



PROMOTING THE AFRICAN UNION CONVENTION ON PREVENTING AND COMBATING CORRUPTION

Tactical Area 3

Strengthen the capacities of media partners to monitor the implementation of anti-corruption commitments and demand accountability

ADVOCACY TOOLS AND TACTICS

This is one of six toolkits – each focusing on a different tactical area – from the collection, *Promoting the African Union Convention on Preventing and Combating Corruption: Tools and Tactics*.

While monitoring and advocating for the implementation of the African Union Convention on Preventing and Combating Corruption, several Transparency International chapters developed advocacy tactics to hold governments accountable. These have helped them work with decision-makers to meet the as yet outstanding commitments in implementation and enforcement of this convention.

This collection was developed as part of Transparency International's project, Towards Enforcement of Africa's Commitments against Corruption (TEA-CAC), funded by Germany's Federal Ministry for Economic Cooperation and Development (BMZ). It presents tools and tactics that are based on real examples of creative advocacy work so that other civil society organisations can replicate them in their own anti-corruption campaigning.

The other toolkits:

Tactical area 1

Increase public awareness to the implementation status of African states' anti-corruption commitments

Tactical area 2

Empower African civil society organisations to effectively engage in anti-corruption activities

Tactical area 3

Strengthen the capacities of media partners to monitor the implementation of anti-corruption commitments and demand accountability

Tactical area 4

Strengthen anti-corruption institutions and anti-corruption work by public authorities

Tactical area 5

Advocate for legal reforms in the domestication of the AUCPCC

Tactical area 6

Monitor the AUCPCC's implementation

You can access each toolkit and the full collection of tools and tactics on the [Transparency International website](#).

TACTICAL AREA 3

Strengthen the capacities of media partners to monitor the implementation of anti-corruption commitments and demand accountability

Only when corruption is uncovered can it be tackled. Journalists bring abuses of entrusted power to light, which allows authorities to hold the corrupt to account. In many countries, the media confronts unethical people or practices and is often the catalyst for investigations into corruption. Whether the media can fulfil this role depends on the extent to which the public supports journalists in detecting corruption

and the skills and capacity journalists have to do their jobs effectively.

In Côte d'Ivoire, Transparency International's national chapter, Social Justice, awards journalists for exposing corruption, thus creating more visibility and appreciation for their work.

JOURNALISM AWARDS ENCOURAGE REPORTING ON CORRUPTION (CÔTE D'IVOIRE)

How it relates to the AUCPCC

Article 12 (civil society and media) states that member states undertake to: "Create an enabling environment that will enable civil society and the media to hold governments to the highest levels of transparency and accountability in the management of public affairs..."

Why use this tactic?

Arguably one of journalism's roles in society is that of a watchdog. Journalists keep society's institutions accountable by highlighting corruption in both public authorities and in business. Only when corruption is uncovered can it be tackled. Honouring journalists who bring abuses of entrusted power to light promotes brave reporting and persistent investigations.

Description and objectives of the tactic

Create an incentive for investigative reporting on corruption by awarding journalists and other media personnel for their work. This can include financial prizes, public recognition and acclaim for their work around anti-corruption and integrity.

The objectives of the journalism award are to:

- + acknowledge the work done by journalists uncovering corruption
- + encourage more journalists to write about corruption
- + promote the work of anti-corruption journalists to the public

Key conditions for success

- + Link the award to training for journalists. Equip journalists with skills to help them understand how to implement anti-corruption investigations and write better articles. This tactic can give them the tools and resources to actually produce the work to submit for an award.
- + Sufficient funding makes the award a regular occurrence, such as an annual or biennial award. This establishes the award in the public's minds and encourages more journalists to keep working on anti-corruption issues so that they may apply regularly.
- + Award the quality of the work/investigation, not just the reputation of media houses. It is important to ensure the credibility of the prize by doing outreach to professional journalists who are accredited/licensed while maintaining the enthusiasm of the younger journalists who are not yet accredited. Both groups should be recognised somehow for the quality of their work.
- + Choose a key date for the ceremony, such as an anniversary of a major corruption case or a public commemoration, such as African Anti-Corruption Day on 11 July or the International Anti-Corruption Day on 9 December. A good "hook" for an event is always helpful in raising its profile with the public.

Background to the tactic

In Côte d'Ivoire, Social Justice launched an [award in 2021-2022](#) for the best journalistic pieces on the fight against corruption and the implementation of the AUCPCC. This was the first prize initiated in the country by civil society for Ivorian journalists to promote the work of those who engage in the fight against corruption.



How to do this

1. Link to the training of journalists

To encourage journalists to produce work with which they could apply for this award, provide training to build their capacities for the fight against corruption, particularly on the AUCPCC and its implementation. These training courses can be advertised through various communication networks, such as social media, to encourage a diversity of participants. Additionally, during the course of the training, journalists should be informed about the prize and encouraged to apply for it.

2. Publication of a call to apply for the award

Published the call for applications periodically on the organisation's various communication channels, such as their website and Facebook page. The announcement should also be circulated by email to journalists' networks and civil society organisations working in the field of anti-corruption. Additionally, the organisations can periodically promote the call on social media.

3. Choose jury members

In Côte d'Ivoire, three people were selected for the jury based on their extensive experience in investigative journalism and their impeccable ethics. One of them had experience of being on the jury of another media prize, specifically, the Prix d'Excellence Média awarded by the West Africa Media Excellence &

Conference Awards ([WAMECA](#)) as initiated by Media Foundation for West Africa (MFWA).

4. Organise the awards ceremony

Originally, the ceremony was supposed to take place on 9 December 2021, which is the Anti-Corruption Day, but Social Justice realised that many other events were being organised on that day and decided to postpone the ceremony until 2022, and thus ensure better participation of the most important stakeholders.

The two winners were awarded CFA1 million (US\$1,662) and CFA500,000 (US\$831). In attendance at the event were government authorities, such as the High Authority for Good Governance (HABG) as represented by the Director of Cabinet, as well as the Ministry for the Promotion of Good Governance, Capacity Building and the Fight against Corruption. Others in the audience represented civil society organisations working on anti-corruption issues in Côte d'Ivoire and investigative journalists, including past laureates.

5. Follow-up

Social Justice is working on institutionalising the award to organise it regularly every year or two. Gender diversity is also a goal. For the first award, there were no submissions by female journalists. For the next edition, the team is making special efforts to reach out to female journalists.

Additional information

Social Justice is just beginning to implement this tactic and is reflecting on issues of sustainability. Beyond the funding, this new initiative could be part of a bigger outreach initiative to enlist journalists in the fight against corruption. Therefore, the organisation will study other similar awards to clarify different targets and objectives to see how they frame collaboration and partnership with the media. Also, in the event that none of the submissions are considered worthy of the award, it can demonstrate the integrity of the award to refrain from naming a winner. Finally, with internet based media, consider in advance the difficult issue of defining a journalist. There could be nominees who are not accredited or employed by a traditional media organisation.

For more information about the award please read [the post](#) and [news flash](#) on the Social Justice Award Facebook pages.

Consulting other journalism awards, such as the [West Africa Media Excellence & Conference Awards](#) and the [Corruption Reporting Award](#) from the One World Media Awards, as sponsored by the Transparency International Secretariat, could be helpful.

See the Transparency International/U4 Helpdesk Answer, 2018. [Anti-Corruption and Integrity Awards](#)

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