

A Pilot Study for GFMD's Media Development Toolkit



Testing Standards, Strengthening Professionalism: An Assessment of Ghana's Media Landscape

May 2012



Table of Contents

Methodology	3
Introduction	4
Testing the Toolkit–Pilot Study Ghana	11
Conclusions of the Ghana Media Assessment Study	41
Endnotes	47

Methodology

Mark Whitehouse of the International Research & Exchanges Board (IREX) and Bettina Peters worked together in 2009-10 to prepare the GFMD toolkit and its list of indicators and questions based on existing indexes— mainly the IREX Media Sustainability Index, the UNESCO Indicators for Media Development, and the Freedom House indicators.

The main local partners providing materials and media expertise were the Media Foundation West Africa and the Ghana Journalists Association, both GFMD members.

The National Media Commission gave invaluable assistance during the field trip and supplied additional information afterward.

The study was carried out from June 2010 until May 2011. The first part consisted of a field study trip to Ghana in June 2010 for data collection and to receive feedback on the design of the toolkit. Most of the local material collected was provided by the Media Foundation West Africa as well as the Ghana Journalists Association and the National Media Commission. The Ghana Journalists Association organized a meeting with about 20 reporters and 10 editors of the main media outlets in Ghana. The National Media Commission provided additional advice based on its media monitoring. As a result of the field trip, a few of the indicators were adapted. For instance, the original toolkit did not include a comparison between the number of male and female journalists. It was felt that this information was a useful addition to assess the composition of the media industry. The second part of the study took place in the fall of 2010 and consisted of answering the list of questions identifying the relevant indicators and highlighting areas where additional information was needed. Web-based research looking for existing surveys or other materials was carried out to complete the data collected in Ghana and to identify areas where further research was needed. Some areas of the study were updated during the writing and editing in April and May 2011.

The study did not aim to carry out new surveys or collect information that was not already publicly available. Since the toolkit is aimed at providing media development organizations with a tool to assess media landscapes without having to carry out extensive new research, the Ghana study worked only with materials, surveys, and other information available at the time of writing.

In testing the toolkit in Ghana, the study found that the indicators selected and the methodology based on collecting direct information and materials already available is a useful approach to create a comprehensive media landscape assessment. It allowed us to provide an overview of the situation in which media in Ghana operate and to identify areas for future media development programs.

Introduction

The field of media development has come a long way in the past 20 years, growing and maturing in an era of global political transformation since the early 1990s. But if this field of work—a cornerstone of building open societies and democratic pluralism—is to maintain its presence as an important development sector, it must demonstrate more effectively the positive results that come from building a culture of professionalism and independence in media.

The Global Forum for Media Development has contributed to efforts to increase the coordination of the players in the field; analyze the approaches, successes, and future of the sector; and develop more robust evidence of the impact of media development on the broader development agenda.

One element of this effort is the GFMD toolkit for assessing media landscapes. The toolkit is designed to allow media development organizations to carry out their own assessments in order to identify areas for media development programs and to provide data to support their analysis. It draws upon the experience of initiatives and programs that highlight the need for improved evaluation of the results in the field of media development. The toolkit was developed by the GFMD in partnership with IREX in 2009-10.

This pilot assessment, focused on Ghana, tests the toolkit's ability to assess media landscapes. The goal of the assessment was not as much to provide a new assessment of the media sector in Ghana as it was to demonstrate the use of the toolkit. This was an opportunity to test the strengths and weaknesses of the toolkit, provide future users with pointers on how best to use it, and help users overcome likely challenges. The pilot study in Ghana was carried out in partnership with IREX and in collaboration with the Center for International Media Assistance.

The aim is simple: to demonstrate more clearly how media development programs improve the media and how the development of a professional media sector supports the achievement of broader agenda for governance and economic and social development.

Filling the Gap

The GFMD toolkit tries to create a bridge between extensive and expensive research and an approach that relies largely on expert reviews.

A variety of media sector assessments and analyses are widely used by the media development community with new tools regularly being created. The IREX *Media Sustainability Index*, Freedom House's *Freedom of the Press* index, The African Media Barometer, and Reporters Without Borders's *Press Freedom Index* are some of the

major regularly published media sector analyses.¹ Additionally, in March 2008 United Nations Educational, Scientific and Cultural Organization (UNESCO) adopted its own set of media development indicators, which covers five main areas of assessment: the regulatory framework, plurality of media, media as a platform of democratic discourse, professional capacity and supporting institutions, and infrastructure.²

In developing its toolkit the GFMD, in partnership with IREX, reviewed the four main tools available—the UNESCO indicators, IREX's MSI, and Freedom House's *Freedom of the Press* index, and Reporters Without Borders's Index on Press Freedom—and found that while some areas of assessment receive more attention than others, overall the four tools are very similar.³ They have their respective strengths and weaknesses, but when used judiciously with awareness of their limitations they are extremely valuable.

The Freedom House index and the MSI have been designed with a primary purpose of creating a standard methodology that allows longitudinal and lateral comparison by which one can study one country over time using consistent criteria that also provide the basis for comparison among countries and regions. The UNESCO framework of indicators, on the other hand, suggests extensive areas of research but allows for doing partial analysis focusing, for instance, only on the legal and regulatory framework. UNESCO has used these indicators for detailed studies in some countries including Bhutan, Croatia, Ecuador, Jordan, the Maldives, Mauritania, Mozambique and Timor Leste, but the number of countries is still limited. The studies prepared by UNESCO are descriptive, and the indicators developed are very detailed and in some cases would require extensive surveys if they were to be answered comprehensively.

As the Freedom House index focuses more on press freedom and less on the economic situation of media or the professional capacity of journalists, in developing the GFMD toolkit we focused on including all main indicators used in both the MSI and the UNESCO framework. The GFMD toolkit is designed to create a comprehensive, descriptive analysis of a media landscape geared toward comparing changes in that landscape over time rather than comparing it with the media landscape in other countries. Like the UNESCO framework, it uses direct information and core data rather than a panel of experts evaluating the media landscape.

By combining the methodological approaches of these two main indices, the GFMD toolkit fills the gap between the extensive research required to do a comprehensive assessment using the UNESCO framework and the expert-panel-based MSI, designed more for comparison among countries.

In addition, the GFMD toolkit takes account of political and socioeconomic factors that frame the conditions under which the media operate.

As the Ghana study shows, using the GFMD toolkit it is possible to carry out a comprehensive assessment of a media landscape with limited funds and human

resources that allows for conclusions and recommendation on possible interventions to be undertaken by media development practitioners.

Adding Value to the Field of Monitoring and Evaluation

The GFMD toolkit adds value and provides new information to the field in three areas:

- 1) It allows for media development organizations to carry out descriptive analysis of media landscapes at relatively low cost¹ thus providing them with a framework in which to place their media development projects.

One criticism of the media development field is that many of its projects do not have baseline studies or comprehensive data that go beyond analysis of the specific problem the project aims to solve. As a result, factors outside of the project (the overall media landscape, the political and economic situation) are often not sufficiently taken into account in project design, even though they clearly affect possible outcomes. It is therefore often difficult to evaluate the larger impact of a given project.

Conducting a more comprehensive analysis of the media landscape in which the project is to be carried out is costly, and most media development organizations lack the funding to do this independently. Instead they have to rely on existing indices, even if they are not sufficiently detailed or do not provide enough direct information and data.

The GFMD toolkit provides an answer. It takes into account three major issues facing analysis of the media: the “soft” nature of subject matter; the limitations of data availability; and the costs of in-depth research. It allows for media development organizations to carry out a descriptive assessment of the media landscape at relatively low cost. As a result, they can improve project design and carry out better impact assessment at the end of a project.

For instance, if a project runs for five years, at the end of the project another media landscape assessment is carried out using the GFMD toolkit so that direct comparison over time is possible. This will also show what impact the project may have had beyond its direct target.

- 2) It identifies data gaps.

Going through its indicators the GFMD toolkit looks first for existing materials and surveys that provide core data to allow for an assessment. Using this approach the toolkit identifies where there is a lack of data and highlights areas where more research is needed.

The main obstacle to comprehensive media assessment is not the technical capacity

to conduct such research but the resources required to do it and on a meaningful scale across countries. When one looks at commissioning professional audience and market research, arriving at circulation figures, and obtaining accurate data on the advertising market, for instance, one can be discussing research that well exceeds \$100,000 per country for a partial, one-off study. This is what commercial companies charge for detailed media market surveys.

Such surveys clearly go beyond the capacity of media development organizations. But the cost of undertaking a media landscape assessment using the GFMD toolkit is the equivalent of an experienced media development researcher working for about five to six weeks (costs would vary depending on the country the researcher works in), and costs of meetings with media development organizations, experts, and media professionals. As the GFMD toolkit complements existing indices, notably the MSI, it builds on expert panel assessments already available and does not include costs for these. The toolkit also helps organizations to look for existing data—for instance, the invaluable depth of information provided without charge by InterMedia's AudienceScapes.

By identifying the gaps, the toolkit also aims to increase the interest of local media companies and supporting institutions to carry out surveys or market research in specific areas.

- 3) It adds a brief analysis of the political and socioeconomic situation framing the conditions under which the media operate

In addition to analyzing the media landscape, the GFMD toolkit includes a brief analysis of the political and socioeconomic situation as it impacts the media. Without going into too much detail or carrying out new studies, the toolkit provides for collection of some key data that allows media development initiatives to be better placed into a larger country context.

How to use the toolkit

The toolkit is designed to allow media development organizations to carry out their own assessments in order to identify areas for media development programs and to provide data to support their analysis.

It covers five main areas, which together describe the media landscape as a whole:

1. The legal and regulatory system
2. The quality of journalism
3. Plurality of news sources
4. Management of media
5. Journalists, institutions in support of media, and journalism

In each of the five areas, specific questions are asked to help assess the media situation, whether it is media laws, journalistic practice, types of media sources available, economic factors, or media-support NGOs.

All areas and questions should be considered. The toolkit is designed to provide for a comprehensive overview of the media landscape, and choosing just one or two areas to focus on carries the risk of developing answers to existing problems that do not address the whole situation.

The toolkit is not aimed at researchers new to the field and working in media development for the first time. Rather, it works on the assumption that the media development organizations undertaking the assessment do not come into the field “cold” and already have access to a lot of the information required. Media development organizations are made up of experts in the media field and have access to additional expertise. The toolkit therefore does not explain in detail what information to collect or how to collect it, as the media development organizations already know this. But it does provide pointers regarding what types of information to look for.

The methodology of the toolkit is based on trying to find direct information and data for each of the indicators addressed by the questions. For example, in assessing whether the allocation of broadcast licenses is fair, transparent, and apolitical, the toolkit requires the researcher to review the structure and mandate of the licensing authority⁴ and to ascertain whether allocation of licenses has been contested by media outlets in recent years. It then provides an overall assessment based on the expertise of the researchers and media development organizations involved.

How to Assess Each of the Five Main Areas

1. The Legal and Regulatory System

In general, when assessing the legal and regulatory system, one should examine constitutional and legislative protections of freedom of speech; the existence of specific laws protecting journalists (libel) as well as protecting the ability of journalists to obtain information (access to information); laws that govern how licenses for broadcast media are allocated; laws affecting information technology (mobile and internet); how violence against journalists is treated under law and in practice; and how whether laws restrict the ability to enter into and practice the profession of journalism.

When examining these specific issues, it should also be understood that the researcher must go beyond the mere absence or existence of such laws, which tell you little. One must: 1. compare the laws against generally accepted international standards; 2. understand their effect in practice, which depending on how they are implemented can have effects quite different than intended; 3. determine the extent to which there is an independent judicial system protecting rights; 4. understand the extent to which the media

community understands the laws and has access to appropriate legal counsel; 5. ascertain the extent to which current practices are durable or transient and dependent on the current government.

2. The Quality of Journalism

When assessing the quality of journalism, one must proceed cautiously as there are disputes about how one determines quality and whether certain normative standards are being applied that reveal the biases of the researcher. Further difficulties are presented by trying to determine the quality of the entire media sector, which can be considered an average of, at a minimum in most countries, hundreds of media outlets. Therefore, one must consider whether to disaggregate any assessment – by medium, city, or even specific outlet (for instance, state/public). However, the assessment must be transparent in how it arrives at its conclusions. For example, to assess the quality of journalism, questions must be asked such as: Is reporting fair, objective, and well sourced? Is there a code of ethics and is it being used? Do journalists have access to technically adequate means to do their work? Are pay levels adequate?

3. Plurality of News Sources

When assessing the plurality of news sources, the guiding principle is that people must have access to a variety of news sources to allow them to ensure they are receiving reliable information, can get local, national, and international news, can access the news in a medium they find convenient, and can change preferred news sources with ease. The assessment should include an overview of the available news sources: Are there restrictions on availability of international and foreign media? Are there rules on transparency of media ownership? Are there independent news agencies, and do people have access to news via the internet or mobile phones? Expert advice should be sought to determine whether the news sources available offer a variety of information to all sections of society.

4. Management of Media

All media are businesses – whether state-owned, private, non-profit, or community based. They depend on maximizing and stabilizing revenues and minimizing costs in order to ensure their continued survival. A poorly managed outlet that loses money becomes susceptible to influence in exchange for funding, either directly or indirectly. A well-run media outlet can afford investments in staff, equipment, and reporting projects that serve the public interest. Poorly run outlets or those suffering from economic downturns often cut staff, reduce capital expenditures, and reduce costly reporting. Therefore, assessing the management capacity of media in the country is important. One should keep in mind that the standards of management will naturally differ between established, larger media companies and community media. Also, such outside factors as data on the advertising market or whether there is data from audience research should be considered in this

section.

5. Journalists, institutions in support of media, and journalism

In this area, the aim is to assess whether there is a variety of institutions that support the pursuit of professional journalism. The assessment should include information on universities training the next generation of journalists, NGOs supporting free speech, associations or unions representing owners and journalists, and institutions that provide training to practicing journalists, as well as what type of media infrastructure exists in the country.

Information Sources

In the conclusions section, the study briefly reviews what resources were used (documents, interviews, etc.) and assesses their usefulness by asking three questions:

- What sources yielded the most valuable information?
- Did all sources seem reliable?
- What information is missing?

In evaluating the material collected, the media development organization can use its own expertise and draw on additional experts where needed.

Based on its assessment, the media development organization should identify areas for urgent action and possible programs that could have a positive impact on the situation. These conclusions and recommendations should be summarized at the end of the study to allow for an overview of the possible areas of work for media development in the country concerned.

The aim is simple: to better demonstrate how media development programs improve the media and how the development of a professional media sector supports the achievement of a broader governance, economic, and social development agenda.

Testing the Toolkit—Pilot Study Ghana

The pilot study follows the Framework for Assessment developed by the GFMD in partnership with IREX. It covers five main areas, which together describe the media landscape as a whole:

1. The legal and regulatory system
2. The quality of journalism
3. Plurality of news sources
4. Management of media
5. Journalists, institutions in support of media, and journalism

In each of the five areas, specific questions are asked to help assess the media situation, whether it is media laws, journalistic practice, types of media sources available, economic factors, or media support NGOs.

Each section finishes with some recommendations for possible future programs and actions.

A final section gives a brief overview of the economic and political situation, as well as demographic factors that affect the development of media.

1. The Legal and Regulatory System

- a) **Constitutional Protections of Freedom of Expression:** *Does the constitution specifically guarantee free speech and expression. Does it impose limits? Do other sections of the constitution proscribe any freedoms otherwise guaranteed? Are there legal instruments for enforcing guarantees, and are they used?*

The Ghanaian constitution provides for freedom of expression and opinion. It specifically lists freedom of the press and other media as constitutional rights:

“21 (1) All persons shall have the right to (a) freedom of speech and expression, which shall include freedom of the press and other media;”⁵

The constitution refers in sub-paragraph (f) to “*freedom of information, subject to such qualifications and laws as are necessary in a democratic society.*”⁶

However, there are no specific restrictions in the constitution. Cases relating to freedom of expression and speech can be brought to the Constitutional Court. There have been no recent cases.

Media experts in Ghana assess the constitutional provision as protecting free expression.

It should be noted that the Ghanaian constitution's specific reference to freedom of the press is a positive statement and a reference not found in many other African countries.

The Ghanaian parliament has been discussing a review of the constitution, but it is not expected that the fundamental rights to free expression and speech would be changed in this review. There is, however, some debate about the status of the Media Commission (see below), and some expert observers fear that as part of this debate the question of criminal libel, a recently repealed law, may come up again.

Central to this discussion is the role of laws of defamation in dealing with clearly libelous publication, and avoidance of use of the law as an instrument to curtail or eliminate dissenting viewpoints or opinion.

b) Laws Protect Freedom of Speech: *Does the legislative and regulatory framework provide specific protections for free expression? Is defamation dealt with under criminal or civil provisions? Are penalties in line with economic factors? Is the burden of proof on accuser or defendant? Are public figures subject to higher standards of proof?*

As freedom of speech is guaranteed at the constitutional level, there is no specific additional legislation.

Criminal defamation, one of the main impediments to free and critical media coverage, was repealed in Ghana in July 2001. Thus, prison sentences can no longer be imposed. Libel is now covered by civil law. However, media experts state that the penalties still can be costly and in many cases would threaten the survival of a media company.

The burden of proof lies with the plaintiff, which affords a certain amount of protection to journalists and media companies. Public figures are not subject to higher standards of proof of malice or untruth. Indeed, almost all cases in Ghana have been brought by individual politicians or government institutions against media.

Kwame Karikari of the Media Foundation West Africa says that in the last six years there have been hundreds of such cases. Given the potential for costly fines or awards for damages, he states that many media companies settle these cases out of court.

The problem here is less that of a concerted effort by government and political authority to silence the press, and more of the lack of understanding (or unwillingness to accept) among officials and politicians that as public figures they should be subject to higher levels of scrutiny. Equally troubling is the problem of low levels of professional competence within the media community. Karikari stated that many political articles are not well sourced or checked and are often based upon hearsay and rumors, and are thus easy targets for libel actions.

Journalists and the Media Foundation West Africa have criticized attempts to make the libel laws stricter and campaigned for penalties to be reduced. Media experts in Ghana are aware that there is little support within the general public for media facing defamation suits. They believe that public concern over media coverage that is regarded as too sensational encourages support for restrictions on reporting.

- c) **Broadcast Licensing Is Fair, Transparent, and Apolitical.** *Can the power to license broadcasters be used most basically to regulate a limited public resource (spectrum), or can it be used as a tool by governments to restrict speech by choosing who can receive licenses?*

The National Communication Authority (NCA) of Ghana issues licenses for television and radio broadcasters, including community radio. Private broadcasting is allowed in Ghana.

The NCA was established by law in 2008.⁷ The board of directors is appointed by the president and includes representatives from the Ministry of Communication, the National Media Commission, and the National Security Council, as well as four other members selected on grounds of specific expertise, plus a chairperson and the director general in charge of running the NCA.

The community of journalists and media professionals can propose members to the NCA via the Media Commission.

Involvement of civil society is also illustrated by the fact that the Ghana community radio network was closely involved in drawing up the NCA guidelines for community radio.

To date, little evidence exists of undue political influence in issuing broadcast licenses, and only one formal complaint has been filed against the NCA about licenses. The Ghana Community Radio Network complained about delay in allocation of frequencies from applicants in its sector in 2011.⁸ Generally, the NCA issues licenses freely when applicants meet standards of commercial viability and structure.⁹

However, some problems arose in 2010 with too many FM radio stations operating in the Accra area. The NCA stopped issuing licenses for a while, but it is generally believed that this was for technical reasons.

Other than the NCA Act, there is no specific broadcast legislation in Ghana. Civil society groups, including the Ghana Journalists' Association, have proposed a new broadcast law to guarantee free, transparent, and coherent allocation of frequencies, as well as fully inclusive broadcast coverage and provisions to ensure free expression in matters related to the operation of new media. Parliament has not responded to this proposal.

To cover new information and communications technologies (ICT), Ghana established the National Information Technology Agency in 2008.¹⁰ The main mission of this body is to promote knowledge of ICTs, to develop e-government services, and to expand digital access and coverage across the country.

There are no legal restrictions on Internet access in Ghana. The level of Internet usage is still low (see data in Chapter II).

- d) Access to information.** *Because media cannot fully play their role in providing information to citizens without access to government information, is access to information considered a right by constitutional or legislative principle? Is there a legal regime for determining access, with the right to appeal? Or is access in practice established through extra-legal actions, whistle-blowing, and leaks?*

The right to receive information is covered by the constitution, but despite the fact that a Right to Information bill was first drafted by the government in 2002,¹¹ it has still not been enacted. The Coalition on the Right to Information—an alliance of journalists, media, media support, and human rights organizations—has been lobbying for such a law for a number of years. The coalition reviewed different stages of the 2002 draft bill and remains critical of some of its restrictions and exceptions to rights of access to information. The coalition has prepared its own version of a draft law, which is being considered by the parliament's communication committee.

Although technical problems—such as poor record-keeping practices and funding arrangements—are impediments to progress in this area, there is also a perceived lack of political will to move forward, according to groups such as the Coalition on the Right to Information. In his maiden state of the nation address before Parliament, President John Atta Mills reiterated his pledge to pass the RTI Act. Yet a year later, Ghanaians are still waiting for the measure to be introduced.

In 2006, Ghana did adopt a Whistle-Blower Protection Act,¹² but according to the information received during the mission, the law has had little impact on journalism and there have there been no cases involving the media. Those interviewed said there is little understanding of the act, and some of its provisions, such as the creation of a whistle-blower support fund, have not been put into effect.

Commercial, tax, and NGO law. *Given that all media operate according to business principles, whether or not for profit, or in private or public ownership, what commercial laws, regulations, and taxes affect media and the work of journalists?*

Media companies are covered by the general commercial legislation and are taxed at the same rate as any other company. Ghana does not have favorable tax provisions for media, for instance lower or reduced VAT rates for newsprint. There have been no cases to date in which the authorities have used the tax system to target media companies.

The Media Foundation West Africa operates a training program for media managers (radio in particular) aimed at improving their efficiency in dealing with matters of tax, social security, and labor law. In many cases, media companies do not regularly pay taxes, including employees' social security, making them vulnerable to official tax inspection. Media experts point out that if the legal provisions were applied to the media, many of these companies, which are small and medium-sized enterprises, would be in breach of commercial regulations.

Media support groups and non-governmental organizations can be freely formed in Ghana. They have to register as NGOs, and there are no cases where registration of a media NGO was refused.

- f) Public/State Media:** *What role is played by state broadcasting in Ghana, given the differences between genuine public service broadcasters, which enjoy independence from government, and state services, which often do not serve the public in a non-partisan manner? Is the state/public broadcaster the major, if not dominant, player, and does its treatment in law and regulation give it a role in shaping the wider media environment, including other types of media of a community, commercial, or political nature?*

Ghana has state-owned media in both broadcast and print, but constitutional provisions dealing with the National Media Commission insulate these media from government control. The National Media Commission, which is not a government-controlled body, appoints their management boards. The editors are protected against interference from the government. In legal terms, Ghana Broadcasting (both television and radio) can be regarded as a public service broadcaster. Ghana Broadcasting receives a subsidy from the government's annual budget.

In the print market, the main state-owned newspaper is the *Daily Graphic*, which is also the most widely read paper in the country. As in broadcasting, the management board of the *Daily Graphic* is independently selected. The *Daily Graphic* is commercially viable and has not received any subsidy from the annual budget for several years. In fact, it makes profits and pays dividends to the state.

There is no reliable data on the Ghanaian advertising market or advertising income received by private media, making a direct comparison between state and private media impossible. Media experts agree, however, that the government is the biggest advertiser in Ghana and that most official advertising (from state institutions, public procurement notices, and others) goes to the state-owned media.

- g) Legal Protection for Journalists:** *Does the legal system in Ghana provide protection for journalists, particularly from intimidation, threats, and violence? Is there a problem of impunity in dealing with threats against media and journalists? How effective are the judicial and law enforcement systems in*

investigating and prosecuting cases? To what extent are journalists aware of their rights in this area?

In the last two years there have been about 16 incidents of attacks against journalists or media houses,¹³ mostly from supporters of the main political parties. There have been no reported attacks on journalists by government or state agencies.

Media experts reported some incidents involving police and supporters of political parties during the 2008 election campaign, and some journalists reported cases to the police. However, these have not been followed up. Even though violence against journalists is not a real problem, Ghanaian media support groups are concerned that police action against journalists is possible with a degree of impunity, since no cases against them have been brought to trial.

h) The National Media Commission (NMC)

Ghana has a statutory media commission but, unlike some of its counterparts in other African countries, it was explicitly established to promote independence of media and to provide a buffer between government and the editorial departments of the state-owned media. The commission's objectives:

- Promoting and ensuring the freedom and independence of the media for mass communication or information.
- Taking all appropriate measures to ensure the establishment and maintenance of the highest journalistic standards in the mass media, including the investigation, mediation, and settlement of complaints made against or by the press or other mass media.
- Insulate the state-owned media from government control.¹⁴

The NMC appoints the directors of state-owned media, has its own media monitoring unit, and acts as a press council, receiving complaints from the public and mediating in disputes over media content. It also is the body that registers newspapers, but this is a purely administrative procedure with no fees or special requirements.

Different civil society organizations, the parliament, and the president nominate members to the NMC board. The parliament nominates three members and the president two. The other 13 members are nominated by the professional and trade associations, the trade union organization, and the two main religious groups (Christian and Muslim). Nominations from the media industry make up 40 percent of board members.

Conclusions and Recommendations:

- The legal and regulatory system in Ghana is generally conducive to media freedom.
- A media development program is needed to encourage further advocacy in favor of the long-delayed Right to Information bill. This should involve promotion of cooperative work among Ghana's well-established media support groups, journalists, and other civil society players.
- As most media companies in Ghana are small (see section 3), some indirect support to media through lower VAT and other provisions would be useful, and a program to support advocacy for such measures should be considered.
- Given the low level of expertise in media management on tax and other legal provisions, training programs in this area are important (see section 4).
- Training in skills and ethical management would counter public concerns over levels of media professionalism.

2. Quality Journalism

- a) Fair, objective, and well-sourced reporting:** *To what extent do the norms of professional journalism prevail in Ghana? Are reporters generally able to engage in sound, ethically based reporting that is balanced, reliable, transparent, and useful to the audience? Are these professional aspirations met in all sectors of journalism including new media, print, and broadcasting?*

There has been no general content analysis undertaken that reviews professional standards in reporting across Ghana's media. Where media content has been examined, it is mostly linked to specific areas of interest to development policy makers, such as reporting on health or HIV/AIDS.

Media experts who participated in the Media Sustainability Index and Africa Media Barometer surveys have generally assessed many Ghanaian media outlets as lacking in high professional standards. The main reasons for lower standards are the small-scale activity of many private newspapers and radio stations and the use of untrained staff.

Many reporters use only one source in their articles, and experts often complain that articles merit more investigation. The larger media companies, including the state-owned *Daily Graphic* newspaper and broadcasting network, generally have higher standards of sourcing.

The coverage of state-owned media tends to be unexciting; there are few challenging, well-sourced stories, but this lack in quality in individual stories is compensated for by broader coverage, including more news sources (see section 3).

Nevertheless, observers note that the community radio networks, which have few trained journalists, often provide an important service by providing the rural population with access to information.

- b) Journalists and ethical standards:** *To what extent do internationally accepted ethical standards for journalists, such as those adopted by the International Federation of Journalists (IFJ) or others—respect for truth, independent reporting, respect for confidentiality of sources, non-discrimination—apply in Ghana? Are there specific codes for Ghana developed by media outlets themselves or unions, associations, or syndicates?*

The Ghana Journalists' Association (GJA), which represents a high percentage of journalists in the country, has its own code of ethics.¹⁵ It mirrors the IFJ code of conduct. The GJA has an ethics' committee that deals with complaints made against members but does not replace the National Media Commission (NMC), which is the effective statutory press council in the country. The GJA also aims to promote high standards of ethical conduct through its journalism awards.

The NMC, apart from playing the role of insulator of state-owned media from government interference, is the body where the public can file complaints against the media. It applies the GJA code of ethics.

In recent years, the NMC has received few complaints relating to ethical issues, although this is mainly due to the fact that most politicians pursue complaints through the use of defamation litigation instead of raising their concerns with the NMC.

In the period 2009-2010, the NMC had only six complaints, including one from a media organization complaining about another. The others were brought by business figures. One case was brought by Ghana's former vice president. In four of the cases, the NMC found that the charged media outlet failed to meet GJA ethical standards. The profession has supported these decisions.

Whether or not there is respect for the ethical norms of journalism depends on the size and capacity of individual media outlets, media experts say. Among the smaller outlets, there is scant regard for professional values. The small commercial radio stations, for example, pay little attention to standards of editing. Phone-in programs at the stations using local languages are popular, and caller statements are typically broadcast without prior filtering, editing, or monitoring that would allow at least minimal protection of ethical values.

Monitoring of media performance is carried out by the NMC. Due to lack of resources, the NMC only monitors the written press, but it is creating a database of stories monitored and is currently carrying out a review of coverage of physical disabilities.

Problems also relate to the social conditions in which media operate. Corruption may exist in small private newspapers and radio stations, which often pay their journalists very little or not at all. Staff is sometimes encouraged to get payment from the people on whom they report. Brown-envelope journalism, or the provision of financial incentives to attend events and provide coverage, exists in many private media houses. Journalists working in state-owned media and larger private media are better paid, and there is less evidence of corruption.

- c) Journalism and Self-Censorship:** *To what extent is self-censorship a problem in Ghanaian media? Self-censorship is motivated by fear of social, political, or economic reprisals and exists in many countries. To what extent is journalism in Ghana subject to undue pressure from political or business interests? Are there internal pressures arising from the concern of owners and editors to placate political and business interests?*

Self-censorship is not a major problem in Ghana. There are few cases of violence against journalists, and authorities have rarely interfered in editorial matters, media experts report. Nevertheless, as in most countries where the media market is small and not fully developed and where social and economic conditions are fragile, in Ghana the interests of powerful groups, such as business advertisers or local political and cultural movements, can influence journalists. This is not well researched, and the only available evidence is anecdotal.

- d) Scope of Media Coverage:** *Given that ethical standards and professionalism in media reporting are not enough to serve the citizen well, to what extent are media in Ghana able and willing to cover key issues and events? Do media focus mainly on political events rather than economic or social issues? Do they report on the context of events, providing useful background beyond set-piece press conferences or public ceremony?*

The most important test of media scope for pluralist and useful coverage is often seen at election time, and Ghanaian media generally covered the country's December 2008 elections well.

The NCA authorized 104 new radio stations to increase coverage of the elections. Journalists reported freely, but some attacks, death threats, and destruction of journalists' equipment did occur. The perpetrators of these acts included government officials or supporters of either the ruling or the opposition parties.

The GJA reported incidents involving small commercial local media in which

discriminatory language was used in the run-up to the election. While no specific content analysis on the election coverage was conducted, media experts generally viewed the election as being well covered, with stories including a wide range of news sources.

Media organizations, especially those based in Accra, tend to focus on political events rather than economic or social issues. The state-owned media are not simply a voice in support of the government but provide balanced coverage on the whole.

Community radio stations, while having a small footprint, take up issues of concern of the rural population.

- e) **Specialized and Niche Reporting:** *Do media in Ghana serve the public through the production of news and information on a wide range of topics including education, health, local government, gender issues, religious affairs, etc.? Are these stories reported in a professional manner?*

There is little specialization in Ghanaian media. Sports magazines and business and finance publications exist, but generally the market is not segmented. Most newspapers and broadcasters provide general news coverage with reporting of the same events, especially in the political arena. With donor support, some media, especially radio and the state-owned broadcasters, have produced special programming focused on health issues. Internet usage in Ghana is still very low and online media are few. Social, political, and cultural issues are not fully covered.

- f) **Technical Capacity for Newsgathering and Distribution.** *Given that reporters need both the skills and the equipment to work efficiently, do reporters in Ghana have digital equipment, quality cameras, and access to the Internet? Is there a lack of proper technology and equipment that affects the quality of journalism?*

Generally, journalists in Ghana have access to the equipment they need to work. For instance, almost all of them have access to computers in their newsrooms, although there is not a computer for every journalist. In smaller media outlets, journalists have to share equipment. Generally, each newsroom has only one Internet access point.

Unsurprisingly, major private news organizations and the state-owned media have relatively new computer resources, while smaller private media outlets have slightly older but functioning equipment. Most broadcasters still use analog equipment, although the larger private ones are moving to digital. The state-owned broadcaster is scheduled to move to digital by 2013. Training on new equipment has been available, often with outside support.

Community radio stations, which are small operations, are generally less well equipped.

There is no evidence of discrimination or favoritism in making equipment available; it is a matter of the economic situation of individual outlets.

g) Social and Working Conditions of Journalists: *What is the relative position of journalists in Ghana in terms of their pay and working conditions? Does this have an impact on the incidence of corruption in journalism?*

Solid data available on general pay scales for journalists and other media professionals is unavailable, although it likely varies widely between larger and more established media and smaller media outlets.

For instance, many of the small media outlets pay neither regular wages nor social security for their staff. Payments are haphazard and often in cash. Sometimes journalists go without pay for several months.

The situation is much better in the state-owned media, where wages are considered adequate and where social security payments are made. This applies to the larger private media houses as well.

The GJA has taken up the issue of pay levels. On December 3, 2010, the GJA General Assembly decided to transform the association into a trade union registered with the Ghana Trade Union Congress. As a union, the GJA will focus on negotiating collective agreements for journalists, which could bring some order and standards into the pay practice of media houses.

The harsh economic realities of the media market, say some observers, are that many outlets would not be viable if they were obliged to pay decent wages, social security, or even taxes. This might change if, as expected, the Ghanaian media market goes through a period of consolidation, but this has not happened yet. Meanwhile, many journalists and media staff exist in a twilight world of uncertain and precarious employment.

Conclusions and Recommendations:

- Achieving high standards of quality journalism remains a challenge to many media houses in Ghana. Many media outlets struggle to improve the situation because they are very small, they lack professional management skills, and they operate in irregular social and economic conditions.
- Future media development programs need to focus on eliminating corruption in media and improving economic and administrative management.
- Precarious employment conditions and poor levels of remuneration further hinder the development of professional levels of journalism.

- Support for the efforts of the GJA to negotiate collective agreements and to establish social dialogue within media to address weak labor protections should be a priority.
- The work of the NMC has helped to insulate state media from government control and to promote high standards of ethics. The NMC receives little funding from the government, and media development programs should increase support for the work of the NMC in monitoring media and fielding complaints.
- Training to improve levels of professionalism and competence is needed.
- Media development practitioners should address two needs: strengthening media houses that are slightly larger and where there is already a certain amount of professional capacity, and supporting small media houses where no real systems of payment, training, or management exist to establish minimum standards.

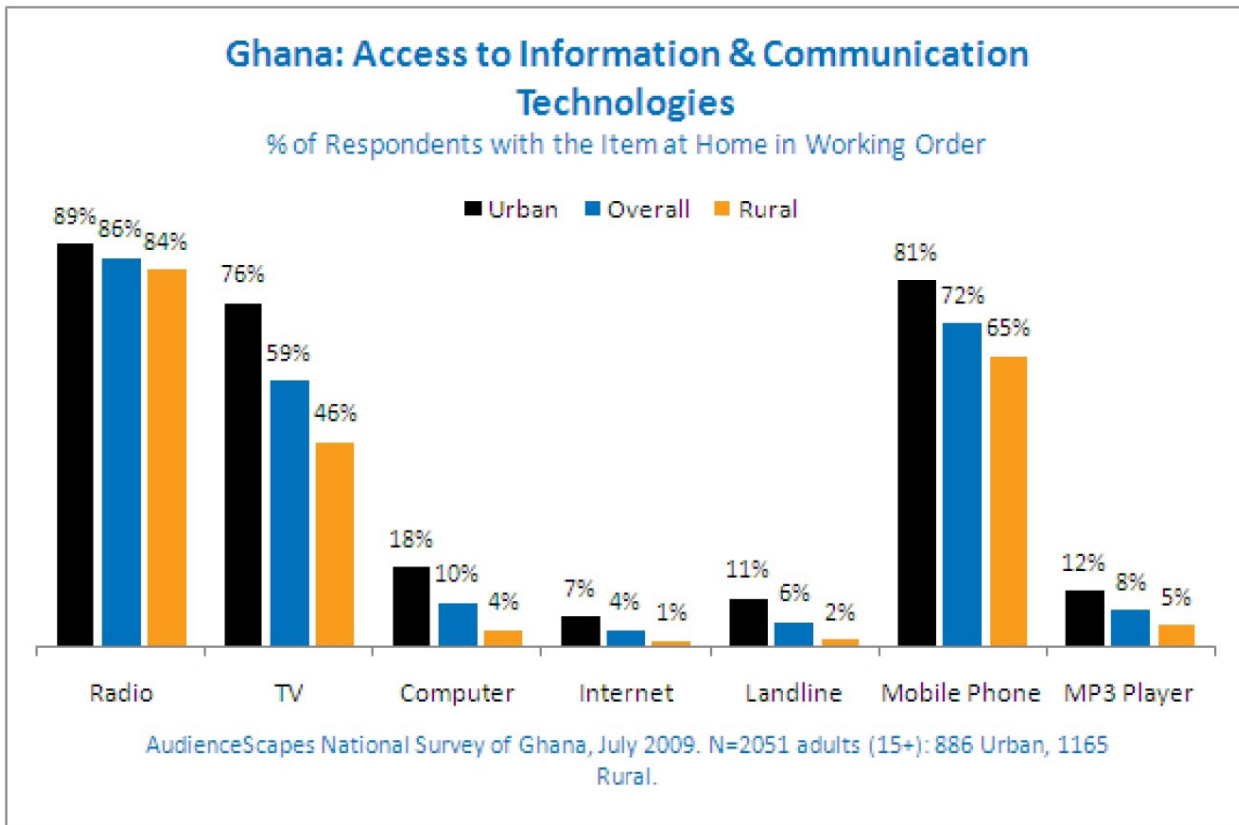
3. Plurality of News Sources

- a) **Availability of Multiple News Sources:** *Are there multiple news sources to allow for cross-checking and corroboration of facts and information? Do private media outlets (print and broadcast) cover mostly local areas, or do they also provide national coverage? Do community media exist to provide local news and information? How widespread is the Internet used as a source for news, and to what extent do social networks, blogs, SMS, and Web-based services provide news and information?*

The Ghanaian media market is diverse, and multiple news sources are available to the public. There are more than 450 newspapers and magazines registered in the country. The two state-owned newspapers, the *Daily Graphic* and *Ghanaian Times*, and the privately owned *Daily Guide* are the main players in the newspaper market. Of the 450 registered publications, only about half appear regularly. About 150 radio stations, including community radio, operate in the country. Of the 104 television networks registered, 10 of them, including state owned television, are terrestrial channels.

Since 2008, the state-owned public media have moved away from promoting support for government policies. Private media offer more critical coverage of public affairs and especially focus on mismanagement by public officials.

The Ghanaian media market remains volatile, and the private sector supports only a few well-established media players. One major private newspaper, the *Daily Statesman*, overstretched itself in 2009 by investing in a new office complex and had to fold. It now only appears as an online edition. *The Mail*, formerly *Accra Daily Mail*, stopped its daily edition and now publishes biweekly. On the other hand, the number of specialized publications focusing on finance or sports is growing.

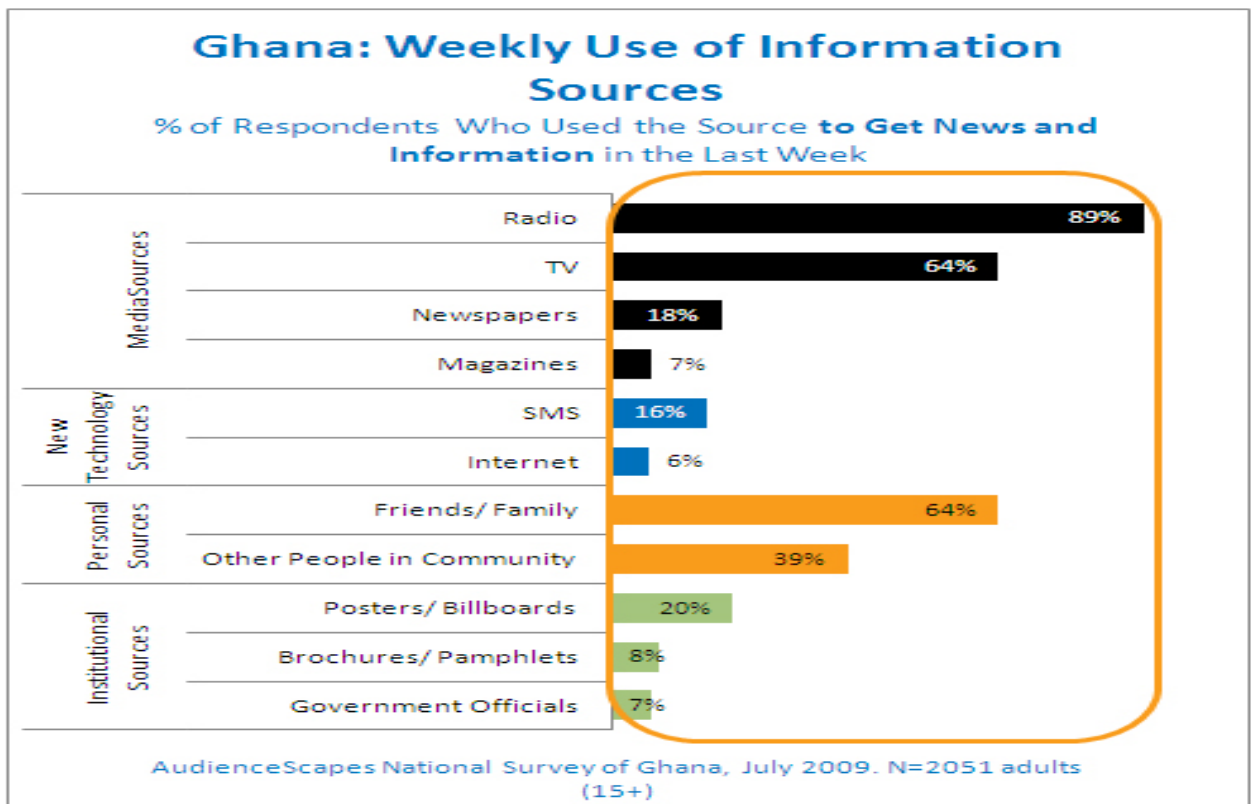


Online journalism is becoming popular among the urban population and elites. In December 2009 *Ghanabusinessnews.com*, Ghana's first online newspaper, was launched. Other web sites with news content are *Ghanadot.com* and *modernghana.com*.

The national state broadcaster covers the whole country. Most private radio and television stations have only local reach, and while most of the private television stations cover Accra and surrounding districts, they do not reach the rural areas.

Internet penetration in Ghana is still low. Only 4 percent of the population has access to the Internet, according to a 2009 survey by AudienceScapes. In the rural areas Internet penetration is only 1 percent.¹⁶ Radio covers almost all of the country, with 86 percent of the population having access. The number is lower for television: 56 percent of the total population, 46 percent in rural areas. Ownership of mobile phones has soared. About 72 percent of the population has access to mobile phones. Access to information via mobile phones is growing in Ghana, with farmers, for example, using them to learn prices of different commodities. Community radio has benefited from the increase of enhanced telephone access, with more people in rural areas able to participate in phone-in programs.

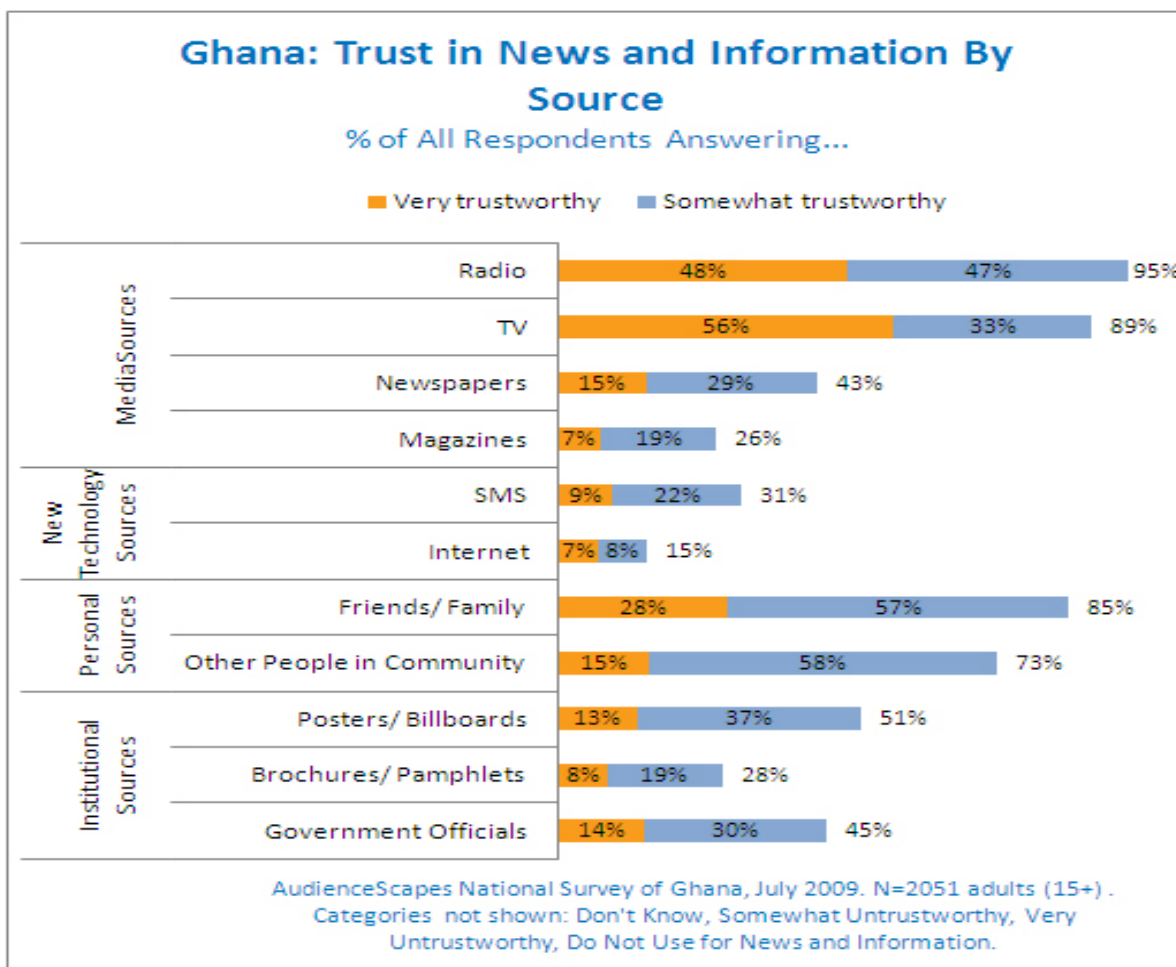
The AudienceScapes survey (see table below) shows that radio remains the main source of news for Ghanaians, closely followed by television. The Internet is not yet an important source of news, but use of SMS has become more prevalent. This is in



line with the high number of mobile telephone users in the country. It should be noted that newspapers do not play an important role as news sources. Only 18 percent of respondents in the survey said they had read a newspaper the previous week, a low number compared with other countries.

- b) Restrictions on Access to Media:** *Do people in metropolitan centers have greater access to media sources than people in rural areas and smaller towns? Does government restrict access to media, domestic or international? Is it legal to listen to foreign broadcasts and read foreign news? Are foreign print media available and affordable? Do citizens have access to the Internet, and can they afford to view foreign media online? Does the government block access to foreign news on the Internet?*

The Ghanaian government does not restrict access to media. Foreign print media are available in the cities, and there are no restrictions on foreign satellite television or radio broadcasts. The government does not block Internet access, and people can view foreign news sources online. Any limitations on access to media are financial. Newspapers are relatively expensive, and while there is no comprehensive data available, media experts in Ghana say that few people can afford to buy a newspaper. Only professional people in urban areas read newspapers regularly. As the table on ICT access in Ghana shows, access to a variety of news sources is higher in the cities than in rural areas, but this is a reflection of market conditions, not government restrictions.



c) State or Public Media and the Public Interest: *Are state media independent of the ruling party, and do they follow public-service standards? Do state or public media report more extensively on government or leaders, compared with coverage of the opposition? Are they biased in coverage? Do state or public media fill a gap not filled by commercial broadcasters? Do they promote educational and cultural programming?*

Ghana's national broadcaster, Ghana Broadcasting, is state-owned, but constitutional provisions insulate it from government control. The National Media Commission, which is not a government-controlled body, appoints its board of directors. The editors are protected against interference from the government. In legal terms, Ghana Broadcasting (both television and radio) can be regarded as a public service broadcaster.

News programs tend to focus on the activities of the president and the government, but there is also coverage of the opposition parties. The Media Foundation West Africa states that there is less bias in news reporting today than five years ago.

Only the state-owned radio broadcaster covers all of Ghana. There are private and community radio stations, but their reach is limited. Community radio focuses on local news.

The national television and radio provide educational and cultural programming, as well as some local-language services. For national coverage, institutions running information campaigns on issues such as health turn to the state-owned radio and television networks to broadcast their messages.

There is no data available that tests levels of trust in state-owned as opposed to private media. But as the table below shows, trust in radio and television in general is high, and the state-owned broadcaster is one of the main players in this part of the media market.

Ghanaians believe newspapers to be more partisan and less trustworthy. In rural areas, where communities are more tightly knit, friends, family, and other members of the community are considered the most reliable sources of news.

d) Independent News Agencies, Syndicates, and Networks: *Are there editorially independent news agencies, networks, or syndicates that provide quality services for other media? Can media outlets afford these services and do they use them? Are international agencies such as Reuters, the Associated Press, and Agence France-Presse used?*

The Ghana News Agency (GNA) is the only news agency in the country. It is state owned but, like the national broadcaster, is insulated from government interference through the National Media Commission, which appoints its board of directors. The GNA is an important source for Ghanaian media, especially for local media's news from Accra. Most media subscribe to the GNA, but the subscription fee is low, and the agency depends on government subsidies. Since most private media in Ghana are small and make little profit, the GNA cannot charge more for its services. Therefore, even with the state subsidy, the GNA has a limited budget and offers limited services. News items are only provided in text by the GNA; there are no audio or video news reports and very few pictures.

Ghanaian media generally do not subscribe to international news agencies because they are too expensive. But they do use material from international agencies and international satellite television that can be accessed on the Internet. In fact, most international news is sourced to satellite broadcasters such as CNN.

e) Broadcast Production: *Do broadcast media produce their own news and information programming, or do they rely on purchased programming? Do community broadcasters produce news and information to serve local needs?*

The state-owned radio and television produce news and information programs based on their own reporting as well as dispatches from GNA. Most private radio and television use GNA for their news bulletins but some add their own news reports. News content in private radio is limited; many stations only read GNA news items and focus on music

and phone-in programs. There are few documentaries on Ghanaian radio and television, and there is no real independent broadcast production market. Community radio includes local news either in the news bulletin or in topical discussion programs that address local issues.

f) Transparency of Media Ownership: *How transparent is media ownership? Are there laws or regulations governing disclosure of media ownership? Is there significant transparent foreign investment in media?*

Ghana has no law or regulation governing disclosure of media ownership. Owners of media only have to be listed when the company is registered. Newspapers are not obliged to publish information on ownership, and none do. As a result, readers, viewers, and listeners often do not know who ultimately owns the media they consume. While ownership is clear in the case of state-owned media, most private newspapers and broadcast outlets are small operations often owned by individuals or small groups of shareholders and sometimes including the journalists working in that media outlet.

The main private newspaper, *Daily Guide*, is one of the few larger media companies, and it owns its printing press. There are some radio stations that are owned by larger businesses

Political parties are not permitted to own media in Ghana under a 1990 executive order. Some individual politicians have their own small private radio stations, and they use them to promote their political agenda. However, the reach of these stations is limited, and there is little, if any, news programming.

There are a few religious radio stations, owned not by religious institutions but by individuals who promote their own beliefs.

Although there are no legal restrictions on foreign media ownership, there is no significant foreign investment in Ghanaian media. This is because the media market is small with few opportunities for meaningful profit.

The lack of transparency of media ownership is a problem, but because most players are small and, apart from the state-owned media, no single media company dominates the market. The issue of media concentration is not perceived as an urgent problem, although this may change if the media market consolidates.

Conclusions and Recommendations:

- Ghana has a diverse media market, and citizens have access to a plurality of news sources. While state-owned media are the largest players in the media market, they enjoy levels of editorial independence similar to that in larger private media. There are some smaller media outlets owned by politicians where

there is little or no editorial independence.

- There is no direct government interference in media or restriction on access to news sources. Internet, foreign media and others media sources are freely available. But use of these resources is limited due to low levels of Internet penetration. Mobile telephone use is rising, and this platform is expected to play an increasing role in the dissemination of news.
- While it is not desirable for Ghanaian media to be dominated by few players, the current number of private media outlets cannot be supported by sales or advertising. It seems likely that the media market will contract. Media developers should monitor media market trends and support initiatives to promote quality journalism by larger media companies.
- There is a profound lack of transparency in media ownership. Media development programs should advocate for transparency in ownership.

4. Organization and Management of Media

- a) **Efficient Operation of Media Outlets:** *To what extent do media and supporting firms operate as efficient and professional businesses, whether private or public? Are community media sustainable? Do state or public media use taxpayer funds responsibly?*

Most media outlets in Ghana are not managed efficiently. The experts working on the Media Sustainability Index in Ghana as well as the Media Foundation West Africa found that this is a key problem hindering the growth of the media market and development of quality journalism.¹⁷ In most media, managers are not trained, they do not follow standard business practice, there are few business plans, and there is haphazard allocation of resources. Many employees in private media, particularly the press, do not have contracts. Salary levels are very low and often supplemented by payments for each article. It is only the larger publications that have more professional business practices. The private broadcasting stations often lack efficient management.

The state-owned broadcaster has more established structures, and staff members serve as public employees, but there is little innovation or business development. The two state-owned newspapers, the *Daily Graphic* and the *Ghanaian Times*, are profitable and do not need a state subsidy, but this is not the case for the state broadcaster, where state funding is needed, particularly to support local content production. The state-owned news agency is not profitable and also relies heavily on state support. Use of taxpayer's money by state-owned radio helps to maintain nationwide coverage, which is not achieved by the privately owned media. Most community radio outlets are small, with limited staff and often relying on volunteers. Outside donors have provided some support for business development in this area.

The deficit in management skills has prompted media experts working in Ghana to support capacity-building programs; the Media Foundation West Africa is running a management skills training program.

- b) Sources of Revenue:** *Do media receive revenue from multiple clients or sources to avoid undue influence over editorial policy? Do state/public media have sufficient resources to discourage political interference? Do community media have adequate and consistent funding sources?*

Very little data is available on the financial revenues of media. Some information is available on the Ghanaian advertising market overall, but media do not publish information on their sources of income. Although they must report revenues to tax authorities, according to media experts most of the small private media do not pay taxes.

Advertising in broadcasting has grown steadily over recent years, and both private and state-owned media have profited. Experts involved in the Media Sustainability Index and the Media Foundation West Africa state that advertising in broadcasting comes to some extent from larger brands and from smaller local businesses.

Classified advertising provides much of the revenue for the the press. More income comes from advertisements placed by communication companies, from corporations that are wholly or partly government-owned, and from official announcements and tenders. Because of their size, state-owned media benefit more from the government-sponsored advertising. Income from sales is generally low. Many newspapers print as few as 1,000-2,000 copies. There is virtually no system of newspaper subscriptions.

Weak levels of income and the small capacity of most media are bigger problems than dependency on a limited number of clients, who might influence editorial content. As explained in section 3, some politically motivated individuals do own radio stations and use them to further their personal agendas. But this is not the norm in Ghana.

State-owned media receive an annual subsidy from the government. Because they are administered via the National Media Commission, established to shield them from government and political influence, there is no longer a direct link between the government and the editorial offices of state-owned media.

- c) Advertising market:** *Is the advertising market well developed? Do many private companies use advertising in the media? Are media professionals skilled in using the possibilities of advertising to produce revenues? Do media use advertising agencies, or do they market themselves directly to advertisers?*

There is little publicly available data on the advertising market in Ghana. Most agencies in Ghana are very small and do not publish reports. Some information is available from agencies that work throughout the region.

A review of advertising expenditure by media shows relatively consistent market shares by TV, radio and press:

Advertising Expenditure in USD Million¹⁸

Category	2007	Share %	2008	Share %	2009	Share %
Press	8	15	11.7	14	16.9	13
Radio	16	30	29.5	37	35.2	29
Television	30	55	39,7	49	72.2	58
Total USD	54	100	81.1	100	124,3	100

As the above table shows, advertising expenditure has been rising steadily, more than doubling between 2007 and 2009. Television has the largest market share. Advertising in radio and in newspapers has remained more or less the same, with some decreases in 2009. Similar trends were expected for 2010 and 2011. There are no figures available on online advertising.

With \$25.8 million in 2009, telecommunications companies spend the most on advertising; the West African brands MTN and ZAIN led the market.¹⁹ Corporate and financial services advertising each account for around \$10 million.. There is no data available to distinguish between state-owned and private companies related to advertising expenditures, but anecdotal evidence suggests that state-owned companies are important players in the advertising market.

- d) Audience Statistics and Use of Market and Audience Research:** *This indicator covers gathering of audience share numbers for broadcast media, circulation figures for newspapers, or usage statistics for the Internet. What are the types of organizations that produce such data, and how experienced and qualified are these agencies? Market research concerns audience demographics and preferences obtained through focus groups, surveys, call-in shows, etc. Is research used for adapting products to the needs and interests of the audience? Is research used as part of business planning? Do editors and journalists tailor editorial products to the requirements of the market?*

Media would benefit from support to identify audience and market trends, information that is seriously lacking in Ghana. Publicly available information on audience statistics comes from organizations outside of Ghana, such as InterMedia's AudienceScapes,²⁰ which has done excellent work on media usage. But these studies are carried out as part

of communication research geared to, for instance, determining which media channels to use to promote maternal health or anti-HIV/AIDS campaigns. There are no regular studies on audience statistics produced in Ghana.

Some small marketing companies do carry out research for media, but these studies are not publicly available. Media experts in Ghana say media rarely use market research and that many of them do not have reliable data on who listens to their radio programs or reads their newspapers.

Circulation figures also are not reliable. There is no central agency to review and publish circulation figures, and as the private advertising market is still small, the Ghana Association of Advertisers has not commissioned such reports. Advertisers seem to base their choices on the information available for media use, where television scores high.

Conclusions and Recommendations:

- Lack of professional media management and business practice is a major problem in Ghana that should be addressed by media development programs.
- The small scale of most private media is the main reason for the lack of professional management. Problems are exacerbated because media only rarely undertake audience research. Programs to support a more professional approach to media as a business should be part of media development actions in Ghana.
- The lack of data on audience statistics, media usage, audience research, and circulation of print media means that it is difficult for media companies to tailor their news and programming to different target groups and interests.
- As advertising expenditure in media increases, it is likely that more capacity in the area of audience statistics and circulation will develop. Nevertheless, media development programs should aim to promote an overall professionalization of the media industry, including more investment into audience research and statistics on the media market.

5. Journalists, Institutions in Support of Media, and Journalism

a) **Journalists:** *How many are there? How many of them are women?*

There are about 1,600 journalists working in Ghana. This figure does not include occasional or even regular contributors, who may publish articles or blogs but do not derive the majority of their income from journalism. The number of journalists compared to the number of media outlets illustrates further that most of the media in Ghana are very small and employ few professional journalists.

Women are underrepresented in Ghanaian media. There are about 450 female journalists, representing 28 percent of the profession. This figure is similar to those in many other countries in the region. The number of women drops even further when looking at the number of editors. There are only seven female editors in Ghanaian media, but it should be noted that two of them head large media companies: Gina Blay edits the largest private newspaper, the *Daily Guide*, and Betty Apau-Opong is editor of Ghana Television.²¹

The proportion of women in journalism schools is around 50 percent, but many of them do not join the profession. On completing their courses they take positions in communications, public relations, or marketing.

The majority of journalists have a high school diploma but no university degree in journalism. Journalists at the larger publications and broadcasting stations tend to come from the Ghana Institute of Journalism.

b) Trade Associations: *Are there publishers' associations or broadcasters' associations? Are there multiple associations? Are community radio stations or online media organized into associations? Are trade associations truly representative and supportive of member media's interests?*

There are several trade associations in Ghana. Those that involve media are:

- ***Private Newspaper Publishers Association of Ghana*** (PRINPAG), established in 1994. The association is not very active, and the number of members is unclear. Ghana's largest private newspaper, the *Daily Guide*, holds the presidency of the association.
- ***Ghana Independent Broadcasters Association*** (GIBA) groups privately owned, commercial television and radio broadcasters as well as some community radio stations and university campus stations. The aim of the association is to represent the interests of private broadcasters. The association has more than 100 members, maintains its own web site²² (although it is not updated regularly), and organizes occasional events and training. The GIBA was especially active in 2010, with calls for the reform of the broadcast law, a debate that is continuing.
- ***Ghana Community Radio Network*** (GCRN) was established in 1999 with five founding members. The network was active in the beginning of the 2000s in lobbying for licenses for community radio. During this time the GCRN received funding support from UNESCO and the Ford Foundation, but the network is less active now and no longer receives funding from these organizations. Media experts in Ghana say that the GCRN is still a reference for debates on community radio, although many community stations have not joined the GCRN.

Other associations in the media industry:

- ***Institute for Public Relations (IPR)*** groups public relations professionals and companies. The institute has not been active in recent years.
 - ***Advertisers Association of Ghana (AAG)*** represents advertising and marketing agencies in Ghana. The association does not maintain its own web site, and it is not clear how many members it has. The association acts as a guild and is involved in which agencies get hired, especially by public authorities. In June 2010 the association was engaged in a dispute with the mayor of Accra, who hired a firm that was not a member of the AAG for the city's billboards. So far, the AAG has not been involved in market or audience research.
 - ***The Internet Society of Ghana (ISOC-Ghana)***, established in 1996, is a non-governmental, not-for-profit organization. Its aim is to promote Internet penetration and use in Ghana and to inform the public about the Internet. The society organizes workshop on Internet tools and debates on the impact of the Internet on society.
- c) Professional associations:** *Are there any professional associations, syndicates, or journalists' unions that work for the benefit of journalists? How many such associations are there? What type of support do they provide (e.g., legal, professional advice, lobbying)? What are the conditions of membership? Are they politically independent? Do their organizations represent specific sectors of the profession (e.g., investigative journalists, bloggers, economic reporters, etc.)?*
- ***Ghana Journalists Association (GJA)*** has about 1,000 members, about two-thirds of Ghana's journalists. The number of female members is 350, so the GJA represents nearly 78% of women working in journalism.

Anyone earning more than half of his or her income from journalism can become a member.

Founded in 1949, the GJA is the oldest professional body in the country. It is registered as a professional association and listed as one of several bodies represented on the board of the National Media Commission. It is independent of government.

According to its mandate, the GJA aims to support high professional standards, to promote and defend press freedom, and to create solidarity among Ghanaian journalists and with journalists abroad. To realize these objectives the GJA organizes educational programs, workshops, seminars, and lectures on issues relevant to media development and growth.

The GJA is the most active of the media associations. It often leads initiatives

undertaken by all sectors of the media industry. For instance, the Coalition on Access to Information, which groups the publishers, broadcasters, journalists, media support groups, and other NGOs, is led by the GJA. The GJA is a member of the International Federation of Journalists.

The GJA promotes high ethical standards through its code of ethics²³ and through the Ghana Journalists Association Awards, which celebrate excellence in journalism.

The GJA also runs the Ghana International Press Center, which was launched more than 10 years ago as part of an EU-funded project organized by the International Federation of Journalists. Since then the center has become self-sufficient and is the main venue for press conferences and journalism events in Ghana.

Given its wide range of activities, the GJA does more than represent the interests of journalists. It also acts as a media development organization.

There is no trade union of journalists in Ghana. Journalists working in state-owned broadcasting are members of the public service employees union. In order to address the problem of poor working conditions of journalists, the GJA decided in 2010 to transform the association into a union. The GJA will aim to acquire a bargaining certificate to negotiate with employers over salaries and working conditions. This formal decision is still being implemented at the time of writing.

- ***Sports Writers Association of Ghana (SWAG)***: Launched in 2009, it is a small association which organizes occasional discussion and events around sports. The work of the SWAG is supported by the GJA.
- ***Women journalists associations***: In the 1990s the Association of Women in Media, which had been launched 10 years before, was very active in promoting a fair portrayal of women in Ghanaian media and supported women journalists. But the association is now moribund. Another group is Women in Broadcasting, which focuses on the image of women in television. This group has been inactive in recent years.

d) NGOs in Support of Free Speech and Media Development: *Are there active locally managed non-governmental organizations that work in the media sector to support free speech and media independence? Do they serve as watchdogs and react to violations of media freedoms? Are NGOs involved in reviewing legislative changes on media? Do they work in cooperation with international free speech organizations?*

The GJA carries out many press freedom and media development activities in partnership with media support NGOs. These include:

- **Media Foundation West Africa (MFWA):** The foundation is the largest and most active media support group in Ghana. Although based in Accra, the foundation is active throughout West Africa.

Its mission is to promote, defend, protect, and expand the fundamental freedoms of media and expression of citizens, communication professionals and organizations, and human rights defenders in West Africa. It is independent of government.

The foundation publishes alerts on attacks on media freedom throughout the region. It also publishes an annual report reviewing press freedom in West Africa. Over the years the foundation has developed extensive legal expertise, and it is the body that prepares proposals for legislation on behalf of the media profession. It also produces research and commentary on media legislation and provides legal advice to journalists and media organizations.

The foundation carries out seminars and workshop on a range of issues. It is largely dependent on outside funding and gives priority to issues established by donors. The focus is on human rights and legal training as well as management training.

The MFWA is a member of the GFMD as well as of the International Freedom of Expression Exchange (IFEX). It is the Ghanaian partner of IREX in the Media Sustainability Index.

It is closely involved with the GJA and plays a leading role in the campaign around freedom of information legislation.

- **Ghana Free Expression (GFE):** GFE was formed in 1999. It groups journalists, human rights activists, trade unionists, and lawyers to promote press freedom. GFE was active for a number of years and joined IFEX and published alerts on attacks on press freedom. In recent years the organization has been dormant, although it still cooperates occasionally with IFEX.

Ghana benefits from cohesion within the media support community. There is no division in the trade and professional organizations, and media development implementers and donors work within a clear structure of support organizations. The fact that there is only one organization per professional grouping means that Ghanaian journalists and media professionals speak with one voice.

Ghanaian media professionals and media development practitioners have been successful in building coalitions around campaigns with common objectives. The successful campaign to repeal the punitive libel law and ongoing efforts to pass freedom of information legislation demonstrate the effectiveness of this cooperation.

e) **Journalism Education and Degree Programs:** *What journalism degree programs exist? Are media able to absorb journalism graduates? Are media outlets satisfied with the quality of the graduates?*

The main training institutions are based in Accra, although in recent years some universities in other cities, such as in Moniba, have started journalism and communication studies.

The best-known institution is the Ghana Institute of Journalism.²⁴ The institute is government-funded and provides initial training offering bachelors and two-year, post-graduate diploma degrees. The institute is affiliated with the University of Ghana but is run independently.

Students can specialize in print, radio, or television journalism. The institute suffers from a lack of resources, but it does include practical elements and organizes internships for students. The institute is recognized as the most prestigious of the institutions offering journalism training by the media industry. About 60 percent of its graduates enter journalism. The institute has some students from other West African countries.

The school of communication at the University of Ghana²⁵ offers two programs in communication studies: a master of arts and master of philosophy. These studies are more theoretical than practical, and there are few elements of journalism training. Few graduates of the school go into journalism; media experts estimate the proportion to be about 20 percent. The number of graduates is small; there are about 12 in every cycle.

Recently, some private colleges have started to offer journalism courses. One of them is the Jayee Institute in Accra. The institute was established as a secretarial college in 1987 but has increased its range of courses in recent years. It launched a diploma course in journalism in 2010. Students have to pay a fee to attend. There is little information available about the course content, and since the program is new there is not yet feedback from the media industry.

Since the number of graduates is fairly limited, the media industry can absorb the number of students seeking to enter the profession. However, many graduates choose to go into public relations and marketing rather than journalism because jobs in those professions are better paid and the advertising sector in Ghana is growing. Most small media, aiming to keep costs to a minimum, hire their people straight from high school rather than recruit journalism school graduates.

The National Film and Television Institute of Ghana²⁶ offers a four-year bachelor's degree in film and television production, as well as a three-semester post-graduate course in media production. Students can specialize in different subjects, such as film directing or animation. The bachelor's course focuses more on film, while the post-graduate course offers a specialization in broadcast journalism.

- f) Short-Term and In-Service Training:** *Do short-term training opportunities exist? Are these programs set up by international or local organizations?*

There is no mid-career journalism training institution in Ghana. Short-term training seminars are organized by the GJA and the MFWA when they can obtain funding from donors. The National Media Commission has organized training seminars, which tend to focus on specific areas of journalism, such as health journalism, investigative reporting, or human rights coverage. There are very few skills-refresher courses on offer.

Media companies do not contribute to training costs other than allowing their journalists to attend. The larger media companies do organize occasional in-house training, but there is no established system for mid-career training.

- g) Sources of Newsprint and Printing:** *Is newsprint from official sources available regardless of political leanings of media? Is newsprint available from private sources at reasonable prices? Are distribution and printing facilities and services sufficient to support the media?*

Newsprint is imported from India, China, and South Africa. Because the costs for newsprint are relatively high, the small newspapers and periodicals print few pages and limited numbers of copies.

The privately owned papers use commercial printing houses. There are about 20 in Accra equipped to print newspapers. There have been some efforts by PRINPAG to create printing consortia among the private newspapers, but so far each paper has its own printing arrangements. The state-owned *Daily Graphic* has its own printing house.

Distribution is organized by individual media companies. The larger papers circulate in different urban centers across the country, but many of the smaller publications are only distributed in the Accra area or the town in which they are based.

Conclusions and Recommendations:

- In spite of the paucity of resources and a weak media market, the Ghanaian media scene is relatively well organized. There are trade associations grouping publishers and broadcasters, even if some of them are not very active. The Ghana Journalists Association and the Media Foundation West Africa provide active media support.
- There are no competing trade or professional associations. Media professionals speak with one voice. The cohesive nature of media support is an asset leading to effective cooperation and active coalitions around issues of common interest.

- The high levels of cooperation and confidence in media support means that media development implementers have good partners for their work in Ghana. The GJA and the MFWA in particular are active and their work should be supported. More support is needed to make the publishers' association truly viable.
- While initial training is relatively well organized and functions thanks to state funding, there is no institutional support for or regular system of mid-career training. Rather than organizing single training seminars, media development programs should aim to create a national media education training structure that would involve the university, the media companies, the journalists' association, and media support groups.

6. External Factors

For media to be sustainable and to develop effectively, there must be a culture of independence, efficiency, and economic stability. However, there are a range of factors external to the media system that play a significant role in determining the ability of media, journalists, and associations to function professionally and sustainably.

In many countries where media development projects are in place, these external factors have greater impact on the prospects for media and media development than any one media-focused project. In order to design effective media development programs, these conditions and their impact on potential interventions must be understood.

The following section reviews key data available on the economic, political, and social conditions in Ghana.²⁷

a) The Economy

Ghana ranks in the lower half of middle-income countries. The country has seen growth rates of about 5 percent in recent years. GDP stands at \$38.24 billion and has increased by 9 percent since 2008. Per capita purchasing power is \$1,600, up by \$100 since 2009.

In the last two years, service industries have overtaken agriculture as a driver of the national economy, creating the largest part of GDP with about 40 percent compared to 33 percent from agriculture. But in terms of employment, agriculture remains the most important sector, employing 56 percent of the labor force. The unemployment rate in Ghana is 11 percent.

The driving force of the private sector in Ghana is small businesses with 1 to 15 employees. This is also reflected in the media sector. Government remains the largest employer.

With public debt at 60 percent of GDP, Ghana's debt burden is not high when compared to other lower middle-income countries or even developed economies. A concern for economists is the relatively high inflation rate of almost 11 percent, which has come down in recent years but remains worryingly high. One of President John Atta Mills' economic goals is to bring it below 10 percent.

Ghana's main exports come from natural resources, including gold, cocoa, timber, bauxite, diamonds, and horticulture, which go mainly to the Netherlands, the UK and France. The country relies on imports of petroleum and foodstuffs, which come mainly from China, Nigeria, the United States, India, and France. The Ghanaian economy is open, but direct foreign investment remains low.

Ghana receives more than \$1 billion in development assistance each year. This constitutes about a quarter of government expenditures.

Ghana's infrastructure remains underdeveloped. The total number of kilometers of railway has remained at 950 for the last five years. Only 20 percent of the roads are paved. The communication sector has developed more quickly; especially the number of mobile telephones.

b) The Political System

Ghana, which achieved independence from British rule in 1957, today is a multi-party democracy. However, until 1996 Ghana was subject to one-party rule, coups, and military dictatorship. Since then, the evolution of multi-party democracy, with vibrant competition between parties, has led to a political and social culture embracing free debate and open communication.

The first free, multi-party elections were held in 1996 and won by the National Democratic Party (NDC), the party of former military ruler Jerry Rawlings. The 2000 election led to a peaceful transfer of power to the main opposition party, the New Patriotic Party (NPP). Independent media grew in the 1990s, and since the 1996 election, restrictions on establishment of privately owned media outlets have been lifted.

The second peaceful shift of power took place in the 2008 elections. John Atta Mills of the NDC won the runoff with just 50.23 percent. The NDC also won concurrent parliamentary elections, taking 114 seats to the NPP's 107.

The 2008 presidential and parliamentary elections were considered fair and competitive. The president and vice president are directly elected on the same ticket for up to two four-year terms. Members of the unicameral, 230-seat parliament are also elected for four-year terms.

Ghana is committed to the rule of law, and Ghanaian courts have acted with increased autonomy under the 1992 constitution, but corruption remains a problem. Scarce

resources also compromise the judicial process, and poorly paid judges can be tempted by bribes.

There are constitutional guarantees of free expression, peaceful assembly, and free association. Permits are not required for meetings or demonstrations. Under the constitution and 2003 labor laws, which conform to International Labor Organization (ILO) conventions, workers have the right to form or join trade unions.

c) Social Conditions

In spite of Ghana's stable economic and political system, the country faces important development challenges. Ghana ranks as 130th in the U.N. Human Development Index, at the higher end of the low human development category.

Of Ghana's 28.3 million people, 30 percent live below the poverty line. Life expectancy at birth is 61 years. The mortality rate of children under 5 years of age has dropped by almost 30 percent in the last 10 years but is still at 66 per 1,000 live births.

The average time spent at school is seven years, and 65 percent of adults are literate. Apart from economic constraints, the low level of literacy is one of the reasons why the market for the printed press remains relatively small.

Even though 95 percent of girls complete primary education, the UN's gender inequality index highlights other areas where there is a gap between the social situation of men and women. Maternal mortality stands at 560 per 100,000 births and has come down only marginally in the last 10 years. The literacy rate among women is lower than among men, 54 percent to 71 percent. Only 8 percent of the members of Ghana's parliament are women.

Ghana has a young population, with a median age of 21; only 3.6 percent of the population is over 65; 60 percent of Ghanaians are between 15 and 64; and 36.4 percent are younger than 15. Since 2009 more people live in cities or town than in rural areas—51 percent as of 2010.

Ghana is a multi-ethnic community. The largest ethnic group is the Akan, which represents 43 percent of the population. Christianity is the largest religion at 69 percent of the population; the main minority religion is Islam at 16 percent. There are more than 15 main local languages, with Ashanti being the largest group, spoken by close to 15 percent of the population. The official language is English, which is also the main language of the Ghanaian media.

Conclusions of the Ghana Media Assessment Study

1. Assessing the Information Sources

What sources yielded the most valuable information?

In assessing the Ghanaian media landscape, a mix of original documents, interviews and review of existing indices proved most valuable. As the GFMD toolkit builds on the MSI index, assessments made by the experts involved in this work, notably on the quality of journalism and plurality of news sources were used for this study.

In the section dealing with the legal and regulatory framework, a review of the actual laws combined with assessments by experts in Ghana, notably the West Africa Media Foundation as well as outside sources, such as Article 19 allowed for making informed judgments on the regulatory system.

In the sections dealing with the quality of journalism and plurality of news sources, the assessment carried out by the MSI and interviews with the leadership of the Ghana Journalists Association, the head of the National Media Commission as well as the editors of the two main newspapers in Ghana proved the most useful. Also, access to documents such as the GJA code of ethics and reviews and decisions taken by the National Media Commission were extremely valuable. The assessment of the quality of journalism is based on the agreed overall opinions of the experts contacted and the MSI assessment. In judging the plurality of news sources the research done by Intermedia's AudienceScapes was invaluable. As explained below, no locally produced comprehensive audience and media market research exists, so that the study had to rely on the material produced outside of Ghana by Intermedia.

The most important information in the section on management of media was provided by the West Africa Media Foundation, which runs a management training programme and through the interviews with the Ghana Journalists Association, Daily Guide, Daily Graphic, Joy FM. The MSI assessment guided the research.

For the section dealing with training and supporting institutions the internet proved a useful tool to review and double-check the information gathered as most of the training institutions and trade associations publish information on-line. Also the UNESCO study on excellence in journalism training helped to inform the assessment.

Reliability of Sources

The study profited from the fact that the GFMD could work with established media development practitioners and its own members with whom it has a relationship of trust. The toolkit is aimed

at media development organizations, who know their landscape and their sources, assessments given by experts were discussed with other experts but in general the information used was reliable. When assessing a media landscape, it is advised not to use individual blogs and postings unless checked with established media development practitioners. The main sources of information for this study: the MSI, the Media Foundation West Africa, the Ghana Journalists Association, UNESCO, Article 19 etc. are all extremely trustworthy.

Missing Information

It was an expected outcome of this study to find gaps in information on the Ghanaian media landscape. There is a real lack of data on the media market as well as qualitative studies of media content.

The study found that there is no reliable data on the Ghanaian advertising market or advertising income received by private media, making a direct comparison between state and private media impossible.

Media researchers and media development practitioners would benefit from studies identifying audience and market trends, information that is seriously lacking in Ghana. Publicly available information on audience statistics comes from organizations outside of Ghana, such as InterMedia's AudienceScapes. ,

Some small marketing companies do carry out research for media, but these studies are not publicly available. Media experts in Ghana say media rarely use market research and that many of them do not have reliable data on who listens to their radio programs or reads their newspapers.

Circulation figures also are not reliable. There is no central agency to review and publish circulation figures, and as the private advertising market is still small, the Ghana Association of Advertisers has not commissioned such reports. Researchers have to rely on assessment of media experts without being able to check actual sales and circulation figures.

There is no detailed information available on media ownership. While the names of editors and chairpersons of media companies are published, it is not always clear who ultimately owns a media outlet. Such information would be very useful for media development practitioners to identify potential media partners.

The study did not find any content analysis, qualitative review of news produced by different Ghanaian media. As explained, the media monitoring capacity of the National Media Commission is limited and there are no studies giving a quality assessment of news production in Ghana.

Conclusion

In testing the toolkit the GFMD found a successful assessment of a media landscape using the toolkit relies on three key factors:

1. Using the MSI as a base for the study;
2. Having established partners/members in the country;
3. Having access to information and documents free of charge.

In the case of Ghana all three requirements were in place, which allowed for a comprehensive review of the media landscape and the development of recommendations for media development programs.

The study found that the indicators selected and the methodology based on collecting direct information and materials already available is a useful approach to create a comprehensive media landscape assessment. It allowed us to provide an overview of the situation media in Ghana operate in and to identify areas for future media development programs.

The study confirmed that the GFMD toolkit complements existing indices such as the MSI and builds on their assessments. Its advantage is that it includes the review of documents and desk research as well as interviews.

The main challenge for the GFMD toolkit is the fact that – as the Ghana pilot study showed– there is a lack of hard data available, especially in the area of the media market, advertising income of media, overall advertising expenditure, circulation figures, audience reach figures. The study had to rely on data collected by outside organizations, notably the excellent work of the Intermedia AudienceScapes, to fill in local data gaps.

Its findings allow give media development practitioners the unique advantage of having access to well-informed and well-founded recommendations for media development. This is the main asset of the GFMD toolkit: It allows for a comprehensive review of the media landscape and is geared towards providing recommendations for media development programs.

2. Main Findings and Recommendations

The media in Ghana is free with a plurality of news sources available to the public. There are constitutional guarantees of freedom of the media, and there is strong institutional support for independence of media in Ghana.²⁸

State-owned media, the largest players in the media market, enjoy levels of editorial independence similar to those in larger private media. There is no direct government interference in media or restriction on access to news sources.

There is unrestricted access to the Internet, foreign media, and others media sources, but freedom to use these resources is limited by economic factors and low levels of literacy and Internet penetration.

Mobile telephone use is rising and this platform is expected to play an increasing role in the dissemination of news.

Media development practitioners need to be aware of these developments and media support programs should look at promoting innovation in this area.

Most media outlets in Ghana are small. While it is not desirable for Ghanaian media to be dominated by few players, many of the existing private media outlets cannot be supported by sales or advertising. It seems likely that the media market will contract.

Media markets trends should be monitored and media development work should support initiatives to promote quality journalism.

The biggest challenges facing media development in Ghana are not restrictions imposed by government but the constraints posed by the low levels of economic and social development as well as the lack of professionalism in journalism and inefficiencies in media management.

Media development organizations should support programs aimed at improving:

- journalistic standards, not just through training but through initiatives to eliminate corruption in media
- the precarious employment conditions of journalists
- media management capacity through training

In spite of the paucity of resources and a weak media market, the Ghanaian media scene is relatively well organized.

The cohesive nature of media support is a valuable asset leading to effective cooperation and active coalitions around issues of common interest. The high levels of cooperation and confidence in the media support area means that media development implementers have good partners for their work in Ghana.

In the five areas of assessment, the study identified the following main priorities for media development actions:

1. Legal and Regulatory Framework

- There is an urgent need for a media development program to encourage further advocacy in favor of the long-delayed Right to Information bill. This should involve promotion of cooperative work to get the bill enacted between civil society players and Ghana's well-established media support groups, including journalists and other media practitioners.
- The media would also benefit from actions designed to promote transparency, including rules to make public information about the ownership of media;
- Advocacy for forms of indirect support to media—including financial and tax benefits—would be useful.

2. The Quality of Journalism

- Support for education and skills training for journalists and ethical management practice is needed to counter public concerns over low levels of professionalism in the media. These should be carried out in partnership with the established media support organizations.
- Media development programs need to focus on fighting corruption in media, highlighting the need for full transparency in the way journalists and media work and for credible self-regulation to provide a greater degree of public accountability.
- With this in mind, there should be further support for the National Media Commission, which receives very little funding from the government. Media development programs should increase support for the NMC's work in media monitoring and fielding of complaints against the press..

Media development programs should support efforts of the GJA to improve labor conditions by negotiating collective agreements.

3. Plurality of News Sources

- Media Development programs should support innovation in the new media environment and promote the creation of new platforms for dissemination and distribution of news and information.

4. Management of Media

- Lack of efficient media management and business practice is a major problem. Media in Ghana would benefit from media development programs that professionalize all aspects

of administration, marketing, and management of media.

- As advertising expenditure in media increases it is likely that more capacity in the area of collecting audience and circulation data will develop. Nevertheless, media development programs should promote general professionalization of the media industry, including more investment into audience research and statistics on the media market.

5. Journalists, Institutions in Support of Media, and Journalism

- The high levels of cooperation and confidence in the media support area means that media development implementers have good partners for their work in Ghana. The GJA and the MFWA in particular are very active, and their work should be supported. More support is needed to make the publishers' association truly viable.
- While initial training is relatively well organized and functions thanks to state funding, there is no regular system of mid-career training and no institutional support for such training. Rather than organizing single training seminars, media development programs should aim to create a national media education training structure that would involve the university, the media companies, the journalists' association, and the media support groups.

Ghana does not figure highly on the list of priority countries of most donors. It seems that because the political situation is stable and the press is free that donors feel that there is less of a need to support media development in Ghana. While the need for support may be less pressing than in some other African countries, media development programs could have real and lasting impact with relatively few resources precisely because the media industry is free and the media support organizations are strong.

Targeted media support in the areas identified by this study would help to ensure that the gains made by media houses, journalists, and supporting organizations in Ghana are protected and that Ghanaian media become more professional and well-equipped to serve the needs of the people of Ghana.

Endnotes

1. See <<http://www.irex.org/msi>>, <<http://www.freedomhouse.org/template.cfm?page=16>>, <http://www.rsf.org/article.php3?id_article=29031>, <<http://www.fesmedia.org/>>.
2. See: <http://unesdoc.unesco.org/images/0016/001631/163102e.pdf>
3. See: How to Assess Your Media Landscape: A Toolkit Approach, GFMD, Brussels, 2009: http://gfmd.info/index.php/tools/gfmd_toolkit_for_assessing_media_landscapes/.
4. And to provide the relevant documentation either through links to the organization's web-site if available or copies of the relevant statutes.
5. Reference: http://www.parliament.gh/constitution_republic_ghana.html.
6. Reference: http://www.parliament.gh/constitution_republic_ghana.html.
7. More information on the Act establishing the NCA and its mission and structure can be found on <http://www.nca.org.gh>.
8. Information from Kabral Blay-Amihere, director of the National Media Commission based on the copy of the complaint he had received from the Ghana Community Radio Network.
9. The application form for broadcast licenses illustrates that just normal requirements of commercial trading have to be met, See http://www.nca.org.gh/downloads/Application_Form%20_for_Broadcasting_Authorisations.pdf
10. More information about the work and structure of NITA can be found at <http://www.nita.gov.gh/home.aspx>.
11. A review of the bill by Article 19 can be found at <http://www.article19.org/pdfs/analysis/ghana-freedom-of-information.pdf>.
12. For the full text of the Act see <http://www.parliament.gh/files/Whistleblwer%20Act%20720.pdf>.
13. For more information see alerts from Media Foundation West Africa, GJA, IFEX and IFJ.
14. Detailed information about the National Media Commission and its work can be found at <http://www.nmcghana.org>. Further information and assessment was gathered in interviews with the chair of the NMC Kabral Blay-Amihere.
15. See Appendix I for the full text of the code.

16. A wide range of data on ICT in Ghana is available at AudienceScapes: www.audiencescapes.org.
17. For more information see <http://www.irex.org/resource/ghana-media-sustainability-index-msi>.
18. Figures from: Mediafacts 2009, published by mediaReach OMD, Lagos, Nigeria, Accra, Ghana, May 2010, www.mediareachomd.com.
19. See above.
20. See Ghana country profile at: <http://www.audiencescapes.org/country-profiles/ghana/ghana/communication-profile-317>.
21. Figures at the beginning of 2011 obtained from Ghana Journalists Association.
22. <http://www.ibagh.com/index.php>.
23. The full text of the GJA Code of Ethics can be found in Appendix II.
24. The institute used to maintain its own website but it is no longer functioning. More detailed information can be obtained on <http://www.unesco-ci.org/cgi-bin/asj/page.cgi?g=Detailed%2F12.html;d=1> and by contacting the [institute directly](#).
25. <http://www.ug.edu.gh/index1.php?linkid=658&sublinkid=526>.
26. For more information, see <http://www.nafti.edu.gh/index.php>.
27. A wide range of data is publicly available on Ghana's economic, political and social conditions. Main sources include: UN Human Development Report 2010: http://hdr.undp.org/en/media/HDR_2010_EN_Tables_reprint.pdf, Government of Ghana: <http://www.ghana.gov.gh/>, World Bank: <http://web.worldbank.org>, CIA World Fact Book: <https://www.cia.gov/library/publications/the-world-factbook/geos/gh.html>, Ghana report to the UNDP on Achievement of Millennium Development Goals: http://www.undp.org/africa/documents/mdg/ghana_april2010.pdf, the Freedom House 2010 report: <http://www.freedomhouse.org/template.cfm?page=22&country=7829&year=2010>, and other economic review sites including <http://www.economywatch.com/economic-statistics/country/Ghana/>.
28. This analysis is mirrored in the IREX MSI index, which places Ghana in the near-sustainability range, see <http://www.irex.org/resource/ghana-media-sustainability-index-msi>, and by Freedom House's 2010 report, which lists Ghana as free, see:

<http://www.freedomhouse.org/uploads/fop11/FOTP2011Booklet.pdf>. No study using the UNESCO indicators for Ghana exists.

Center for International Media Assistance

National Endowment for Democracy

1025 F Street, N.W., Suite 800

Washington, DC 20004

Phone: (202) 378-9700

Fax: (202) 378-9407

Email: CIMA@ned.org

URL: <http://cima.ned.org>

