

Objectives for Strategic Issues

1. Code of conduct

- a. To promote a high level of media professionalism and ethical conduct amongst the associates of Africa by Radio by encouraging the adoption and implementation of the code of conduct.

2. Key cities.

- a. To identify the key cities in Africa and develop a database in conjunction with World by Radio on where Christian radio exist and where it needs to be strengthened or started.
- b. To facilitate the sharing of programmes, programming ideas and strategies as well as concepts appropriate to city dwellers.

3. Data base / networking

- a. To develop and maintain databases on unreached people groups, program languages, strategic cities and Christian radio stations and major production houses in Africa and share the information between AbR associates. (In conjunction with WbR where applicable.)

4. “Giants” of Africa: Poverty/unemployment, HIV/AIDS, sexism, tribalism, violence, family in crisis, crime and corruption.

- a. To encourage the Africa by Radio associates to address these social issues by developing relevant programming and share effective strategies.

5. Prayer network

- a. To stimulate the sharing of prayer needs within the Africa by Radio network.

6. Training

- a. To promote and facilitate training and development that will lead to a new level of excellence in broadcasting. We recognize Africa Trainers Network as a major facilitator.

7. Joint planning

- a. To discuss strategic issues and formulate a strategic framework for Africa and update it on an annual basis.
- b. To facilitate the sharing of relevant operational information in order to avoid duplication and promote cooperation and coordination.
- c. To encourage cooperation and coordination at the regional and local levels.

8. Unreached people groups – WbR list and other

- a. To research and verify information on the WbR list and also identify the smaller people groups in Africa yet unreached by radio.
- b. To encourage the major international partners to focus on the remaining World by Radio languages within Africa and develop a cooperative strategy to finish the task.

9. Strategic monitoring and action.

- a. (*Objective*) To monitor and be alert to changes in the environment that needs priority attention eg. Sudan.

10. Launch of ABR

- a. To standardise documentation about Africa by Radio and disseminate it to all our existing contacts.
- b. To utilize existing regional and local forums to promote participation in Africa by Radio.

Africa by Radio Executive meeting
Nairobi, 29 – 30 November 2004