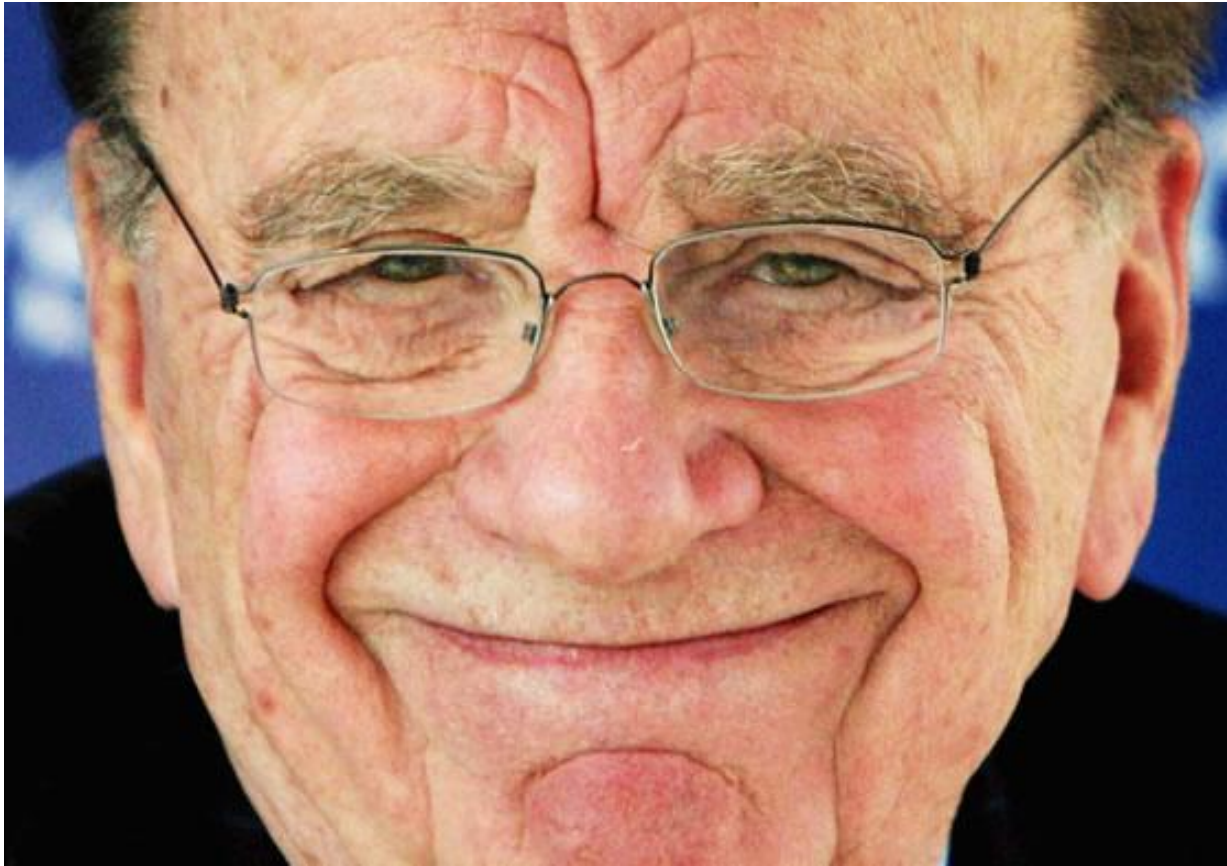

Global Media Ownership & Political Power: problems and solutions

Prof. Ivor Gaber
City University London
University of Bedfordshire

Rupert Murdoch once said ...

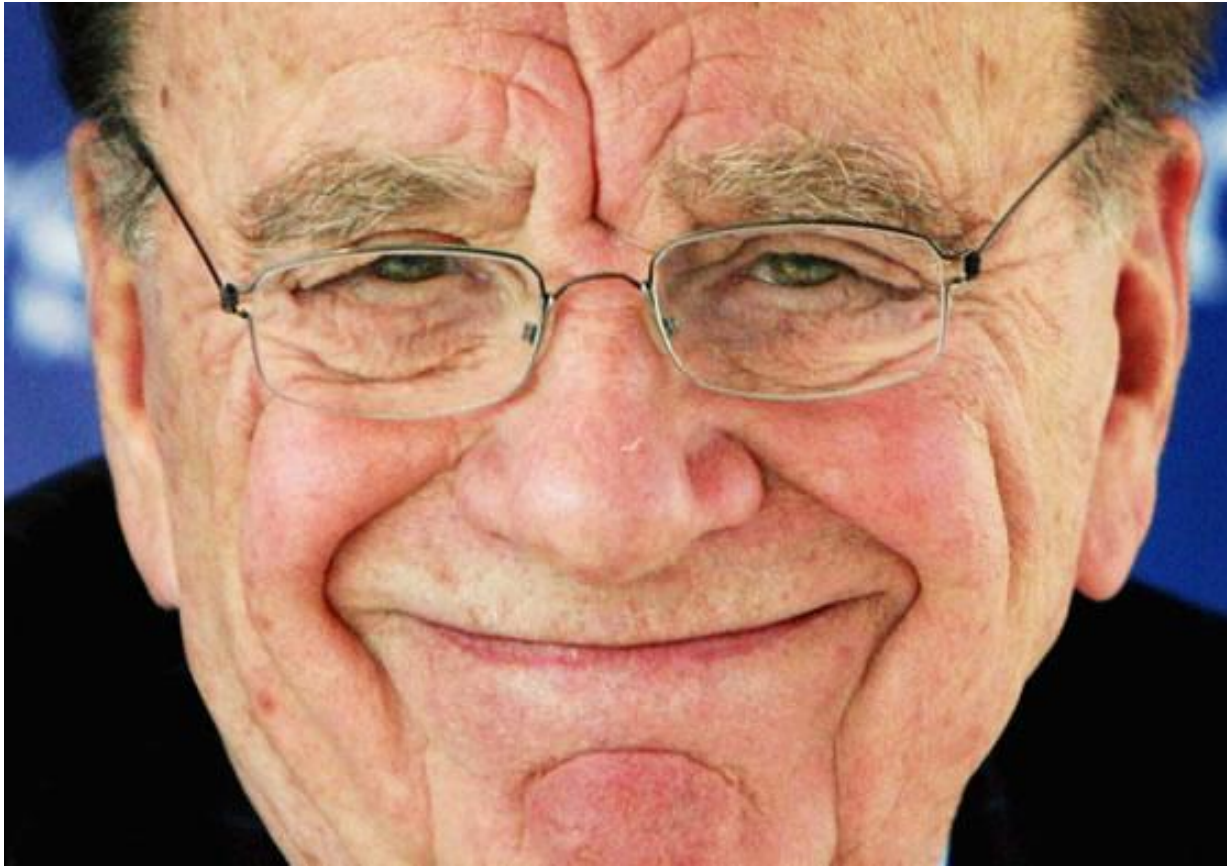
“monopolies are a terrible thing – unless you have one.”

Murdoch – the Wizard of Oz





Murdoch – the Wizard of Oz



Here, there and (almost) everywhere

- http://en.wikipedia.org/wiki/News_Corporation



Most 'umble



<http://www.youtube.com/watch?v=dvcHbfcVlmw>

The Wizard revealed ...



<http://www.youtube.com/watch?v=NZR64EF3OpA>

When Dave and friends met the Wizard and friends



Team Cameron and Team Murdoch 'Declared' Encounters 2010/2011

	Rupert Murdoch	James Murdoch	Rebekah Wade	Dominc Mohan	James Harding	Colin Myler	John Witherow	Elizabeth Murdoch	Jeremy Darroch	Not specified	Total
Cameron	2	2	7	6	7	3	3	-	-	2	32
Osborne	2	4	5	1	5	2	2	1	-	1	23
Gove	6	2	8	1	2	2	1	-	-	-	22
Hunt	3	2	1	-	-	-	1	1	1	-	9
Total	13	10	21	8	14	7	7	2	1	3	86

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Meeting other newspapers chiefs 2010/11

News International	26
Telegraph Group	9
Trinity Mirror	7
Lebedev Group	5
Associated Newspapers	4
Guardian Media Group	2
Financial Times	2
Express Group	1

Plus ça change? Alastair Campbell Diaries: 1994 - 2001

	Vol 1: 1994 – 1997	Vol. 2: 1997 – 1999	Vol 3: 1999 - 2001	
Rupert Murdoch	117	72	23	202
Editor <i>Sun</i>	13	14	8	35
Editor <i>Daily Mirror</i>	0	20	10	30
Editor <i>Daily Mail</i>	25	10	9	44
Proprietor <i>Daily Mail</i>	8	7	1	16
BBC Director General	4	2	1	7

The Power of News

“The power of the media resides in the perception of experts and decision makers that the general public is influenced by the mass media not in the influence of the mass media on the general public. That is to say the media’s political appeal lies less in its ability to bend minds than in its ability to convince elites that the popular mind can be bent.”

Michael Schudson 1995: 121

The Murdoch Empire

http://en.wikipedia.org/wiki/List_of_assets_owned_by_News_Corporation

The 'Murdoch Formula'

- Controls (or did control) 40% of UK readership
 - Multi-media empire
 - Globalised empire
 - Ideologically in tune
-

The 'Murdoch three-card trope'

- Right wing but promiscuous
 - The man of many masks
 - The 'ocker' against the world
-

The political harlot

“The secret of Murdoch’s power over the politicians is, of course, that he is prepared to use his newspapers to reward them for favours given and destroy them for favours denied.”

Harold Evans

The anti-elitist

“For fifty years British television has operated on the assumption that the people could not be trusted to watch what they wanted to watch, so it had to be controlled by like-minded people who knew what was good for us....Much of what passes for quality on British television really is no more than a reflection of the values of the narrow elite which controls it and which has always thought that it's tastes are synonymous with quality - a view incidentally, that is natural to all governing classes.”

Rupert Murdoch, McTaggart lecture 1989

The future..

- ❑ End of Murdoch abuse of power (probably)
 - ❑ Less arrogance by all proprietors
 - ❑ New system of press regulation
 - ❑ Journalists' more confident to defend media freedom
 - ❑ Greater public awareness of media misbehaviour
-

**The View from Africa:
same problems, different
solutions**

Fair Media, Fair Elections



The problem

“The Nigerian elections of April 2007 were judged by most observers to fall a long way short of the standards for credible, free and fair elections and to be the worst in Nigeria’s post-independence, electoral history. Thus far, elections have served the interests mainly of the powerful elite and have had little, if any, significant impact on deepening representative democracy, let alone transforming people’s socio-economic livelihoods in a positive manner. ... This is not to say that the elections had no redeeming features. Most reviews mention that the media and civil society showed an increased effectiveness”

UK Department for International Development

The role of the media in a democracy

- Relay the information that enables citizens to make informed judgments.
 - Report politics day-to-day as well as during elections
 - Seek to act as a check on government and an inhibitor of the abuse of political power.
 - Give a voice to as wide a range of interest groups as possible
-

The role of the media in a democracy

- Give politicians a space to respond to public concerns and to set out their policies
 - Provide the main forum within which the public debate is held.
 - Crystallise the debate
-

The Pre-requisites

- Government that recognises 'value' of opposition
 - Public media free to criticise government
 - Strong advertising market to sustain private media
 - Effective laws on media freedom
 - Strong journalists' and media organisations
 - Spirit of tolerance and freedom
-

Nigerian media

- Over 100 newspaper titles
 - 134 radio stations
 - 61 television stations
-

Nigerian Election Workshops 2011

- Training workshops between February and March in the federal capital Abuja as well as the regional centres of Lagos, Ibadan, Kaduna and Enugu. 102 broadcast and print journalists working with private and state media in 28 of Nigeria's
 - 36 states participated in five of the workshops. The sixth was for 38 student journalists and 4 Lecturers from the University of Lagos Mass Communication Department.
 - Although women are under-represented in Nigerian journalism, IWPR/IPC worked to ensure that at least 40% of the trainees were female journalists.
-

Workshops objectives

To improve the skills of the journalists as follows:

- Focus on issues & electors NOT parties & personalities
 - Conflict-sensitive election reporting
 - Basic techniques of radio reporting and social media
 - Reporting, fair and independent as possible
 - Personal safety.
-

Workshop issues

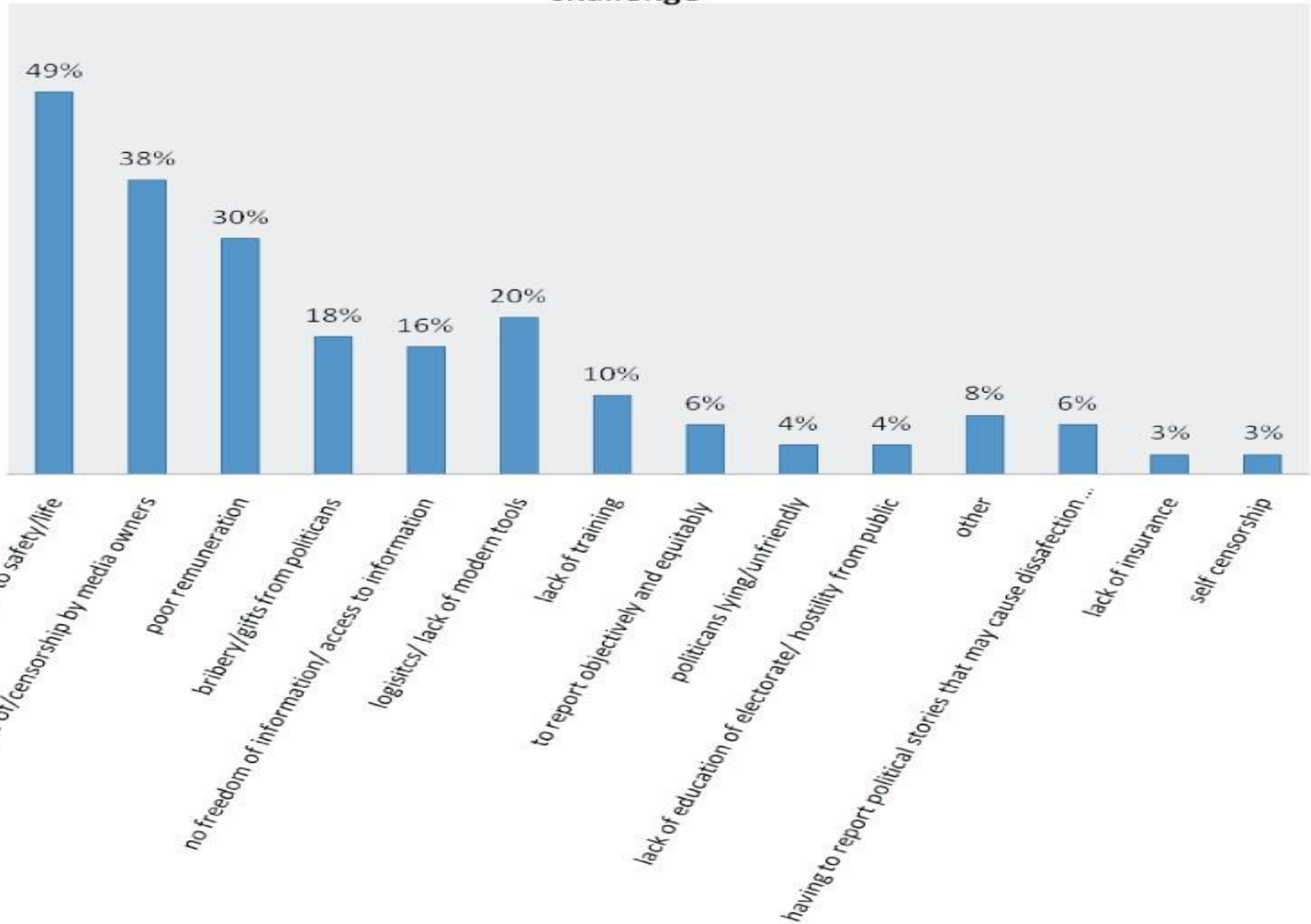
- Media ownership
 - Self-censorship
 - Skewed coverage of politics, parties and candidates
 - Corruption and compromises
 - Intimidation
 - Nationality and religion
-

Journalists' challenges

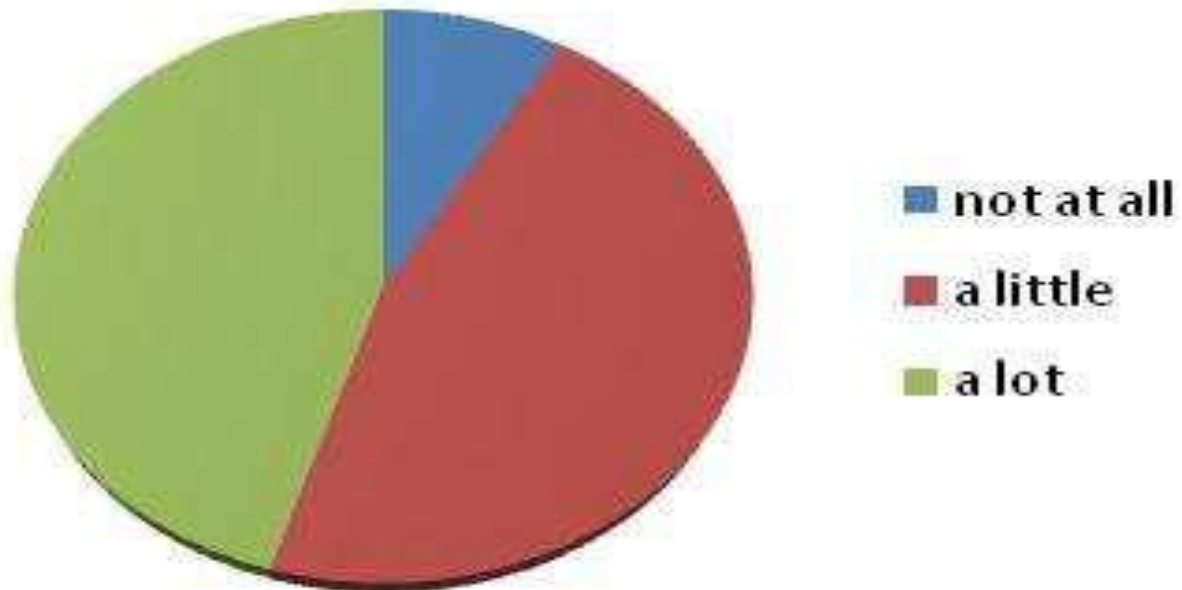
- Awareness of codes & laws
 - Using new media technology
 - Equal opportunities and access
 - Ensuring media credibility and trust
 - Making coverage relevant to audience
-

What are the key challenges for journalists in Nigeria?

Graph shows the percentage of respondents mentioning each challenge

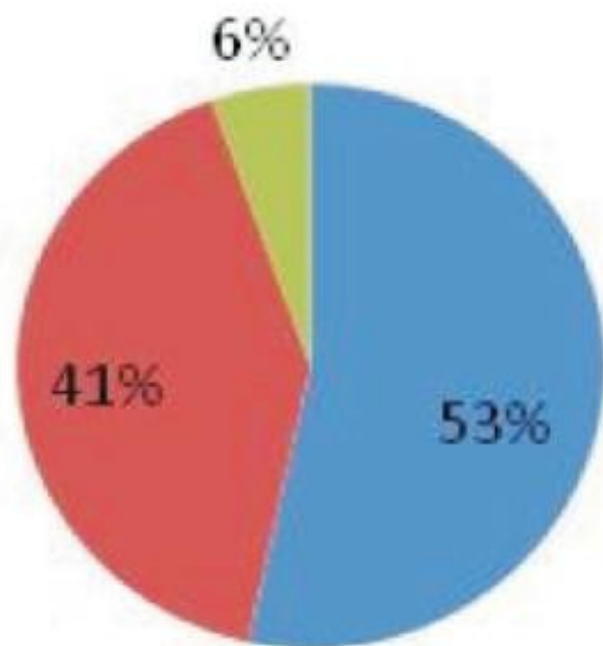


**To what extent do you feel owners of
media influence editorial content?**



In which circumstances do you feel is appropriate to accept money?

■ in no circs ■ sometimes ■ any time



When is it acceptable?

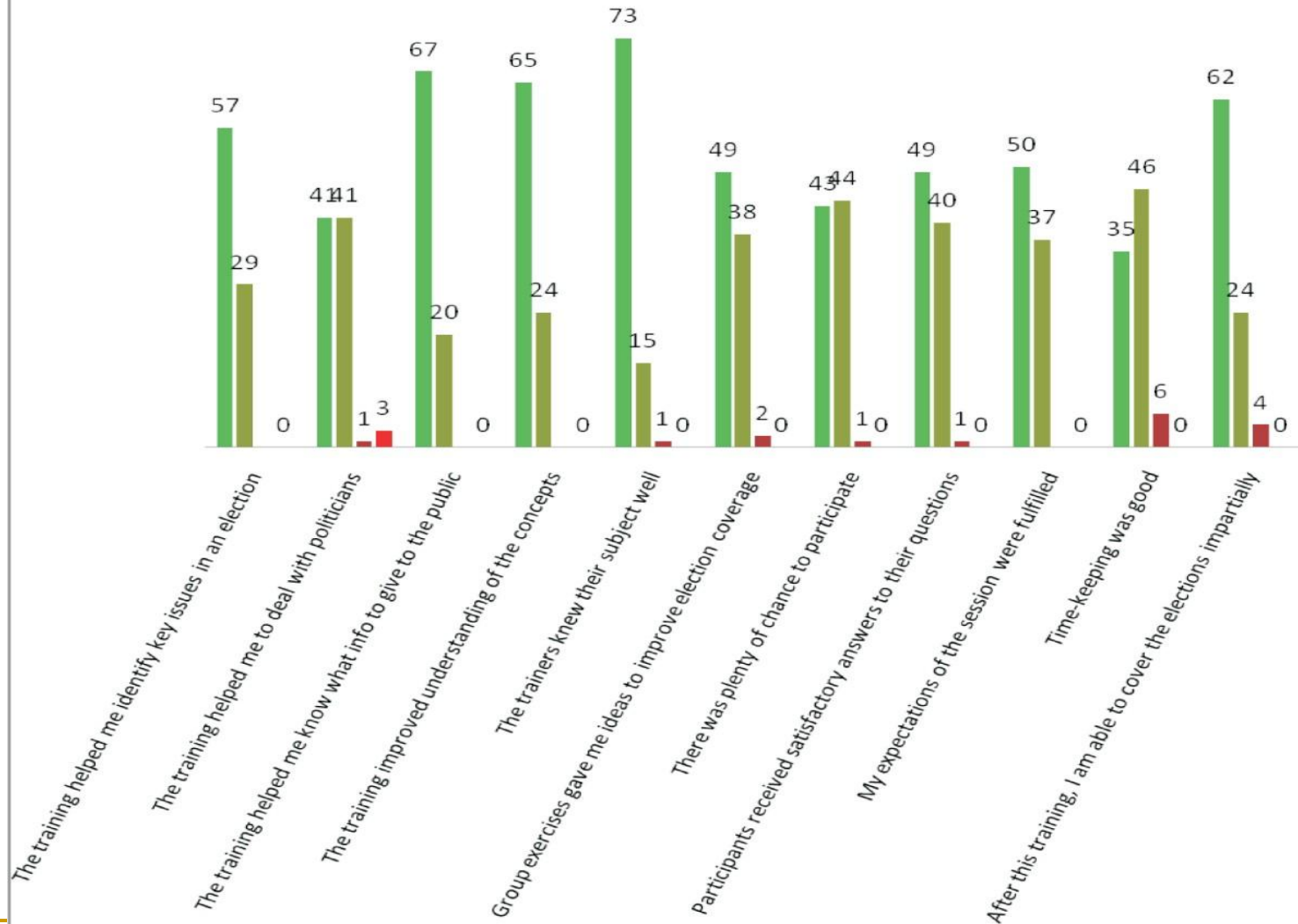
- When financially handicapped journalist have no choice.
 - When it comes as a gift.
 - When the politician is an aspirant and not yet a candidate.
 - When the issue is not strong enough [to justify a story] but the politician insists.
 - When it is just an appreciation that does not stand to influence professional judgment/reporting.
-

Key Issues for Journalists

- Power supply
 - Security of lives and property
 - Education
 - Health care
 - Transportation (Roads)
 - Rural infrastructure
 - Women and children
 - Food security & agriculture
 - Youth unemployment & job creation
 - Development of Nigeria's science & technology base
-

Professional Trainee Feedback: from the 'Fair Media, Fair Elections' Workshops

■ Completely agree
 ■ Agree
 ■ Disagree
 ■ Completely disagree





Home

NIGERIAN ELECTION NEWS REPORT

www.nigerianelectionnewsreport.com

- News stories gathered from freelancers via email
 - Stories selected (up to six) re-written and voiced in Lagos
 - Uploaded to website as text and audio service
 - Journalists phoned via IVR and offered stories
 - Journalists go to website to download text and audio
-



NIGERIAN ELECTION NEWS REPORT

www.nigerianelectionnewsreport.com

Home

20 April 2011 Health workers demand polling units near hospitals

Health workers have called for the location of polling stations within hospital premises to aid their participation in the current elections.

They said this will make it possible for them to exercise their civic duty while staying close to their patients.

Polling stations are not currently located in the premises of many government hospitals.

Medical Director of State Specialist Hospital, Akure, Ondo State, Dr. Bolu Adeboye, said health workers will not have to go too far if polling units are located around the premises.

Dr. Adeboye said this will also facilitate quick attention for emergency patients who could be at risk if left un-attended to for long.

Over the life of the project (Feb – June 2011)

- Uploaded over 500 audio and text stories
 - Made a total of 115,359 calls to journalists across Nigeria.
 - Received 34,229 hits (from launch in March to end on 16th June)
 - Employed more than 30 freelancers
-

Perhaps more importantly

- Gave journalists both income and an outlet for stories
 - Provided ongoing support in raising standards
 - Suggested new ways of reporting elections that led to new reporting initiatives
-

But the real result will come in 2013 and beyond ...

Contacts

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