



Media Development: Shaping
Policy, Increasing Understanding
Why We Need the Global Forum



What is the GFMD ?

- Platform for media development organisations to work together;
- Based on principle of creating and strengthening free, independent, pluralistic and inclusive media systems.
- Network of some 500 media development organisations in 1000 countries;
- Established in 2005 at 1st GFMD in Amman;
- Focuses on news media and quality information for all.



Defining the Field

- Media development aims to create independent, viable, professional, pluralistic media;
- Actions to create enabling media environments, supporting institutions, training, infrastructure because of importance of media as watchdog and platform for democratic discourse and role in promoting human, social, economic development;
- Not to be confused with media interventions that promote specific development goals.



GFMD: Shaping Policy

- To advocate for the recognition of media development as its own sector and a crucial part of overall development strategies;
- To advocate for free, independent, pluralistic and viable media systems to be recognised as a primary pillar for advancing social, economic and political development;
- To increase support for media development that aims to build free, independent, pluralistic and inclusive media systems.



GFMD: Shaping Policy

- Making the case that media contribute to good governance and human development;
- Making the case that media systems have to be free, independent, pluralistic, inclusive;
- Making the case through monitoring and evaluation, quantitative and qualitative analysis.



Why do we have the GFMD? Increasing Understanding + Cooperation

- To bring the media development community together;
- To share information about best practice, projects that worked;
- To improve our tools in monitoring and evaluating impact of our work;
- To build coalitions and partnerships with in the community and with civil society organisations.



“Quality Information for All”

Global Forum on Media Development

Athens World Conference, 7-10 December 2008

Global Forum 2008, Athens, 7-10 December

- **Advocacy strategies**: How can we make the case for placing media freedom at the heart of the development agenda?
- **Enabling media environments**: What types of legal structures are necessary to ensure media can play a role in democratic development?
Building respect for media freedom through dialogue with civil society: How can media be inclusive and accessible to marginalized groups? How do media and civil society interact?
- **New technologies, opportunities, and markets**: initiatives that use new technologies to provide better information services. What impact on media professionals?
- **Media and governance**: media's role in promoting good governance, governance within media
- **Monitoring and evaluation**: what types of instruments and resources are necessary to effectively measure media development programming?
- **Donors' meeting**: A chance to raise our concern and ideas directly with donors.
- **GFMD as a membership network**: agree on GFMD statutes, confirm regional representatives to the Steering Committee and select international representatives. The statutes will emphasize GFMD's network structure.



What does the GFMD do?

- Services for the community:
- Platform for exchange, show-case work of media NGOs in the regions, database of donors, database of media development groups, resource material, advocacy advice etc;
- Joint strategies and advocacy;
- Access to donor community for smaller media NGOs;



What does the GFMD do?

- Increasing impact of our work;
- Improve monitoring and evaluation;
- Share best practice and experience;
- Build partnerships with other global organisations;
- Increase recognition of our sector by international organisations, donors, governments.



What's in it for me?

- Directly: find out about the work of others that share the same principles, show case my work, learn about new tools and programme ideas, improve my knowledge of project design, monitoring and evaluation, build new partnerships, participate in forums;
- Indirectly: build a real community, get recognition for media development, put media freedom and independence high on the development agenda, increase overall donor support.



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Thank You

Bettina Peters

GFMD Director, Tel: +32 478 235 263

Email: director@mediagfmd.org

