

## **Promise of Leadership Dialogue**

### **Themes from Session Six of the Promise of Leadership:**

Many tables felt that African media were too Euro- or Western-centric, pessimistic and morbid. A number of tables indicated that they felt the media had compromised their credibility because of biased reporting and sensationalism. Discussions indicated that they would prefer to see more local content and African achievements in African media.

Discussions also focused on how Africa could better use their media. Suggestions were made that governments and other individuals could use the media more innovatively, such as seen during Barack Obama's presidential campaign in the US.

It was unanimously agreed that media ought to be free and independent, while some said they should be free but more responsible. Many felt this freedom would encourage the quality and authenticity of news reporting. A few tables suggested that collectively owned media would be better for independence.

Media can function to affirm universal values. This formed a large portion of the discussion. Tables saw media as a tool to promote integration and diversity as well as to promote a sense of pride and identity. They also highlighted the media's role as a government watchdog.