



Appendices

Appendix A: Research Teams

East Africa Research Team

DRC

Dr Dominique Mweze
Professor, Catholic University of Kinshasa

Ethiopia

Dr Gebremedhin Simon Gebretsadik
Professor, Institute of Language Studies, Addis Ababa University

Kenya

Lucy W. Maina
Lecturer, Kenyatta University, Nairobi

Somalia

Jamal Abdi Ismail
Senior Research Officer, BBC World Service Trust

Tanzania

John Muthee
Country Manager, The Steadman Group Tanzania

Professor Nandera Mhando

Assistant Lecturer, Department of Sociology and Anthropology
University of Dar es Salaam

Uganda

Dr John Wotsuna Khamalwa
Senior Lecturer and Coordinator, Social Anthropology and Religion, Institute of Languages,
Makerere University, Kampala

Southern Africa Research Team

Dr Guy Berger

Hub Co-Director

Professor and Head of Department, School of Journalism and Media Studies,
Rhodes University, Grahamstown, South Africa

Dr Lilian N. Ndangam
Hub Co-Director

South Africa

Andrew Mellon Post-Doctoral Fellow, School of Journalism and Media Studies, Rhodes University

Anne Taylor, Journalist,
School of Journalism and Media Studies, Rhodes University

Claire Milne
School of Journalism and Media Studies, Rhodes University

Andrew T.S. Kanyegirire
School of Journalism and Media Studies, Rhodes University

Angola

Barnaby Smith
Research Officer, BBC World Service Trust, London (UK)

Candido Mendez
Research Officer, BBC World Service Trust, Luanda

Botswana

Sechele T. Sechele
Independent media consultant, Gaborone

Mozambique

Fernando Andre
Editor, *Savana*, Maputo

Zambia

Dr Fackson Banda
SABMiller Chair of Democracy and Media
School of Journalism and Media Studies, Rhodes University, Grahamstown, South Africa

Zimbabwe

Rashweat Mukundu
Journalist, Harare

West Africa Research Team

Dr Mohammed Umar-Buratai
Hub Director
Senior Lecturer, Theatre and Drama, Ahmadu Bello University, Zaria, Nigeria

Cameroon

Dr Charles Esambe Alobwede
Lecturer, Department of English Modern Letters and Department of Bilingual Studies,
University of Yaoundé

Ghana

Dr Samuel Kafewo
Lecturer, Ahmadu Bello University, Zaria, Nigeria

Nigeria

Dr Jenkeri Zakari Okwori

Country Researcher

Associate Professor, Department of Mass Communication, Ahmadu Bello University, Zaria

Akeem M. Adeyanju

Hub Research Assistant

Lecturer, Department of Mass Communication, Ahmadu Bello University, Zaria

Senegal

Dr Ibrahima Seck

Assistant Professor, History Department, Cheikh Anta Diop University, Dakar and
incumbent Secretary General, African Branch, West African Research Association

Sierra Leone

David Tam-Baryoh

Executive Director, Centre for Media Education and Technology (C-Met), Freetown

Appendix B: Interviewees

Angola

1. Messias Constantino

President, Associação de Jornalistas Económicos de Angola

2. Dr Ana Faria

Portu International School

3. Antonio Freitas

Editor, *Agora*

4. Father Maurício Kamuto

Director, Rádio Ecclésia

5. Domingos Major

Director of Information, Acção Para O Desenvolvimento Rural E Ambiental

6. Suzana Mendes

Editor, *Angolense*

7. Joaquim Paulo,

Director, Centro de Formação de Jornalistas

8. Anacleta Pereira

Consultant, Media Institute of Southern Africa (MISA)

9. Paulo Pinha

Editor, *Economia e Mercado*

10. Justino Pinto de Andrade

Professor, Universidade Católica de Angola

11. Dr Jose Rangel

Journalism Course Coordinator, Instituto Médio de Economia, Luanda

12. Luisa Rogerio

Secretary-General, Sindicato dos Jornalistas de Angola

13. Augusto Santana

Director, Electoral Institute of Southern Africa

The 13 interviewees consented to being quoted directly and identified. One interviewee agreed to speak on tape but did not consent to having their name associated with their comments.

Botswana

1. Tachilisa Balule

Law Lecturer, University of Botswana

2. Professor David Kerr

Head of Media Studies, Journalism School of the University of Botswana

3. Methaetsile Leepile

General Manager, CBET Publishing Company

4. Modise Maphanyane

National Director, Media Institute of Southern Africa (MISA)

5. Norma Moremong

Co-managing Director, The Dialogue Group, Gaborone

6. Mike Mothibi

Editor, *The Botswana Guardian* newspaper and Chairman, Botswana Editors' Forum

7. Marriane Nganunu

Permanent Secretary, Ministry of Communications, Science and Technology

8. Baboloki Tlale

Executive Secretary, Botswana Council of NGOs (BOCONGO)

9. Loago Raditedu

Executive Director, Botswana Exporters' Association

10. Owen Rampha

Programme Manager, Yarona FM radio station, Gaborone

11. Letshwiti Tutwane

Lecturer, Media Studies Department of the University of Botswana

The 11 interviewees consented to being quoted directly and identified. A senior government official was interviewed but declined to be quoted.

Cameroon

1. Jessie Atoko

Senior practitioner, Cameroon Radio and Television Corporation (CRTV)

2. Anne Geudheu Youmbi

President, Association des Professionnelles Africaines de la Communication

3. Asong Ndifor

National President, Cameroon Association of Commonwealth Journalists

4. Barrister Akere Muna

Vice President, Transparency International

5. Charlie Ndichia

Senior Practitioner (Editor-in-Chief), *The Post* newspaper

6. Dr Asheri Kilo

Treasurer, Cameroon Media Council (CMC)

7. Peter Essoka

Analyst and Member of the Human Rights Commission

8. Dr Ngwang Michael

Lecturer, Head of Department, Advanced School of Mass Communication (ASMAC)

9. Dr Sillar Mactar

Chief Executive, Spectrum Television Network (STV 1 & 2)

10. Jenny Scott

Director, British Council

11. Cardinal Christian Tumi

Archbishop of Douala, Roman Catholic Church

12. Sophie Beyala

Coordinator, Community Radio Project, UNESCO

The 12 interviewees named consented to being quoted directly and identified. Two senior government officials and a school head declined to be quoted.

DRC

1. Kasonga Tshilunde

General Secretary, National Union of Press in Congo

2. Professor Aimé Kayembe

Lecturer, Information and Communication Sciences, Catholic University of Kinshasa

3. Médard Tshipidiayi

Director, Megatel Telecommunications

4. Baudouin Tschombe

Coordinator, Exchange Centre for Congolese Law (CAFEC)

5. Françoise Mukuku

Journalist and Coordinator of NGO 'Si Jeunesse Savait'

6. André Yoka Lye

University Professor and UNESCO consultant

7. François Budim'bani Yambu

Publishing Director, *La République* and *JV* magazine

The 7 interviewees consented to being quoted directly and identified. Two senior government officials and a school head declined to be quoted.

Ethiopia

1. Dr Tamirie Teka

Country Representative, Panos

2. Paul Hector

Communication Expert, UNESCO

3. Dr Negussie Tefera

Country Representative, Population Media Centre

4. Adey Abebe

Communication expert, Christian Relief and Development Agency (CRDA)

5. Berhane Hailu

Minister of Information

6. Tabor Gebremedhin

Deputy Manager, government Board of Broadcast Media and Management

7. Mekonnen Birru

Deputy Editor-in-Chief, *Addis Zemen*

8. Teferi Mekonnen

Journalist and former Editor of *Eftin* newspaper

9. Tigist Kassa

Private media consultant

10. Professor Abiyi Ford

Dean, School of Journalism and Communications, University of Addis Ababa

11. Amare Aregawi

Editor and Publisher, *The Reporter*

12. Tigist Hiruy

Head, Department of Journalism and Communication, Unity University College

13. Taddese Zenaye

Director, School of Journalism and Communications, Undergraduate Division

14. Abebech Wolde

Executive Director, Ethiopia Media Women's Association

The 14 interviewees consented to being quoted directly and identified. An editor of a government newspaper declined to be quoted.

Ghana

1. Kwabena Sarpong Anane

Regional Director, Radio Central Cape Coast

2. Osabutey Anni

Studio Manager, Radio Valco, University of Cape Coast

3. Kofi Amponsah Bediakoh

Social Services Spokesperson, Ministry of Information

4. Gina Ama Blay

Managing Editor, *Daily Guide* newspaper Western Publications Company

5. Bright Kwame Blewu

Secretary General, Ghana Journalists Association

6. Ato Kwamena Dadzie

Country Director, Journalists for Human Rights

7. Peter Owusu Donkor

Head of Programmes, Centre for Democratic Development

8. Yao Dziekpor

Deputy Director of Television, Ghana Television

9. Dr Audrey Gadzekpo

Lecturer; School of Communication Studies, University of Ghana, Legon

10. Dr Yao Graham

Coordinator, Third World Network Africa

11. Sylvanus Kuwornu

CEO, ADS Ltd.

12. Evans Oheneba-Mensah

Director of Research and Monitoring, National Media Commission

13. Kweku Rockson

Acting Director, Ghana Institute of Journalism

The 13 interviewees consented to being quoted directly and identified. A television manager in the government sector and a newspaper editor declined to be quoted.

Kenya

1. Flitz Kopsieker

Resident Representative, Friedrich-Ebert Stiftung (FES)

2. Joe Kadhi

Lecturer, United States International University (USIU)

3. Tom Idimuli

Head of Media, Gina Din Corporate Communications (GDCC)

4. Macharia Gaito

Managing Editor, *Nation* newspaper (Sunday edition)

5. Mitch Odero

Chair, Complaints and Standards Committee, Media Council of Kenya (MCK)

6. Esther Kamweru

Executive Director, Media Council of Kenya (MCK)

7. Kanja Waruru

Chair, Media Owners Association (MOA)

8. Ian Fernades

Broadcasting Director, Nation Media Group

The eight interviewees consented to being quoted directly and identified. Six declined to be quoted: two government representatives, one NGO representative, one academic, one media support practitioner and one media practitioner.

Mozambique

1. Eduardo Namburete

School of Communication and Art, Eduardo Mondlane University

2. Refinaldo Chilengue

Chairman, Association of Media Companies

3. Palmira Velasco

Chair, Association of Women in Media

4. Marcelino Alves

Senior Lecturer, Higher University and Polytechnic Institute

5. Lourenço Do Rosário

Rector, Higher University and Polytechnic Institute

6. Rogério Siteo

Editor, *Notícias* daily newspaper

7. Salomão Moyana

National Chairman, Media Institute of Southern Africa (MISA)

- 8. Fernando Lima**
Chairman, Board of Directors, Mediacoop
- 9. Eduardo Constantino**
Secretary General, Mozambique Union of Journalists
- 10. Lourenço Jossias**
Editor, *Zambeze* weekly newspaper
- 11. Eduardo Siteo**
Senior Lecturer, Eduardo Mondlane University
- 12. Américo Xavier**
Director, School of Journalism
- 13. Simão Anguilaze**
CEO, Mozambique Television
- 14. Luís Covane**
Deputy Minister of Education and Culture
- 15. Felizberto Tinga**
Director, Government Department of Information

The 15 interviewees consented to being quoted directly and identified.

Nigeria

- 1. Father Victor Yakubu**
Director General, Catholic Media Centre
- 2. Kaduna Tony Iyare**
Editor-in-Chief, *Gleaners Online*
- 3. Alison Data-Phido**
Programme Director, African Radio Drama Association (ARDA), Nigerian Chapter
- 4. Adesuwa Onyenokwe**
Television presenter, Universal Communications
- 5. Godwin Omole**
Executive Secretary, Nigerian Press Council
- 6. Mary Udumah**
Head of Corporate Planning and Research, Nigerian Communications Commission
- 7. Mark Ojiah**
Head of Planning and Research, Nigerian Broadcasting Commission (NBC)
- 8. Angela Agoawike**
Secretary, Nigerian Guild of Editors (NGE)
- 9. Adeniyi Bello**
Head, UNILAG FM community radio
- 10. Ralph Akinfeleye**
Professor of Mass Communications, University of Lagos

11. Mallam Kabiru Yusuf

Editor-in-Chief, Media Trust of Nigeria, publisher of the *Daily Trust* and *Weekly Trust* newspapers

12. Stella Okunna

Professor of Mass Communications, Nnamdi Azikwe University, Awka

13. Nosa Osazuwa

Officer-in-Charge, United Nations Information Centre (UNIC)

14. Shuaibu Leman

Secretary General, Nigerian Union of Journalists (NUJ)

The 14 interviewees consented to being quoted directly and identified. A media practitioner from the public sector declined to be quoted.

Senegal

1. Eugénie Rokhaya Aw

Director, Centre d'Études des Sciences et Techniques de l'Information

2. Abdou Latif Coulibaly

Director, Institut Supérieur des Sciences de l'Information et de la Communication

3. Bacar Dia

Minister of Information

4. Moussa Guèye

Head, Media Centre of Dakar

5. Khalil Guèye

Director, Generation TV

6. Safiétou Kane Ly

Media Programmes Director, Open Society Initiative for West Africa (OSIWA)

7. Babacar Kébé

Former Director, Haut Conseil de la Radio et de la Télévision

8. André Latyr Ndiaye

Clergy member, Archdiocese of Dakar

9. Oumar Seck Ndiaye

Director, Radio Oxyjeunes

10. Modou Ngom

Director of Communication, Ministry of Information

11. Alpha Sall

Secretary General, Syndicat des Professionnels de l'Information et de la Communication du Sénégal

12. Diana Senghor

Executive Director, Panos Institute West Africa

13. Mamadou Sèye

Director General, *Le Soleil*

14. Fatoumata Sow

Coordinator, Association des Femmes pour Communication Alternative

15. Jacques H. Sy

Executive Director, Aid Transparency

The 15 interviewees consented to being quoted directly and identified. A media practitioner from the public sector declined to be quoted.

Sierra Leone

1. Valnora Edwin

Executive Coordinator, Campaign for Good Governance

2. Ibrahim Ben Kargbo

President, Sierra Leone Association of Journalists (SLAJ)

3. Betty Foray

Editor, *Evening Scoop*

4. Julius Spencer

Executive Director, Premier Media Marketing

5. Charles Mambu

Executive Coordinator, Coalition of Civil Society and Human Rights Activists

6. Isaac Massaquoi

Coordinator, CORENT Community Radio

7. Gibril Foday Musa

Trainer and Public Information Coordinator, Talking Drum Studios

8. Awoonor Richie Gordon

Editor, *Peep!* magazine

9. Peter Ngutaung

Media Officer, United Nations Development Programme (UNDP), and Lecturer, Mass Communications Department, University of Sierra Leone

10. Francis D.D. Ganda

Executive Secretary, Independent Media Commission

11. Sahr Mbayo

Chief Trainer, Initiative for Mobile Training for Community Radio (Informotrac)

The 11 interviewees consented to being quoted directly and identified. Two NGO representatives declined to be quoted.

Somalia

1. Bobe Yusuf

Programme Officer, Academy for Peace and Development

2. Abdulkadir Khalif

Acting Program Officer, Somali Organisation for Community Development Activities (SOCDA)

3. Zamzam Ahmed

Coordinator, Somali Women's Journalist Association

4. Haji Abdi Gobdon

General Manager, Global Media Corporation

5. Omar Qadi

Former Dean; Analyst: Mogadishu University

6. Mohammed Said

Director-General, Somaliland Ministry of Information and National Guidance

7. Hassan Heiss

Head of Distance Learning Journalism Training, University of Hargeisa

8. Abdilahi Mohammed

Editor, *Mandeeq* daily newspaper.

The 8 interviewees consented to being quoted directly and identified.

South Africa

1. Kubi Rama

CEO, Gender and Media Southern Africa

2. William Bird

Director, Media Monitoring Project

3. Matthew Buckland

Online Publisher, *Mail & Guardian Online*

4. Justin Arenstein

President, Association of Independent Publishers

5. Joel Netshitenzhe

CEO, Government Communication and Information System (GCIS)

6. Eugene Saldanha

General Manager, Print Media South Africa

7. Ferial Haffajee

Editor-in-Chief, *Mail & Guardian*

8. Jacob Ntshangase

Executive Director, Institute for the Advancement of Journalism (IAJ)

9. Libby Lloyd

CEO, Media Development and Diversity Agency

10. Professor Pedro Diederichs

Head, Department of Journalism, Tshwane University of Technology, Pretoria

11. Dr Guy Berger

Media Analyst and Head of School: Journalism and Media Studies, Rhodes University, Grahamstown

12. Snuki Zikalala

Managing Director, South African Broadcasting Corporation (SABC)

13. Tula Dlamini

National Director, Media Institute of Southern Africa (MISA), South African Chapter

14. Virginia Magwasa-Setshedi

Director, Media and Information Communication Technology Programme, Freedom of Expression Institute (FXI)

15. Deon Du Plessis

Publisher, *Daily Sun*

The 15 interviewees consented to being quoted directly and identified.

Tanzania

1. Mary Janeth Rusimbi

Executive Director, Tanzania Gender Networking Program

2. Helen Kijo-Bisimba

Executive Director, Tanzania Legal and Human Rights Centre

3. Mary Mwingira

Executive Director, Tanzania Association of NGOs

4. Ananilea Nkya

Executive Director, Tanzania Media Womens' Association (TAMWA)

5. Mr Mushoro

Deputy Director, Ministry of Information, Culture and Sports

6. Boniface Byarugaba

Assistant Editor, *The Daily News*

7. Joyce Mhavile

Managing Director, ITV, Radio One and Sky FM

8. Mr. Buzwahera

Branch Manager, Sahara Communications and Publications Ltd.

9. Ritha Paulsens

Managing Director, Benchmark Productions

10. Jenerali Ulimwenga

Commentator, Chairman, Habari Corporation

11. Professor Mwesiga Baregu

Head, Department of Political Science, and media analyst, University of Dar es Salaam

12. Esau Ntabindi

Head, Department of Journalism, Tumaini University

13. Nkwabi Mwanakilala

Head, Department of Printing Media, Saint Augustine University

14. Rose Haji

National Director, Media Institute of Southern Africa (MISA), Tanzania Chapter

15. Albin Saragu

Minister for Academic Affairs 2005/2006, Dar es Salaam Student Organisation

Uganda

1. Philip Besiimire

Marketing Communications Manager, Mobile Telephone Network (MTN)

2. Dr James Nsaba Buturo

Former Minister of State for Information

3. Joachim Buwembo

Managing Editor, *The Daily Monitor*

4. Monica Chibita

Senior Lecturer, Mass Communications, Makerere University

5. Samuel Nabasa Gumah

Country Director, Uganda Radio Network

6. Robert Kabushenga

Director, Uganda Media Centre, Office of the President

7. Charlotte Ntulume Kawesa

Information Officer, World Food Programme and Lecturer, Mass Communications, Makerere University

8. Kagole Kivumbi

Director of Information, Ministry of Information and Broadcasting

9. Margaret Masagazi Sentamu

Executive Director, Uganda Media Women's Association

10. Charles Seruga Matovu

Presenter, Radio Star 100 FM

11. Lydia Mirembe

Public Relations Officer, Uganda Red Cross

12. Julius Mucunguzi

Communications Officer, World Vision International

13. Dr Peter Mwesige

Head of Department, Mass Communications, Makerere University

14. Ibrahim Ssemujju Nganda

Political Affairs Editor, *The Weekly Observer*

The 14 interviewees consented to being quoted directly and identified. An NGO representative declined to be quoted.

Zambia

1. Elias Banda

Coordinator, Zambia Community Media Forum

2. Amos Chanda

President, Press Association of Zambia

3. Fanwell Chembo

National Director, Media Institute of Southern Africa (MISA), Zambia Chapter

4. Margaret Chimanse

Chairperson, Zambia Media Women's Association

5. Shula Habeenzu

CEO, Communications Authority of Zambia

6. Ben Kangwa

Director of Programmes, Zambia National Broadcasting Corporation

7. Leonard Kantumoya

Lecturer, Department of Mass Communication, University of Zambia

8. Goodwell Lungu

Executive Director, Transparency International

9. Kenny Makungu

Head of Department, Department of Mass Communication, University of Zambia

10. Fred M'membe

Editor and Managing Director, *The Post*

11. Lucy Muyoyeta

Chairperson, Non-Governmental Organisations Coordinating Council

12. Antonio Mwanza

President, University of Zambia Student Union

13. Bestone Ng'onga

Executive Director, Media Trust Fund

14. Moses Odhiambo

Country Manager, Steadman Research Services

15. Elizabeth Pemba

Managing Director, Radio Phoenix

The 15 interviewees consented to being quoted directly and identified.

Zimbabwe

1. Sinikiwe Msipa-Ndebele

Director, Federation of African Media Women of Zimbabwe

2. Hon. Leo Mugabe

Chairman, Parliamentary Portfolio Committee on Transport and Communications, ZANU-PF, and Member of Parliament for Makonde

3. Dumisani Muleya

News Editor, *Zimbabwe Independent*

4. Irene Petras

Programmes Coordinator, Zimbabwe Lawyers for Human Rights

5. Thomas Deve

Chairman, Media Institute for Southern Africa (MISA), Zimbabwe Chapter

6. Tendai Chari

Board Chairman, Zimbabwe Television, and Media Lecturer, University of Zimbabwe

7. Stanford Matenda

Head of Department, National University of Science and Technology, Bulawayo

8. Margaret Zunguze

Director, E-Knowledge for Women in Southern Africa (EKOWISA)

9. Mathew Takaona

President, Zimbabwe Union of Journalists

10. Brenda Burrell

IT Manager, Kubatana NGO Network

11. Moses Charedzera

Media Lecturer, Zimbabwe Open University

12. Tafataona Mahoso

Chairman, Media and Information Commission

13. Charles Mangongera

Independent Media and Political Analyst

14. Kholiwe Nyoni

Marketing Manager, Radio Dialogue FM

The 14 interviewees consented to being quoted directly and identified. A senior executive of a government department declined to be quoted.

Pan-Regional Interviewees

East

1. Dr Johnson Nkuuhe, former Member of Parliament and current UNDP Project Coordinator, Uganda
2. David Ndi, Independent Economic Consultant, Kenya
3. Aidan Eyakuze, Director of Programmes, Society for International Development, Tanzania
4. Professor Fredrick Juuko, Media law lecturer, Faculty of Law, Makerere University, Uganda

South

1. Colleen Lowe Morna, Executive Director, Gender Links and Chairperson, Gender and Media Southern Africa network (GEMSA), South Africa
2. Ransford Antwi, Director of Training, Southern Africa Media Training Trust (NSJ), Maputo, Mozambique
3. Kaitira Kandjii, Regional Director, Media Institute of Southern Africa (MISA), Windhoek, Namibia
4. Daniel Molokele, Regional Coordinator, Southern African Editors Forum (SAEF), Johannesburg, South Africa
5. Jaqueline Kabeta, Director, Southern Africa Institute for Media Entrepreneurship Development (SAIMED), South Africa
6. Charles Mundale, Chief Executive Officer, Southern Africa Media Development Fund (SAMDEF), Gaborone, Botswana

West

1. Tunde Adegbola, Executive Director, African Languages Technology Initiative (ALT-i) and President, Technology Initiatives of West Africa (TIWA), Nigeria
2. Professor Alfred Opubor, Executive Director, COMED, a media consultancy based in Cotonou, Benin and Secretary General of the West African Newsmedia and Development Centre (WANAD)
3. Professor Kwame Karikari, Executive Director, Media Foundation for West Africa (MFWA), Accra, Ghana
4. Amie Joof-Cole, Executive Director, The Inter-African Network for Women, Media, Gender and Development (FAMEDEV), Senegal
5. Fatou Jagne-Senghore, Programme Officer for Africa, Article 19, Senegal

International Interviewees

1. Mogens Schmidt, UNESCO Deputy Assistant Director General, Communication and Information, and Director, Freedom of Expression, Democracy and Peace Division, UNESCO, Paris
2. Myles Wickstead, former Head of Secretariat, Commission for Africa, the Commission for Africa Report, London
3. Aidan White, Chief Executive, International Federation of Journalists (IFJ), Brussels
4. Melanie Walker, RAP 21 (World Association of Newspapers), Paris
5. Tim Carrington & Marco Mantovanelli, World Bank Manager, External communication group of the World Bank for Africa
6. Richard Dowden, Director, Royal African Society, and journalist, London
7. Hilda Johnson, Senior Advisor, African Development Bank, and former Norwegian Minister of International Development
8. Forward Maisokwadzo, Communications Officer, Refugees, Asylum-seekers and the Media RAM Project, Mediawise Trust, UK
9. Paddy Coulter, Director, Reuters Journalism Fellowship Programme, Oxford, UK
10. Kitty Warnock, Senior Advisor Communication for Development, Panos, London
11. Alison Campbell, Regional Manager for Africa Programmes, Internews Network, Cape Town, South Africa
12. James Deane, Managing Director, Communication for Social Change Consortium, New Jersey, USA

Appendix C: Journalist Pay

Angola

- State journalism enjoys better overall remuneration (when benefits are included) than private journalism.
- Journalists are generally paid between US\$55-US\$200 yet state journalists receive added benefits such as credit cards for food shopping, housing and child support.

Botswana

- No remuneration statistics were available at the time of publication of this report.
- In general, journalist standards remain low and underdeveloped due to lack of media reforms, underdeveloped media markets and lack of professional standards and codes of conduct.

Cameroon

- State media employees are paid the same average monthly salary as a teacher (US\$300).
- Private media employers generally poorly remunerate journalists.
- Non-state journalists expect payments from those covered in their reporting.

DRC

- In most cases, there is no employment contract between the employer and the journalist. The journalist is not protected by law and vulnerable to the owner's whims.
- Many journalists resort to seeking payments from the people and organisations they cover, negatively impacting journalistic balance and fairness.

Ethiopia

- The profession is not well-paid, and journalists tend to be very young.
- The average monthly salary for a journalist in government media is estimated at US\$80, and for those who work in private media it is US\$50-60¹⁰³. By comparison, a newly-qualified teacher earns approximately US\$90 per month.

Ghana

- Journalists are in general not well-remunerated but better than a school teacher (slightly over US\$100 per month).
- Pay can range from newspaper starting pay at less than US\$100 per month to US\$1,000 at some of the more popular private FM radio stations. The government-owned Daily Graphics Newspapers group pays as high as US\$400 per month for a reporter¹⁰⁴.

Kenya

- A permanently working journalist's remuneration ranges between US\$277 and US\$3,472 per month, with an average of about US\$1,875. This average is deceptive, given that the majority of permanently employed journalists in the country earn below US\$555 per month. By comparison, secondary school teachers in the country earn about US\$600 a month, more than most journalists.
- 80% of all journalists in Kenya are not permanent employees, but are instead employed as "correspondents". Thus, they are not on regular pay and depend on short contracts, typically earning as little as US\$100 per month.

- 75% of all newspaper content is generated by correspondents. According to Moggi and Tessier (2001), raising the status of journalists in the country would be one of the best and most efficient ways of improving standards.

Mozambique

- Journalists in Mozambique are generally poorly paid. The average monthly salary is equivalent to around US\$150.
- The low pay is mainly due to the fact that media companies are very poor themselves, and generally there are no government policies aimed at promoting the development of the media sector.
- Compared with other professions (for example the minimum teacher's pay of US\$75 per month), journalists are relatively well paid.

Nigeria

- Journalists' pay packages are generally on par with pay levels in the public service.
- However, print journalists often go unpaid for months, and seek payment from the people and organisations they report on.
- Overall, the average pay for journalists is said to be US\$167-US\$200 per month (US\$2,000-US\$2,400 per year).

Senegal

- Journalists' average pay (US\$300 per month) is very low compared to many other professions; state teachers earn twice as much. This has generated much corruption in the trade and has resulted in what some call the culture of "per diem-isation", money distributed by conference organisers to participants and reporters.
- There is concern that the provisions of union-negotiated collective agreements related to salaries are not enforced (Diagne, 1985:15).
- Many journalists work on a freelance basis, and newcomers to the profession are ferociously exploited. Media owners acknowledge this situation and generally argue that the collective agreements do not match their financial capacities (Diagne, 1985).

Sierra Leone

- Generally speaking, salaries of media practitioners are low and some journalists seek favours and gratuities from the people they write about
- A Sierra Leone Broadcasting Service (SLBS) news editor's monthly salary is US\$83 to US\$133. Meanwhile a junior reporter for a newspaper in Freetown can expect US\$50 to US\$68 per month. University-educated teachers take home roughly US\$78 per month.

Somalia

- Journalists earn on average US\$60¹⁰⁵ per month. In comparison, teachers earn on average US\$30 per month in the public sector and US\$100106 per month in the private sector.

South Africa

- Journalists' salaries vary significantly across media companies, sectors (public, private and community), specialisations (print, radio and TV) and even journalism topics (politics, business and so on). The top salaries go to those who work for major media companies in the big cities of Johannesburg and Cape Town.

- In general, journalists, nurses and teacher salaries are generally at the low end of the salary scale in South Africa with the average teachers' pay being US\$13,000 per year (F. Hugo, South African Democratic Teachers' Union, personal communication with Country Researcher, 2006).

Tanzania

- The monthly salary for an average employed journalist ranges from US\$58 to US\$72, and freelancers are paid an average of US\$0.80 per story or photograph used. This is less than the official minimum wage of US\$36.
- It is very common for journalists attending training workshops to be more interested in the allowance that the funding agency provides than in the training itself.
- The poor pay of journalists has also led to the flourishing of "envelope journalism", in that journalists are paid by the people or organisations they write about.

Uganda

- Journalists are paid relatively well compared to other occupations such as teaching. The monthly salary in 2005 for a Grade 5 secondary school teacher was approximately US\$165 per month (BBC, 2005), while pay for journalists can range from US\$190 for a freelancer to US\$380 or even US\$3,200 for salaried employees.
- The scale of journalist pay varies greatly between media houses¹⁰⁷.

Zambia

- Journalists are among the most low-paid workers in Zambia, both in state and private media companies.
- According to M'membe (Banda, 2004), the lowest-paid worker at the *Post* gets no less than US\$300 per month. This is compared to an approximate average teacher's pay of US\$250 per month.
- Low pay has resulted in the most talented leaving for the private sector, mostly to work as public relations officers.

Zimbabwe

- Zimbabwean journalists experience unfavourable working conditions, including poor salaries and a low skills base due to lack of training and poor infrastructure.
- These difficulties have affected morale and the quality of stories, with most journalists preferring to sell their investigative pieces to foreign media houses or to receive "consultancy" or "settlement" fees to protect certain corrupt business people from negative publicity.

End Notes

¹⁰³ Source: K. Mulat, personal communication, 1 September 2006.

¹⁰⁴ Source: B.K. Blewu, personal communication (telephone), 16 May 2006.

¹⁰⁵ Country researcher's personal estimate, based on author's personal work as a journalist.

¹⁰⁶ Country researcher's personal estimate. In the Somalian private sector, teachers mostly teach the English language, which has the largest enrolments and is highly marketable.

¹⁰⁷ Source: D. Malinga Doya, personal communication with country researcher, 15 August 2006.