



Angola

Research findings and conclusions

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Angola

About this report

In March 2005, the UK Government's Commission for Africa delivered a report entitled "*Our Common Interest*", which represented a significant attempt to understand and recommend an action programme for Africa's social and economic development. A key component of the report focused on the importance of a strong media sector to support governance and development in Africa, and called for greater attention to, and resources for a media sector development as a result. The BBC World Service Trust and a number of international and African partners have subsequently set out to help develop ideas for future Africa media development initiatives.

In order to inform these efforts, the BBC World Service Trust – in collaboration with Rhodes University (South Africa) and Ahmadu Bello University (Nigeria) – has undertaken an extensive, pan-African research effort in 17 African countries, of which Angola is one. Data presented in this report is based on both secondary research gathered by local researchers in Angola and on extensive interviews conducted locally among key media practitioners and leaders. It is presented here in three parts:

- Media Sector Developments: an examination of developments in the media sector in Angola over the past five years;
- Challenges for Future Media Development Activities: an analysis of the perspectives of a range of key informants on media development challenges in Angola;
- Case Study: a case study from Angola illustrating good practice in media development.

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The BBC World Service Trust is the independent international charity set up by the BBC, which uses media to advance development. The Trust works to: raise awareness of development issues among mass audiences and opinion formers; influence attitudes, awareness and behaviour among poorer communities through a wide range of educational programming on poverty-related topics; and, build capacity in the media sector in developing and transitional countries.

Acronyms

ADRA Acção Para O Desenvolvimento Rural E Ambiente (Action for Rural Development and the Environment)

AFP Agence France-Presse

AIPA Associação de Imprensa Privada de Angola (Association of the Private Press of Angola)

AJECO Associação de Jornalistas Económicos de Angola (Association of Economic Journalists of Angola)

AMARC World Association of Community Radio Broadcasters

AMUJA Associação das Mulheres Jornalistas de Angola (Women's Association of Angolan Journalists)

ANGOP Agência Angola Press (Angolan Press Agency)

AU African Union

BBC British Broadcasting Corporation

CEAST Bishop's Conference of Angola and São Tomé

CEFOJOR Centro de Formação de Jornalistas (Journalists Training Centre)

CIAM Centro de Imprensa Anibal de Melo (Government Press Centre)

CNCS Conselho Nacional da Comunicação Social (National Media Council)

DfID Department for International Development (UK)

EISA Electoral Institute of Southern Africa

GDP Gross Domestic Product

IMEL Instituto Médio de Economia de Luanda (Medium Institute of Economics in Luanda)

IPI International Press Institute

JISA Journalism Institute of Southern Africa

MISA Media Institute of Southern Africa

MPLA Movimento Popular de Libertação de Angola (People's Movement for the Liberation of Angola)

NEPAD New Partnership for Africa's Development

NGO Non-Governmental Organisation

NiZA Netherlands Institute for Southern Africa

RNA Rádio Nacional de Angola (National Radio of Angola)

SADC Southern African Development Community

SFCG Search For Common Ground

SJA Sindicato dos Jornalistas de Angola (Union of Angolan Journalists)

UCAN Universidade Católica de Angola (Catholic University of Angola)

UNDP United Nations Development Programme

UNITA Nacional para a Independência Total de Angola (National Union for the Total Independence of Angola)

VOA Voice of America



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Angola

Country Report

Context



1. Introduction

The researchers encountered a number of problems in collecting the data for this report. There were frequent inconsistencies in the information found, mostly due to the fact that the internal and external organisations and ministries providing this information are not networked with one another. There is also the problem of government misinformation on what is deemed “state” and what is deemed “commercial”, given that many supposedly commercial or private operations have connections with people in government.

The data collection methodology consisted primarily of desk research from secondary data. The secondary documents were scrutinised, supported in some cases by personal communication and, in other cases, by the double-checking of data.

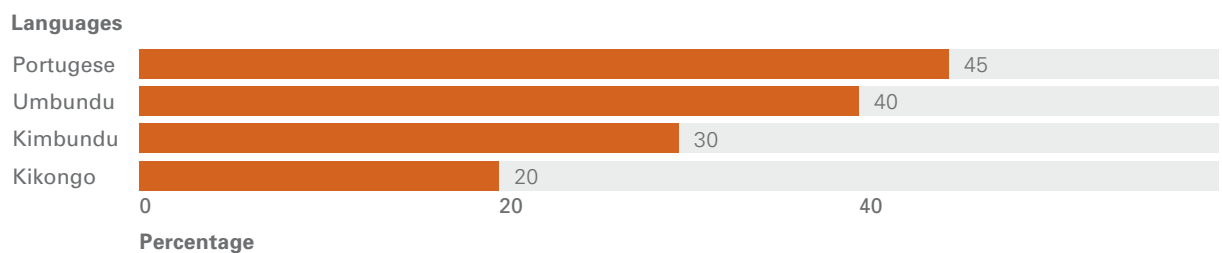
Due to many constraints in the data collection process, including the short research timeframe, the researchers wish to caution that the information provided could only be verified to varying degrees. Information that could not be verified is footnoted within the report.



2. Country Overview

The Southern African nation of Angola has a population estimated in 2004 at 15.5 million people, a 12% increase in population from the figure in 2000 (World Bank, 2006a). The most widely-spoken language across all ethnic groups is Portuguese, spoken by around 45% of the population, followed by Umbundu at 40%, Kimbundu at 30% and Kikongo spoken by 20%¹. Portuguese is the official language. The GDP per capita in 2005 was estimated at US\$3,200, and the average life expectancy for 2006 was estimated at 38.62 years (CIA, 2006).

Figure 1: Widely Spoken Languages

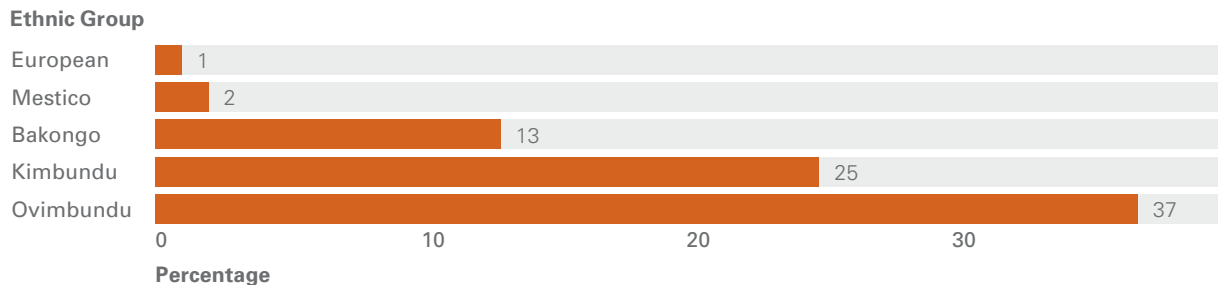


Source: Personal Estimate, Rene Roemersma, July 2006

¹ Personal Estimate, Rene Roemersma, July 2006. Languages widely spoken add up to more than 100% as some people within the country are bi- or tri-lingual.

In terms of ethnicity, the country can be divided into five main groupings, the largest being the Ovimbundu, followed by the Kimbundu (see Figure 2 below).

Figure 2: Percentage of Population Belonging to Main Ethnic Groups



Source: CIA, 2006

Angola has a relatively young population. In 2005, an estimated 46% of the population was under 15, according to the United Nations (UNSTATS, 2005). The Angolan population is split religiously between Christian (Catholic 38%, Protestant 15%) and traditional African religions (47%) (CIA, 2006).

The country continues to recover from a 27-year-long bloody civil war that only ended formally in 2002, and which claimed an estimated 500,000 lives.

Angola is one of the richest countries in Africa in terms of its mineral reserves. It is currently the fourth largest petroleum producer on the continent. The mineral wealth sits in devastating contrast to the extreme poverty experienced by many. As of 2003, an estimated 70% of the population lived below the absolute poverty line (CIA, 2006).

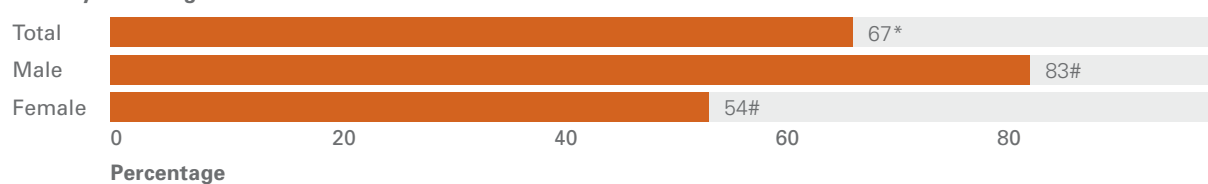
China is now one of Angola's biggest financial supporters. The two countries signed an agreement in 2004 through which China loaned US\$2 billion via Eximbank, the Chinese export bank, repayable over 17 years at an interest rate of just 1.5%, far lower than most other loans to the developing world, and with "no humiliating conditions imposed" (Angolan Embassy UK, 2004)².

It is estimated that, in 2004, 83% of Angolan males were literate, compared to 54% for females (World Bank, 2006b). The literacy rate for the adult population aged 15 and above was estimated at 67% in 2004 (World Bank, 2006a).

² It should be noted that these figures are taken from the Angolan Embassy in the UK's own press release, and the report should thus be treated with caution.

Figure 3: Literacy Levels

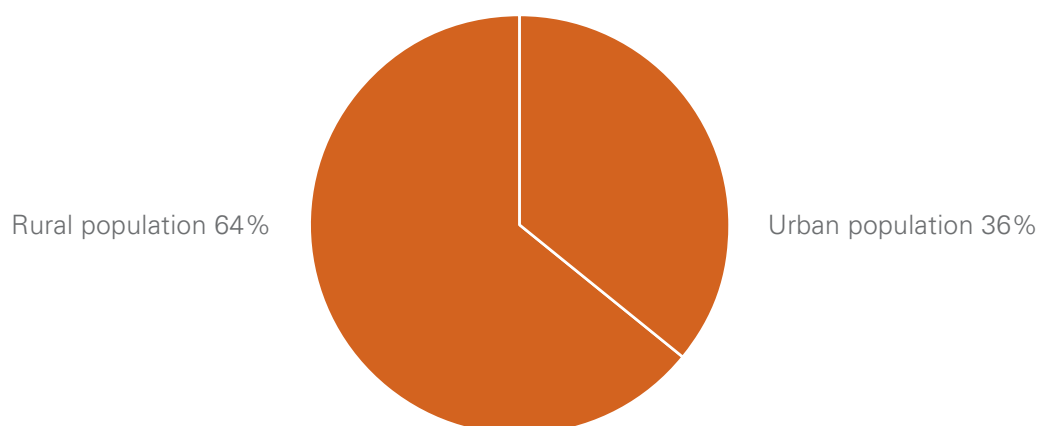
Literacy Levels Age 15+



Source: * 2004 data from World Bank, 2006a; #2004 data from World Bank, 2006b

In 2003, an estimated 36% of the Angolan population lived in urban areas (see Figure 4 below), while 64% lived in rural areas (UNDP, 2006). The urban population has been found to be growing at a faster rate than the rural population (Earth Trends, 2006).

Figure 4: Percentage of Population Urban vs. Rural



Source: 2003 data from UNDP, 2006

Angola has 18 provinces and its capital city is Luanda. After many years of civil war, the country has been (officially) operating under a multi-party democracy in recent years, with a presidential system. But a general election for national government has not been held since 1992.

The largest province is Huambo, with a population of just over 1.4 million people. The provincial population breakdown can be seen in Table 1 below.

Table 1. Population by Region

Provinces	Total Population
1 Bengo	156,100
2 Benguela	606,500
3 Bie	1,044,000
4 Cabinda	147,200
5 Cuando Cubango	125,600
6 Cuanza Norte	365,100
7 Cuanza Sul	629,300
8 Cunene	219,800
9 Huambo	1,416,300
10 Huila	829,000
11 Luanda	1,379,800
12 Lunda Norte	279,300
13 Lunda Sul	151,400
14 Malange	818,300
15 Moxico	295,300
16 Namibe	102,700
17 Uige	761,100
18 Zaire	156,500

Source: 1988 data from Library of Congress, 2006

Key findings

- Angola is currently in a transitional stage, with the long civil war only having officially ended in 2002.
- Portuguese is the most commonly spoken language of the Angolan population (45%) but other vernacular languages are also widely spoken.
- China is one of the biggest sources of aid to Angola, providing loans at favourable interest rates.
- Literacy levels are low and absolute poverty levels are high, in spite of the country's great mineral wealth.



3. Media Health

3.1 Status of the laws regarding rights and access to information

The Angolan Constitution (1992) stipulates that “The Republic of Angola shall be a democratic State based on the rule of law, national unity, the dignity of the individual, pluralism of expression and political organisation, respecting and guaranteeing the basic rights and freedoms of persons, both as individuals and as members of organised social groups” (Republic of Angola, 1992).

However, the Angolan Constitution does not explicitly deal with the right to information, which is withheld if information is deemed “sensitive” and/or jeopardising national security, as outlined in the 1995 National Defence Law (Lei da Defesa Nacional) (Republic of Angola, 1995). There are no laws dealing with rights and access to information.

3.2 Status of the laws regarding criminal defamation and insult

There is confusion regarding how defamation law applies within Angola as the Social Communications Bill, passed in February 2006 by the Angolan Parliament, has yet to be signed by the President. The 2001 Press Law eliminated a provision that had previously prevented journalists in Angola from defending themselves in court when accused of defamation by the President of the republic. The new legislation applies criminal law to situations in which journalists have violated the law but imposes fines rather than prison sentences.

Both previous and current legislation give government figures a disproportionate advantage over media practitioners in order for the state to avoid public criticism. If the President or any other heads of state are criticised, even if the criticism has some factual basis, such criticism is still currently punishable by a prison sentence. This effectively discourages the media from rigorous reporting of state affairs. Furthermore, any ‘offensive expressions’ directed towards public officials – in terms of what are known as the ‘descato laws’ (“disobedience to authority laws”) – are punishable by suspension of work, fines and even imprisonment. This effectively limits scrutiny of governmental authority by giving greater protection to public officials than to private citizens.

3.3 Status of the laws that exist to enable media regulatory bodies to function independently

The National Media Council (Conselho Nacional da Comunicação Social – CNCS) was established in 1992 to regulate the media in Angola, and is staffed by Parliamentarians and civil society. However, it has effectively remained dormant since its foundation and is seen by many as a mouthpiece for the government. It is expected to be replaced when the new Social Communications Bill becomes law.

In October 2004, it was reported that the Minister for Social Communication had announced that his department was to present a new version of the media law, the Social Communications Law. Before being adopted, the Minister stated that the Bill was to be approved by media organisations, institutions and civil society, supposedly to achieve the widest possible consensus. The Bill was finally passed on 6 February 2006 by the Angolan Parliament, and it is supposed to end the state's monopoly on broadcasting (with the exception of short-wave radio), allow for private and community media, as well as soften the state's stand on defamation. However, the Bill has still, inexplicably, to be promulgated by the President, meaning that the 2001 Press Law (Lei de Imprensa) continues to apply. This 2001 law is viewed by most observers as being far more restrictive than the 2006 Bill and serving as an infringement of press freedom and freedom of expression.

3.4 Current provisions that aim to secure the independence of publicly-owned media

There is no guarantee of independence within state-owned media in Angola. On the contrary, the little legislation that is in place guarantees the supremacy of state-owned media over any potential commercial offerings and is seen as intrinsically biased towards the ruling government. The General-Director of RNA (Rádio Nacional de Angola), for example, was appointed as a core member of the ruling MPLA (Movimento Popular de Libertação de Angola) party's central committee.

Almost all media outlets in the country are either directly state-controlled or controlled by individuals with links to the ruling party.

Independence is also undermined through a lack of financial resources and (as a consequence) low wages, poor access to information, difficult working conditions and poor training. 'Brown envelope' journalism is widespread, with journalists routinely seeking payments from those they bribe or protect. A newspaper editor interviewed for this report stated anonymously "... there is no story I cannot make money out of." These conditions inevitably frustrate attempts by journalists to improve standards.

Luanda generally has a more liberal political climate than the provinces. In the provinces, there is sporadic harassment of journalists, including at daily and weekly publications where any opposing voice is deemed by the local MPLA authorities to be connected with the 'opposition' (parties). This is particularly prevalent in Cabinda and Huambo. In general, however, self-censorship is practised more than there is actual repression of information by the authorities.

Since 1999, 20 journalists (mostly working for private media organisations) have been detained for questioning on charges including defamation, slander or crimes against the state. In one such case, a travel ban was imposed on Reuters stringer Gilberto Nero and his passport was confiscated. The passport was eventually returned after legal action. In another incident, Manuel Vieriam, a reporter for Rádio Ecclésia, was questioned by the police after a report on high death tolls in a demobilisation camp for former UNITA fighters (MISA-Angola, 2004).

A recent case of defamation brought before the courts was that of Graca Campos, who in 2003 published a dossier concerning the 50 richest people in Angola, along with the sources of their wealth. Copies of the publication were bought up by the government instantly to avoid distribution. Campos was charged with defamation – notwithstanding the complaint of one person that his capital had been grossly underestimated, and that the publication had supposedly harmed the trust put in him by his business associates.

Journalist Raul Danda, who works for RNA, the state-controlled radio, was detained in Cabinda on 29 June 2006. He was found in possession of “inflammatory e-mails” and was charged with “inciting violence” and crimes of “state security”. Mr Danda, a Cabinda born, has been engaging in exposing Human Rights violation by the state/armed forces in Cabinda enclave.

The President has countered the accusations of state censorship, intimidation and violence by pointing to evidence of insulting reporting towards members of the government, including himself, and stating that this in itself proves that freedom of expression exists within the country. It must be noted, however, that some critical reporting about government members occurs in publications funded by members of the government to be used against one another for internal political purposes.

3.5 Current provisions to support community or alternative media

There are no specific provisions to support community or alternative media, and there are no community-based radio, television or newspapers within the country.

3.6 Regulatory obligations for public or state broadcasters to fulfil a public-service broadcasting remit

There is only one state-funded broadcaster in Angola, and there are currently no laws in place to impose any public broadcasting remit.

3.7 Regulatory obligations for private broadcasters to fulfil a public-service broadcasting remit

There are at present no public-service obligations for private broadcasters in place.

3.8 Journalism

It is difficult to find accurate figures on the number of journalists in the country. Only those registered with the two journalists' trade unions are available: the government's *Union de Journalistas* (2,100 members) and the independent *Syndicat de Journalistas* (1,700 members). However, many registered within these unions are not, strictly speaking, journalists. Some have only written the odd article here or there, or are technical staff within a journalist organisation, as there are no specific unions to support technical media workers within the country. A more accurate interpretation, therefore, would be that there are approximately 1,000 actual journalists based within the whole of Angola, with around 500 of these based in the capital Luanda.

Journalists have no formal registration procedures within Angola. They are not obliged to register or have a licence. Neither are they obliged to be a member of a trade union. Journalists' pay averages around \$US50-\$US200 per month for both private and state journalists. However, the state journalists tend to have extra benefits, such as credit cards for food shopping, housing and child support. By comparison, a teacher's salary was estimated to be US\$100-\$150 per month in 2003 (Women's Commission for Refugee Women and Children, 2003, p.17)

There are eight universities in Angola and three of them (ISPRA, UnIA and UAN) offer journalism courses. The first two are private and the other state-owned. There are also two media institutions: IMEL, under the Ministry of Education, offers a three-year Journalism Certificate; and CEFOJOR; a Journalism Training Centre inaugurated in January 2003 by the Ministry of Social Communications, offers one-year media courses.

Most training is currently being provided within private media organisations themselves.

Key findings

- ❑ Criminal defamation laws exist but are currently in a state of uncertainty due to a 2006 Bill passed by Parliament that has yet to be signed into law by the President.
- ❑ State censorship and intimidation remain widespread.
- ❑ State journalism enjoys better overall remuneration (when benefits are included) than private journalism.
- ❑ No laws are currently in place to impose a public-service broadcasting remit on either state or private broadcasters.
- ❑ There are no provisions currently in place to support community or alternative media.



4. State of the Media – Literature Review

4.1 Mkabela et al (2003)

This report commissioned by three organisations – the World Association of Community Radio Broadcasters (AMARC Africa), International Media Support and the Media Institute for Southern Africa (MISA) – is based on interviews with stakeholders and key figures within Angolan media. Its purpose was to provide a policy framework for a “funders’ forum” of international NGOs supporting media development in the country.

The key findings and recommendations of the report emphasise: the importance of local ownership of media development projects and programmes; the need for an international lobby to transform the state media into public media; increased support for private media; enhanced quality of the media as a whole by developing and widening basic and specialised journalism training (eg, health, economic and humanitarian reporting); supporting the need for sector development (eg, setting up a media ethics council, supporting and developing female media practitioners); and strengthening existing media development projects (eg, support for private media, setting up community media and ongoing training support for those within the media).

4.2 Marques & Pierce (2004)

Marques and Pierce focus on the state of media freedom and freedom of expression within Angola, based on interviews with human rights organisations and other public representatives and journalists. The report notes that although Angola has ratified various international treaties on civil freedoms, its laws do not always concur with these treaties. The authors state that the National Defence Law should include provisions for protecting all the citizens of Angola, not government or any other individual’s interests.

The report also argues for a code of ethics for journalists, linked to the setting up of a self-regulatory body, as well as for training of journalists on civil liberties.

The report further finds that broadcasting should be opened up to full private participation and managed by an independent regulatory body.

4.3 Mateus (2005)

In this article, Angolan journalist Ismael Mateus deals specifically with the problems the Angolan media are likely to face in covering the next elections in the country.

The report recommends that: the current Press Law be reformed and brought into accordance with the Windhoek Declaration of 1991, as well as SADC and AU principles; that there should be an independent and autonomous regulatory body for journalists; that there should be expansion in the broadcasting sector to allow for a more pluralistic media; and, that journalists should be trained in civic education and election reporting.

4.4 Rafael et al (2003)

This report, written for the Netherlands Institute for Southern Africa (NiZA), focuses on legal reform, access to information, training, sustainability, access/distribution and quality.

Legal reform

The report states that there is still great confusion as to the function of the 2006 Social Communications Bill for the media, and highlights the campaign “Peace Without Democracy Is an Illusion”, co-ordinated by the Open Society’s Rafael Marques, which has organised debates between political parties and civil society as part of denouncing the law’s restrictions and encouraging press freedom in Angola. Although the chief author of the Bill claims it will respect and allow for press freedom and pluralism, its remit remains unclear on sanctions against journalists, foreign investment in Angolan media and financial assistance for the media, including the funding of community radio.

Furthermore, according to this report, many claim they have been excluded from participating in the law’s formation, and they fear that the legislation will not allow for an unrestrictive environment. This concern is borne out in some of the restrictions that the law proposes, specifically: a defamation clause that prohibits negative reporting of governmental authorities; and, restrictions on access to judicial and state secret information (already enshrined in the State Secrets Law which is used to repress almost any articles that accuse the government of anything illegal or corrupt).

The report also outlines the broad recognition that there is a need for foreign investment in Angolan media, as there are not enough investors within the country who want to participate, nor are there any loans available for this. There is, however, some debate as to the extent of foreign investment desired and the extent of foreign content that should be allowed in the country.

Opinions differ on the model for pluralising broadcasting in the country. The Luanda-focused Catholic station Rádio Ecclésia is used as an example, with some suggesting it should extend its coverage via short wave and others suggesting networking with local affiliates throughout the country.

There are also calls for the National Media Council to be truly operational and pluralistic. The Council is currently made up of representatives of a diverse range of groups and organisations within Angolan society, but it has had little impact. Further to this, it is thought that an “observatory” is needed to monitor state and press freedom, media pluralism and the quality of Angolan media content. A local NGO, the Association for Justice, Peace and Democracy, has been working on a project to create a body with these observatory functions, but the project has not yet received support from international donors.

The report concludes that Angola is one of the most restrictive environments in Southern Africa with regard to freedom of information, and that there is a need to network with adjacent countries to exchange information on legal reform. In addition, it concluded that more regular lobbying among media and journalists, working together with broader civil society, will help maximise pressure for a more pluralistic media. As well, the report calls for strengthened regional institutions and/or regional legal frameworks.

Access to information

The report notes that there is a lack of new technology with which to access information, as well as a lack of the means to train people in these skills. Access to information is also undermined by a “culture of secrecy”, with the state viewing the media as enemies rather than as partners in development. The state’s response to information requests is deliberately slow and bureaucratic, compounded by a lack of knowledge among media workers about relevant laws and about the policies of government.

Training

The report states that there is a lack of training for journalists, and that it is extremely difficult for media workers, in terms of both time and money, to attend courses.

Sustainability of private media

Advertising is scarce in Angola and there are few advertising agencies, with the consequence that there is no “advertising culture” as such, though some say this is beginning to change. State and private media compete for advertising, but advertisers are afraid of collaborating with private media for fear of reprisals from the state. This leads to severe funding problems for private media. State media also offer better incentives to employees, thus managing to hire the best talent out of journalism schools.

Access/distribution

There are scarce printing facilities for print media, as well as disproportionately high paper costs. Distribution is extremely difficult, again due to its expense, and is virtually non-existent outside Luanda. These distribution difficulties make it easier for the government to stop the spread of any critical material beyond the capital. The report claims that the same is true of broadcasting, since the government has a monopoly on all TV and national radio.

The report concludes that further debate is needed on possible options for networking among local and regional non-state radios.

Quality

Quality is undermined by pressures from the state and self-censorship, as well as lack of time and resources. Information tends to be difficult to access (especially in the case of official information), and when it is released it is often sensationalised, thus not advancing the causes of democracy and public debate.

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5. Radio

5.1 Key changes and developments in the radio marketplace in the past five years

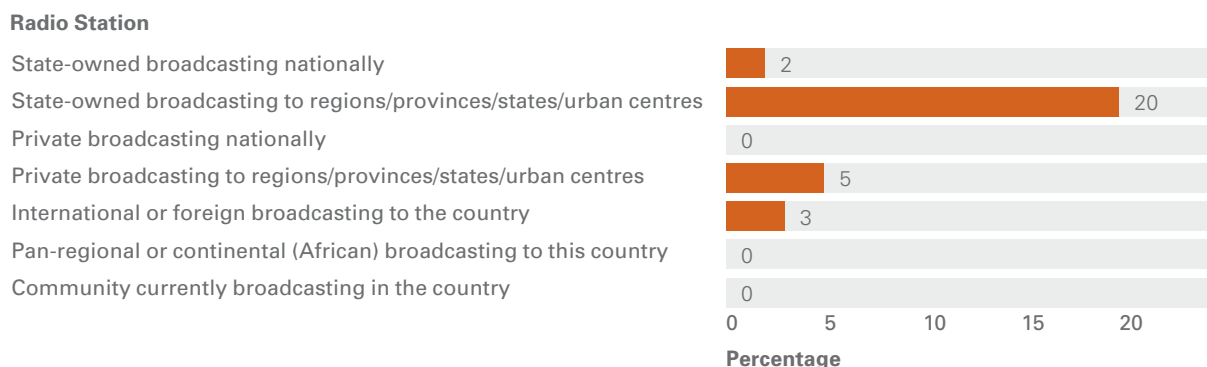
Although radio is Angola's most developed medium, there have been no changes in the radio marketplace over the past five years. Radio broadcasting within Angola continues to be dominated by the state.

Rádio Nacional de Angola (RNA), the state broadcaster, has four different stations broadcasting from the capital. Two of these are available nationally, though only one, the Portuguese service, is available throughout the country on FM. A second RNA service, Radio Ngola Yetu, which broadcasts in five national languages during the day, is available on FM in parts of the country but only on short wave in the rest of the country. A private, non-state radio broadcaster, Rádio Ecclésia, is currently available in Luanda 24 hours a day on FM and for one hour a day across the rest of the country on short wave.

Other services are only regional in footprint. Two RNA services – Rádio Cinco (Radio Five, a sports station) and Radio FM 96.5 (a music station) – are only available, on FM, in Luanda. Each province has a state-run station (18 in total), which often re-broadcasts material from the Luanda-based state RNA stations. As well, there are four regional/local privately-owned broadcasters (all four of these, however, are partially funded by the ruling MPLA party).

During the timeframe of this study, the researcher was not able to identify any additions to the radio sector that had occurred in the past five years.

Figure 5: Broadcasting and Ownership Status of Radio Stations



Source: C. Mendes, personal communication, August 2006; J van Dunem, personal communication, August 2006

5.2 Investment and growth in the radio sector in the past five years

There has been virtually no investment by the government or by private investors in the radio sector over the past five years. The government has promised to liberalise radio broadcasting fully, but, to date, this has failed to happen. Ownership of the four “private” local radio stations, which have MPLA connections, is not transparent, making it difficult to decipher who exactly owns what.

5.3 Plurality, ownership and control

The four private local stations – all the private stations except Church-funded Ecclésia – receive funding from the ruling MPLA party, and are seen by many as mouthpieces for the government. These four stations are Radio Cabinda (in Cabinda), Radio Luanda Antenna Comercial (LAC, in Luanda), Radio 2000 (in Lubango) and Radio Morena (in Benguela), all of which broadcast on FM.

The national RNA and its provincial affiliate stations draw their budgets from public funds, and are effectively controlled by the governing MPLA party.

Rádio Ecclésia is owned by CEAST, the Catholic bishops’ conference of Angola.

⁴ Biener (2006) states the source for this quotation as “VOA Communications World 21 July 2001”.

Other stations available in the country include Voice of America, which broadcasts for 2.5 hours per day in Portuguese via short wave from Washington, 30 minutes of which consists of locally-produced Angolan news (on weekdays) or comment/debate (on weekends). UN Radio in Angola also broadcasts for three hours per day, as well as three half-hour features per week on the national state TV channel, covering the reconciliation process and other national issues. The BBC World Service also broadcasts its East/Southern Africa service in Angola on short-wave, for certain periods each day.

5.4 Diversity

State channels broadcast a variety of different programmes, and there is some diversity of news reporting within broadcasts from stations such as Rádio Ecclésia and Voice of America. However, such news bulletins are few and far between.

5.5 Quality of radio output and programming

During the timeframe of this study, the researcher was not able to collect information on the quality of radio output and programming.

5.6 Specific challenges

There are no nationwide figures on radio listening available in Angola. There is, however, some data from the BBC World Service Trust's research undertaken in 2006 as part of a wider survey on attitudes towards HIV information among young people (16- to 24-year-olds) within four provinces (Luanda, Benguela, Cunene and Lunda Norte). The respondents were split into urban (45%), semi-urban (48%) and rural (8%), so the figures cannot be taken as a wider representation of listening habits within the country. The section on media usage found that access to radio was high (94%); radio was listened to most from Monday to Friday (68%); and, on these days, it was listened to most in the mornings (56%). At the weekends, radio was listened to most in the evenings (40%). Most by far (93%) listened at home. In terms of stations' popularity, the state sports broadcaster Radio Cinco (33%) topped the list, followed by Radio Escola, a commercial music-based channel fully available in Luanda only (30%), and the provincial state station Radio Luanda (26%). The most popular types of programming were music (46%), news (25%) and sport (24%) (BBC World Service Trust, 2006).

The challenges facing radio in Angola are many, but predominantly revolve around issues of independence, funding and reach. Most of the commercial radio stations within Angola are owned by groups of businessmen, and the structure of this ownership is not transparent.

As evidenced by Rádio Ecclésia's failed attempts to widen its broadcast reach, the government remains heavy-handed in its approach to dissenting voices.

Training and resources remain key issues for radio journalists. Though organisations such as the BBC World Service Trust, World Learning, the National Democratic Institute and Search for Common Ground have worked with journalists to provide technical and other training, as well as extra resources, there is still a great need for provision in these areas.

Only one Luanda-based service, a state-run one, is available via FM outside the capital city. Those Luanda-based services, such as Ecclésia, that do include short-wave broadcasts, are often unreliable in their signal. Therefore, the challenge for radio is not simply to allow wider diversity, but also to become less Luanda-centric in reach and approach.

Key findings

- There is a lack of transparency within Angolan radio ownership.
- Four private local stations get funding from the ruling MPLA party, leaving only one private station, the Catholic Church's Rádio Ecclésia, without MPLA connections.
- Outside Luanda, service availability decreases substantially, with listeners forced to rely on short wave for most of their radio consumption.



6. Television

6.1 Key changes and developments in the television marketplace in the past five years

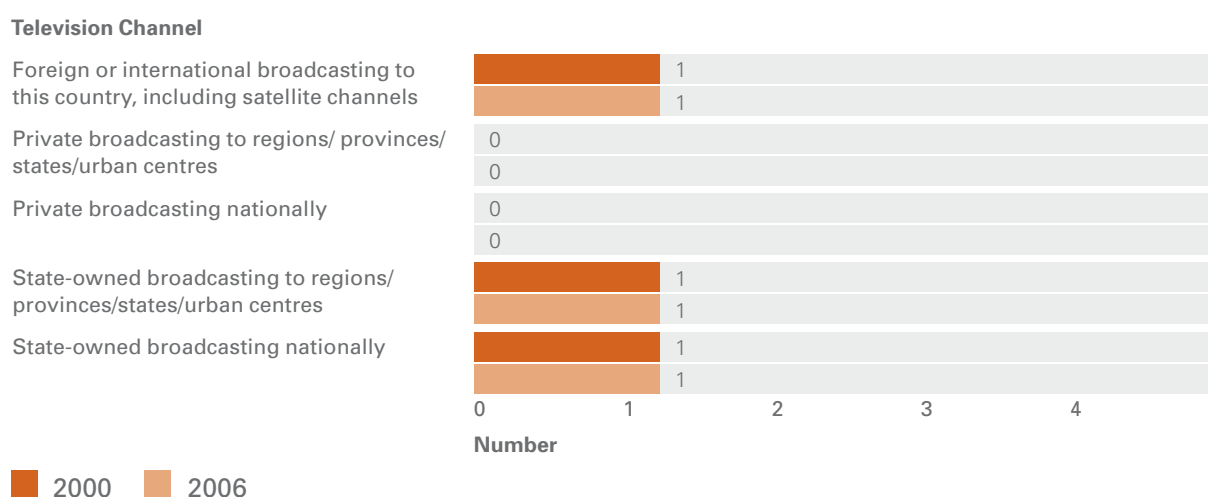
There has been little change in the television available in Angola over the past five years. Terrestrial TV is still dominated by the state broadcaster, Televisão Popular de Angola.

6.1.1 The state broadcaster has one free-to-air channel available nationally. As well, the DStv MultiChoice Africa service, based in South Africa, is available throughout the country, but only on a satellite pay-TV basis.

6.1.2 A second state free-to-air channel is available in the capital city, Luanda, only.

6.1.3 No new terrestrial free-to-air TV services have emerged in the past five years and there is no information available on audience share.

Figure 6: Broadcasting & Ownership Status of Television Stations



Source: J van Dunem, personal communication, August 2006

6.2 Investment and growth in the television sector in the past five years

There has been no meaningful growth in the TV sector in the past five years. Satellite TV is subscribed to by only a small proportion of the population, and the state continues to be the only terrestrial free-to-air TV broadcaster.

6.3 Plurality, ownership and control

All terrestrial channels are owned by the state. The satellite pay-TV service DStv provides multiple international channels, including news channels such as the BBC and CNN. Although the number of subscribers to satellite TV is very limited, the service is broadcast in many public places (eg, cafés) so viewing is multiplied.

6.4 Diversity

As the state owns the only terrestrial TV channels, there is little room for diverse views and opinions in free-to-air TV.

6.5 Quality of television output and programming

The state-controlled TV channel transmits daily, with a mixture of news, sports, cartoons, soap operas, cultural programmes and American, European and Brazilian films.

6.6 Specific challenges

TV coverage – at least on terrestrial broadcasts – remains firmly focused on events within the capital, Luanda, and is firmly in the grip of the state. There is no alternative which has no competition for the vast majority of TV viewers who do not have satellite.

Key findings

- Most Angolans only have access to terrestrial, state-controlled TV.
- Subscribers to the South African-based DStv satellite pay-TV service are few, but other people get access to DStv in public spaces, such as cafés.



7. Newspapers

7.1 Key changes and developments in the newspaper marketplace in the past five years

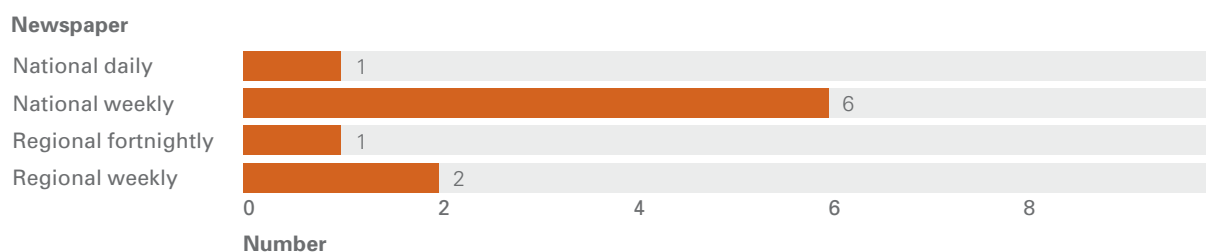
A free press was theoretically restored to the country in 1991, following 15 years of government control. And, in 2006, the National Assembly passed legislation ending the government monopoly over news agencies. However, at present, the only national news agencies are the Agência Angola Press (ANGOP), a state-run agency founded in 1975, and Centro de Imprensa Anibal de Melo (CIAM), a government press centre. There are also several international agencies operating in Angola: Agence France-Presse (AFP); Informationsnoye Telegrafnoye Agentstvo Rossii-Telegrafnoye Agentstvo Suverennykh Stran (ITAR-TASS) Russia; Inter Press Service (IPS) Italy; Lusa (Agência de Notícias de Portugal, SA); Prensa Latina Cuba; Reuters; Rossiyskoye Informationsnoye Agentstvo-Novosti (RIA-Novosti) Russia; and, Xinhua (New China) News Agency People's Republic of China (Europa World, 2006b).

7.1.1 There is only one "national" daily newspaper, *Jornal de Angola*, which is state-controlled, but it has virtually non-existent distribution outside the capital and very little within it.

7.1.2 There are an estimated six national private weekly papers.*

7.1.3 A new regional weekly (*Cruzeiro do Sul*) was established in 2005.

Figure 7: Total Number of Newspapers



Source: C. Mendes, personal communication, August 2006; J van Dunem, personal communication, August 2006

* However it must be noted that although these papers claim to be national, they only sell issues sporadically outside of Luanda.

7.2 Investment and growth in newspapers in the past five years

There is no data available on newspaper readership in the country.

There has been no real investment or growth in newspapers over the past five years. There is a huge difficulty in distribution. The state-owned *Jornal de Angola*'s production is limited to Luanda, with a print run of approximately 30,000-40,000 copies, and a prohibitively high price (\$US1.20).

Poor distribution and high cost combine with a low literacy rate to ensure printed media in the country has little impact and, consequently, there is little room for development. However, at the same time, newspapers are important as one of the few areas in which civil society matters can be raised, albeit in partially censored form.

7.3 Plurality, ownership and control

There are around eight national private weekly newspapers within Angola. Most of these papers are said to be bribed regularly by different members of the government for internal political purposes, ie, bribed to print particular stories about state affairs.

7.4 Diversity

The private weeklies should have the potential to develop a more diverse media within Angola. However, progress is relatively small and slow, with the state continuing to exert a massive influence both on what is reported and on the quality of reporting.

7.5 Quality of newspaper reporting

Journalists' relationships with the state, as well as their mindsets, prevent truly investigative reporting. Access to state information is severely constrained. Printed stories are often the result of bribery (ie, information provided to journalists in order to guarantee good exposure). Journalists can also be penalised via defamation law for inappropriate criticism.

7.6 Specific challenges

Funding, objectivity and low literacy levels remain major obstacles for newspaper reporting in Angola.

There continues to be no truly independent publication in the country, with reporting suffering as a result of state interference.

Liberalisation of the newspaper market, more funding for journalist training and publication costs, and guaranteed independence from the state are all prerequisites for the creation of a strong newspaper sector in Angola.

Key findings

- Newspaper distribution is practically non-existent outside the capital Luanda.
- High distribution costs, low literacy rates, poor-quality journalism and government interference are all barriers to newspaper sector development.
- Even the non-state-owned papers are heavily influenced by government interests, often through payments for particular stories.



8. Media Support

8.1 Key changes and developments in new media technologies in the past five years

There has been increased access to the Internet in the past few years, though Internet access remains extremely low. It was recently estimated that just over 172,000 people (1.3% of the population) had access to the Internet (CIA, 2006), an increase from the estimate of around 41,000 (0.3%) in 2002 (International Telecommunication Union (ITU), 2006). In 2004, 1.19% of people reported owning a personal computer (ITU, 2006).

Mobile telephony use, meanwhile, has increased substantially, and in 2005 far more people owned mobile phones (9%) than had landlines (0.8%) (CIA, 2006)⁵.

According to InterMedia (2002), TV ownership is relatively high among the urban population, particularly within the capital, Luanda, but there are no overall figures for the country available at present.

8.2 Key changes in media support in the past five years

The most significant expansion in media support within Angola has been the increase in mobile telephony, with close to one in ten Angolans now using mobile phones.

Personal computer ownership is also encouraging, though Internet use is still low, thus cutting most people off from the alternative information sources available through it.

8.3 Audience and readership research data

Audience and readership research are virtually non-existent in Angola. The few agencies that are able to conduct this kind of research are currently inactive.

Key findings

- Mobile telephony use has increased significantly since 2000.
- Internet access has increased, though it still remains extremely low.
- No data are available on national media audiences.

⁵ These percentages were calculated using the CIA's population figure for 2006.



9. NGO Activity

During the timeframe of this research, figures for the number of NGOs and further details on NGO activity could not be accessed.



10. Conclusions

Drawing on the information gathered for this report, the following themes emerge.

10.1 Media statistical data

There is no accurate or comprehensive data on the reach of television, radio or newspapers in Angola. This is unsurprising given that the government has no need to collate this kind of information, because it has no real competitors and is intrinsically opposed to independent voices within the country.

Far more statistical information on the media needs to be readily available and accessible, to give a clearer idea of the Angolan population's media access as well as its media wants and needs.

10.2 Media law and regulation

The media environment as a whole is highly constrained in terms of the legal-regulatory framework. There are no public-service standards for broadcasting and freedom of information is non-existent. Liberalising media markets and vastly improving access to information are directions that are essential for effective, truly democratic media growth within Angola.

10.3 Media investment and growth

There would seem to be potential for private investment in Angolan media. The problem lies in the government's refusal to allow any significant, truly independent media. There seems to be little or no prospect of this situation changing within the near future, though it remains to be seen how the new Social Communications Bill (if it is signed into law) will begin to change the picture.

10.4 New media

New media platforms appear to be the one area where the Angola media landscape has expanded to some extent in recent years, with increases seen in mobile telephony use, PC ownership and, to a lesser extent, Internet use. Internet in particular has the potential to drive the democratisation of Angolan media.

10.5 Media, democratic accountability and the need for training and resources

There is clearly a lack of knowledge within Angola about people's rights and the safeguards that need to be in place in their relationship with the state. Media in Angola, particularly the private media, are sorely under-funded and suffer greatly from state domination and self-censorship. There is also a lack of adequate training for journalists, impacting on the overall quality of journalism – in particular – that which investigates the power of the state – and this unsurprisingly leaves democratic accountability at very low levels. Bribes are commonplace and there is little or no separation between media and the state.

The print sector in particular suffers from a severe lack of resources with which to report comprehensively. Journalism training and resources to finance investigative work are sorely needed.



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Appendix 2: Individuals/organisations consulted during the research

- Joao van Dunem, BBC World Service Trust Angola, August 2006
- Cândido Mendes, BBC World Service Trust Angola, August 2006
- Rene Roersma, Freelance Consultant, personal communication, July 2006



Angola

Country Report Way Forward



12. Introduction

The interviewees from Angola were selected for this project on the following basis:

- familiarity with the question of media development in general;
- official position (for example, NGO leaders, state media executives, and so on);
- ease of accessibility; and,
- gender.

Obtaining interviews was not always easy. It was easy to get interviewees who work either for non-government organisations (NGOs) or in the private media sector, provided that the date was agreed in advance. Usually they readily acquiesced to be recorded and quoted. However, people working for the state or related to the ruling Movimento Popular de Libertação de Angola (MPLA)¹ party were the most difficult to get or never available. They were fearful to speak out to foreign media and needed authorisation from their respective cabinet minister, who in his turn would not give the green light.

Consequently, it was only possible to conduct 14 out of 15 interviews initially planned. Of the 14 interviewees, only one asked not to be quoted or identified. The other interviewees did not have any reluctance to agreeing to be recorded or to have quotes in the report attributed to them. One interviewee (a member of Parliament from the MPLA party) asked to see the report once it was finished.

I think the interviewees were frank with their answers and when they knew nothing about an issue, they said so. There were some interviewees, however, who pretended to be knowledgeable and strayed a little from the topic.

Fieldwork was conducted from 2 June 2006 to 25 July 2006, and no travel outside of Luanda was involved.



13. Media Development: an organisational perspective

13.1 Key organisations

All interviewees from the selected organizations were familiar with the media and, owing to their seniority, had a say in all issues concerning the media in Angola. They worked for the state, private media or, due to the nature of their daily lives, were in contact with media activities.

The organizations were: Centro de Formação de Jornalistas (CEFOJOR)¹; the NGO Acção Para O Desenvolvimento Rural E Ambiental (ADRA)²; the Electoral Institute of Southern Africa (EISA); the weekly papers *Angolense* and *Agora*; the magazine *Economia e Mercado*; the Roman Catholic FM radio station Rádio Ecclésia; Instituto Médio de Economia de Luanda (IMEL)³, which has a media course; the Associação de Jornalistas Económicos de Angola (AJECO)⁴; the Media Institute of South Africa (MISA) liaison office; the Sindicato dos Jornalistas de Angola (SJA)⁵; and a journalist MP from the MPLA party⁶.

13.2 Impact of media development initiatives

All 14 interviewees were unanimous that the most significant changes in the Angolan media *since* the year 2000 were the emergence of new, privately owned newspapers and a few commercial radio stations. These new media outlets are mainly the result of the change in the legislation allowing free media start-ups. In fact, the law has been there for some time but the government had cracked down on heavily journalists ever since the law was enacted, in the early 1990s, when the country adopted the multi-party rule.

¹ Journalists' Training Centre.

² Action for Rural Development and the Environment.

³ Media Institute of Economics in Luanda.

⁴ Association of Economic Journalists of Angola.

⁵ Union of Angolan Journalists.

⁶ Popular Movement for the Liberation of Angola.

Few commercial radio stations started up, but those that did became very popular because of their editorials, which that really differed from the old, official line. But, none is allowed to broadcast nationwide. That is the case of Rádio Ecclésia, which cannot broadcast nationwide, and is limited to Luanda.

Some interviewees also mentioned the growth of the SJA, which has elected new management and become active in empowering journalists and defending their rights. Other journalists' organisations were also started, namely, AJECO AMUJA and AIPA.

However, half of the interviewees mentioned that there is one sector in the media that has not grown: television. Under the current Media Law, only the State has the privilege of owning a TV station. A new Media Law has since been enacted, but it has still to come into effect.

Strategic changes within the interviewee's own work arena

Almost all interviewees diverge on this issue. Three interviewees were involved in the establishment of three newspapers. An interviewee from the SJA described how the organisation works to empower its members. CEFOJOR is engaged in taking journalism training outside of the geographical location of the school, to train as many journalists as possible. The *Angolense* and *Agora* newspapers try to be as influential and powerful as they can be through publishing news that matters.

Other interviewees agree that the government can no longer afford to ignore the power of media, especially private media, and above all the weekly *Semanário Angolense*, so much so that no important decision is taken without thinking,

“ what the newspapers will think about this. ”

(Joaquim Paulo, Director; Educator: CEFOJOR, Angola)

Impact of media development on the media sector/on their own area of work

Although the majority of interviewees consistently said that a lot still has to be achieved, they also mention that government's tolerance to media allowed more journalists and more training to be held. Young people are willing to become journalists and to be more professional. Access to news sources has become better, though not the most desirable.

For many years journalists have been fighting to get officials to speak on and off the record about issues concerning their areas of work. But officials are reluctant to speak to the media for fear this will put them in trouble or, in the local parlance, *“para não perder to tacho”* (literally, to avoid losing the saucepan).

Interviewees from across various fields were unanimous in saying that all actions are centred in Luanda, the capital city. Thus, the impact of media development is relatively small. In addition, this impact has mostly affected the print media, yet a high percentage of the population in Angola is either illiterate or cannot afford to buy the papers.

“ Almost all papers and radio stations are based in Luanda... this creates regional asymmetries and it is bad. This does not favour development. ”

(Joaquim Paulo, Director; Educator: CEFOJOR, Angola)

In general terms, whichever initiative interviewees may have mentioned, they still believed that there were few and could struggle to cite one. This is especially true with interviewees active in journalism and in training.

“ I am not aware of these initiatives. I know of colleagues who wanted to start papers and never did. I can say nothing... We would just like to have a good Media Law that really worked, and the Ministry of Media that wasn't a player and a referee. ”

(Dr Jose Rangel, Journalism Course Coordinator; Educator: IMEL, Angola)

Despite using different words, half of the interviewees complained that media growth in the country is equal to economic growth, which is weak. The other interviewees stated that Angola is not attractive to any media initiative that one might have. A priest summed up this sentiment in saying *“media reflects the reality of a country”*.



14. Media Development Initiatives

14.1 Review

Opinions on the topic of media development initiatives are “scattered” due to the different nature of the interviewees’ work. The Catholic Rádio Ecclésia has the mission to evangelise and inform the citizenry as step towards liberating humankind. They want to take that mission across the nation. Three interviewees, who were involved in establishing newspapers, share the experience that the most difficult barrier they had was financing.

Those interviewees in the management of non-active journalism organisations (SJA, AJECO, MISA-Angola and CEFOJOR) have also had the experience of working for the establishment of the new Media Law. At the time of the debate, they had fought for the inclusion of journalists in the process. Interviewees from NGOs are engaged with human rights, politics and elections, and land issues; they appear regularly on radio programmes or have columns in some newspapers.

The Electoral Institute of Southern Africa (EISA) is, for instance, entering into an agreement with the Journalism Institute of Southern Africa (JISA) to come to Angola and train journalists on covering elections. AJECO has worked to familiarise its members with economic issues such as oil and the diamond trade. The goals that organisations have entail training to get the best journalists and media possible.

Five years ago, media training was not taken very seriously. The first graduate journalists are still in their final year. Before that, journalism was taught as a subject only at IMEL, a high school institute. Most Angolan journalists trained earlier within the country went through that course. The quality of that training has long been questioned, even by the journalists themselves, who felt they had to learn (again) on the job.

“ We have a few people in the media [who have professional] quality, the fruit of defective training... this is the handicap for the development of media in Angola. ”

(Antonio Freitas, Editor; Media Practitioner Private Sector: Agora, Angola)

The course has now been restructured and renamed a media course. More content was added, and students now have the option to follow up at the universities of Luanda. CEFOJOR is another active training organisation, which has taken a different approach to that of IMEL or other universities of Luanda. It offers refresher courses to journalists already in the media, or candidates who don't want to wait for years to "get into business".

“ We learned a lot through what we are doing. We organised a workshop in the countryside with journalists there... we are aware of asymmetries [so] we plan the courses to be more needs-oriented. ”

(Joaquim Paulo, Director; Educator: CEFOJOR, Angola)

Most interviewees did not answer this question. None of the interviewees or their organisations is responsible for allocating funds for media development initiatives. Mainly foreign, third-party donors fund interviewees working with NGOs to implement certain projects, while interviewees with commercial media (eg radio stations, newspapers and magazines) work with their own funds gained from their activities.

14.2 Success and impact

There are no formal evaluations or impact studies carried out in Angola. No scientific data exists; so what interviewees do to assess their projects is dependent on the field of work that they do. For example, a newspaper or magazine interviewee would "decide" they had done well by the number of copies they had sold.

Though no hard data for evaluating projects exists, half of the interviewees were adamant that they were successful.

“ [According to] statistics made somewhere... I don't remember where... even yesterday I was reading a report which says that our radio's audience here in Luanda is higher than that of other radio stations. ”

(Father Maurício Kamuto, Director; NGO: Rádio Ecclésia, Angola)

The other half of the interviewees view project evaluation as something still to be done or not of immediate concern. They mainly represent the private media; for organisations that use their own funds for daily activities, they skip evaluating their work in the real sense of "evaluation". But, those organisations that depend on donations conduct evaluations as part of their contract with donors. Either they submit a report to the donors or the donors carry out evaluations themselves, like on-site visits to implementers. Other means of evaluation include brief market studies carried out by foreign consultants whilst undertaking other projects. However, they then share their information with local stakeholders.

“ A lot of persistence, dedication, long hours, the kind of organisation that works, and when I say organisation that works, I mean enterprise and administrative organisation because it creates the environment for journalists to develop their activities without worrying about secondary issues. ”

(Paulo Pinha, Editor; Media Entrepreneur: *Economia e Mercado*, Angola)

Factors contributing to successful media development projects

Other interviewees share the view of Paul Pinha, especially those active in journalism. Another factor that has arisen among interviewees is the importance training has had on media projects. The AJECO representative, for instance, says its success peaked in 2000-01 when they attended a course on the “National General Budget”. Newspaper owners, who at some time found themselves with journalists who lacked skills to perform their job, had to send their staff to refresher courses or organised internal ones. Those who did believe the impact was noticeable.

“ We invested greatly in training our personnel in technical courses and post-educational training, even to universities for our team members. ”

(**Suzana Mendes**, Editor; Media Entrepreneur: *Angolense*, Angola)

This interviewee also mentioned that, at the time they started the newspaper, they wanted to be different from the other newspapers already in existence. While others wrote mainly about politics, they concentrated on social matters. Two academicians seem to confirm her views about being different.

“ Last year a new weekly, different from these Luanda weeklies, started up. That has a regional cover. This means that in this field of business, there is room for more publications. ”

(**Paulo Pinha**, Editor; Media Entrepreneur: *Economia e Mercado*, Angola)

Factors undermining success of media development projects

Insufficient funding is the number one factor that hindered the success of some media projects. Many newspaper projects have folded, some can barely keep up, while many others just cannot be started. This view is shared by all interviewees, irrespective of their field of work. However, the journalists highlighted this reality.

Three academicians and newspaper commentators said that the private sector in Angola is still “too timid” to invest in media projects. A civil society representative and two newspaper editors also stressed the need to urge entrepreneurs to invest in media, as well as the need for the state to give some kind of support to private media, thus delivering on their long-held promises. One of the issues that needs immediate attention the high cost of producing newspapers, especially the acquisition of the “over-taxed” paper.

One representative of the journalists association mentions that their goals are to become self-sustainable because they “*cannot always be running after donors*” who then place condition their donation which means they have to negotiate so they are offered money for their projects. Private media owners need support but resent it when they have to negotiate over their identity and independence with their supporters. The CEFOJOR director illustrated this point well when discussing the lack of self-sustainability:

“ to make our projects run we have to go into partnerships, which we don’t like. ”

(**Joaquim Paulo**, Director; Educator: CEFOJOR, Angola)

The academicians and a columnist for local newspapers brought up an “interesting” factor, which seems to shift the complaint about a lack of money or private enterprise on media development back to the journalists, or media owners themselves: lack of management skills. The differentiation between a journalist and manager can be summarised as follows:

“ The thing is that newspapers were started by amateurs, journalists established newspapers and ran them. But today, media is not only that. Journalists are to write, produce news, but to run projects they need to become managers. ”

(**Antonio Freitas**, Editor; Media Practitioner Private Sector: *Agora*, Angola)

Another interviewee put it like this:

“ There are problems that stem from our weaknesses, our lack of capacity to manage things. I think training activities are needed. We’re preparing training about project management, how to be accountable. ”

(**Messias Constantino**, President; Media Support: AJECO, Angola)

14.3 Lessons learned

Angola is a very expensive country. The lesson learned by a private media representative is that you need a lot of money to implement any media initiative in this country. This view is shared by all interviewees, but stressed by the three founding members of three newspapers, the *Angolense*, *Agora* and *A Capital*.

“ I wish we had [allocated] more funds for the paper. It takes time until the papers can attract confidence from advertisers. ”

(**Suzana Mendes**, Editor; Media Entrepreneur: *Angolense*, Angola)

“ We need a private sector that supports this. You can’t do journalism without money. ”

(**Augusto Santana**, Director; NGO: EISA, Angola)

“ The main factor is money. Others are external support and defining well the project. ”

(**Member of Parliament**, Government, Angola)

Most of the interviewees, particularly those responsible for training journalists, put it clearly that training is just as important as money. Continuous training is important for the sustainability of media initiatives. Yet, a few of the interviewees complained that there are some seasoned “old” journalists who tend to think that they have little else to learn about journalism anymore, meaning that they (the old journalists) know it all already.

For any project to be effective, the organisers should bear in mind the local context, and should not just impose external experiences. Both local and external experiences should be reconciled and adjusted.

The common view among all interviewees was that media initiatives need the following:

- better trained journalists;
- experience in managing funds and projects; and,
- opportunity to manage once they have completed training.

Interviewees have no doubt that media initiatives reflect the Angolan context, “what we are” and that one cannot run away from it. Even “old” journalists who were trained during colonial times have stripped themselves of the colonial mentality.

One interviewee goes further in explaining that there should not be pre-conceived concepts applied in Angola. Each country has a different reality and that has to be taken into account. Even in Angola, a country with a diverse cultural heritage, there is a need to harmonise initiatives that come up, and to take into account what is common among them all.

“ The conception of a project should be of national origin. If a project is conceived in one country to be implemented in another, it surely will not work. It must take into account our context. Even being African is not enough because Africa has different contexts. ”

(**Domingos Major**, Director of Information; NGO: ADRA, Angola)



15. Developing the Environment for Success

15.1 Key factors

First of all, for the key factors of any media development initiative to materialise, there has to be sufficient funds. Secondly, those who are going to be involved in the initiatives need to possess the professional skills necessary. A better economy does help a lot by contributing to the sustainability of media. If business is sprawling and there is competition, this creates an environment for the businesses and entrepreneurs to advertise or invest in the media themselves. And then, there is the political will to let the media thrive. In Angola, as mentioned by several interviewees, legislation is not always adhered to. While the freedom of media is legislated, it does not mean that it is safeguarded. As one academician journalist put it, sometimes the success of a media initiative is “exogenous” to the project itself.

15.2 Political and economic influences

A phrase often mentioned by interviewees is that one important condition necessary for the media to succeed is the “democratisation of the minds” of the ruling government. It has also been said that Angola is a country coming from one-party rule, that all minds are not yet free.

Rules and laws can be changed to satisfy the cluster, but adhering to them is another issue. Thus said, these political factors are important:

- government implementation of the media law;
- political will to change the mentality of thought; and,
- change from viewing journalists as enemies to partners.

In a country as politicised as Angola, where what you become mostly depends on whether you are for or against the Government and the ruling party, people (especially for those in high social positions) are very watchful of which business to get involved in. That said, if there is an initiative being set up, people will ask “who is in it?” before investing. It goes without saying that if the initiator is viewed as “against” the government, the initiative gets dumped, regardless of its merit.

It was general knowledge among interviewees that state support for media is limited to state-owned media. However, the Angolan government, aware of the difficulties of the private media sector, has promised to lend some support.

In fact, there is a yearly budget for it in the *Orcamento Geral do Estado* (National State Budget), but, it has yet to deliver.

Some interviewees often repeated that the state is against media development: this is called the “Ecclésia Case”. Rádio Ecclésia is a Catholic radio station that had enjoyed national broadcasting before independence in 1975. Then, it was banned. When it resumed broadcasting in 1993, it was not allowed to retain national broadcasting. Its struggle with the government to be allowed to broadcast nationally is known as the “Ecclésia case”.

The obstacles on the way are mounting, because now the government has approved a new Media Law.

Under this law, a radio station will have to be physically located in the provinces, as opposed to just using booster stations to transmit broadcasts.

15.3 Donor communities' role

None of the interviewees has a palpable opinion on the role of donors in media development. Countries that were mentioned by the interviewees were the United Kingdom, the United States and The Netherlands.

“ The donor community has done something... at least the US Embassy some years ago facilitated access [for] newspapers to get cheap paper... besides that nothing else tangible came out of them. ”

(**Justino Pinto de Andrade**, Commentator; Analyst: Rádio Ecclésia, Angola;
Professor; Educator: Catholic University of Angola, Angola)

The rest of the opinions are diverse. A magazine editor argued against media receiving donations because of the influence they might have on the editorial line of the publications and because donor money is not sustainable. One newspaper editor said that donations are becoming a thing of the past. In his view, training and capacity building are needed most.

All interviewees resent conditions “imposed” by the donor community. They suggest that donors should work with Angolans, consider Angolans as partners, and respect them.

15.4 Other issues

In general, other issues identified by the interviewees, in varying degrees of importance, are as follows:

- high production costs;
- high illiteracy rate;
- poverty (people cannot afford expensive newspapers);
- need to engage private enterprises and donors to invest in the media;
- scarcity of printing factories;
- business management; and,
- low levels of entrepreneurialism.



16. Future Strategies

16.1 Strategic priorities

Training journalists to become better journalists, and training media managers to become better managers, will lead to more feasible projects. Thus, a journalist's desire for professional growth is related to salary growth as well. According to journalist and NGO interviewees, journalists often desert their jobs for better paid jobs in public relations, or they become media advisors for private or state companies.

And if the media becomes a profitable business, business people who have money will start investing in it. Almost all newspapers and radio stations were started by professionals in those areas, more by passion for the profession than with eyes for profit.

Any donor-backed media initiative should come in with money, and then work with Angolans to allocate and manage the money. Then, they study how things can work here by avoiding pre-conceived ideas.

Angolans resent foreign-worked "formulas". This view was expressed by union members, an academician and an MP. There is a consensus among those interviewees that donors should not dictate what ought to be done, rather they should come to the country, avail themselves of help from the local communities and ask how donor assistance can be applied.

" International donors should not come here with strange formulas for our social and cultural context. [Any kind of help] should be done [by] first knowing what the government has already in stock. And then, they can support private initiatives, but openly so anyone can take part. "

(Member of Parliament, Government, Angola)

16.2 Focus for support

Interviewees were asked to rank in importance the need for support in particular areas: media frameworks; developing local content; supporting the growth of an independent media; raising the standards of journalism; and other areas they deemed important.

16.2.1 Media frameworks

One interviewee described the need to abolish the Ministry of Social Communications, because it hampers the development of media in Angola. Another interviewee said that the Ministry should stop playing the role of "referee and player at the same time".

16.2.2 Developing local content

Seven interviewees were in favour of the establishment of local media, chiefly local radio stations (community radio stations). As there is none for the countryside yet, and because of the special role it plays in community life, one of the interviewees argues strongly that it is the only kind of media that should be funded by donors. It is pointed out that because of the high illiteracy rate in the country; radio is the most effective form of communication.

16.2.3 Supporting the growth of independent media

Seven interviewees agree that independent media needs the most support. Although they are not unanimous as to how the support should be obtained, they believe that private media “deserves” most support, because the state-owned media already has all the support it needs. But it was highlighted that this support for an independent media should not be subject to interfering with its editorial or newspaper management.

16.2.4 Raising the standards of journalism

Ten of the interviewees support raising the standards of journalism as a top priority, and agree that this should be accomplished through training journalists in modern journalism skills.

16.2.5 Other areas

In addition, the following areas were also suggested:

- ❑ supporting the establishment and growth of independent media;
- ❑ supporting the establishment and growth of community media;
- ❑ financial backing throughout the initiative until reaching self-sustainability;
- ❑ raising the standards of journalism;
- ❑ raising media management standards;
- ❑ capital management;
- ❑ establishing community press, radio and TV;
- ❑ lowering the tax for imports on press materials; and,
- ❑ training in English.

Three interviewees commented on the “cultural context of media” in Africa. The CEFOJOR director pointed out that Angola’s “handicap” is language. To him, the fact that Angola is a Portuguese-speaking nation means that the country is losing out on things happening in the region. Another academician implied that having different languages is the reason why the media in neighbouring countries are different from that in Angola, despite geographical proximity.

It is important to note that those who indicated financial support for private media are mostly interviewees in private media or academicians.

16.3 Views on media sector focus

Views emerged, even from journalists working for the state media, that any assistance to the media in Angola should be focused on private media first, and above all.

All interviewees also talked about the need to establish “local media” or community radio. They said that it was time for the state to deliver on its promise to “subsidise” private media.

As noted by one academician with links to journalism and supported by most interviewees, Angola is an expensive country. Media development initiatives are costly. Journalists starting those projects (as is often the case) need support from the beginning until the initiative can stand on its own.

16.4 Support most needed/useful

The types of input suggested for the realisation of a media development agenda were diverse.

These included:

- investment in the media;
- a nationwide and regional distribution service for newspapers;
- training in business skills; and,
- funding at an early stage.

Suzanna Mendes makes a point about distribution by saying the following:

“ In our country newspapers do not outsource the distribution service. They do it themselves... if there were investment in this, it would be good. ”

(**Suzana Mendes**, Editor; Media Entrepreneur: Angolense, Angola)

16.5 Appropriate organisational framework

Responses to questions on how media development initiatives should be organised were very vague implying a lack of knowledge on the issue or that the question was not understood.

“ Connecting with other networks? No, it wouldn't work here. [Maybe] something like the UNDP [United Nations Development Program]. No, in Angola it wouldn't work either. I know many initiatives that don't work. ”

(**Augusto Santana**, Director; NGO: EISA, Angola)

Another argument is that all initiatives come from South Africa, but Angolan journalists do not know what is going on in the countries surrounding Angola. For instance, other sub region countries are thought to have a “more developed” media, fiercer than that of Angola. It is felt that Angola “misses out” a lot because it is a Portuguese-speaking country.

One academician insists on the need to expand the media outside of Angola to allow even development.

“ It is necessary that provinces have radio stations and provincial TV [stations to] produce [their] own programmes, if not provincially at least regionally... We are making mistakes in different fields, but as to the media, which is a factor that empowers information, we should pay better attention. ”

(**Joaquim Paulo**, Director; Educator: CEFOJOR, Angola)

16.6 Pan-regional versus country-specific initiatives

However, the representative from the Media Institute of South Africa (MISA) in Angola thinks that building up a structure like that of the New Partnership for Africa's Development (NEPAD) for the media would work. She argued that:

“ Many problems facing the Angolan media are common; lack of training and state prosecution of journalists also happen elsewhere. We should regionalise the network. ”

(**Anacleto Pereira**, Consultant; NGO: MISA, Angola)

The priest also supports a regional network:

“ I think the media should be more united in one block and discuss their rights... I think it would be good to have a regional block. ”

(**Father Mauricio Kamuto**, Director; NGO: Rádio Ecclésia)

Another argument is that a network would be welcome but one has to see the context in which each country is set, even within supposedly the same network.

“ You can't join South Africa and DRC for all purposes. You have to see individual contexts. ”

(**Augusto Santana**, Director; NGO: EISA, Angola)

In this argument, a regional network might work on local initiatives where appropriate.

16.7 Initiatives relating to developmental content

One strong opinion is that the market should determine what is needed.

“ Newspapers have to work better, ameliorate their marketing to attract adverts... it should go on tide of the readers. ”

(**António Freitas**, Editor: Media Practitioner Private Sector: Agora, Angola)

Father Kamuto attributed the success of Rádio Ecclésia to the way that they approach “*the great issues, what people aspire to, openly and with truth*”. Thus said, the content is of high importance, according to the priest, because that's what attracts listeners (or readers) in the first place.

Rádio Ecclésia holds “forums” through which callers voice their opinions on topics that are considered taboo. Rádio Ecclésia also has other public debates on current affairs. These programmes are very popular with listeners.

16.8 Initiatives to develop an independent media

Interviewees' opinions were split on this topic. There were those who defended the point of view of openly supporting the establishment of a new media initiative and community radio stations, while other interviewees wanted to "study the market", pick from existing new media initiatives, empower those initiatives and make them even more viable.

In fact, interviewees were unanimous in saying that the independent media needs all the support possible to get it on its feet and then, working independently. Also, more than half of the interviewees mentioned the need to expand the media beyond Luanda, through the establishment of regional papers, radio stations and TV. *"It is inconceivable that each province does not have its own paper,"* one says. *"Community media is a priority,"* argues one academician.

16.9 The role of media development in the country's democratisation process

"A country cannot be democratic without a free press," said one of the interviewees. As stated before, the Angolan ruling party, which for a long time had worked unquestioned, can no longer afford to make decisions without at least considering the implications. This is meaningful to democracy.

Most active journalists still say that there is a lot to be done, because their officials have not *"digested the fact that they are accountable for their acts"*. Now, almost anyone can challenge any government official, over their misbehaviour. At least they can make themselves heard.

" *[The media] play a very important role [in the democratisation process]. We can see in Angola today that there is no politician who, after buying a newspaper, does not go to the last page to read the analysis of their performance.* **"**

(**Member of Parliament**, Government, Angola)

This did not happen in the past when the state-owned media only reported government activities.

" *It is extremely important. You can't talk about democratisation without media... [especially here in Angola] where we still have to explain to the people that democracy is not an alien thing, but is about participation in the business of the country, rights and welfare of the country. And this is achieved through information.* **"**

(**Luisa Rogerio**, Secretary-General; Media Support: SJA, Angola)



17. Summary & Conclusions

The relevant topics that arise in the study are summarised below.

17.1 The context: media development and your organisation

- Relevant changes in Angolan media were noticed in the press. Newspapers grew the most; radios grew some; but TV did not grow at all.
- There are few new initiatives known in Angola. The greatest initiative, though still not in effect, is the new Media Law.
- The growth of the Sindicato dos Jornalistas de Angola (SJA) has seen the election of new management and has become very active in empowering journalists and defending their rights.

17.2 Lessons learned

- Journalism training and the curriculum has been enhanced.
- Evaluation of initiatives is weak.
- Sufficient funding is recommended for successful initiatives.
- Media owners need more business acumen.

17.3 Developing the environment for success

- A vibrant economy creates fertile ground for successful media initiatives.
- Funding (or the lack of it) hinders development of new media initiatives.
- Donors' role in development of media is dwindling.
- Donors are welcome to help, but media initiatives need to be independent.

17.4 Strategic priorities

- The establishment of regional and community media is a high priority.
- Decentralising and opening media organisations outside of Luanda.
- Regional networking is recommended.
- Independent media needs support.
- The importance of media in the democratisation process is unquestionable.
- Media outputs should reflect the needs of the public.



18. Appendices

Appendix 1: Interviewees

1. Messias Constantino, President; Media Support: AJECO, Angola
2. Ana Faria, Commentator; Media Practitioner Private Sector: *Agora*, Angola; and Professor; Educator: Portuguese School, Angola
3. Antonio Freitas, Editor; Media Practitioner Private Sector: *Agora*, Angola
4. Father Maurício Kamuto, Director; NGO: Rádio Ecclésia, Angola
5. Domingos Major, Director of Information; NGO: AJECO, Angola
6. Suzana Mendes, Editor; Media Entrepreneur: *Angolense*, Angola
7. Joaquim Paulo, Director; Educator: CEFOJOR, Angola
8. Anacleto Pereira, Consultant; NGO: MISA, Angola
9. Paulo Pinha, Editor; Media Entrepreneur: *Economia e Mercado*, Angola
10. Justino Pinto de Andrade, Commentator; Analyst: Rádio Ecclésia, Angola; and, Professor; Educator: Catholic University of Angola, Angola
11. Dr Jose Rangel, Journalism Course Coordinator; Educator: IMEL, Angola
12. Luisa Rogerio, Secretary-General; Media Support: SJA, Angola
13. Augusto Santana, Director; NGO: EISA, Angola

The 13 interviewees listed above consented to being quoted directly and identified. A Member of Parliament from the ruling MPLA agreed to speak on tape but did not consent to having his name associated with his comments.

Appendix 2: Media development projects/activities described in Section 14

Interviewee name and organisation	Specific media development project: title	Key purpose/aim of project/initiative/activity	Project time span (dates or length in months/years of project) and status (ongoing etc)	Outcome sought	Target audience	Evaluation method used (if any)	Result of evaluation	Is/was this project/activity considered by your organisation to be a success? On what basis?
Domingos Major, Ação Para O Desenvol-vimento Rural E Ambiente	Broadcast information on human rights and peace	To empower local communities	2000/01	Better informed communities	Rural communities in two provinces (Huambo and Bengo)			Yes. Listener letters show interest and ask for more projects
Messias Constantino, Associação de Jornalistas Económicos de Angola	Training journalists	To make journalists familiar with economic issues (budget, oil prices, etc)	1996; ongoing (on and off)	Better reporting on economic issues	Member journalists	None, but obtain information from third-party sources		Yes. Acceptance from participants
Joaquim Paulo, Centro de Formação de Jornalistas	Training candidate journalists	To have more journalists in the media market	Ongoing	To have trained journalists	Willing candidates			
Augusto Santana, Electoral Institute of Southern Africa		Train journalists in covering elections	Not started yet	Unbiased electoral reporting	Political journalists, editors	N/A	N/A	N/A
José Rangel, Instituto Médio de Economia de Luanda	Training students in journalism	To add more journalists to the media market	Ongoing	To have trained journalists	Students at IMEL and candidates in journalism			
Anacleta Pereira, Media Institute of Southern Africa	Assisting the media sector	To work with the state to uphold the freedom of the press	1998; ongoing	To have a favourable Media Law, journalists to adhere to standards	Journalists, and interested parties			

continued on next page

Appendix 2: Media development projects/activities described in Section 14 – continued

Member of Parliament, Movimento Popular de Libertação de Angola	Establishing the weekly <i>Angolense</i>	To publish news	Late 1990s		General public				
António Freitas, Agora	Establishing the weekly newspaper <i>Agora</i>	To publish news	Early 1990s		General public				
Father Maurício Kamuto, Rádio Ecclésia	"Freeing the man through information"	To inform the public without bias	1996/97	To inform the public	Listeners			Good impact based on listener response	
Suzana Mendes, <i>Angolense</i>	Establishing the weekly newspaper <i>A Capital</i>	To publish news	Early 2000		General public				

continued from previous page



Angola

Country Report

Case Study



19. Case Study

Rádio Ecclésia

Rádio Ecclésia was established by the Bishops Conference of Angola and São Tomé (CEAST) on December 8 1954, transmitting within the Luanda area only. However, in 1977 the Angolan Government¹, which viewed it as an opposition force, closed the station and forced many of its employees to flee the country. The radio did not resume transmission until 1997, when it was re-inaugurated in the presence of the Archbishop of Luanda, the Minister of Social Communication and other Angolan dignitaries.

At present, Rádio Ecclésia is among five private stations in Angola. It continues to be owned, funded and managed by the Catholic Church, and employs 16 correspondents located in 17 provinces outside the capital (Trocaire, 2005). Rádio Ecclésia is currently available in Luanda 24 hours a day on FM, and for one hour a day in the rest of the country on short wave. The station's ultimate goal is to broadcast local and national programming to and from all 18 provinces of Angola. Its 'extension' programme is based on the belief that all Angolan citizens have a right to media pluralism and access to an independent, civil society-based source of information and forum for debate and discussion (Trocaire, personal communication, October 2006). However, efforts to widen its reach to the rest of the country have been opposed by the government, which continually refuses to grant the station broadcast licences outside Luanda (Donnelley, 2005).

Since its re-launch in 1997, the station's editorial approach has been to open up a space for dialogue and action between parties in conflict, and to engage people in debate and cooperative problem-solving. Its efforts over the past nine years have thus been directed towards improving its programming as a civil society actor. Rádio Ecclésia is argued to have subsequently made a valuable contribution to longer-term peace-building in the country, and to educating its audience in matters of governance, politics and health and human rights (CPJ, 2000).

The station's programming involves a mix of religious programming, news, music, discussion and debate. Programmes run almost 16 hours a day, seven days a week. Many of the news and debate programmes broadcast on Rádio Ecclésia report on and deal with issues that are not covered by the state or commercial media, including: the civil war; HIV/AIDS; human rights; and, the role of politicians in the dilapidation of the country's resources, and with regards to 'conflict diamonds'². Various programmes, with the specific aim of strengthening

¹ Communist policy was that all business should be state-owned, and all else was 'counter-revolutionary'.

² Conflict diamonds (also called 'blood diamonds' or 'war diamonds') are diamonds mined in a war zone and sold, usually clandestinely, in order to finance an insurgent or invading army's war efforts. In the case of Angola, the sale of illicit diamonds is thought to have provided a source of sustained funding to rebel groups, and to UNITA in particular (Wikipedia, 2006).



civil society, have been introduced, such as, a weekly review of the national papers and a Saturday morning two-hour debate, which focuses on national political issues. The station has also pioneered the interactive 'phone-in' format in Angola, which has helped to facilitate individual participation in debate and discussion from local community members.

The following are examples of some of the programmes Rádio Ecclésia currently runs: *Public Agenda*, *Peace with Justice*, and *Education for Health*. Another example is that of *O Jogo* (The Game); this is a radio soap opera that was first broadcast on Rádio Ecclésia in June 2006. It follows the story of a 20-year-old Luandan street seller who becomes torn between football and the lure of becoming a member of a violent street gang. The aim of the programme is to use the topic of football as a way to reinforce a sense of national identity, solidarity and reconciliation. The soap opera introduces characters that challenge common perceptions and stereotypes. It is hoped that the audience will relate to the stories and adapt some of the behavioural changes that the characters make themselves. The 15-minute radio soap opera airs weekly on Rádio Ecclésia, and is funded and supported by the non-governmental organisation Search for Common Ground (SFCG), DfID and the European Commission (SFCG, 2006). Another example is that of the *Vozes do Jango* (Voices of the Jango) phone-in programme, funded and supported by SFCG and DfID. This is specifically designed to give refugees a 'voice' and provide them with objective information to improve their situation (SFCG, 2006).

The station's independent editorial policy has, however, made it a frequent target of the state since 1997. In January 1999, the Angolan authorities issued an implicit order for all news media not to report on anything pertaining to the civil war. However, Rádio Ecclésia continued to rebroadcast the African service of the Portuguese Catholic broadcaster Rádio Renascença, the reports of which featured information about the National Union for the Total Independence of Angola (UNITA) in its war against the government. The government subsequently accused Rádio Ecclésia of 'facilitating' the efforts of the enemy (IPI, 1999).

According to the head of Voice of America's Portuguese to Africa service, Rádio Ecclésia is "...by far the Angolan news organisation most quoted around the world, so it has a very high profile [which is] of concern to the Angolan government" (VOA, 2001, in Biener, 2004). Therefore, not daring to close down the station, Angolan authorities have reportedly resorted to carrying out a campaign of threats and harassment against its employees. On 24 June 2000, four armed men kidnapped the station's chief-editor, Jose Paulo³. In the days leading up to the attack on Paulo, the radio had aired an interview with vocal government critic Rafael Marques and a live debate on the role of oil and diamonds in fuelling the conflict in Angola (IPI, 2000). In 2003, one year after the end of the civil war, the government further accused the station of practising 'radio terrorism' over a series of reports on corruption allegedly involving

³ Paulo later escaped.



government officials. The station has also been under pressure by the government to stop using 'phone-in' formats for its programmes in which participants openly criticise the government.

Whilst this government pressure has added to problems of low funds and relatively inexperienced staff, Rádio Ecclésia remains a stable and influential media voice in Angola (CPJ, 2000). It is an important example of a comprehensive broadcasting service that has overcome many obstacles to provide quality programming and trustworthy information to the Angolan people. Most significantly, it plays a fundamental role within civil society, and for the audience communities, providing a space, otherwise unavailable, for citizens to criticise the government and discuss the multifaceted (political, economic, social and cultural) local and national issues affecting the lives of Angolans.

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