

*Social Accountability Media Initiative*

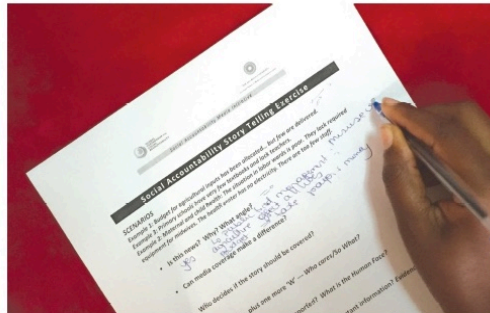
**BUILDING MEDIA & ADVOCACY PARTNERSHIPS FOR SOCIAL ACCOUNTABILITY**

**Social Accountability Media Initiative Highlights and Learning**

*(01 February 2015-20 May 2019)*



Field visit to Village Health Committee, Grodz, Kyrgyzstan



Social Accountability story-telling exercise



Field visit to school textbook project, Malimbwe, Malawi

**SOCIAL ACCOUNTABILITY MEDIA INITIATIVE**

A project of  
*The Aga Khan University Graduate School of Media & Communications*

developed and delivered in association with



**The Global Partnership for Social Accountability**

A global partnership program of The World Bank Group



THE AGA KHAN UNIVERSITY  
Graduate School of Media and Communications



with support from

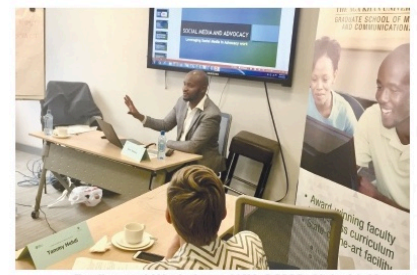
**AGA KHAN FOUNDATION**  
An agency of the Aga Khan Development Network



Media field visit, Nyanza Province, Rwanda



Tripartite Roundtables in Rangpur, Bangladesh [above] and Ulaanbaatar, Mongolia [below]



Facilitators' Workshop, AKU-GSMC, Nairobi, Kenya



Asia group advocacy workshop, Bishkek, Kyrgyzstan



Advocacy Training, Santo Domingo, Dominican Republic

**Thomas R Lansner**

*Director, Social Accountability Media Initiative (01 February 2015-20 May 2019)*

21 May 2019 [revised 31May 2019]

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**BUILDING MEDIA & ADVOCACY PARTNERSHIPS FOR SOCIAL ACCOUNTABILITY****Social Accountability Media Initiative Highlights and Learning***(01 February 2015-20 May 2019)***Thomas R Lansner***Director, Social Accountability Media Initiative (01 February -20 May 2019)***Background**

The Social Accountability Media Initiative [SAMI] is a project of the Graduate School of Media and Communications (GSMC), Aga Khan University, Nairobi. Under two grants totaling USD500,000 from the Aga Khan Foundation USA, it has worked since February 2015 in collaboration with the World Bank Global Partnership for Social Accountability (GPSA) to help civil society organizations (CSOs), media practitioners, and change agents in government to build skills and create partnerships that raise voices of marginalized groups to greater public notice—and more effective policy engagement.

GPSA works in over forty countries to support “social accountability” projects by local partner CSOs. These are aimed at growing local communities’ collective capacities to monitor delivery of services crucial to their lives and livelihoods, and to advocate for their improvement.

***Empowering people to make their voices heard to help monitor and improve governmental performance through “social accountability” is a key challenge for sustainable, pluralistic development.***

**SAMI Core Concept**

Media’s crucial roles in facilitating democracy and promoting rights and equitable development cannot be credibly contested. Yet it also certain that media sometimes serve anti-democratic interests, incite abuse, and spread misinformation or disinformation that can delay, deter, or distort development.

Empowering people to make their voices heard to help monitor and improve governmental performance through “social accountability” is a key challenge for sustainable, pluralistic development. A key indicator of which direction media take is whose voices are heard in reporting, and whose experiences are deemed legitimate and credible. Voice truly matters, in raising citizens’ concerns into the public record, and engaging citizens to make demands on

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power that puts their priorities onto the public agenda. *SAMI*'s first activity was a skills-building media advocacy workshop for GPSA partners from Ghana, Malawi, Mozambique and Uganda at GSMC in March 2015; please see: <https://www.thegpsa.org/news/social-accountability-media-initiative-workshop-builds-skills-advocacy-impact>

### ***Director's Role***

In March 2014, Thomas R. Lansner was invited by AKF-USA to offer a media advocacy communications project proposal that would support GPSA through GSMC. The proposal was refined in collaboration with AKF and GPSA (please see Annex 1: "SAMI Project Introduction" attached). *SAMI* was formally launched as a two-year project with Lansner as founding director on a part-time basis per an MOU of 01 February 2015. "*SAMI-2*" received an additional two-year grant in May 2017.

Lansner developed all *SAMI* materials, based on his 35 years as a communications Consultant and international correspondent. He also:

- Delivered 15 workshops in a dozen countries.
- Established a *SAMI* mentor program.
- Developed and administered SAMI subgrants.
- Contributed numerous blog posts and articles to GPSA (please see Annex 3: "Selected *SAMI* and *SAMI* -Related Blog Entries").
- Joined expert consultations on media advocacy.
- Led two masters class sessions on social accountability at GSMC.
- Conducted video interviews and made numerous photos that appeared in GSMC, GPSA, and AKF publicity.

An indicative albeit not exhaustive "SAMI Activities Summary" is found in Annex 2.

### ***Building tripartite collaborations***

The tripartite relationship of media, civil society and government *SAMI* promotes as a key driver of social accountability demands a considered approach and careful cultivation, based on four initial observations:

- There is traditionally well-warranted wariness from media to engage constructively with government, for fear of manipulation or co-optation that diminishes its necessary watchdog role.
  - Especially in countries with limited democratic space, CSOs often provide important vigilance over official conduct, and fear loss of autonomy and appearance of integrity if they are perceived as too close to government.
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- Media-CSO relations suffer because many CSOs do not offer media easily accessible information—what we call “news they can use”—and because media lack resources to learn about and cover specialized topics.
  - Government agencies and officials, even when performing credibly to serve the public interest, often believe they are treated unfairly by CSOs and media.

### ***Trust but Verify***

SAMI’s approach is to engage CSOs, media, and government officials to lower these barriers to constructive partnerships around social accountability issues broadly, as well as specific social accountability projects. Throughout, two essential aspects are emphasized to both media and CSOs:

- Telling the stories and raising the voices of real people.
- Presenting evidence-based reportage that offers *solutions* as well describes problems.

***Media are reminded that their first duty is impartial reporting to their audiences, and that coverage of even the most positive-seeming efforts must be evidence-based.***

And at every stage, the mantra of *Trust but Verify* is reinforced as the core of collaboration:

- Media are reminded that their first duty is impartial reporting to their audiences, and that coverage of even the most positive-seeming efforts must be evidence-based.
- CSOs that facilitate media engagement to cover matters such as contracting and budget oversight for schools and roads and health services, or farmers’ roles in setting agricultural priorities, must not expect coverage that resembles public relations press releases.
- Officials need to accept that more open access to media and CSOs can improve performance and attract favourable coverage, when it is merited.

More on this may be read here: <https://gpsaknowledge.org/blog/trust-but-verify-building-stronger-media-collaborations-to-advance-social-accountability/#.WPi4ilPysWo>

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### ***Communications, New & Old***

Since 2015, *SAMI* has conducted social accountability media workshops with GPSA partners and other CSOs in Bangladesh, the Dominican Republic, Ghana, Kenya, Kyrgyzstan, Malawi, Mongolia, Mozambique, Rwanda, Tajikistan, and Uganda. These visits included skills-building workshops and “Tripartite Roundtables” among media, government and CSO representatives that have opened dialogue among too-often typically distrustful potential partners.

Working to integrate new communications channels with traditional—and often still very effective—means to reach target audiences is a priority, as found during a *SAMI* visit to Bangladesh, discussed here: <https://www.thegpsa.org/news/social-accountability-advocacy-bangladesh-new-comms-and-old%E2%80%A6>

### ***Field Visits***

Field visits for media and CSO representatives to GPSA project in several countries proved especially useful. These provide hands-on practice of skills discussed in *SAMI* workshops for CSOs on telling social accountability stories, and for media on covering social accountability issues. Discussion of the initial *SAMI* visit to Rwanda in January 2018, during which the “Rwanda Media Network on Social Accountability” was launched, may be seen here: <https://www.thegpsa.org/stories/growing-gains-farmers%E2%80%99-voices-rise-rural-rwanda>. In Uganda, an active WhatsApp group on social accountability was opened by GPSA partner AFIC.

### ***SAMI Subgrants and Mentors***

*SAMI* has made follow-up subgrants to GPSA partner CSOs in Ghana, Malawi, Rwanda, and Uganda to continue this work, and *SAMI* Mentors were effective in extending *SAMI* impact with CSO partners in Bangladesh, Ghana, Kyrgyzstan, and especially Malawi and Rwanda.

GPSA partners received strategic communications advice in each instance. Additional field visits were conducted (Malawi and Rwanda), journalism students trained (Malawi), and community radio broadcasters engaged in social accountability reporting workshops (Ghana and Malawi). In Malawi and Rwanda, “Social Accountability Media Reporting” competitions encouraged and rewarded the best examples of increased coverage. Coverage of the September 2018 Malawi awards is found here: <https://www.thegpsa.org/Social-Accountability-Awards-Investigative-Report-Radio-Drama-Earn-Top-Prizes-Malawi>.

### ***Mis- and Disinformation***

On the premise that there can be scant public accountability absent access to honest and accurate information, *SAMI* also sponsored full-day events in Kampala and Kigali In February-March 2019 on the theme of “Media Engagement for Citizen Participation” that focused on the impact of misinformation and disinformation spread through social media as well as

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traditional media channels. Journalists, CSO representatives and officials joined workshops on social media led by GSMC faculty and on fact-checking led by *SAMI* partner *AfricaCheck*, as well as lively debates at Roundtable Forums.

There is enormous interest in these issues, and they serve as an excellent entry point to address the need for access to information and a free and professional media.

### ***Additional GSMC Engagement***

- The *SAMI* Director led two MA class sessions at GSMC exploring reporting on social accountability and social justice issues, one remotely in November 2018, the second in person in February 2019.
- The *SAMI* Director reached out to potential GSMC funding and academic partners in Africa, Europe, and the USA, and made introductions to GSMC staff.

### ***Networking***

Networking and joining other fora was an important *SAMI* activity. Examples include:

- June 2018 *SAMI* collaboration with GSMC and GPSA to offer a panel presentation and booth at the 2018 Deutsch Welle Global Media Forum (DW-GMF) in Bonn. GSMC's Dr. Nancy Booker joined.
  - An interview with *SAMI* Director is here: <https://www.dw.com/en/mission-impossible-reporting-on-inequalities-while-maintaining-objectivity/a-43723009>
  - A report on the conference may be seen here: <https://www.thegpsa.org/stories/global-partnership-social-accountability-joins-discussion-%E2%80%9Cglobal-inequalities%E2%80%9D>.

Please also see Annex 4, "SAMI 2018 DW-GMF Panel Description" for more information.

- The *SAMI* Director joined as an expert at a CSO communications workshops organized by *fesMedia Africa* in Namibia in August 2018.
- The *SAMI* Director briefed the World Bank GPSA Steering Committee, and led workshops or appeared on panels at GPSA annual forum in Washington DC; for example, in October 2018 on a panel led by the Center for International Media Assistance: <https://www.thegpsa.org/blogs/great-unexplored-potential-between-media-development-and-social-accountability>

### ***Key Learnings***

The past four years of *SAMI* activities provides a number of key learnings, first on covering social accountability issues, and second, the value of field visits and citizen engagement:

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**Covering Social Accountability Issues**

- *Stories about real people engage audiences.*
- *Stories that offer solutions overcome indifference.*
- *CSO briefings and media releases in the capital offer media very little “news they can use”.*
- *Media engagement with citizens and local officials on issues of high citizen concern builds trust in media and broader media legitimacy.*
- *Collaborations among media, CSOs, officials should present solutions to crucial challenges.*

**Field Visits and Citizen Engagement**

- *Field visits build media awareness and generate coverage of social accountability impact far more than briefings in the capital.*
- *Media coverage spreads social accountability awareness beyond pilot areas, and to national attention.*
- *Media engagement with citizens and local officials on issues of high citizen concern builds trust in media and broader media legitimacy.*
- *Engaging community media remains a priority.*

***Media reporting on social accountability projects can increase demand for such projects and/or be impetus to “unsponsored” community-generated social accountability activities.***

**Rising from, Spreading Across Grass-Roots; a further Key Learning**

*Media reporting on social accountability projects can increase demand for such projects and/or be impetus to “unsponsored” community-generated social accountability activities.*

Most GPSA-led social accountability projects today are grass-roots efforts. There is some evidence of “trickle-up” effects, but scaling up social accountability faces a myriad of challenges as more powerfully entrenched interests are confronted. Yet on local levels, CSO-media collaborations that raise citizens’ voices have succeeded in gaining official attention, and meaningful response.

Social accountability skills are not narrowly “projectized” GPSA partners have noted that people in several places have begun applying social accountability techniques that they learned of through media reports to new and different matters beyond GPSA projects.

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**A challenge: CSO absorptive capacity**

Some GPSA partners with scant experience in media and advocacy had little base upon which to build skills. The relatively small GPSA grants did not always allow GPSA project managers or other members of partner groups to pursue skills gained in SAMI workshops. Staff turnover at several CSO partners was a further obstacle.

***Looking Forward: “Power concedes nothing without demand”***

Over 120 years ago, the great American abolitionist and orator Frederick Douglass told us that change requires struggle. *“Power concedes nothing without demand,”* he said. *“It never did and never will.”*

***Efforts like SAMI’s to build advocacy communication skills and to facilitate careful collaborations among CSOs, media and government should be a core element of any social accountability strategy.***

The “never” Douglass foresaw remains very much with us today. One of the ways Douglass made demands on power was by launching his own newspaper. For today’s advocates of social accountability and social justice, finding new and old media spaces to effectively offer their voices and those of people demanding their rights can be as great a struggle as it was for Douglass in the 1840s.

SAMI has been part of a GPSA’s and broader social accountability efforts that aim to help raise citizens’ concerns in their own voices, and promote evidence-based solutions to their pressing problems. A key part of this is offering partner CSOs and grass-roots groups tools and encouragement to monitor governmental performance in service delivery and to make more effective public demands for its improvement. Efforts like SAMI’s to build advocacy communication skills and to facilitate careful collaborations among CSOs, media and government should be a core element of any social accountability strategy.

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- Annex 1: SAMI Project Introduction  
Annex 2: SAMI Activities Summary  
Annex 3: Selected SAMI and SAMI -Related Blog Entries  
Annex 4: SAMI 2018 DW-GMF Panel Description

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Social Accountability Media Initiative

## ANNEX 1: PROJECT INTRODUCTION

***Empowering people to make their voices heard to help monitor and improve governmental performance through “social accountability” is a key challenge for sustainable, pluralistic development.***

The ***Social Accountability Media Initiative [SAMI]*** project, developed by the Graduate School of Media and Communications ([GSMC](#)) at the Aga Khan University (AKU), Nairobi, in collaboration with the World Bank Global Partnership for Social Accountability ([GPSA](#)), was launched in February 2015 under an initial two-year grant to raise the effectiveness of civil society organizations’ and other stakeholders’ information and advocacy activities that promote good governance and social accountability. The project, supported by the Aga Khan Foundation, is now funded through May 2019, and is working with partners in over ten countries in Africa and Asia.

The ***SAMI*** project’s ***primary goal*** is to strengthen grantee CSOs’ media and communications strategies, plans, and skills in traditional and new media through activities—including media advocacy workshops and clinics, forums with key stakeholders, post-training mentoring, and peer networking—tailored to specific projects’ needs.

A ***second goal*** is to help build media and outreach skills of government officials involved in these initiatives.

A ***third goal*** is to help expand media practitioners’ awareness of, and skills in reporting on, social accountability.

The ***SAMI*** project’s ***specific objectives*** include enhancing CSOs’ skills to raise media practitioners’ awareness of good governance and accountability standards broadly and in specific areas in which participating CSOs are engaged [e.g., budget, education, health, procurement, etc.]. These skills include:

- Understanding Media Roles and Impact
- Message Formulation
- Crafting Media Statements
- Media/Public Presentation Training
- Use of social media for networking and advocacy
- Building relations/partnerships with government officials

The ***SAMI*** project also aims to:

- Facilitate engagement of local, regional, and global media with CSO participants and government officials working to promote good governance and accountability;
- Build a network of GPSA grantees that can expand to include other CSOs that will share experiences and promote each other’s media and publicity work; and
- Generate new knowledge and learning—through blogs, webinars and other materials—drawing on the project’s experiences, particularly on how media and communications work can be leveraged to increase social accountability initiatives’ success.

The ***SAMI*** project’s ***main phases*** are:

1. Demand-driven needs assessments based on grantee CSOs’ request for reinforced capacity support in the media and communications area;
2. In-person media advocacy clinics at external venue for groups of three to five GPSA grantees, (two participants per CSO);
3. On-site expert visits with GPSA grantees for additional coaching and skills integration; integrate these skills and the results of the clinic into grantee CSOs’ social accountability projects; and
4. Ongoing mentoring and remote support to GPSA grantees by designated mentors who will review and advise on grantees’ communications efforts.
5. Sub-grant support for additional media-related social accountability activities and Tripartite Roundtables.

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**ANNEX 2: SAMI ACTIVITIES SUMMARY**

<b>SAMI-1</b>			
February 2015-May 2017			
<b>DATE</b>	<b>VENUE</b>	<b>PARTNER</b>	<b>ACTIVITY</b>
Feb 2015	remote	GPSA, AKF	Project and Workshops preparation
March 2015	Nairobi	GSMC	Africa Group Workshop: Africa Freedom of Information Centre, CARE-Malawi, CONCERN- Universal Mozambique, Malawi Economic Justice Network, SEND-Ghana
April 2015	Bishkek	University of Central Asia	Asia Group Workshop: CARE-Bangladesh, Development Policy Institute, GLOBE, Manusher Jonno Foundation
June 2015	Remote	Transitions Online,	Online social media workshops funded under additional AKF grant
June 2015	Dominican Republic	Vigilantes	Partner Workshop/ Roundtable [led by Ana Arana]
Aug 2015	Ghana	SEND Ghana	Partner Workshop / Roundtable
Nov 2015	Malawi	CARE-Malawi, Malawi Economic Justice Network	Partner Workshop / Media Workshop/ Roundtable
Nov 2015	Mongolia	GLOBE International	Partner Workshop / Roundtable
Dec 2015	Uganda	Africa Freedom of Information Centre	Partner Workshop / Media Workshop, Roundtable
Jan 2016	Mozambique	CONCERN Universal	Partner Workshop / Roundtable
May 2016	DC	GPSA Global Forum	Partner Meetings/ Networking Fair Video
June 2016	Kyrgyzstan	Development Policy Institute	Partner Workshop / Media Workshop, Roundtable
March-April 2017	Bangladesh	CARE Bangladesh; Manusher Jonno Foundation	Dhaka: Partner Workshop/ Rangpur: Media Workshop, Tripartite Roundtable

<b>SAMI-2</b>			
May 2017-May2019			
<b>DATE</b>	<b>VENUE</b>	<b>PARTNER</b>	<b>ACTIVITY</b>
May 2017	Tajikistan	GPSA OXFAM Tajikistan	+ 3-hour interactive workshop for GPSA Social Accountability in Water Sector Workshop; + Meeting with GPSA and AKF staff + One-on-one meetings with SAMI partners
October 2017	Rwanda Uganda Kenya	TI-Rwanda AFIC GSMC	+ Workshops on Advocacy Communication + Community Debate/Dialogue Field Visits + Follow-up Feedback Sessions + Roundtables with govt officials + Reporting with slide shows + GSMC meetings
Oct-Nov 2018	Washington	GPSA Global Forum	+ Panel presentation + One-on-one meetings with SAMI partners + Meeting with GPSA staff
Nov 2018	Remote to Nairobi	GSMC	Presentation to GSMC Masters' students: "Reporting on social accountability"
Feb 2019	Kenya	GSMC	Presentation to GSMC Masters' students: "Reporting on social accountability story telling"
Feb 2019	Uganda	AFIC GSMC AfricaCheck	+ Workshops and Roundtable Forum: "Media Engagement for Citizen Participation" + Partner Meetings/Reporting
March 2019	Rwanda	TI-Rwanda Pax-Press GSMC AfricaCheck	+ Workshops and Roundtable Forum: "Media Engagement for Citizen Participation" + Partner Meetings/Reporting
March-May 2019	Remote	GPSA, AKF,GSMC	+ "Highlights & Lessons" Report + Reporting and admin

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### **ANNEX 3: SELECTED SAMI AND SAMI-RELATED BLOG ENTRIES**

SAMI's first activity was a skills-building media advocacy workshop for GPSA partners from Ghana, Malawi, Mozambique and Uganda at GSMC in March 2015; please see: <https://www.thegpsa.org/news/social-accountability-media-initiative-workshop-builds-skills-advocacy-impact>.

At every stage, the mantra of *Trust but Verify* is reinforced as the core of collaboration; media are reminded that reporting on even the most positive-seeming efforts must be evidence-based. More on this may be read here: <https://gpsaknowledge.org/blog/trust-but-verify-building-stronger-media-collaborations-to-advance-social-accountability/#.WPi4ilPysWo>.

Working to integrate new communications channels with traditional—and often still very effective—means to reach target audiences is a priority, as found during a SAMI visit to Bangladesh, discussed here: <https://www.thegpsa.org/news/social-accountability-advocacy-bangladesh-new-comms-and-old%E2%80%A6>.

Discussion of the initial SAMI visit to Rwanda in January 2018 during which the “Rwanda Media Network on Social Accountability” was launched, may be seen here: <https://www.thegpsa.org/stories/growing-gains-farmers%E2%80%99-voices-rise-rural-rwanda>.

SAMI collaborated with GSMC and GPSA to offer a panel presentation and booth emphasizing “marginalized voices” at the 2018 Deutsch Welle Global Media Forum in Bonn. An Interview with SAMI Director is here:

<https://www.dw.com/en/mission-impossible-reporting-on-inequalities-while-maintaining-objectivity/a-43723009>,

And a GPSA blog entry on SAMI at DW-GMF here: <https://www.thegpsa.org/stories/global-partnership-social-accountability-joins-discussion-%E2%80%9Cglobal-inequalities%E2%80%9D>.

In Malawi and Rwanda, “Social Accountability Media Reporting” competitions encouraged and rewarded the best examples of increased coverage. Coverage of the September 2018 Malawi awards is found here: <https://www.thegpsa.org/Social-Accountability-Awards-Investigative-Report-Radio-Drama-Earn-Top-Prizes-Malawi>.

Networking and joining other fora was an important SAMI activity. For example, the SAMI Director appeared on a panel at the GPSA annual forum in October 2018: <https://www.thegpsa.org/blogs/great-unexplored-potential-between-media-development-and-social-accountability>.

A larger collection of SAMI and SAMI-related blog entries may be found here:

<https://www.one-tab.com/page/hgPUA5H2T7CiQTtG00JB1Q>.

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**ANNEX 4: SAMI 2018 DW-GMF PANEL DESCRIPTION**

SAMI collaborated with GSMC and GPSA to offer a panel presentation and booth emphasizing social accountability's role in raising "marginalized voices" at the 2018 Deutsch Welle Global Media Forum.

An Interview with SAMI Director is here:

<https://www.dw.com/en/mission-impossible-reporting-on-inequalities-while-maintaining-objectivity/a-43723009>,

and a GPSA blog entry on SAMI at DW-GMF here:

<https://www.thegpsa.org/stories/global-partnership-social-accountability-joins-discussion-%E2%80%9Cglobal-inequalities%E2%80%9D>

## **VOICE MATTERS—TRUST, *BUT VERIFY***

**World Conference Center, Bonn. Tuesday 12 June 2018, 400pm-530pm**

**Social Accountability Media Initiative**

**Aga Khan University Graduate School of Media & Communications, Nairobi**

Panelists:

- *Professor Nancy Booker*, Aga Khan University Graduate School of Media & Communications
- *Thomas R Lansner*, Director, Social Accountability Media Initiative
- *Bertha Phiri*, Malawi Economic Justice Network [MEJN] Global Partnership for Social Accountability Project Program Officer

The Social Accountability Media Initiative—SAMI—aims to enhance advocacy communications skills for civil society organizations and communities they serve. SAMI also works directly with media practitioners on understanding and covering social accountability issues. And we facilitate collaborations among CSOs and media to promote social accountability goals—because even when people can raise their voices, media may provide a powerful megaphone to influence wider audiences.

But is this possible without imperiling media independence, or risking CSO integrity? Is there inherent conflict between reporting social inequalities and advocating social justice? Are

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...SAMI 2018 DW-GMF PANEL DESCRIPTION, 2

boundaries between reporting facts and suggesting solutions—and demanding action—bright, or blurred?

Empowering people to make their voices heard to help monitor and improve governmental performance is a key challenge for equitable and sustainable development. Building "Social Accountability" is an explicit effort to improve service delivery to the world's poorest and most marginalized.

We will explore experiences and discuss practical challenges that may help or hinder efforts to expand media coverage of inequality and social accountability issues. The intent and ethics of such media engagement will be open to debate. And we will ask, importantly, how do we build trust that encourages partnering across sectors—media, CSOs, and government—traditionally so often at odds?



#### 2018 Global Media Forum: GPSA Key Takeaways

- **To address inequalities, media must consciously and actively seek voice and perspectives among the most marginalized groups that help increase awareness of their problems and press government to respond effectively to their needs.**
- **Marginalized groups voices are better and more widely heard if they gain advocacy communications skills that help them effectively engage media and authorities to demand effective and accountable governance.**
- **Community radio outlets are often the best means to reach marginalized communities, and need support in journalism skills and technical matters.**
- **Story-telling skills are crucial to engaging audiences at every level.**
- **Improved networking at every level will enhance the impact of efforts—and more effectively use resources—of a wide range of local and international organizations to better engage media to address inequalities**

From GPSA Blog:

“Global Partnership for Social Accountability Joins Discussion on “Global Inequalities”  
<https://www.thegpsa.org/stories/global-partnership-social-accountability-joins-discussion-%E2%80%9Cglobal-inequalities%E2%80%9D>