



The 3rd African Media Convention Action Plan

ACTIONS TO BE REPORTED BACK DURING THE 4TH AMC	ACTION PROPOSED BY	PARTNERS SUPPORTING THE IMPLEMENTATION OF THIS ACTION
1. Develop a Pan-African Strategy on Media Information Literacy and Digital Competencies.	UNESCO	African Union TAEF FAJ
2. Develop a comprehensive capacity-building program for the African media, focused on Artificial Intelligence to equip media professionals with the necessary skills and knowledge to effectively utilize AI technologies, enhance journalistic practices, and address ethical considerations in AI implementation.	WAN-IFRA	TAEF ARTICLE 19 CIPESA UNESCO FAJ AU
3. Form a multi-stakeholder coalition and devise joint efforts to engage in and leverage the 2024-2025 Universal Periodic Review (UPR), APRM Voluntary Self-Assessments, African Commission on Human and People's Rights (ACHPR), and the AU African Governance Report at national, sub-regional, and regional levels.	UNESCO	FAJ OHCHR AU-APRM ARTICLE 19 AFNIC CEHRO IPI
4. Establish, nurture, and support synergies between journalists and legal professionals at regional, sub-regional, and national levels to enhance expertise, complementarity, and capacity in media-related litigation efforts in close coordination with UNESCO's Global Media Defence Fund (GMDF), thereby ensuring robust legal support for the protection of media freedom and the rights of journalists.	Pan African Lawyers Union	FAJ CAJ RFK Human Rights Journalists Association in AU Member States IPI
5. Facilitate movement building, campaign, and coalition to ensure that the cyber protection of female journalists remains a priority for all key stakeholders	IAWRT Kenya	Media Monitoring Africa (MMA) FAJ International Press Institute (IPI) ARTICLE 19 CPJ UNESCO TAEF
6. Coordinate the establishing of a network of press freedom organizations monitoring and documenting press freedom threats and violations to facilitate information exchange and joint advocacy strategies, including against impunity for crimes committed against journalists.	TAEF	FAJ
7. Coordinate engagements with state-led mechanisms like the Media Freedom Coalition and the Freedom Online Coalition as mechanisms to push for state accountability for crimes against journalists	UNESCO	Media Networks, CSOs and Lawyers networks supporting the AU Member States
8. Advocate for the utilization of international standards on freedom of expression in adopting, reforming, and implementing licensing and	FAJ	TAEF

<p>accreditation regimes for journalists and media to ensure that they are not weaponized to restrict and criminalize journalism and the free press.</p>		<p>Committee to Protect Journalists ARTICLE 19 RFK Human Rights</p>
<p>9. Coordinate the mobilization of journalists and resources to enhance the quality and coverage of environmental and climate change issues in Africa by leveraging AI and technology, and establishing a media fund dedicated to climate reporting</p>	<p>UNESCO</p>	<p>AU, Africa 21, FAJ, TAEF</p>
<p>10. Strengthen the capacity of African media, particularly public service broadcasting, community media, and content producers, to mainstream gender and disability equality in their editorial policies and programming, to produce media content, and provide public information services in compliance with accessibility standards and technical requirements for audiences using assistive devices, and to adopt inclusive management and self-regulatory practices and operations for media professionals with disabilities, while adopting the UNESCO Practical Manual and Master Class on Disability Equality in the Media: Representation, Accessibility and Management.</p>	<p>UNESCO</p>	<p>AMARC – Africa (The African Chapter of the World Association of Community Radio Broadcasters)</p> <p>African Public Service Broadcasters</p> <p>Other media content creators</p>
<p>11. Ensure access to media content and services in African languages, lesser-used languages, minority languages, Indigenous and sign languages in editorial content, editorial guidelines, and media operations to provide African audiences with access to multilingual and diverse content, while contributing to the implementation of the Global Plan of Action of the International Decade of Indigenous Languages (2022-2032), in particular, the output 3 on digital empowerment, freedom of expression, media development, access to information and language technology, and the UNESCO Recommendation on the Promotion and Use of Multilingualism and Universal Access to Cyberspace (2003), and the Regional Action Plan for African Indigenous Languages</p>	<p>UNESCO</p>	
<p>11. Facilitate the formation of a voluntary Africa-wide not-for-profit news hub to serve as a repository of stories or news articles that participating organizations can use in their publications or platforms for free. This will promote collaboration and content-sharing among African media houses/organizations.</p>	<p>TAEF</p>	<p>FAJ</p>
<p>12. Coordinate the Biennial Status of Press Freedom, Access to Information, and the Safety of Journalists, in close coordination with the Digital Platform on the Safety of Journalists in Africa, based on the Indicators developed by the African media stakeholders and in addition to contributions from the ACHPR Special Rapporteur</p>	<p>UNESCO</p>	<p>AU TAEF FAJ CIPESA (in coordination with the focal points in the 5 regions and as per the AU Member States ICT and Communication Ministers</p>



		decision- Ref: STC-C-ICT in Nov 2023)
13. Strengthen the capacity of African media to promote Africa's socio-economic growth under Agenda 2063, and to reframe the African narrative through reporting objectively on key flagship projects and other initiatives of the Agenda	African Union	UNESCO

ABOUT AMC

The Africa Media Convention (AMC) is an annual gathering that brings together journalists, editors, policymakers, academics, and media development organizations from across the African continent. It serves as a crucial platform for dialogue and collaboration on critical issues facing the African media landscape. The AMC provides a vital space for stakeholders to confront challenges and explore opportunities for a stronger, freer, and more innovative African media. It plays a significant role in promoting a vibrant and independent press across the continent.

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