



## THE SIERRA LEONE NATIONAL MEDIA VIABILITY AND INVESTMENT CONFERENCE

**Hosted by the Ministry of Information and Communications  
and Media Partners**

### AGENDA

#### DAY ONE: APRIL 21, 2022

TIME	SESSIONS	SPEAKERS / PARTICIPANTS
08:00 – 10:00	Registration of participants and light refreshments	<b>Organisers:</b> Ministry of Information and Communications, BBC Media Action and the Sierra Leone Association of Journalists
09:15 – 10:00	Arrival of the Guest of Honour	Ushers
10:00 – 10:05	Call to order	Emmanuel A.B. Turay, Ag. Director of Information, Ministry of Information and Communications
10:05 – 10:10	Prayer	Inter-Religious Council
10:10 – 10:15	Introducing the Master of Ceremonies	Dr. Williette James, Assistant Dean, Faculty of Communication, Media and Information Studies, University of Sierra Leone
10:15 – 10:20	Opening statement by the Master of Ceremonies	Dr. Isaac Massaquoi, Lecturer, Department of Journalism and Media Studies, Fourah Bay College, Master of Ceremonies
10:20 – 10:40	Background to the National Media Viability and Investment Conference and objectives for the event	Dr. Idriss Mahmoud Tarawallie, Country Director, BBC Media Action, and Dr. Francis Sowa, National Coordinator, Media Reform Coordinating Group (MRCG)
10:40 – 11:00	<b>Presentation:</b> Why media support has become a high priority for policy debate	James Deane, Head of Policy, BBC Media Action, and Co-Founder and Acting Head, International Fund for Public Interest Media
11:00 – 11:25	Statements of support from key stakeholders and sponsors	Ahmed Sahid Nasralla, President, Sierra Leone Association of Journalists (SLAJ)
		Lisa Chesney MBE, British High Commissioner
		Dr. Edward Hinga Sandi, Minister of Trade and Industry
		Hon. Chernor Maju Bah, Parliamentary Opposition Leader
		Hon. Matthew Nyuma, Leader of Government Business

11:25 – 11:30	Address by the Minister and introduction of the Guest of Honour	Hon. Mohamed Rahman Swarray, Minister for Information and Communications
11:30 – 11:50	Keynote Address by the Guest of Honour and Official Launch of the Conference	His Excellency Dr. Julius Maada Bio, President of the Republic of Sierra Leone
11:50 – 11:55	Vote of thanks	Dr. Victor Massaquoi, Chairman of the Independent Media Commission
11:55 – 12:30	Group photos	Guest of Honour and diplomats
12:30 – 14:00	<b>Lunch break</b>	
14:00 – 14:15	<b>Presentation:</b> The political economy of the media in Sierra Leone and the potential for private sector investment	Dr. Ibrahim Bangura, Lecturer, University of Sierra Leone
14:15 – 15:15	<b>Panel discussion:</b> Political economy of the media, challenges and opportunities	<p><b>Moderator:</b> Dr. Tonya Musa, Director of Media and Communication, University of Sierra Leone</p> <p><b>Panellists:</b></p> <ul style="list-style-type: none"> <li>• Marcella Samba–Sesay, Executive Director, Campaign for Good Governance (CGG)</li> <li>• Dr Leonard Bangura, Head of Department, Political Science, Fourah Bay College</li> <li>• Asmaa James, Station Manager, Radio Democracy</li> <li>• Theo Harding, Chairman, Guild of Newspaper Editors</li> </ul>
15:15 – 15:30	<b>Coffee break</b>	
15:30 – 15:45	<b>Presentation:</b> The advertising industry in Sierra Leone: an informed perspective	Emmanuel Saffa Abdulai Esq., Executive Director, Society for Democratic Initiatives (SDI)
15:45 – 16:45	<b>Panel discussion:</b> Fair advertising rules and policies, challenges, and opportunities	<p><b>Moderator:</b> Umaru Fofana, Chief Executive Officer of the Free Media Group and BBC Correspondent in Sierra Leone</p> <p><b>Panellists:</b></p> <ul style="list-style-type: none"> <li>• Representative of the Chamber of Commerce</li> <li>• Representative of the Ministry of Information and Communications</li> <li>• Representative of the Sierra Leone Bar Association</li> <li>• Representative of the Advertising Association Sierra Leone</li> <li>• Kevin Lewis, SLAJ-Media</li> </ul>
16:45 – 17:00	Summary of Day One	<b>Rapporteurs:</b> Tsitsi Muvunzi and Alhassan Kanu

## DAY TWO: APRIL 22, 2022

TIME	SESSIONS	SPEAKERS / PARTICIPANTS
08:00 – 09:15	Registration of participants and light refreshments	<b>Organisers:</b> Ministry of Information and Communications, BBC Media Action and the Sierra Leone Association of Journalists
09:15 – 09:20	Prayer and call to order	Master of Ceremonies
09:20 – 09:30	Recap of Day One	<b>Rapporteurs:</b> Tsitis Muvunzi and Alhassan Kanu
09:30 – 09:45	<b>Presentation:</b> The search for sustainable local media: tools and models	Dr. Franz Krüger, Adjunct Professor in the Wits Centre for Journalism, University of the Witwatersrand
09:45 – 10:00	<b>Presentation:</b> Government- and industry-led initiatives to support the development of the media market in Kenya	Dr. Haron Mwangi, Executive Director, Future Africa Concern Institute (FACI), former CEO of the Media Council of Kenya
10:00 – 11:00	<b>Panel discussion:</b> How international models for stimulating media markets could be applied in the Sierra Leonean context	<b>Moderator:</b> Madam Yeama Thompson, Managing Director, Sierra Leone News Agency <b>Panellists:</b> <ul style="list-style-type: none"> <li>• Dr. Victor Massaquoi, Chairman of the Independent Media Commission</li> <li>• Dr. Julius Spencer, Managing Director, Premier Media Consultancy</li> <li>• Dr. Willette James, University of Sierra Leone</li> <li>• Ransford Wright, National Coordinator of the Independent Radio Network (IRN)</li> <li>• Representative of the Sierra Leone Investment and Export Promotion Agency (SLIEPA)</li> </ul>
11:00 – 11:15	<b>Coffee break</b>	
11:15 – 11:30	<b>Presentation:</b> Indirect and direct subsidies for media: the European experience	Milan Živković, former Media Advisor at the Ministry of Culture of Croatia, and Karolina Leaković, PhD student in sociology, Faculty of Humanities and Social Sciences, University of Zagreb
11:30 – 11:45	<b>Presentation:</b> National funds for supporting private media and promoting media diversity in the Middle East and North Africa	Sarah Zaarour, independent expert, former Senior Campaigner and Authors' Rights Adviser for the International Federation of Journalists
11:45 – 12:00	<b>Presentation:</b> Principal policy options open to governments to support public interest media	James Deane, Head of Policy, BBC Media Action, and Co-Founder and Acting Head, IFPIM
12:00 – 12:45	<b>Panel discussion:</b> How international models for public subsidies and media funds could be implemented in Sierra	<b>Moderator:</b> Umaru Fofana, Chief Executive Officer of the Free Media Group and BBC Correspondent in Sierra Leone <b>Panellists:</b> <ul style="list-style-type: none"> <li>• Dr. Emmanuel Gaima, Governance Advisor to the Office of</li> </ul>

	Leone	<p>the President</p> <ul style="list-style-type: none"> <li>• Representative of the Ministry of Finance</li> <li>• Representative of the National Revenue Authority</li> <li>• Dr. Julius Spencer, Managing Director, Premier Media Consultancy</li> <li>• Joseph Kapuwa, Director-General, Sierra Leone Broadcasting Corporation</li> </ul>
<b>12:45 – 13:45</b>	<b>Lunch break</b>	
<b>13:45 – 15:15</b>	<b>Plenary session:</b> Open discussion of issues raised and their resonance for different stakeholder groups	Umaru Fofana, Chief Executive Officer of the Free Media Group and BBC Correspondent in Sierra Leone
<b>15:15 – 15:30</b>	<b>Coffee break</b>	
<b>15:30 – 16:00</b>	<b>Plenary session:</b> Developing recommendations for a future roadmap for media market development in Sierra Leone	Master of Ceremonies
<b>16:00 – 16:15</b>	Summary of Day Two	<b>Rapporteurs:</b> Tsitis Muvunzi and Alhassan Kanu
<b>16:15 – 16:20</b>	Next steps	Dr. Francis Sowa, National Coordinator, Media Reform Coordinating Group
<b>16:20 – 16:30</b>	Closing remarks	<p>Ahmed Sahid Nasralla, President, Sierra Leone Association of Journalists</p> <p>Hon. Mohamed Rahman Swarray, Minister for Information and Communications</p>
<b>16:30</b>	Adjournment	Master of Ceremonies