



THE ROLE OF MEDIA

in the Agricultural and Rural Development of ACP Countries



CTA ANNUAL SEMINAR

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SYNTHESIS REPORT

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WHY DOES THE MEDIA MATTER ?

In the African, Caribbean and Pacific (ACP) countries, there is a wide range of public, private and community media organizations whose employees constitute an important, but disparate, set of actors. These organisations can facilitate awareness, learning and action to address the major agricultural and rural development (ARD) challenges of the 21st century including food security and climate change.

Without this wide range of media, key policy commitments to the agricultural sector can be left unaccounted for, knowledge remains undocumented or not widely shared, and information remains in the hands of the few. Therefore, the media is a strategic link in the chain of information dissemination and communication that brings many stakeholders together.

AN 'ESSENTIAL SERVICE IN AGRICULTURE AND RURAL DEVELOPMENT'

Even though it is acknowledged in ACP nations that an adequate flow of information is indispensable for development, media treatment of crucial issues such as food security, post-harvest technology and water management often tends to be insufficient.

Millions of people rely on their local radio stations, mobile phones and cyber-cafes to access information in ACP nations. However, the relevance, quality and quantity of information they need are not always guaranteed in current media coverage. The media faces many constraints including lack of skills and specialisation, poor levels of pay that lead to 'rent-seeking' behaviour, lack of equipment and transport and little to no affordable access to internet and reliable information networks.

The goal of strengthening the role of the media in ARD addresses these constraints and builds new and improved communication with knowledge partners such as farmers, extension workers, agribusiness organisations and scientists. As an "essential service" in the development of ACP countries, the media plays a key role and assumes its share of responsibility for enabling interaction with resource-poor farmers and rural communities who face vast challenges in food production, nutrition and climate change adaptation.

RESPONDING TO THE CALL OF ACP PARTNERS

The focus on the role of the media in this year's Seminar emerged from calls from the ACP regions during events such as *the Caribbean Week of Agriculture* – which since 2007 has become a major event in the calendar of regional agricultural policy – in addition to the West African journalist study visit on sensitive problems associated with the livestock trade. The 2009 Seminar also received input from many collaborating institutions. Its international steering committee responsible for advising on the themes of the seminar included representatives from ACP, European and North American media organisations.

The Seminar agenda addressed several challenges including the emergence of community media alongside public and private sector media, the growing need for capacity building to enable media to engage in ARD issues, including climate change and gender equality and the rapid development and use of digital media in the agricultural and rural development sectors.

OBJECTIVES

The objectives of the Seminar were:

- 1) to contribute to the formulation of strategies to improve the media's ability to access and disseminate information on the core issues affecting the ACP agricultural sector and strengthen communication with and within the media and
- 2) to contribute to identifying media support programmes.

PARTICIPANTS

The seminar brought together – in person and via the Internet – thousands of participants representing experts and major public, private and community players in national, regional and international media and ARD. They included a range of journalists from media institutions such as newspapers and magazines, radio and television, webcasters, agricultural researchers, representatives of a range of development media organisations, communication specialists working for public service and in NGO development projects, policy makers from the six ACP regions (Central, Eastern, Southern and West Africa, Caribbean and Pacific) as well as representatives from national research and development institutions in EU countries and regional and international organizations.



PROCESS

The annual seminar was announced in late May 2009 and a call for proposals received over 225 abstract submissions. In total, 57 presentations were selected and organized into 10 thematic plenary and parallel panel sessions as well as interactive poster sessions. By June 2009, an electronic discussion group was underway that helped to generate ideas on four specific themes.

THEMES AND SESSION TOPICS

1. Media and ARD issues
 - a. Media and agricultural extension and learning
 - b. Media and climate change
 - c. Media and gender equality
 - d. Media funding in ARD
 - e. Media in arid and semi-arid zones
2. Communication between media and other ARD players
3. Contribution of the media to agricultural policy, programming and knowledge management
4. Institutional environment of media: building the capacity of media in ARD
5. Media, emerging new media services and ICTs

PRE-SEMINAR ELECTRONIC DISCUSSION

The 4-week discussion, held simultaneously in English and French, covered four themes. Over 2,000 people were invited to share their opinions and experiences. A full summary report is available for the e-discussion. Key points are as follows:

1. Constraints faced by the media

Multiple constraints limit the media from realizing its full potential in ARD. The reality in ACP nations is that the media operates with poor infrastructure, low salaries, lack of timely and appropriate information for their audiences, lack of equipment, a lack of specialized knowledge and training in ARD and more widely, development issues and processes.

Key recommendation: Provide greater capacity strengthening to the media

2. Expectations between the media and ARD stakeholders

Different expectations of the role of the media exist among ARD stakeholders. For media houses, agriculture is not seen as newsworthy and it is difficult to interpret scientific jargon for their audiences. Amongst researchers and others there is often a mistrust of the media; they wish to share their stories without cost and they lack the skills to package information for use by the media.

Key recommendation: More efforts needed to bridge the gap between media and other ARD partners if agriculture is to have a higher profile amongst target audiences.

3. The potential role of ICTs

Information and communication technologies (ICTs) and new media tools are widely used in ACP and provide new channels and means to enhance the role of the media. However, ICTs are not always the answer to improved information and learning in all circumstances.

Key recommendation: Recognising the potential for ICTs needs to include learning from other sectors and sharing good practice. A more sophisticated model of interactive and continuing learning across sectors and actors is required rather than using only the traditional one-way information dissemination model.

4. Funding for capacity strengthening

Greater efforts are required at national and international levels to support media in ARD.

Key recommendation: Information and communication for ARD must become a key priority for investment. Donor and national efforts should also be more co-ordinated.

A pre-seminar blog was established to answer questions and share additional information. These online activities helped to identify additional participants who served either as resource persons or presenters.



BRUSSELS BRIEFING

On Monday 12 October 2009, seminar participants had the unique experience of joining EU-ACP delegates at the European Commission for a 'Brussels Development Briefing' with expert panels discussing the topics of 'Mainstreaming the Media in Development' and "How Can Media Better Serve Rural Communities".

CONFERENCE SUMMARY

THEME 1: Media and ARD issues

ACP agriculture and rural development are characterized by complex problems such as poverty, food insecurity, natural resource degradation and adaptation to climate change. The media plays a key role in advancing innovative learning strategies to sort through these problems. More video production is possible, largely shared through accessible equipment and webcasting on *YouTube* or blogs and a national campaign for agriculture using video, film and television could be very valuable for revisualizing ARD and its primary importance to ACP nations.

Farmers and rural communities should be active in any media development that portrays or affects them. However, while many video and film productions may opt for participation, farmers may not necessarily have opportunities for learning and action that benefits them in terms of improved development strategies and shared knowledge that helps stimulate farmer innovation. Video must be a mutual exchange of knowledge and not just a "marriage of convenience" between media professionals, resource-poor farmers and other stakeholders. A good case in point is Story Workshop's mobile video van service to rural areas of Malawi where farmers discuss what they have learned from the videos.

Discussion called for more funding in video and film-making contingent on efforts that support farmers' role and image in society so media make a difference in farmers' lives and livelihoods. Journalistic ethics are often avoided because there is no mandate or incentive. Editors or supervising producers play an important role and they are influential in ensuring that the principle of informed consent is followed in all journalistic activity. The best relationship between journalist and respondent(s) is one between equal partners with equal voices.



Press Conference following the Brussels Briefing (L-R) Stephen Hazelman, SPC; Dr Wilson A Songa, CTA Chairman; Ian Barber, European Commission.

Developing media and ICT content requires information that is not always easily sourced by journalists. Recommendations include offering government sources awareness-building opportunities that would enable them to improve information sharing with media professionals. Building trust with viewing audiences is also a key aspect of using video and film in local languages and enabling farmer feedback. While many journalists in resource-poor nations lack access to new ICTs that would help them improve their content development, the use of mobile phones and access to phone credit, for example, could make journalism more efficient and responsive to farmers' needs by ensuring pre/post broadcast feedback.

Media and Agricultural Extension and Learning

Media can bridge the difference between "the lab and the field". Despite the shrinkage of public extension services across ACP nations, the need for scientists and farmers to interact and collaborate in agricultural innovation has not diminished. Radio can enable a more efficient, demand-driven model of rural extension that ensures that farmers have a "direct line" into extension services. Through a focused "participatory rural campaign" approach, the African Farm Radio Research Initiative's (AFFRI) broadcasts trigger farmer discussion and identification of demands for access to agricultural inputs that are communicated through chiefs' councils to the Department of Agricultural Extension which then feedback information through the same channel



to farmers. This process improves the standardization and accountability of extension messages.

Other innovative extension activities included examples of how media can play the roles of information provider and facilitator. These included the use of contest and survey activities to build awareness and demand for agricultural extension and bring practical, expert and scientific information to farmers in local languages and local community resource centres that, going beyond being only telecentres, work with farmers to research and more widely disseminate farmers' knowledge. Low quantity and quality of content, including lack of local knowledge in the media to support improved coverage of agricultural and rural development in ACP nations relates to the lack of collaboration within and between the media and other development actors. A 2009 study on agricultural journalism in Africa conducted by BBC World Service Trust and commissioned by the International Food Policy Research Institute, showed that agriculture ranks highly among the priorities for journalists. However, whereas 85% of the 400 journalists from 20 African countries surveyed cover agricultural topics, only 6% actually specialize in agricultural topics. Moreover, few journalists source information from international agricultural research institutes and national research institutes, opting to contact university sources perhaps because university teachers may be either more accessible or more used to explaining scientific issues. In the study, the important drivers of coverage were that the story was of interest to the audience and the journalist had knowledge of the subject area.

Media and Climate Change

Climate change is a broad and multidimensional topic with varied direct and indirect impacts on rural and urban households and livelihoods at a range of geographic scales.

To date, mass media coverage of climate change has been pervasive. A PANOS Institute Southern Africa study found that climate change reporting tends not to be issue-based and media houses did not consider climate change a sellable topic. Central sources of information are lacking and many Southern African Development Community (SADC) countries do not have plans to deal with climate change. Climate change could be approached as an issue cutting across all sectors from small island economies to health care in

order to ensure media involvement in raising public awareness and political action. Open and accessible sources of information on climate change are needed, recognizing that information sharing networks, given the distances involved in the ACP regions, currently face high costs.

In Africa, radio has played a key role in bringing climate change information to poor, rural communities whose food security is negatively affected by variable weather conditions. Initiatives include a campaign to better understand the vulnerability of local communities and to advocate for support to adapt to climate change; a scriptwriting competition to help African script writers bring new information resources about climate change to broadcasters and coaching for radio practitioners in effective scriptwriting and farm radio programming.

Media and Gender Equality

For more than four decades, policies and programmes to assist women farmers have been underway in ACP nations. However, in many ACP nations, women are still less likely to have access to agricultural inputs, including agricultural information and ICTs that would enable them to improve productivity and generate higher incomes that would benefit their families and their own well-being. Planners still hold the perception that farmers are male and that women do not face gender barriers in accessing agricultural inputs, especially agricultural information and communication for development. Furthermore, the relative scarcity of women as editors, agricultural journalists and extension workers in ACP nations has hindered efforts to address issues of gender equality in ARD.

Recommendations included creating enabling environments by involving the media in community outreach on sustainable agriculture and gender equality; connecting women and the media and organising multi-media resource kits used by radio broadcasters to help provide women with information to develop and manage their own micro-enterprises.

Media Funding in ARD

Issues of finance, credit and investment underlie the role of media in agriculture and rural development, especially for commercial media, large-scale media for development initiatives and media capacity



development, including the acquisition and use of new ICTs and access to technical support services. Funding is a challenge for all types of media in ACP nations and government support to media development is rare even though media is a true professional sector. At the same time, commercial media houses are not seen as small and medium enterprises (SMEs) by government and donor-funded programmes. The global economic recession has further restricted capital investments in media. Hans Determeyer of Free Voice Programme, Netherlands provided examples of collaborative resource sharing among media through the creation of loan funds that inject capital into media to address their constraints and encourage media to operate as networks of SMEs.

Using the example of the dairy industry in Kenya, Michael Waigwa of the Cooperative Insurance Company presented a model where farmers' awareness of and demand for trustworthy information motivated media houses to improve the quantity and quality of communication they offered.

Networking of media is a strategic investment decision in ACP nations. The role of private foundations such as the International Women's Media Foundation (IWMF) and the Bill and Melinda Gates Foundation in funding media and ARD has increased significantly in the past decade, filling gaps created by the demise of public extension services and responding to information needs to overcome poverty and food insecurity.

Media in Arid and Semi-Arid Zones

Drylands cover 43% of Africa with a population of approximately 268 million people whose livelihoods are characterized by resilience to climatic variations and capacities to cope with socio-economic change and resource conflicts. Erroneously considered low potential areas, drylands provide multiple food and agricultural goods and services including crops, livestock, forage, freshwater and biodiversity, in addition to commercial products such as minerals and fossil fuels. Conflicts are created by the misuse of drylands. The EU INCO Agricultural Innovation in Dryland Africa (AIDA) spoke of the review of past studies and support to new studies that investigate improved drylands use.

THEME 2: Communication between Media and other ARD Players

The demise of public agricultural extension in ACP nations has created challenges and opportunities for new media partnerships in ARD. Opportunities include the establishment of Community Knowledge Centres and ICT-mediated farmer advisory services using a web platform of audio files. Getting stakeholders to the table to collaborate training and information support to a network of radio journalists in the Pacific to strengthen media specialization on agricultural topics was recommended. Madior Fall highlighted the important role that donors can play in new media partnerships such as the case of USAID in Senegal which aids a communication component for natural resource management projects which it supports nationally. WRENmedia is working with scientists to improve their dissemination of research through presentations to international conferences and through partnerships with media to explain their work in simple lay terms that may use news and feature writing, digital reporting or photography.

The challenge in ACP regions of increasing media pluralism whereby many small media actors acting locally lack the opportunity to network more widely to facilitate farmer input into science or policy processes was identified. The enabling environment for ARD requires partnerships between media and other ARD players that are clear about the difference between dissemination of information and communication. Dissemination requires quality standards for information gathering and reporting that include a balance of local and scientific content. Communication implies trust-building and opening up dialogues through partnerships whereby silent voices are heard and differences of opinion are shared. In the end, both specialized training on agriculture for journalists to gather better quality content and communication training for development workers or scientists are needed.



THEME 3: Contribution of the Media to Agricultural Policy, Programming and Knowledge Management

How can the concerns of all ARD stakeholders be consolidated in the drafting of policies and procedures? Improved knowledge management involves working with 'gatekeepers' (who are perceived to block or enable knowledge management for ICT for development policy and programming) to produce content, use new media and new formats such as digital storytelling to improve policy dialogues and development. Policymakers need to strengthen the role of media in ARD by setting up structures that: facilitate advocacy among media/farmer partnerships; direct investments into funding airtime for ARD topics and more research that is based on farmers' demands, for example the Story Workshop's Radio Research Gardens where the village chooses a research issue and partners in government and NGOs respond to farmers needs.

Journalists play a key role in ARD policy and programming, including the responsible gatekeeper function when they know what sources of information are and if they exist locally, nationally or internationally. When journalists do have access to internet, popular internet search engines do not reassure journalists that they can trust the information – including its scientific validity and local relevance. The Scientific and Technical Information System (SIST) by the French Agricultural Research Centre for International Development (CIRAD) (France) uses cooperative tools such as RSS feeds to collect and structure information. A scientific committee helps to answer questions for the journalists, offers links to online documents and provides an open archive. For many resource people across the ACP regions, radio is the most relevant media and most local stations do not have internet access. AMARC Africa identified the challenge of the current context of community radio in Africa whereby organizational structures and funding has not been taken into account in local or national development policy agenda.

Discussion urged action that would help the media to understand the cycle of agricultural policies. It was also suggested that the example of farmer-driven and media-facilitated research processes as presented by the CTA 2009 best journalism award-winning Story Workshop from Malawi be tried in other ACP countries. Also discussed was a recommendation to build associations of development journalists, not just agricultural

journalists because in the case of many smaller ACP nations, especially in the Caribbean and Pacific, specialization may not be possible where multi-tasking is required.

THEME 4: Institutional Environment of Media: Building the Capacity of Media in ARD

Many initiatives in the ACP regions have emerged in the past decade to create an enabling environment with sufficient capacities for improved journalism and communication in agriculture and rural development. An important initiative in the Caribbean has created a learning and media alliance to ensure that a platform for dialogue on ARD issues is convened in two meetings per year and a special annual agricultural roundtable held during the Caribbean Week of Agriculture. The roundtable involves no powerpoint presentations, only direct question/answer sessions between journalists, representatives of farmer organizations and governments, scientists and agricultural trade specialists.

Regional institutions such as the University of the West Indies and specifically the Caribbean Institute for Media and Communication (CARIMAC) have been providing students with the opportunity to focus on a range of training in agricultural and natural resource management. Most recently, FAO has partnered with CARIMAC to support communication training for community-based organizations including farm radio programmes and professional training for agricultural extension workers in three government ministries. This initiative is producing learning materials including web-based resources appropriate for the region and ensuring that new issues such as climate change are addressed in the training and web platforms.

While many participants discussed the need for more regional programs of capacity building, the experience of the BBC World Service Trust's (BBCWST) African Media Development Initiative recommended that entirely new approaches to capacity building are needed because most ACP media houses recognize now that "off-the-job per diem training does not work." BBCWST has moved into new areas that develop master trainers and use mentoring approaches to workplace learning. This type of capacity building is based on long term commitments between trainer and trainees including the involvement of all staff and specific outputs. Online distance learning modules in national languages



for self-learning using the BBCWST tool, iLearn, have also been used.

In Africa, the experience in capacity building for partnerships in the Ghana Agricultural Information Networks (GAINS) project has demonstrated the importance of ensuring that upstream agricultural information produced by research institutes and distributed through agricultural libraries is available to local extension workers and non-literate farmers via media such as radio. In Ghana the success of community radio stations and their networking across the country has created an enabling environment for knowledge sharing to which national research and library system can easily connect. AMARC assists community radio stations networking within ACP regions and globally.

THEME 5: Media, Emerging New Media Service and ICTS

The role of media should top national and local ARD policy agendas because food production, agricultural markets/production chains and rural health and education services are improved by getting information from and to farmers more efficiently through the use of new ICTs such as voice and text via mobile phones or combinations of ICTs such as radio and mobile phones. The African Farm Radio Research Initiative of Farm Radio International has tested creative ways to improve the interactivity of farm radio programming through the use of low-cost recording devices, SMS and phone-out/phone-in shows. MP3 'radio on demand' has enabled women farmers to access agricultural programmes at more convenient times.

In resource-poor communities in southern Africa, Connect Africa works with local municipalities to establish a 'fit for purpose' technology based on what is needed (no more, no less) that works with government, business and community to avoid duplicating WiFi/WiMax/cellular services and save costs for logistics and maintenance. Overcoming barriers to access has made a difference for many rural ACP communities, for example, farmers' transition to 'citizen journalists' by using ICTs to bring issues to the attention of the media and the wider public. In Haiti, mobile and email networking has been the only way of ensuring that agricultural news features in the press.

In the first generation of e-agriculture the impetus was largely twofold: get agricultural information on-line, and help farmers access ICTs. The need for 'second

generation e-agriculture' was highlighted. It is time that multiple ICTs, a range of community, private and government media stakeholders and individuals from both the fields of journalism as well as communication and development commit to, engage in and contribute to ARD. Increasing media effectiveness is possible through facilitating interaction among agricultural actors, experts and institutions, and in turn, demand for media will not only stimulate the use of new ICTs but inspire ARD innovations that are integral to the well-being of ACP nations.

MEDIA PRESENTATIONS

During the seminar week, participants were invited to attend a live recording of the special CTA television programme *Media and Agriculture: a marriage of necessity?* This programme airs on ACP television stations from November 2009 through 2010. It will also be adapted and available in English or French for radio broadcast and podcasting.

Regular and rapid additions to the Seminar's website were synchronously produced while presentations and discussions continued through the week. The blog continued to compile thoughts from ACP journalists and development-oriented communications specialists, disseminate press releases on the seminar and post interviews with journalists and other participants to address the themes of the seminar. Articles or case studies related to agricultural activities and projects presented in the seminar were also posted to the site and available as resource material for journalists and communicators.



BRUSSELS DECLARATION - A FINAL STATEMENT OF ACTION

On the final day of the Seminar, the Brussels Declaration was drafted to summarize recommendations from the on-line activities, seminar presentations and deliberations through the week. Specific action-oriented working groups also contributed detailed action items specific to radio, television and video, print and community media.

Proposed Action Items for All Participants, Collaborating Partners and CTA



Radio

- Review previous capacity building work that has already been done by all relevant players in the media industry in Africa; update, reconcile and maximize what is already there rather than duplicate efforts
- Enable each country/region to determine how training will take place in terms of accreditation or time frame
- Encourage demand-driven capacity building that embraces different radio stakeholders, actors and institutions
- Ensure that capacity building for radio is rooted at the local level and is needs-driven
- Ensure capacity building is comprehensive with generalized standards to include: technical, production, radio station management, and content development
- Adapt capacity building for different types of radio stations and their programming
- Establish a small competitive grants program (e.g. € 10,000-15,000) to focus on radio stations' innovation and learning; focus grant on cooperation of listeners and listener representation in ARD
- Strengthen M&E in radio stations and identify methods to measure inputs, outputs, outcomes and impacts
- Provide training opportunities on planning, monitoring and evaluation for radio stations
- Develop internal monitoring and evaluation (M&E) in radio stations as much as possible, recognizing that if the radio is government funded or has to dovetail M&E with government ministries of agriculture or extension, it is important that the government provide sufficient guidelines to conduct M&E
- Encourage radio stations to include M&E from inception of each programme/ annual workplan
- Encourage radio stations which have started under

external funding (e.g. UNESCO) to request the donor institution to assist in conducting M&E

- Assist radios with the skills to raise funds, conduct quantitative evaluations and ensure listener involvement
- Ensure sustainability with a strategic/business plan from inception
- Advocate for a conducive legislative environment for community and independent radios.



Television, Video and Film

- Identify existing training needs assessment studies for video/television and address priorities for capacity building
- Produce a glossary of agricultural terms for journalists / media practitioners in ACP countries
- Provide a clearinghouse for (short) videos on agricultural and related rural issues at a professional level in ACP countries.
- Assist governments in developing policies that support visual communication on agricultural and rural development issues
- Mobilize and support existing networks, regional organizations and farmer platforms to disseminate video programs developed by multiple sources
- Organize regional and in-country workshops with multiple stakeholders and media practitioners to articulate demand for new agricultural video productions
- Prioritize film/video in ARD because it is a powerful tool that crosses boundaries of distances, languages, seasons and provides new and relevant opportunities for analysis, learning and reflection with all stakeholders
- Improve the quality of film/video in ARD by distinguishing between the roles of everyone involved (even when they are combined in one or few people): commissioners, producers, film makers, process facilitators, communication specialists
- Elaborate strategic choices regarding the level of professionalism being in line with expected output, feasibility of expectations and ethical considerations
- Professionalise film/video by a peer-reviewed event like a film festival (conference); professionals watch, discuss and learn from peers and improve the quality and impact of video as a product and a process
- Strengthen capacities and inform stakeholders of the importance of defining intellectual property rights and the importance of mutual respect among different actors in filmmaking.





Print

A- Newspapers, Magazines and Supplements

- Build capacity by offering print media scholarships, exchange programs
- Provide information about possible funding agencies for travel and fellowship grants within ACP regions
- Mainstream ARD in print media through multi-stakeholder workshops
- Create competitive seed grants for internal ARD training exercises, internal capacity building and mentoring
- Convene annual ACP print media conference
- Establish a print media award to stimulate excellence in reporting ARD, networking and sharing ideas
- Translate portal of success stories on ARD into a book form to be released annually by print and make it available in ACP languages
- Provide guidance on fundraising and circulate proposal templates.

B- Other printed materials (newsletters, posters, brochures, comics, banners)

- Provide training in citizen journalism
- Identify appropriate M&E tools (eg. Surveys and Questionnaires)
- Provide learning materials about audits, financial management, stocktaking of equipment etc.
- Support internships, secondments and apprenticeships for print production
- Develop exit policies to handover actions to the ACP regions
- Continue e-discussions and the print portal of success stories on CTA website
- Identify possible models for the establishment of an ACP Print Media Networking Forum.



Community Media

- Involve communities in the planning, operation and evaluation of community media
- Use a participatory approach and be inclusive of all members in the community
- Set up multi-stakeholder platforms to support community media including expertise that are not present in the community
- Address institutional constraints such as easing the licensing procedure for community radio stations and making it more affordable
- Develop and adopt the use of agreed principles, ethics and guidelines for community media governance;
- Document the required policy and regulatory environment for community media
- Develop guidelines for engaging policymakers and raising the profile of community media
- Support capacity building for community media on management issues
- Identify models for sustainability in community media
- Include women in management as well as production
- Identify ways to motivate and retain volunteers
- Promote networking among community media locally, nationally and internationally
- Develop content based on local needs, understanding and languages
- Copyright/protect local content and respect intellectual property rights
- Encourage documentation of local content using ICTs
- Promote use of appropriate, affordable ICTs and build on existing infrastructure, experience, availability and community's level
- Integrate ICTs with other community media tools and resources
- Provide continuous training on emerging ICTs as needed
- Identify ICTs and examples of best practices
- Engage communities in the entire M&E process
- Plan & fund M&E from the beginning of Community Media processes and communication strategies
- Use M&E results to revise practice as needed
- Community media capacity building must be inclusive (of age, gender, ethnicity, class, etc. in the community itself)
- Partner across ACP countries to exchange best practices and share experiences
- Offer training in management, production and programme M&E
- Continuously build institutional capacities to integrate emerging development challenges
- Encourage capacity building through a system of awards and recognition.



BEYOND 2009 - TOWARDS A STRONGER ROLE FOR THE MEDIA IN ARD

In light of the many discussions and recommendations generated in the Seminar process, CTA, together with ACP partners and collaborating institutions will respond to the following priorities:

- By September 2010, develop a media capacity strengthening strategy which takes into account suggestions from the proposed list of actions as well as regional variations on issues that are essential for agricultural development in ACP countries;
- Within the next strategic plan, collaborate with national and international institutions to involve the media more closely in the ACP development policy process and ARD programming and respond to action items regarding annual conferences, small grants, awards and recognition efforts;
- Develop guidelines for media roles, responsibilities and relations with national and international research, education and extension agencies;
- Use all of its existing programmes to increase awareness amongst funding agencies about the support needed to act on suggested action plans for radio, television/video/film and community media in the agricultural and rural sectors of ACP;
- Direct increased support to community media in ARD;
- Insofar as possible, ensure gender equality in capacity building;
- Promote information exchange throughout non-ARD media networks on successful practices and experiences in dealing with key ACP agricultural and rural issues including climate change and food security.

CTA will strive to ensure that these targets are communicated widely, monitored and reported on regularly. All participants and collaborating institutions are urged to advocate and contribute to the recommendations of the 2009 Seminar.



SYNTHESIS REPORT



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The Technical Centre for Agricultural and Rural Cooperation (CTA) was established in 1983 under the Lomé Convention between the ACP (African, Caribbean and Pacific) Group of States and the European Union Member States. Since 2000, it has operated within the framework of the ACP-EU Cotonou Agreement. CTA's tasks are to develop and provide products and services that improve access to information for ARD, and to strengthen the capacity of ACP countries to acquire, process, produce and disseminate information in this area.

Photos:

- CTA: 2, 8, 11
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