

# News Media Development in Africa: State of the Art

International Academic Workshop - October 22, 2015

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University of Neuchâtel – Salle D63, Bâtiment principal, Av. du 1er-mars 26

## Preliminary Program

### **8:30 – 10:00 Session “Best practices to address the challenges of media sustainability in Africa”**

- Challenges of Media Sustainability in Nigeria – *Tokunbo Ojo, York University in Toronto, Canada*
- “The Why and How?” Mass Media Failure in Africa: The Case of the Mass Media in the Horn of Africa – *Tedla D. Tekle, Trinity College, Ireland*
- Building blocks of media success: Implications for media development and sustainability in Africa – *Christoph Sommer, Bjørn von Rimscha, Marcel Verhoeven, Isabelle Krebs, and Gabriele Siegert, University of Zurich*

10:00 – 10:30 Coffee break

### **10:30 – 12:00 Session “Impact of new technologies on news media innovation and sustainability in Africa”**

- The African media landscape at the crossroad for digital transition – *Cinzia Dal Zotto and Patrizia Spina, University of Neuchâtel*
- New media technologies, changing topography of media practices and the challenges of sustainable media innovation in Nigeria – *Nicholas Iwokwagh, Federal University of Technology, Nigeria*
- ‘Digital Storytelling’ unplugged: Creating a sustainable Digital Storytelling experience with existing media production and distribution resources – *Silke Hassreiter, Breda University of Applied Sciences, The Netherlands*



12:00 – 13:30 Lunch

**13:30 – 15:00 Session “Sustainability oriented news media business models and management practices in African countries”**

- Exploring an Afrocentric Media Business Model: the Case of Ugandan Local Language Media – *William Tayeebwa, Makerere University, Uganda*
- The Dilemma of Community Participation and Sustainability: A case study of ATL FM Campus Radio in Ghana – *Michael Yao Wodui Serwornoo, Technische University of Dortmund, Germany*
- Broadcast Management in Nigeria: The Systems Approach as an Imperative – *Tonnie Iredia, Nasarawa State University, Nigeria*

15:00 – 15:30 Coffee break

**15:30 – 17:00 Session “Media systems sustainability challenges in African countries”**

- Developing Sustainable News Media in Africa: A professionalization model to curtail “the brown envelope” and other corrupting influences – *Peter Gade & Emmanuel-Lugard Nduka, University of Oklahoma, USA*
- Media Systems and Markets Dynamics in the African Countries: The case of Angola, Mozambique, Cape Verde, Guinea Bissau, San Tome and Principe – *Paulo Faustino & Dário Muhamudo, Porto University, Portugal*
- Media Development, DAC and China: Different Approaches, Same Public Diplomacy – *Valerie Cooper, Baptist University, Hong Kong*

**17:00 – 18:00 Session “Local media development and sustainability in Africa”**

- The need and the opportunities for sustainability – The case of local radio stations in Tanzania – *Christoph Spurrk & Filip Dingerkus, IAM Institute of Applied Media Studies, ZHAW Zurich University of Applied Sciences, Winterthur*
- Toward the development and sustainability of indigenous language media in Africa – *Abiodun Salawu, North-West University, South Africa*

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