



Femmes Africa Solidarité

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PRESS RELEASE

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From the Communication Officer

Ms. Bineta Diop of Femmes Africa Solidarité speaks to the 4th African Media Leaders Forum about the Importance of Media Growth and Cooperation across Africa, the Significance of Media to African Women, and Their Unique Role as Media Leaders

In a nod to the Arab Spring, media leaders from across Africa will convene in Tunis, Tunisia on November 10-11, 2011 to discuss issues related to media development in Africa. Media owners and operators, investors, policymakers, development partners, and technology leaders will be in attendance at this annual pan-African event designed to foster interaction, discussion and cooperation regarding all things media across the continent.

Femmes Africa Solidarité Founder and Executive Director Ms. Bineta Diop has been invited by forum sponsor [The Mo Ibrahim Foundation](#) to address a panel session entitled “A Coalition for Media Development in Africa”. She will discuss the need for enhanced collaboration across various types of media and their potential for Africa: *“Media is a powerful tool that can help us transform and cultivate our ideas, galvanize our political hopes, increase awareness about social issues. Media can bring women’s issues to the forefront and educate our future generations.”*

Ms. Diop will advocate for more collaboration amongst African media outlets in order to respond to its varied issues and realities, and reflect its many perspectives: *“Our continent is vast- it is rural, it is urban, it is poor, it is rich, it is a fabric of cultures and traditions. The networks of communication and media we develop should reflect and respond to these realities. There is a need for deeper collaboration among these regional and national media, along with international media outlets. This kind of sharing of resources and expansion of coverage would be a strong and valuable tool for economic, social, political, cultural, and educational development across our continent and our world.”*

Ms. Diop will highlight women’s unique role as communicators and community leaders, and the importance of media by and for African women that addresses their needs and concerns. *“There is a longstanding tradition of media for and by women in Africa: let us not forget the root of what media embody and represent: communication! Women are producers of media in its truest sense: they communicate amongst each other, talk and discuss events of the day, share valuable information with their friends, families and communities.”*

The [African Media Leaders Forum](#) is organized by the African Media Initiative (AMI) and the [Konrad-Adenauer-Stiftung](#). AMI is a pan-African media development organization headquartered in Nairobi, Kenya. AMI aims to strengthen the media sector so that it can promote social development and economic growth, and empower citizens to hold governments and institutions accountable. The Konrad-Adenauer-Stiftung is a foundation from the Federal Republic of Germany. As an independent, non-government organization, it runs four international media programmes mandated to contribute to democratization.

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