

Media owners pledge commitment to Africa's development

Owners of African media organisations have pledged commitment to the development of Africa's development success story by expanding coverage of development topics and placing people at the centre of their reporting.

By [Muideen Olaniyi](#) 21 Nov 2011

They made the promise at the end of the fourth meeting of the African Media Leaders Forum (AMLF) held in Tunis, Tunisia between November 10 and 11.

Issues concerning the state of Africa's media sector were discussed at the meeting which stressed the need for the media owners in Africa to amplify their support 'toward changing Africa's stereotypical narrative of death, disease, disaster and despair into one of hope, innovation, insights and interests, as well as opportunity.'

They noted that media has a profound role to play in social transformation, giving voice to people, and promoting freedom.

"With nearly 350 participants from 48 African countries, the Tunis meeting was a landmark and the largest and only gathering of media owners and operators representing the African continent.

"Since launching the AMLF in Dakar, Senegal, in 2008, both the AMLF - and its parent body, the African Media Initiative (AMI) - have grown in scope, stature, and expanse of operations, united by the common purpose of creating ethical, sustainable, diverse and pluralistic African media....As media leaders, our commitment is to the overarching goal of improving access to good information and positive development the continent," they stated.

While describing the establishment of AMI's Office in Kenya as a welcome development, they expressed willingness to work toward the finalization of the AMI's host country agreement with the Government of Kenya.

Source: allAfrica.com