

Coalitions for change

Collective action for stronger media ecosystems

What we mean by coalitions

“A temporary alliance of different actors with a variety of interests and affiliations looking to achieve common goals through collective action and advocacy”.

Coalitions: What we are trying to find out

Seeing that “Multi-stakeholder coalitions are emerging as a promising way to build strategies for survival” for public interest media (Benequista N, 2019:2):

Which factors are most effective in enabling locally driven coalitions for change to emerge and thrive through externally supported media development efforts?

The PRIMED programme

Looking to strengthen media resilience to political and economic pressures in a variety of contexts

- 3 countries - Bangladesh, Ethiopia and Sierra Leone.
- 4 interlocking workstreams - Business development, good journalism, collective advocacy and knowledge creation
- 6 implementing organisations (BBCMA, CI, FPU, GFMD, IMS and MDIF)
- 5 learning questions

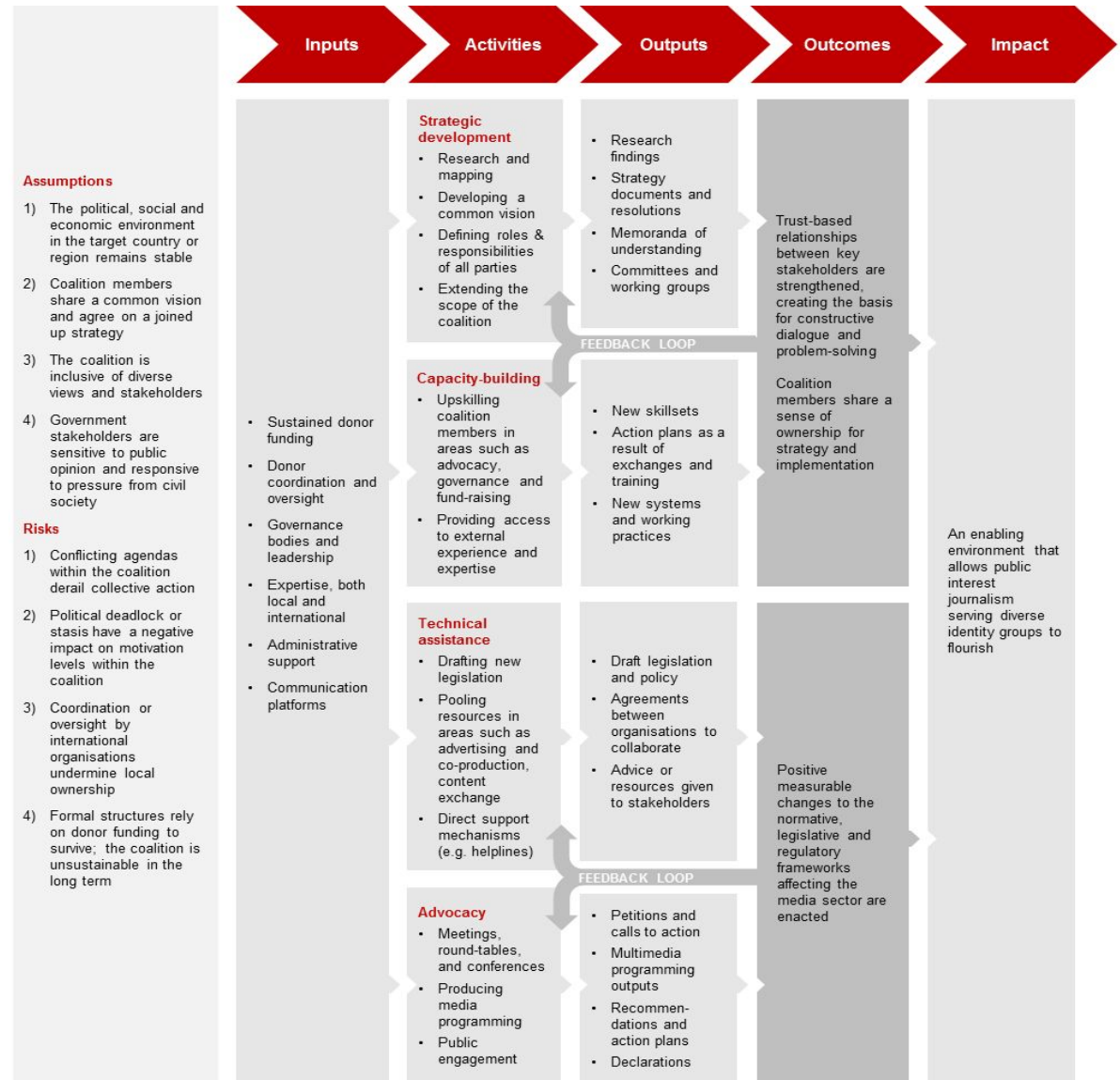
Methodology

1. Examine previous coalition building initiatives
2. Apply this learning in the design of PRIMED's support to coalitions
3. Monitor and evaluate
4. Apply learning to media development policy and practice

What we have found out so far

1. Some coalitions have had significant impact. Many haven't.
2. Coalition building runs counter to most media development agencies' practice. But international actors still have an important role to play.
3. Coalition building “is not about forming an institution – but a platform upon which the collective good is advanced.” Tabani Moyo, former Chair of the Media Alliance Zimbabwe (MAZ).
4. Unity is strength – but difficult to engineer.
5. Balancing inclusion with focus.
6. Coalition building is highly strategic.
7. No two coalitions are the same, and therefore any model needs to be highly flexible.
8. But we think we may have the makings of a model.

Generic theory of change



What we'd like to hear from you

All - What have we overlooked?

Practitioners – Does any of this make sense? How might this be of use to you?

Academics – Does this topic warrant further research and, if so, does our study give you something to go on?

Thank you