

GFMD Asia Regional Forum for Media Development Jakarta, April 15-16, 2010

Ideas for Follow-Up

Participants attending the 2nd GFMD Asia Regional Forum for Media Development discussed a wide range of issues and challenges facing media development in the region, including media self-regulation, the problem of self-censorship, what contribution internet-based media and blogging can make to increasing the information space in Asia, monitoring and evaluation of media development programmes, fundraising and sustainability strategies for media NGOs, the GFMD media development map and the GFMD Code of Practice for Media Assistance Organisations.

The GFMD, which represents media development groups, is a collaborative process and works with other groups active in the field, for instance journalists' unions, press freedom groups, media owners, independent self-regulatory bodies, media research and training institutions.

The main area of work of the GFMD is making the case for media development with policy makers and donors. Follow-up actions of the Asia Regional Forum for Media Development will aim to make the case more effectively in the Asia-Pacific region.

Discussing ideas for follow-up for the GFMD participants agreed that:

- The GFMD should link up media development groups and other relevant partners in the region to give information and advice on establishing independent media or press councils. The Indonesian Press Council could serve as a model for the region and the GFMD should support actions to promote independent self-regulation in Asia.
- The GFMD should aim to prepare an on-line publication that show-cases examples of where assistance to internet media has proven successful in promoting pluralism and a wide range of sources of information in the region. The publication should be distributed widely including to donors and policy makers.
- The GFMD should investigate forming partnerships with human rights and press freedom groups to campaign against impunity of attacks against journalists in the region. It should join existing campaigns in this area.
- The GFMD should join campaigns to bridge the digital divide in the Asia-Pacific region. Internet penetration varies widely from, for instance, 28% in China to just 2% in Afghanistan.

- The GFMD should consider creating an on-line database listing all relevant internet sites and news blogs in the region that make a contribution to increasing pluralism.
- The GFMD should prepare a guide on developing funding proposals for local media development NGOs with tips and advice on framing proposals, how to deal with administration issues etc.
- The GFMD should provide members with examples of best practice for organisational models of media development NGOs.
- The GFMD should lobby donors to provide more detailed explanations on their priorities and to explain to applicants more clearly their reasons when projects are rejected.
- The GFMD should aim to organise a workshop for local media NGOs to meet with donors for a more targeted discussion on priorities, how to frame proposals etc.
- The GFMD should continue mapping media development and members in Asia committed to providing information on their programmes.
- In order to carry out this work, the GFMD should establish a regional web-presence to improve communication between members as well as with other partners.