely-sponsored program. We seek to have better practices as well as excellent reportage amongst media practitioners.

AMDF has trained Journalists in its Journalism Skill Acquisition Program (JSAP) from various media houses in developing their skills on the job. The program lasted for 10 months where some participants were fully involved in attending classes and carrying out assignment.

The training started in February 2019 and ended in November 2019 with a face to face training on Journalism. Participants were taken through presentations on various topics from fundamentals of writing a story to types of stories and then developmental Journalism.

AMDF participated in the Communication for Development training (C4D) organized by the National Orientation Agency with support from UNICEF in June 2019. The objective of the training was to expose CSOs to communication strategies for a successful project outcome.

The training held in Zaria, lasted a week with facilitators from National Orientation Agency (NOA) and UNICEF.

In the course of the year 2019 AMDF had trained its staff on capacity building. This training was to enable staff to multi task in different areas in the organization.

AMDF in June of 2019 trained its staff on its Rise Up project, this was done to raise awareness on what the project is all about and the role of each staff during the yearlong project.

AMDF trained Journalists and CSOs on its Rise up Project for Policy Formulation and Adoption of free and Compulsory Education for Girls in Public Secondary Schools in Kaduna State. This was done to galvanize their support to advocate for the policy formulation, adoption and implementation.

As part of the Rise Up Project, AMDF trained 20 girls from different schools across Kaduna state to also advocate for the Policy Formulation and Adoption of the free and compulsory education for girls in public secondary schools in the state. This will give the girls the opportunity to make contributions to the policy.

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:

Rise Up: AMDF through the Rise Up project is working with Kaduna state Government on a Policy Formulation and implementation of Free and Compulsory Education for Girls in Public Secondary Schools in Kaduna State. This Policy documents will go a long way in helping the government of Kaduna state in carrying out a successful implementation of Free Education for girls in Public schools in Kaduna State.

The Advocacy Project is funded by Public Health Institute USA

AMDF had partnered with Winbecks Global Initiative in its conference tagged 'The Skilled Girl'. The Conference focused on appreciating the contributions of Government, NGOs and most especially individuals who are promoting the welfare and protecting the rights of women and girls towards achieving a gender equal society.

It will also serve as a drive for new initiatives and a call to action aimed at building the capacity and skills of young girls; empowering them to attain their full potentials and to become catalyst of progressive change and positive impact in their communities.

AMDF in celebrating the international day of the girl child had partnered with UNFPA and Kaduna state government in marking the day. The year's theme which was GirlForce: Unscripted and Unstoppable celebrated achievements by, with and for girls since the adoption of the Beijing Declaration and Platform for Action and also encouraged girls to pursue success whatever their circumstances.

SUCSESSES:

AMDF recorded a number of successes during the year. One of such was the Journalism Skill Acquisition Program (JSAP). The program which was aimed at strengthening the scope and capacity of participants, build capacity of reporters especially those without journalism background to acceptable basic journalism level.

Bagauda Kaltho Memorial Lecture, which was celebrated for the Immortalization of the Journalist who left home and was never heard of or seen, the media lecture emphasized the need for a better welfare packages for journalists and protection of journalists across Africa.

The Africa Conference on Development Journalism (#ACDJ2019), which was the first of its kind in Nigeria and Africa at large recorded a tremendous success as Journalists were awarded on writing development stories. The three day conference was packed with speakers from different parts of the country who encouraged journalists to do more of development stories than political.

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.

The lack of interest by journalists when called upon to be trained or retrained on the job has been one of the most challenging task, journalists show little or no interest towards developing their skills.

Table showing key activities conducted in 2019

2019 AMDF Activity Report

DATE	ACTIVITY	OBJECTIVE	REMARKS
January - October	Implemented the 2019 Journalism Skills and Advancement Project	<ul style="list-style-type: none">• To build capacities of reporters, especially those without journalism background to an acceptable basic journalism.• To train reporters on how to carry out computer added research for integration into reporting	7 new entrants into journalism field were successfully trained on writing skills and professional ethics

		<ul style="list-style-type: none"> • To train reporters on how to mainstream social media into their work • To introduce reporters into basic data journalism 	
Weekly	Held Thursday Climate Tweet Chart	To sensitize the general public on the harm our activities has on the ozone layer and also advocate for a safe environment	Increased discourse and individual knowledge on climate change towards a safe climate for the future generation
Quarterly	Veteran Interview	To provide a platform for Veteran Journalists in Africa to share their experience	Published interviews with Journalism Veterans on the Website which served as resource for experience sharing with upcoming journalists
Quarterly	Media Roundtable on climate change		Successfully hosted quarterly Media Roundtable on climate change
Quarterly	Editors Workroom	To discuss the process of electoral coverage and how the media can disseminate quality information to the electorates and the entire public before, during and after elections	Successfully hosted quarterly Editors Workroom
6 th April 2019	Media Roundtable on World Malaria Day	To commemorate with the day	Successfully hosted media round table on world malaria day

3 rd May 2019	Bagauda Kaltho Memorial Lecture to commemorate world press freedom day	<ul style="list-style-type: none"> • To discuss press freedom issues and the way forward. • To commemorate the world press freedom day • To reflect the journalism values of Mr. Kaltho • To encourage the spirit of holding power to truth, especially among journalists. 	Successfully held the 1 st Bagauda Kaltho media lectures series in honor of James Bagauda Kaltho who disappeared mysteriously in 1996 to mark the 2019 World Press Freedom day. Resource persons included Barr. Rebecca Sako-John, Executive Director Legal Awareness for Nigerian Women (LEADS). Among other attendees were Mrs Bagauda Kaltho and her daughter Lessi Kaltho.
7 th June 2019	Media round table on world environment day	To Commemorate with the day	Successfully observed the 2019
10 th June 2019	Rise Review Meeting	strengthen the advocacy capacity of AMDF staff by July 2019 to advocate for policy development and implementation framework of free education for girls in public secondary schools in Kaduna State	Successfully observed the 2019 world environmental day. Resource person was executive Director of bridge that gap, miss Gloria Kasang Bulus.
11 th June 2019	Rise Up Advocacy Training	strengthen the advocacy capacity of AMDF staff by July 2019 to advocate for policy development and	Policy on free Education for girls has been drafted awaiting validating and final submission

		implementation framework of free education for girls in public secondary schools in Kaduna State	to Kaduna state commissioner of Education.
13 th June 2019	Small group meeting with stakeholders on environment	To bring together stakeholders working on environment to galvanize efforts and synergies towards achieving success in pushing for issues affecting the environment in Kaduna state.	Supported the takeoff of a platform of stakeholders working on environment to galvanize efforts and synergize towards achieving success in pushing for issues affecting the environment in Kaduna state.
June	Development of policy briefs and factsheets on policy formulation and adoption of free and compulsory education for girls in public secondary schools in Kaduna state.		Got the buy in the support of the commissioner for the policy formulation and implementation framework for free education for girls in public secondary schools in Kaduna.
	Support take-off of network of civil society in environment in Kaduna state.		Supported the takeoff of a platform of stakeholders working on environment to galvanize efforts and synergize towards achieving success in pushing for issues affecting the environment in Kaduna state.
11 th July 2019	Media Clinic	<ul style="list-style-type: none"> To examine issues that affect the media and proffer solutions for such 	Discussions for the 2019 media clinic centered on journalism in the digital Era Ethics and the

		<ul style="list-style-type: none"> • To build synergy between the media, CSOs and development partners • To awaken media practitioners the consciousness of their role in nation building and development • To emphasize the need for professionalism among media practitioners 	<p>future of news. Journalists present had the opportunity to examine ethical issues affecting journalism practice in Nigeria. Discussants were Reuben Buhari, John Shiklam, but of this Newspapers.</p>
16 th July 2019	Rise Up Advocacy visit to Comm. Education	Governor of Kaduna state approves by May 2020 the new policy and implementation framework of free and compulsory education for girls in public secondary schools in the state.	Got the buy in the support of the commissioner for the policy formulation and implementation framework for free education for girls in public secondary schools in Kaduna.
	Planning meeting with 5 CSOs and 10 journalists and signing of MOU for policy formulation and adoption of free and compulsory education for girls in public secondary schools in Kaduna state	To strengthen partnership and engagement with key stakeholders by December 2019 for advocacy on policy development and implementation framework	5 CSOs and 10 journalist committed to support engagements on policy development and implementation framework on free education for girl child in Kaduna state

	One day training of 5 journalists and bloggers on policy formulation and adoption of free and compulsory education for girls in public secondary schools in Kaduna state	To strengthen partnership and engagement with key stakeholders by December 2019 for advocacy on policy development and implementation framework	5 Media Executives from different stations committed to support engagements on policy developments and implementation framework on free and compulsory
17 th July 2019	ACDJ Central Planning Committee meeting		The 2019 ACDJ central planning committee was inaugurated
	Planning meeting with 20 key religious and traditional meeting on their buy in as well as reaching parents through sermons especially on the compulsory education for girls in public secondary schools in Kaduna state.	To strengthen partnership and engagement with key stakeholders by December 2019 for advocacy on policy development and implementation framework	20 Traditional and Religious leaders' capacities were strengthened on strategies of engaging government for better policies on girls Education
	One day biannual breakfast meeting with 10 media executives on free and compulsory education for girls in public secondary school in Kaduna state.	To strengthen partnership and engagement with key stakeholders by December 2019 for advocacy on policy development and implementation framework	10 Media Executive from different stations committed to support engagements on policy development and implementation framework on free education compulsory
15 th August 2019	Editors Workroom		Successfully hosted quarterly media workroom
	Advocacy visit to the Honorable Commissioner	Governor of Kaduna state approves by May 2020 the new	

	Ministry for Human Services and Social Development.	policy and implementation framework of free and compulsory education for girls in public secondary schools in the state.	
3 rd September 2019	Media Roundtable on climate change		Successfully hosted quarterly media roundtables on climate change
October	Engaging a consultant to support the ministry of education to develop the policy document on compulsory free education for girls in public secondary schools Kaduna state.	Governor of Kaduna state approves by May 2020 the new policy and implementation framework of free and compulsory education for girls in public secondary schools in the state.	
	Training of girls ambassadors		20 Girls were trained on how to conduct advocacies toward promoting girl child education
22 nd October	International day of the girl child		Successfully participated and provided media visibility for the event
	Presentation of draft policy on free and compulsory education for girls in public secondary schools in Kaduna state	Governor of Kaduna state approves by May 2020 the new policy and implementation framework of free and compulsory education for girls in public secondary schools in the state.	

	Presentation of draft policy on free and compulsory education in public secondary schools in Kaduna state to the Kaduna state ministry of education by AMDF Rise up team	Governor of Kaduna state approves by May 2020 the new policy and implementation framework of free and compulsory education for girls in public secondary schools in the state.	
4 th December 2019	Media appearance on Freedom Radio by Girl's Ambassadors, CSOs rep and a representative of Traditional Leader on the need for policy formulation and adoption of free and compulsory education for girls in Public Secondary Schools in Kaduna State.		
9 th December 2019	Setting up of policy review committee by the Hon Commissioner State Ministry of Education to look into the draft policy document submitted by the Rise Up team.	Governor of Kaduna state approves by May 2020 the new policy and implementation framework of free and compulsory education for girls in public secondary schools in the state.	
10 th – 12 th December 2019	Africa Conference on Development journalism (#acdj2019)		Discussions centered on engaging development journalism to attain the Sustainable Development

			Goals.it had in attendance influential journalists, media executives ,media development organizations and government representatives
23 rd December 2019	Submission of draft policy document by Ministry of education committee to Kaduna State government for inputs before the stakeholder’s policy dialogue and validation.	Governor of Kaduna state approves by May 2020 the new policy and implementation framework of free and compulsory education for girls in public secondary schools in the state.	Members of the Rise up team submitted the policy Draft to the representative of the commissioner ministry of education, Mrs. Elizabeth for onward review by the ministry.