

# Media development

## Ghana



### FACTS

#### LOCATIONS

Accra and regions. Selected districts: Twifo/Atti-Morkwa, Tema, Wa, Ellembele

#### TIME FRAME

2015 – 2018

#### FUNDING

German Federal Ministry for Economic Cooperation and Development (BMZ)

#### PARTNERS

Ghana Community Radio Network, Joy FM, Media Foundation for West Africa, Ghana Institute of Journalism, National Film and Television Institute, Penplusbytes, GIZ's Support for Decentralization Reforms program

## Ghana's citizens: Informed, active and involved

DW Akademie has for decades been supporting free and independent media in Ghana. We promote freedom of expression and access to information to empower citizens to actively participate in social dialogue and political decision-making. As Germany's leading organization for international media development, we design long-term projects with respected local stakeholders. Our focus in Ghana lies on advancing quality journalism and strengthening journalism education.

# Media development projects in Ghana

## Focusing on community reporting

DW Akademie supports a countrywide network of community radios. Members of the Ghana Community Radio Network (GCRN) aim to give marginalized groups a voice and to stimulate cultural diversity and open dialogue. DW Akademie trains the citizen journalists to moderate on-air discussions between the general public and local authorities. We also support the stations in news production and newsroom management, and coach managers on financial sustainability.

To include local communities in the national news agenda, DW Akademie also cooperates with Joy FM, a leading

private radio station in Ghana. The station has created one of the country's most extensive networks of correspondents. DW Akademie supports Joy FM in professionalizing its correspondents' coverage of topics that affect the livelihood of people in the communities. Reporting from remote areas has become much easier and cost-efficient due to the development of information and communications technology. The digital transformation of Joy FM is therefore a key element of DW Akademie's knowledge transfer. Correspondents now use smartphones to produce professional videos for the national news.

## Promoting access to information

Although Ghana's constitution guarantees all citizens the right to access information, in practice, this is far from reality. As a response, DW Akademie has selected a number of districts to serve as role models for an open and constructive dialogue between the authorities, civil society organizations and the public. DW Akademie is supporting a digital platform developed by Penplusbytes. The website visualizes the districts' budget and spending data for service-oriented areas such as health, sanitation and education. The aggregated information is discussed in town hall meetings with all relevant stakeholders. DW Akademie consults represen-

tatives from the district authorities to engage in an open communication with the local population and media.

DW Akademie also supports the Media Foundation for West Africa (MFWA), with its head office in Ghana. The MFWA encourages the media to be more active and confident in requesting information from public authorities. MFWA has created "Journalism for Change" (J4C), a network of committed investigative journalists. DW Akademie offers mentoring and coaching to the network. We also encourage research and an open dialogue on corruption in journalism.

## Developing journalism education

In Ghana, journalism education is largely theory-based and journalism schools and institutes often lack practical training facilities. Although media companies do offer internships, the number of students applying far outweighs the number of spots available. DW Akademie is working with two important journalism institutes in Accra. The Ghana Institute of Journalism (GIJ) has a campus radio and an online training platform and would like to focus more on multimedia journalism. The National Film and Television Institute (NAFTI), outstanding in its emphasis on practical training in small classes, recently expanded its portfolio. In addition to advanced training for film and TV professionals,

NAFTI has created radio and online training facilities and also offers multimedia studies.

DW Akademie supports both institutes as they master the challenges of a rapidly changing profession. While digital technology is reshaping how journalists gather information and present their stories, it is also transforming the way audiences participate. DW Akademie is supporting these institutes in adapting their curricula so that students can prepare for a journalism career that is becoming increasingly digital and global.



»I'm always inspired by freedom of expression in Ghana. But with freedom comes responsibility.«

Dr. Daniel Blank | Country Representative Ghana

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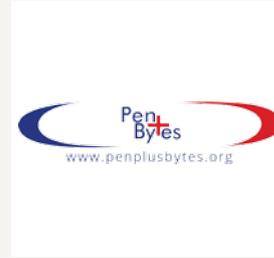
### GCRN

The Ghana Community Radio Network is an association of community radio stations and initiatives that aims to enable marginalized communities and groups to share their expertise, participate in dialogues and decision-making at all levels, and strengthen their communities as part of national development. [↗ gcrn.org.gh](http://gcrn.org.gh)



### JOY FM

Joy FM is a privately owned radio station in Accra. Its format consists of news and talk programming interspersed with entertaining music-based programs. Joy FM has a strong network of correspondents throughout Ghana and can be heard in many parts of the country. [↗ myjoyonline.com](http://myjoyonline.com)



### PPB

Penplusbytes aims to strengthen citizens' participation and enhance journalism through information and communications technology. Its three main areas of focus are the extractive industries, new media and innovations and the use of new digital technologies to drive good governance and transparency. [↗ penplusbytes.org](http://penplusbytes.org)



### GIJ

The Ghana Institute of Journalism is a communications training institution with the status of a university. It was opened in October 1959. The GIJ offers degrees, diploma and certificate courses in communication studies. The journalism program prepares students for careers in broadcasting, online journalism, photo-journalism, and print media. [↗ mainsite.gij.edu.gh](http://mainsite.gij.edu.gh)



### NAFTI

The National Film and Television Institute was established in 1978 by the Government of Ghana as a public institution of higher education in film and television production. NAFTI's graduates have been influential in shaping the film and television industry in Ghana and in Africa. [↗ nafti.edu.gh](http://nafti.edu.gh)



### MFWA

The Media Foundation for West Africa is the region's largest advocacy organization for media development and freedom of expression. The MFWA has national partner organizations in all 16 countries of West Africa. [↗ mfwa.org](http://mfwa.org)



### GIZ – SfDR

The Support for Decentralization Reforms (SfDR) program of the GIZ, Deutsche Gesellschaft für internationale Zusammenarbeit, supports districts that effectively perform in the interests of the local population. SfDR will be focusing until 2019 on three areas of intervention: internally generated funds, district planning and budgeting, and inter-governmental and civil society cooperation. [↗ giz.de/en/worldwide/19434.html](http://giz.de/en/worldwide/19434.html)

### DW Akademie

DW Akademie is Germany's leading organization for media development and Deutsche Welle's center of excellence for education and knowledge transfer. As a strategic partner of Germany's Federal Ministry for Economic Cooperation and Development we strengthen the universal human rights of free expression, education, and access to information.