



## **The Maseru Declaration**

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***We participants of the second Africa Regional Media Dialogue meeting in Maseru, Lesotho, to discuss the role of the media in Africa's development;***

***Conscious of the need to accelerate the implementation of the recommendations agreed at the First Regional Media Dialogue in The Vaal, South Africa in February 2009;***

***Recalling the 14<sup>th</sup> Ordinary Session of the AU Summit decision integrating the NEPAD into the structures and processes of the AU and establishing the NEPAD Planning and Coordinating Agency;***

***Recognising that NEPAD is now fully integrated into AU processes***

***Recognizing the role the African media have continued to play in keeping NEPAD in the public sphere;***

***Desirous to see the media play a more prominent role in the integration and development of Africa;***

***Hereby agree to:***

1. Define and develop a continent-wide framework for structured engagement with the media and the deepening of their involvement in informing about AU and NEPAD related programmes;
2. Improve messaging and packaging and provide more regular dissemination of information to the media on successes and challenges in implementing AU/NEPAD programmes;
3. Deepen knowledge about AU/ NEPAD programmes among African journalists/editors to facilitate media coverage of African initiatives and programmes;
4. Ensure civil society organizations, women and youth own the NEPAD vision and programme;
5. Adapt creative strategies for using Information and Communication Technologies (ICTs) and social media to improve the outreach to the

- public and also engage the youth about the African development agenda;
6. Reinforce training for community media and media professionals as well as at the level of journalism training institutions;
  7. Develop capacity to monitor and evaluate media coverage of AU/NEPAD initiatives and programmes;
  8. Urge the African Peer Review Mechanism (APRM) to consider adopting media freedom and pluralism as one of its evaluation criteria.

*We participants agree that these goals set out in this declaration and the recommendations we adopted be implemented within the next two years with a midterm review.*

**Adopted in Maseru, the Kingdom Of Lesotho**  
**9 June 2011.**