

*There was no journalistic neutrality witnessed concerning the competing presidential campaigns. Only the state media conducted itself in a way that could be characterized as neutral.*



SENEGAL

In 2012, the major political event in Senegal was the presidential election, the tenth since the country's independence in 1960, which elected the republic's president for a term of seven years. The election was seen by many observers as the most turbulent in Senegal's history because of the many acts of violence that marred it: more than a dozen deaths, many injured, and incidents of unprecedented vandalism against public and private property.

The cause of this violence was a highly contested interpretation of the number of presidential terms authorized by the new Senegalese Constitution (passed by referendum in 2001), at the initiative of the former president, Abdoulaye Wade, upon his ascension to power in 2000. This new constitution sets the number of presidential terms at two.

Since President Abdoulaye Wade, first elected in 2000 and re-elected in 2007, wanted to run for another term, the opposition political parties, civil society, and voters hostile to this candidacy came together under the banner of a movement known as M23. They viewed his candidacy as illegal since, if successful, a third term would violate the 2001 constitution.

Nevertheless, the election commenced with Wade remaining on the ballot as a candidate. After the first round of the presidential election, a second round was called between Wade and Macky Sall, his former prime minister and dissident since 2009. Sall, supported by most opposition parties in the "Ben Yakar Bok" coalition, ended up winning the presidential election.

In this very tense pre-election environment, the Senegalese media reflected the divisiveness of this political conflict. On the one hand, the main groups of the so-called independent press took up the cause of the opposition. They largely amplified all the hostile voices to the candidacy of President Wade. They also covered and sometimes exaggerated acts of violence perpetrated against demonstrators, while setting themselves up as the guardians of the electoral process against any possible fraud on the part of the outgoing regime. On the other hand, there were elements of the media that were very close to Wade and defended the validity of his candidacy. There was no journalistic neutrality witnessed concerning the competing presidential campaigns. Only the state media conducted itself in a way that could be characterized as neutral.

# SENEGAL AT A GLANCE

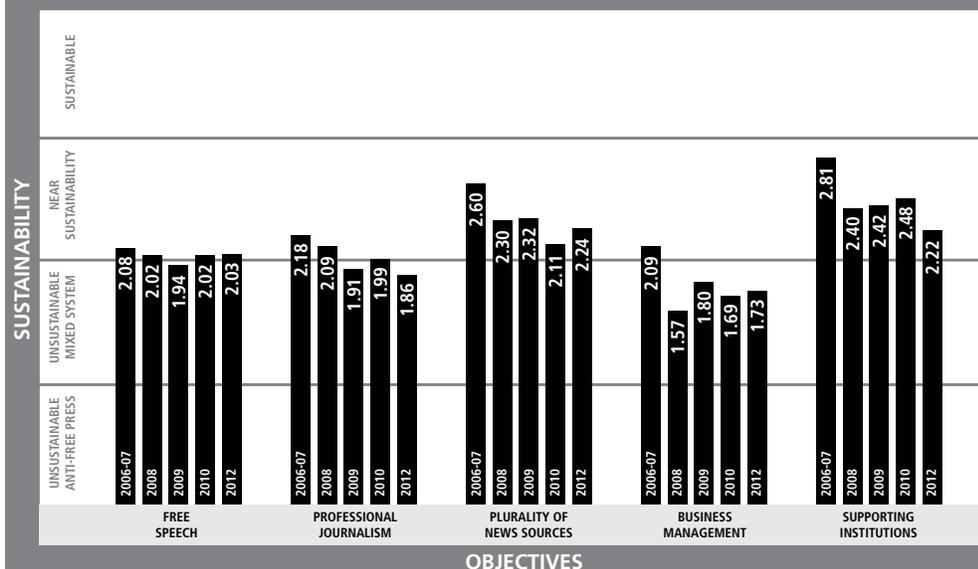
## GENERAL

- > **Population:** 12,969,606 (July 2012 est., *CIA World Factbook*)
- > **Capital city:** Dakar
- > **Ethnic groups (% of population):** Wolof 43.3%; Pular 23.8%; Serer 14.7%; Jola 3.7%; Mandinka 3%; Soninke 1.1%; Europeans and Lebanese 1%; others 9.4% (*CIA World Factbook*)
- > **Religions (% of population):** Muslims 94%; Christians (predominantly Catholics) 5%; indigenous religions 1% (*CIA World Factbook*)
- > **Languages:** French (official language); Wolof; Pulaar; Jola; Mandinka (*CIA World Factbook*)
- > **GNI (2011-Atlas):** \$13.716 billion (World Bank Development Indicators, 2012)
- > **GNI per capita (2011-PPP):** \$1,960 (World Bank Development Indicators, 2012)
- > **Literacy rate:** 39.3% (male 51.1%, female 29.2%) (2002 estimate, *CIA World Factbook*)
- > **President or top authority:** President Abdoulaye Wade (since April 1, 2000)

## MEDIA-SPECIFIC

- > **Number of active print outlets, radio stations, television stations:** Print: 18 daily newspapers, including *Le Soleil* (state-owned), 15 periodicals and 5 online newspapers; Radio Stations: 2 state-owned radio channels, 18 private commercial radio stations, 50 community radio stations; Television Stations: 2 state-owned channels, 7 private stations (2008 estimate, Agence Dakaroise d'Etudes Stratégiques et de Recherche)
- > **Newspaper circulation statistics:** N/A
- > **Broadcast ratings:** N/A
- > **News agencies:** Senegalese Press Agency, The Herald
- > **Annual advertising revenue in media sector:** N/A
- > **Internet usage:** 1.818 million (2009 est., *CIA World Factbook*)

## MEDIA SUSTAINABILITY INDEX SENEGAL



### Unustainable, Anti-Free Press (0-1):

Country does not meet or only minimally meets objectives. Government and laws actively hinder free media development, professionalism is low, and media-industry activity is minimal.

### Unustainable Mixed System (1-2):

Country minimally meets objectives, with segments of the legal system and government opposed to a free media system. Evident progress in free-press advocacy, increased professionalism, and new media businesses may be too recent to judge sustainability.

### Near Sustainability (2-3):

Country has progressed in meeting multiple objectives, with legal norms, professionalism, and the business environment supportive of independent media. Advances have survived changes in government and have been codified in law and practice. However, more time may be needed to ensure that change is enduring and that increased professionalism and the media business environment are sustainable.

### Sustainable (3-4):

Country has media that are considered generally professional, free, and sustainable, or to be approaching these objectives. Systems supporting independent media have survived multiple governments, economic fluctuations, and changes in public opinion or social conventions.

## OBJECTIVE 1: FREEDOM OF EXPRESSION

### Senegal Objective Score: 2.03

Freedom of speech in general, and freedom of the press in particular, are well protected in Senegal, according to the panelists, through constitutional provisions, laws and regulations in force in the country including: the Constitution of 2001, articles 8, 10 and 11; Law 96-04 of February 2, 1996, on the organs of social communication, the journalist, and technician professions; Law 92-02 of December 16, 1991 creating a national company called Radio Television Senegal (RTS); the 1994 specifications applicable to private commercial radio stations; the 1996 community radio station specifications; Law 2006-04 of January 04, 2006 establishing the National Council for the Regulation of Radio and Television (known by its French acronym CNRA) replacing Law 98-09 of March 2, 1998 establishing the High Radio and Television Council. These provisions and legal texts are substantially adhered to in practice, in the opinion of the panelists.

At the social level, the Senegalese are committed to the freedom of speech and enjoy it to the extent that Ibrahima Benjamin Diagne, a journalist at Radio FM (RFM), acknowledges that there has been “too much freedom, too many broadcasts, and an excess of verbiage.”

#### LEGAL AND SOCIAL NORMS PROTECT AND PROMOTE FREE SPEECH AND ACCESS TO PUBLIC INFORMATION.

##### FREE-SPEECH INDICATORS:

- > Legal and social protections of free speech exist and are enforced.
- > Licensing of broadcast media is fair, competitive, and apolitical.
- > Market entry and tax structure for media are fair and comparable to other industries.
- > Crimes against journalists or media outlets are prosecuted vigorously, but occurrences of such crimes are rare.
- > State or public media do not receive preferential legal treatment, and law guarantees editorial independence.
- > Libel is a civil law issue; public officials are held to higher standards, and offended parties must prove falsity and malice.
- > Public information is easily accessible; right of access to information is equally enforced for all media and journalists.
- > Media outlets have unrestricted access to information; this is equally enforced for all media and journalists.
- > Entry into the journalism profession is free, and government imposes no licensing, restrictions, or special rights for journalists.

There are, in fact, restrictions in the Senegalese Penal Code, in articles 72, 80, and 255, banning any remarks likely to “disturb the public order,” “incite popular insurrection,” or “spread false news.” Additionally, provisions in Article 139 of the Code of Criminal Procedure allow for, upon the simple instruction of the prosecutor, the remanding before trial of any individual implicated in such a case.

The Senegalese generally mobilize against any abusive misinterpretation by public authorities concerning restrictions such as these and strongly challenge the courts when action on behalf of “public order” is taken against a journalist or a newspaper.

Despite the positive development and application of laws protecting the freedom of speech, the panelists unanimously regret that a new press code has not yet been voted into effect. The panelists hope to advocate for this new code with the new president, Macky Sall.

The licensing process is onerous. Any prospective licensee must send an administrative request to the Ministry of Communications which gives its opinion before requesting a technical permit from the agency responsible for issuing frequencies, the Regulatory Agency for Telecommunications and Post (known by its French acronym ARTP). There has been no progress in this procedure, in the eyes of the panelists. It is still considered biased, political, and subject to bribery. Ibrahima Faye Lissa, editor of the online journal Pressafrik.com, finds it quite absurd: “The Sud Communication media group has been applying for years for a TV license but without success. This has also been the case for many other radio/television license seekers who had all the necessary technical equipment when they sent in their license application to the state. But they were all forced to resell their equipment for lack of a license. How is it that Sen TV, the private television channel created most recently in Senegal, obtained a license in less than two months? For me, this poses a problem.” The panelists consider it regrettable that it is still necessary to negotiate directly with the state to be granted a television license.

No major problems were noted regarding the official registration of media outlets. However, there are risks of abuses that were noted by Ibrahima Faye Lissa, concerning, for example, the creation of blogs that completely escape state control and opportunities for the dissemination of information via SMS.

As for market entry, there are no particular restrictions, in the opinion of the panelists, who say that entry is governed by a system of free access. However, Ibrahima Ndiaye Khalilou, the new secretary general of the Union of Information and Communications Professionals in Senegal (known by its

*But Diarra Da Sylva, a reporter with Sud FM, denounced the fact that when journalists are attacked by elements of the security forces, nothing is done about it: "The journalist brings a complaint, points a finger in the media, but in vain; nothing comes of it."*

French acronym SYNPICS), deplores the fact that those who create media outlets do not all seek to inform, educate, and entertain. He denounced the presence of a wide range of political, religious, economic, and financial lobbies in the media market with ulterior motives of manipulating public opinion for personal or partisan gain.

The press is subject to the general tax schedule like all businesses, however the panel had divergent opinions on how well Senegal meets the indicator. For Ibrahima Lissa Faye, lenient tax provisions for the media are necessary because of its specific circumstances and social functions. This was a view not shared by Ibrahima Ndiaye Khalilou, who thinks that the press should pay its taxes without the benefit of special favors. The unionist noted the tax-amnesty application that media owners had addressed to the former president, Abdoulaye Wade, as a deplorable example of such special favors.

Regarding crimes against media professionals, citizen reporters, and media outlets, the panel noted that they are prosecuted generally but that no prosecutions were known to have happened in 2012. But Diarra Da Sylva, a reporter with Sud FM, denounced the fact that when journalists are attacked by elements of the security forces, nothing is done about it: "The journalist brings a complaint, points a finger in the media, but in vain; nothing comes of it." Antanar Ndiaye of *The Daily Country* suggested that the problem should not be seen as limited exclusively to Dakar and wondered what takes place in other parts of the country. She noted that cases of assault against journalists do occur, yet recognized that some journalists are supporters of different political organizations who are frequently attacked for defending certain points of view. Panelist Gamby Diagne, a journalist at *La Voix Plus*, concurred with this observation.

The panel observed that there is no law that protects the editorial independence of public or state-run media in Senegal. The state media sector is subject to the government

for whom it is the main instrument of propaganda. Panelist Antanar Ndiaye, journalist at *Le Pays Au Quotidien*, deplored the fact that state media journalists uncritically accept for broadcast or distribution any news or information coming from the presidency of Senegal that is labeled "Ready for distribution." In her eyes, only the Senegalese Press Agency (known by its French acronym APS) is independent. For his part, Oumoul Khaïry Diakhaté of *New Horizon* was surprised at the rapid reversal of criticism of the former regime in favor of the new regime after the election: "The RTS should be a public media outlet. On the day after the election of Macky Sall as the new head of state, there was a whole newspaper devoted to his family and his entourage, even before he was sworn in. RTS journalists even allowed themselves to disseminate some negative material on Abdoulaye Wade's regime, even before the latter had left the palace. It is amazing, especially since they were the same ones speaking rather favorably about him a few weeks ago." For greater independence of the public or state media, it is necessary, according to Ibrahima Ndiaye Khalilou, that "The appointment of any director general of the RTS, *le Soleil* or the APS be the subject of a call for applications that includes job-requirements instead of, and in place of, the system of government appointments still in force that makes any person appointed thereby indebted to the government." René Massiga Diouf, a journalist from RTS, conceded that the problem is a "systemic problem." However, beyond the constraints imposed by the public media system, it is, according to him, a question of the individual. For his part, he believes that he has never worked under the dictate of his supervisors.

The panel stated that slander and libel are punishable by the penal code in Senegal. Allegations of press offenses are up to the accused journalist and his/her newspaper to refute. But providing evidence is not enough, according to Ibrahima Benjamin Diagne. When presenting evidence against a government plaintiff, the fact that a journalist has such documentation may lead to another charge of "receipt and concealment of administrative documents," which is itself punishable by the penal code.

The panelists' responses regarding access to public information were diverse. Some believe that public information is difficult to obtain and regret that it is not yet a constitutional right in Senegal. Others, including Oumoul Khaïry Diakhaté, believe that access is not difficult, but depends on several factors such as the sensitivity of the subject matter and the amount of time required to provide the information. However, virtually all panelists agreed that documents stamped "State Secret" or "Defense Secret" should not be disclosed through the press.

In general, the Senegalese media have access to local, national, and international news. The panel indicated that there is no law restricting such access, but in fact the use of dispatches from news agencies is often problematic. Diarra Da Sylva especially complained that newspapers often do not cite their sources. According to her the opposite is also true, as the APS often uses information from non-state media without citing sources.

Access to the profession of journalism is not restricted according to the panel. The panel felt, however, that this freedom brings more disadvantages than advantages. For Antanar Ndiaye, this situation benefits media owners instead of trained journalists. Media owners recruit untrained journalists to better exploit them on wages. Antanar Ndiaye stated that there are reporters she does not consider colleagues as they do not come out of any training organization and have difficulty formulating questions correctly.

On this point, the new and as yet unapproved Press Code was mentioned as a solution to the ease with which one can become a journalist in Senegal. With this new proposed code, in order to become a journalist one must meet at least one of the following criteria: 1. Be a graduate of a journalism school recognized by the state; 2. Have a bachelor's degree along with three years of press experience; 3. Have ten years of press experience as an editor. The last two conditions will require going before an evaluation jury in order to be recognized as a journalist.

## OBJECTIVE 2: PROFESSIONAL JOURNALISM

Senegal Objective Score: 1.86

In general, the panelists ranked the quality of reporting in Senegal as poor or even below average. The panelists noted the many failings of the Senegalese media's reporting, as summarized by Ibrahima Lissa Faye in these terms: "Frankly, journalism, in the true sense of the term, is no longer practiced. People have written as they've pleased, there has been too much celebrity-mongering. As for the print media, only *Le Soleil*, *Sud Quotidien*, *Walf*, and *le Quotidien* have met the standards of reporting. For television, RTS and Canal Info have met these standards. For radio, it has been difficult. Everything else is pathetic!" Ibrahima Ndiaye Khalilou attributes the problem to the overwhelming presence of amateur journalists in the newsroom.

*"Out of 10 newsrooms, only two have paid acceptable wages. In the private media, some journalists have not been paid; they are given a modest sum of money. Out of 100 journalists, 90 are not paid wages that allow them to live decently," said Antanar Ndiaye.*

The panelists also felt that the standards of ethics and professional conduct are poor. From the perspective of the panelists, one of the weaknesses of the Senegalese media and its journalists is ethical non-compliance and professional misconduct. As evidence, they referred to the behavior of many journalists during the 2012 presidential election. "During the election, some journalists received significant sums of money from President Abdoulaye Wade. They were denounced by a colleague. Did the latter do this because he did not receive his share? Or did he do it for ethical reasons? I do not know what to say about it. At least partially, it is the fault of the editors, as SYNPICS had called on them all to pay XOF 30,000 (\$75) per day to each journalist fielded to cover the electoral campaign but this request was not respected. As a result, some journalists pounced on the money offered to them by the political parties," panelist Diarra Da Sylva mentioned. At a more general level, Antanar Ndiaye

## JOURNALISM MEETS PROFESSIONAL STANDARDS OF QUALITY.

### PROFESSIONAL JOURNALISM INDICATORS:

- > Reporting is fair, objective, and well sourced.
- > Journalists follow recognized and accepted ethical standards.
- > Journalists and editors do not practice self-censorship.
- > Journalists cover key events and issues.
- > Pay levels for journalists and other media professionals are sufficiently high to discourage corruption.
- > Entertainment programming does not eclipse news and information programming.
- > Technical facilities and equipment for gathering, producing, and distributing news are modern and efficient.
- > Quality niche reporting and programming exists (investigative, economics/business, local, political).

*The panel also reported that partnerships between private media, community radio, and international NGOs often facilitate the distribution of some content that would otherwise be unavailable.*

attributed the problem to the fact that "If 10 journalists are taken at random, at least seven of them will not have taken a training course on ethics and professional standards." She acknowledged however, that ethics and standards also rely on the integrity of the individual beyond what might be taught in books.

Asked whether journalists practice self-censorship, the panelists gave an affirmative answer without considering it to be problematic. In Casamance where, since 1982, a conflict has pitted the Senegalese army against separatist rebels, Younoussé Déthiou, a journalist at Radio Senegal in the region, acknowledged that he and his colleagues engaged in self-censorship recently in the pre-electoral context of the 2012 presidential election. "In Casamance, well before the election, we knew there was an upsurge in violence and that the army was in disarray following the attacks suffered by the military barracks. It was being said everywhere that there would be no election in this locality. Was it necessary or not for me to report this psychosis? We journalists consulted amongst ourselves and decided not to relay the information. I think we were right," he said.

Despite the existence of self-censorship practices, the panel believed that the country's key events and issues are covered, with the exception of the Casamance crisis that Oumoul Khaïry Diakhaté characterized as a very sensitive issue. Another exception mentioned by the panelists is religion, where the panelists cited the case of a religious program host on 2STV who was assaulted in his home and threatened with death in 2011. This example shows how threats of violence can have a chilling effect on journalists seeking to cover certain issues.

With the advent of blogs and social networking, some Senegalese are increasingly bypassing the traditional media to debate sensitive issues on information portals, blogs, and social networks. This is usually undertaken with the cover of anonymity, allowing unprofessional behavior including spreading false information, unfounded accusations, and hate speech.

The panel felt that generally the wage level of journalists is very low. "Out of 10 newsrooms, only two have paid acceptable wages. In the private media, some journalists have not been paid; they are given a modest sum of money. Out of 100 journalists, 90 are not paid wages that allow them to live decently," said Antanar Ndiaye. On the other hand, the panelists have not established a link between wages and a respect for standards of ethics and professional conduct. According to Ibrahima Khalilou Ndiaye "A journalist can earn millions per month and still succumb to corruption."

Regarding the balance between entertainment and news programming, panelists regret the dominance of entertainment in media content, especially in radio and television. Antanar Ndiaye was particularly indignant over such an imbalance, all the more so as the television channels copy one another with no effort to produce any original programming.

Generally, the facilities and equipment for the collection, production, and dissemination of news are at an insufficient level, according to the panel. Ibrahima Lissa Faye offered as evidence the fact that some private television stations are incapable of broadcasting quality images. He believes that the media should make greater efforts to avoid the loss of data that Sud FM suffered some time ago due to the lack of storage hardware.

Asked whether there are niche programs and good quality reports, the panelists acknowledged that there are some in Senegal, hosted by journalists they characterized as great professionals. The broadcasts mentioned were *Objection* on Sud FM and *Remue-ménage (Bringing Down the House)* and *The Grand Jury* on RFM. These are political programs broadcast on Sundays. Very drawn to these programs, Diarra Da Sylva regretted the fact that they are on at the same time, so that listeners are forced to choose between the two.

### OBJECTIVE 3: PLURALITY OF NEWS

#### Senegal Objective Score: 2.24

The panelists felt that a plurality of news does exist in Senegal. In discussions on this point, the focus was on the rapid development of the Internet and burgeoning online media such as *pressafrik.com* and *netalli.com*. It was also noted that some information portals (*seneweb.com*, *leral.net*, and *rewmi.com*) have recently been launched and the use of social networks like Facebook is growing as well. However, René Massiga Diouf noted a number of challenges with this multitude of new media news sources, such as the promotion

of some sites over others, significant lag times between events and their posting online, the recycling of the same information with no original content, and inaccessibility due to the illiteracy of the majority of the population.

In general, citizen access to national and international media is considered to be free. The only obstacles mentioned were of the technical or economic variety. In other words, there are no legal restrictions on the part of the state obstructing connections to information portals, social networks, or online media.

In the opinion of the panelists, the public media do not reflect a wide spectrum of political opinions. This sector of the media stands accused of being too pro-government. However, according to Antanar Ndiaye, there is anticipation that more open coverage will be seen due to the advent of the new Macky Sall regime. However, this segment of the media continues, she lamented, to produce the same government aligned content: "On *le Journal Télévisé* (*The Television Journal*), there are seven minutes for the new head of state, Macky Sall, seven minutes for government activities, and then *another* seven minutes for the head of state."

In Senegal, there is only one national news agency (the APS). However there are several foreign news agencies that are accredited: the AFP, Reuters, and Panapress (African). In general, the panelists had a very positive assessment of all agencies in terms of their professionalism. The only area of concern was in the way dispatches are picked up by the

#### MULTIPLE NEWS SOURCES PROVIDE CITIZENS WITH RELIABLE AND OBJECTIVE NEWS.

##### PLURALITY OF NEWS SOURCES INDICATORS:

- > A plurality of affordable public and private news sources (e.g., print, broadcast, Internet) exists.
- > Citizens' access to domestic or international media is not restricted.
- > State or public media reflect the views of the entire political spectrum, are nonpartisan, and serve the public interest.
- > Independent news agencies gather and distribute news for print and broadcast media.
- > Independent broadcast media produce their own news programs.
- > Transparency of media ownership allows consumers to judge objectivity of news; media ownership is not concentrated in a few conglomerates.
- > A broad spectrum of social interests are reflected and represented in the media, including minority-language information sources.

*For example, President Wade said that he would not allow the funding of media outlets that spent their time insulting him while he was in power. This led him to withhold assistance, except in 2012 when the Ministry of Communications paid XOF 700 million (\$1.75 million) to the private media.*

Senegalese media who are accused of making no effort at rewriting or verifying them. However, René Massiga Diouf added a nuance: "The RTS has chosen to rarely relay dispatches coming from foreign agencies which deal with Senegal or certain countries in West Africa. [This is because] 80 percent of these dispatches are rough and riddled with errors on the local and/or African socio-cultural and political realities."

The panel all agreed that the private media do produce their own news programming. In fact, it was noted that with the exception of some private television stations (TFM, 2STV), most stations produce live broadcasts since it is typically less expensive and requires less recording and storage equipment than would be required for a later rebroadcast. The panel also reported that partnerships between private media, community radio, and international NGOs often facilitate the distribution of some content that would otherwise be unavailable.

Other than PressAfrik.com, Netalli.com, and ferloo.com that produce almost all of their content, most information portals usually are satisfied to just use content produced elsewhere such as in traditional newspapers, dispatches, etc.

The panelists felt that the transparency of private media ownership is lacking. For Ibrahima Khalilou Ndiaye, "The consumer has been taken for a ride." Some believe that certain politicians and economic operators are behind some newspapers, hiding behind figureheads, in order to influence public opinion.

As for the representation of the wide range of social interests and ethnic minorities in the media, there is much work to be done according to the panel. Younouss Diédhiou regretted that when minority ethnic groups are represented in the media it is often during initiation ceremonies such as circumcision. That is why, he stressed, the regional branches of the RTS as well as community radio stations

are useful. These outlets cover the interests of minority groups that are otherwise absent from the large national media, typically dominated by the Wolof culture. For her part, Ibrahima Khalilou Ndiaye suggested becoming aware to prevent "ethnic tensions" for which the media could be inadvertently responsible.

Regarding the Internet, minority group issues are covered more in blogs because they tend to be under-represented in the national media. These blogs have a limited scope, however, because the targeted populations tend to be illiterate and cannot access the Internet.

The panelists all affirmed that the media produce news and information on local, national, and international issues. They regret, however, the weakness of African news presented by the Senegalese media which satisfies itself with simply relaying news provided by international television stations like France 24. From the point of view of Ibrahima Khalilou Ndiaye, however, there are efforts that are emerging such as sending Senegalese reporters to West Africa to cover political crises. Although usually for very short periods, this was done recently in the cases of Guinea and Côte d'Ivoire.

#### OBJECTIVE 4: BUSINESS MANAGEMENT

### Senegal Objective Score: 1.73

The panel felt that media outlets are not well managed businesses nor are they profitable. The panel felt several factors explain the lack of economic viability of most media

#### INDEPENDENT MEDIA ARE WELL-MANAGED BUSINESSES, ALLOWING EDITORIAL INDEPENDENCE.

##### BUSINESS MANAGEMENT INDICATORS:

- > Media outlets and supporting firms operate as efficient, professional, and profit-generating businesses.
- > Media receive revenue from a multitude of sources.
- > Advertising agencies and related industries support an advertising market.
- > Advertising revenue as a percentage of total revenue is in line with accepted standards at commercial outlets.
- > Independent media do not receive government subsidies.
- > Market research is used to formulate strategic plans, enhance advertising revenue, and tailor products to the needs and interests of audiences.
- > Broadcast ratings and circulation figures are reliably and independently produced.

outlets: the lack of business management and consequently, the lack of marketing and advertising; the lack of project management; and poorly qualified staff. Ibrahima Benjamin Diagne wondered how media outlets can advertise for others without doing their own advertising. He believes that this is unacceptable.

In Senegal, the media benefit from multiple sources of financing such as advertising, single-copy sales for the written press, state aid to the press, and sponsorship for community radio stations; community radio are essentially forbidden from accepting advertising. The panel reported disparities in the distribution of these sources of financing. Most of the advertising benefits the public media, especially the national television station, which is the only outlet able to cover the entire country.

In Senegal, there is reportedly an advertising market of more than XOF 12 billion (\$30 million), more than half of which goes to advertising vehicles outside of the media. The other half goes to the media, with the state media being the main beneficiary. This market involves several players: public and private advertisers, communications agencies, and media companies. According to Kably H. Charlene, sales representative at Media Futures Group, communications agencies play a key role in this market. They steer advertising to media outlets through partnership agreements that provide them with commissions in return. They also direct advertisers to the various outlets based on the reputations of these outlets. But sometimes, Ibrahima Benjamin Diagne added, media companies do not just sell advertising space but also participate in the design of spots and press releases, especially when they are contacted directly by the advertisers. In this market, the largest advertisers are the state, especially mobile operators such as Orange, Tigo, and Expresso. Small and medium enterprises do not have the financial strength to run significant advertising campaigns that will generate revenue.

In general, advertising revenues as a percentage of total revenues are not in line with accepted standards, said the panel. René Massiga Diouf gave the example of RTS, whose advertising revenues represent more than 90 percent of its overall revenues while standards call for these to not exceed 70 percent in the public media sector. Sometimes, according to him, newspapers in the cities publish six pages of advertising, leaving little room for news and information.

Since 1996, the state has been making aid payments to the press. But the panel regretted the lack of transparency in its distribution. Another problem mentioned was the regularity of state aid to the press that fluctuates according

to the relationship between the private media and the head of state. For example, President Wade said that he would not allow the funding of media outlets that spent their time insulting him while he was in power. This led him to withhold assistance, except in 2012 when the Ministry of Communications paid XOF 700 million (\$1.75 million) to the private media. This was some XOF 400 million (\$1 million) more than the usual amount and was likely meant to reduce criticism against him. For his part, Ibrahima Khalilou Ndiaye regretted that this aid is given in cash rather than indirectly in the form of an in-kind subsidy or grant of equipment.

In Senegal, there are media survey firms such as BDA, ADESER, and Intercom. The French firm Sofres also has a presence. But in general, the Senegalese media rarely employ market research in the development of business strategies, even though it does take place to a limited extent. There are typically no marketing strategies to learn the need for customized products.

As a result, according to the panel, the few statistics available relative to ratings, circulation figures and the Internet are not always reliable.

## OBJECTIVE 5: SUPPORTING INSTITUTIONS

### Senegal Objective Score: 2.22

In Senegal, there is an association of newspaper publishers called the Council of Distributors and Publishers of the Senegalese Press (known by its French acronym CDEPS). According to Ibrahima Lissa Faye, however, the association suffers from infighting, does not have a strong membership, and lacks credibility. He said, however, that it can in fact

#### SUPPORTING INSTITUTIONS FUNCTION IN THE PROFESSIONAL INTERESTS OF INDEPENDENT MEDIA.

##### SUPPORTING INSTITUTIONS INDICATORS:

- > Trade associations represent the interests of private media owners and provide member services.
- > Professional associations work to protect journalists' rights.
- > NGOs support free speech and independent media.
- > Quality journalism degree programs that provide substantial practical experience exist.
- > Short-term training and in-service training programs allow journalists to upgrade skills or acquire new skills.
- > Sources of newsprint and printing facilities are in private hands, apolitical, and unrestricted.
- > Channels of media distribution (kiosks, transmitters, Internet) are private, apolitical, and unrestricted.

*René Massiga Diouf added that in the public sector of the media, journalists and technicians are often sent abroad for training. This is indeed the case with RTS, which has sent staff to India for training in film editing and information processing.*

be strong. Ibrahima Lissa Faye agreed, stating that CDPES, despite all its contradictions, succeeded in pushing former President Wade to agree to a tax amnesty for the press (although it is not yet in effect).

SYNPICS is the country's largest press union. It has a thousand members and has a positive image in the eyes of the panelists. Ibrahima Khalilou Ndiaye affirmed this positive image by mentioning the many projects in which the union is heavily involved, such as developing a new press code and a new collective agreement between journalists and the High Press Council. These are projects whose implementation could, according to him, change the daily life of professional journalists and news organizations.

The media benefits from the support of NGOs in Senegal, such as the West Africa Panos Institute as well as German NGOs such as Friedrich Ebert Stiftung, the Konrad Adenauer Stiftung, and the Neumann Foundation. These organizations are involved in diverse causes including defending the freedom of the press and training support to the media sector. However, the panel noted that financial support to these organizations has diminished recently.

Regarding training, the Center for the Study of Information Science and Technology (known by its French acronym CESTI) is the main school of journalism. Attached to the University of Dakar, it has existed since 1965. Admission is competitive and it awards recognized diplomas. The panelists noted, however, that in recent years there has been a proliferation of journalism schools in addition to CESTI, yet these have training programs of dubious quality.

The panel reported the existence of short-term training programs that are very useful to journalists, often funded by institutions or through international cooperation. René Massiga Diouf added that in the public sector of the media, journalists and technicians are often sent abroad for training. This is indeed the case with RTS, which has sent staff to India for training in film editing and information processing. This provides a good opportunity for the sharing of experiences with their Indian colleagues.

---

---

Sources of technical equipment, newsprint, and printing facilities are considered to be operationally apolitical. According to Ibrahima Ndiaye Khalilou, newspapers tend toward independence because they can acquire their own printing facilities. Only newsprint, he stressed, causes a certain amount of uncertainty because its cost varies depending on international markets and there is still no central purchasing house to reduce this cost.

Access to broadcast transmission equipment is generally considered to be apolitical. But Ibrahima Faye Lissa expressed serious reservations and concerns regarding the monopoly of SONATEL (the main telephone operator in the country) in the telecommunication and ICT marketplace: "If you are sharp with them, you should expect retaliation. If they do not want the country to have Internet access, it will not have it. They have a monopoly on the equipment and they are powerful. During a strike, they decided to have a 'no-Internet' day and there was no access."

The panel believed that the ICT infrastructure of Senegal meets the needs of the people. There are no significant problems reported except for occasional slow Internet connectivity.

## List of Panel Participants

**Rene Massiga Diouf**, journalist, Radio-Television Senegal, Dakar

**Younousse Diedhiou**, journalist, Radio-Television Senegal, Ziguinchor

**Antanar Ndiaye**, journalist, *Le Pays au Quotidien*, Dakar

**Oumoul Khairy Diakhate**, journalist, *Nouvel Horizon*, Dakar

**Mame Diarra Da Sylva**, journalist, Sud FM, Dakar

**Ibrahima Lissa Faye**, journalist and managing editor of Pressafrik.com, Dakar

**Ibrahima Benjamin Diagne**, journalist, Radio Futurs Medias, Dakar

**Gamby Diagne**, journalist, *La Voix Plus*; correspondent, Lamp Fall FM, Saint-Louis

**Kabely H. Charlene**, commercial agent, Futurs Medias, Dakar

**Mouhameth A. Diop**, journalist, Lamp Fall FM, Touba

**Ibrahima Khalilou Ndiaye**, secretary general, Union of Information and Communications Professionals, Dakar

## Moderator and Author

**Mor Faye**, professor of media and communication sociology, Gaston Berger University, Saint-Louis

## Assistant

**Rokhaya Dia**, doctorate student of media and communication sociology, Gaston Berger University, Saint-Louis

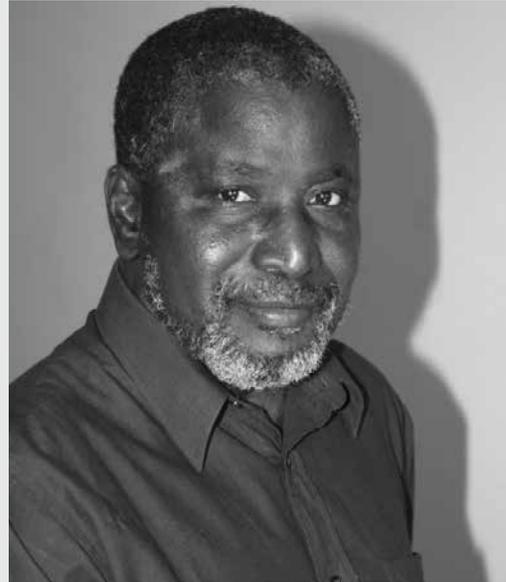
*This study had the technical and logistical support of the Mass Media Study and Research Group, Gaston Berger University, Saint-Louis. The panel discussion was convened on August 9, 2012.*

IN MEMORIAM:  
Souleymane Ba



On October 29, 2011, the Senegalese media sector lost one of its leading lights, Souleymane "Jules" Ba, after a short illness. Ba had served as director of the community radio station Afia FM in Dakar in 2007, and was elected as president of the Union of Association and Community Radio Stations in 2009. Ba worked ceaselessly on behalf of community and association radio stations, and his work yielded results such as access for these stations to state subsidies for the press and their inclusion into the pending press code. He was a 2010 MSI panelist.

IN MEMORIAM:  
Madior Fall



Madior Fall, editor of *Sud Quotidien*, passed away on July 15, 2012. Members of the Senegalese press corps remember him for his dedicated professionalism and tireless championing for a free and independent press. During his time with *Sud Quotidien*, he became an expert on issues surrounding the conflict in Senegal's Casamance region. He is also remembered fondly for his mentorship of young journalists, and many today have him to thank for their development of reporting skills. He served as an MSI panelist from 2008 through 2010.