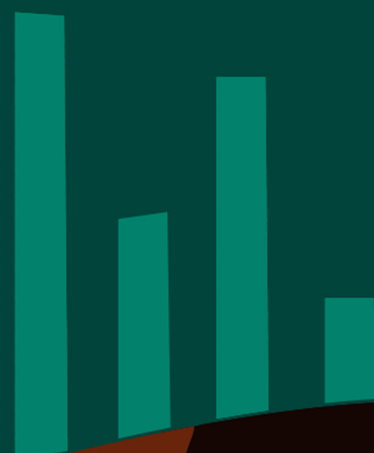
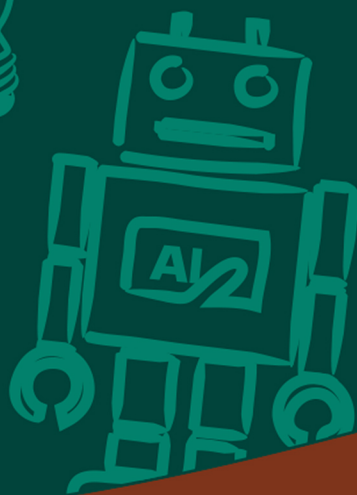


CONCEPT NOTE

Media and Sustainability



About African Women in Media



African Women in Media is an international NGO working towards gender equality in and through media. Established in 2016, we do this through training and development via our learning platform AWiMLearning. We partner with media organisations to produce stories on the gendered angle of global issues via our niche news website AWiMNews. In addressing the limited use of women experts as news sources we established SourceHer! platform, and finally we run an annual conference that brings together media, academics, CSOs and policy actors. Over the years, we have partnered with various organisations including the African Union, Commission, MacArthur Foundation, UN Women, Luminare, FOJO Media Institute, WITS Centre for Journalism, UNESCO, UNEP, ILO, GIZ, European Union, Google News Initiative, Free Press Unlimited and many more. We are pleased to share the Concept Note for the AWiM24 Conference with the theme 'Media and Sustainability'.

THEME: MEDIA AND SUSTAINABILITY

AWiM24 conference interprets Media and Sustainability from the following key perspectives:

- 1-The business and financial models of media businesses
- 2-The relationship between media and sustainable development goals, including those of human rights, gender equality and climate action
- 3-The changing media ecologies in relation to emerging and new technologies, especially artificial intelligence and machine learning



MEDIA BUSINESS AND FINANCIAL MODELS

Developing viable media business and financial models is among the challenges and opportunities for media in Africa, and this was a conversation we started in a plenary session at AWiM23 in partnership with MacArthur Foundation.

Public service media, for example, have the enormous task of balancing their mandate to provide a public service with the realities of their economic capacity (Koomson & Ofori-Parku, 2024). Similarly, there are increased concerns regarding the autonomy of African news media from international players, including technology companies shaping journalism innovation, and from foreign government investment (Hermida & Young, 2024; Gondwe, 2022).

Therefore, this theme asks: What is the current state of media sustainability in Africa; what are emerging and alternative approaches employed by media businesses towards sustainability; what do audiences want, and how might we rethink our engagement and relationship with audiences, especially women; what impact might the balancing of economic realities have on the vision of the African narrative; and finally, what does economic resilience look like for women-led and women-owned media businesses?



MEDIA AND SUSTAINABILITY

As we approach 2030, and with some progress made, key development markers are yet to be fully achieved. Addressing issues regarding gender equality in and through media is the guiding vision for organisations like African Women in Media, and instruments like the Kigali Declaration on the Elimination of Gender Violence in and through Media in Africa help to set critical agendas for media, academia, media development and policy actors. Secondly, organisations like the Sustainable Journalism Partnership task us to consider a holistic interpretation of sustainable journalism, including content and business models that consider environmental and social issues and normative and gender-balanced newsrooms. Therefore, this theme asks how we might critically interrogate the media's role regarding sustainable development and what roles gender plays in this regard. How have media engaged with development instruments, policies and agendas and what challenges and opportunities are present? Finally, what does a holistic approach to media and sustainability look like, what models of best practices exist, and what can we learn from them as we approach 2030?



MEDIA ECOLOGIES

The increasing use of artificial intelligence and machine learning in news media has raised both hopes and fears. Some see the opportunities for AI to enhance the newsroom workflow, content, and audience engagement. Similarly, dystopian perspectives warn of the threats to jobs and professionalism of journalism (Makwambeni, Matsilele, & Bulani, 2023). This theme, therefore, asks what is the current state of AI adoption and use in African newsrooms, what are the range of perspectives, what considerations must be given when developing strategies and policies for AI use in newsrooms, and critically, what impact, opportunities and challenges does it present for women in media?

THROWBACK TO AWiM23, RWANDA



CONFERENCE FORMAT

In-person: This is an entirely in-person event with no live streaming of sessions.
Innovative formats: Our conferences incorporate a range of innovative formats including panels, fireside chats, IgniteTalks, fishbowl sessions, workshops, and exhibitions.




African Women in Media **24**
CONFERENCE

THEME: MEDIA AND SUSTAINABILITY

LOCATION: DAKAR, SENEGAL

DATES: 5 – 6 DECEMBER 2024

CONTACT US

Dr Yemisi Akinbobola
yemisi@africanwomeninmedia.com

Dele Ogunleye
dele@africanwomeninmedia.com

www.africanwomeninmedia.com 
fb.com/groups/africanwomeninthemedia 
[africanwomeninthemedia](https://africanwomeninthemedia.com) 
[@RealAwim](https://twitter.com/RealAwim) 