

# - THE - MONTHLY STORM

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# KON charges media houses to syndicate to become commercially viable



Media houses in the country have been asked to consider syndication as a means of improving their market potential and commercial viability to be able to survive in the increasingly competitive industry.

Minister for Information, Kojo Opong Nkrumah who gave the charge said the opening up of the media landscape has led to the creation of hundreds of media houses many of which are not economically viable. The former broadcast journalist says smaller media houses combining their market shares to create a larger footprint for programming can command significant revenues with which they can pay their journalists better.

“As more and more media houses open, the reality on the other side is that the commercial market for media operations is not expanding that much. What it means is that more and more of these media stations are fighting for the same revenue.

“So right from the onset, one of the things I want to encourage you to do is to explore ways to syndicate the radio station with other likeminded stations in the region or across the country to tap into the market potential of those stations so as to grow the listenership of the station and be financially viable,” he added.

He was speaking at the opening of Oil City Radio, a new radio station in Takoradi in the Western Region on Monday, May 30, 2022.

The the highest contributor to Ghana's low ranking in the new framework for measuring press freedom

according to the Reporters Without Border (RSF) 2022 World Press Freedom Index is the poor economic state of media houses and journalists.

According to the report, economic factors greatly influences media work in Ghana. Poor salaries for journalists and the lack of financial sustainability of some media houses make a number of media houses economically less viable.

This the Minister suggested that to remedy the problem, it is important for media houses to consider syndication of programs and revenues across multiple platforms to assure the financial viability of some struggling media houses and therefore assure the freedom of the journalists to do their work without financial inducements.

The newly opened radio station is expected to serve Kwesimintsim, Apremodo, Anaji, Airport Ridge among other communities to educate and sensitize locals on the development agenda of the regional administration and project business opportunities in these areas.



# Only entrepreneurship secures you a job immediately after school



The Minister for Information, Kojo Opong Nkrumah has urged students, especially in the tertiary level to develop the passion and skill to become entrepreneurs as it is the only way to gain employment immediately after graduation.

According to him, students who venture into entrepreneurship would only be self-employed after graduation but would be able to also employ others and through that support the nation to reduce its unemployment numbers.

He gave this advice when he was addressing participants of a Career Fair organized by the Member of Parliament (MP) for Anyaa Sowutuom Constituency Dr. Dickson Adomako Kissi in collaboration with the Pentecost University College (PUC).

The event which was held on 26th May, 2022 attracted patrons mostly university students and graduates within the constituency and beyond.

Mr. Opong Nkrumah who was the special guest of honour advised the participants to not only develop and nature their skills to attract investments but also institutionalize their businesses to live beyond them.

He also advised the participants to use the opportunity offered through the Career Fair to acquaint themselves with the corporate firms and their activities in order to position themselves well to obtain experience through internships, and attachments to prepare for the job market.

The Member of Parliament for Anyaa Sowutuom Constituency Dr. Dickson Adomako Kissi also



entreated the participants, especially those yet to complete university to seek internship opportunities from the various agencies present at the Career Fair in order to gain working experience which will be crucial to their chances of recruitment in future.

Some of the firms that participated in the fair include Ghana Shippers' Authority (GSA), Ghana Health Insurance Authority, Ghana Civil Aviation

Authority, National Road Safety Authority, Electricity Company of Ghana, Volta River Authority, Consolidated Bank Ghana and GLICO. The Career Fair was to shape the minds of the students about the job market and how they can position themselves to gain internships, attachments and jobs after school. Some participating firms exhibited available internships, attachments and job opportunities at their end.



# Ghana intensifies efforts to combat terrorism



Government has announced that it has put its state security and intelligence agencies on increased awareness following increasing terror attacks and worrisome intelligence reports closer to its borders.

The West African Region has in recent weeks been inundated with attacks by extremist elements some of which have occurred as close as 50 kilometers from Ghana's northern frontiers.

As recently as May 11th, 2022, in Togo, about 15 assailants and 8 military personnel were killed during a terrorist attack.

Increasingly, intelligence reports suggest some Ghanaians have been involved in terrorist acts in the Sahel Region signaling the possible recruitment of Ghanaians by some of the terrorist groups in the West Africa sub region.

Addressing the Minister's Press Briefing, a regular media engagement platform put together by the Ministry of Information in Accra on Sunday, May 22, 2022, Minister for Information, Kojo Opong Nkrumah, said the state security and intelligence apparatus has as a result of this heightened terrorism threats authorized an increased level of awareness among the intelligence community and seeks to deepen engagement with the

Ghanaian public in line with contemporary security practices.

"We are therefore at this point specifically drawing the attention of persons in the Ghanaian jurisdiction to be more observant and vigilant about our security ecosystem and to draw the attention of Police, other security agencies and local community leaders, immediately they observe anything out of the ordinary," he said.

This Minister Opong Nkrumah announced that in the coming days the Ministry of National Security will be rolling out a full campaign aimed at mobilizing and providing persons in the jurisdiction with more security education.



The campaign dubbed “See Something, Say Something” spearheaded by the National Security Ministry and facilitated by the Ministry of Information is aimed at creating public awareness and sensitizing citizens on issues of National Security and empowering the citizenry to report suspicious activities that could potentially compromise the security of their communities.

Providing more details, Deputy National Security Coordinator, Edward Kweku Asomani said the campaign will be launched by Vice President Dr. Mahamudu Bawumia on Tuesday, May 24, 2022, at the Ministry of National Security as part of a whole-

of-government and a whole-of-society approach to mitigating threats that confront the state.

He said it is expected that through this campaign and further education the Ministry will highlight the challenges in the sub-region regarding terrorism and other activities that threatens the security of the country and at the same time help increase awareness for such activities.



# ISD steps up nationwide E-levy education



The Information Services Department (ISD) has intensified its public engagement and sensitization campaign across all 261 Metropolitan Municipal and District Assemblies (MDAs) in the country to ensure that the public is sufficiently informed on the Electronic Transfer Levy (E-Levy).

This follows a training workshop organized by the Ghana Revenue Authority (GRA) and officials of the Ministry of Finance last Monday aimed at empowering ISD officers to embark on the national exercise of sensitizing Ghanaians on the importance of the E-levy.

The campaign intends to intensify public awareness on the mechanics of the levy, educate Ghanaians on how government intends to use the proceeds from the levy and its potential benefits to the country and also help cure public misconception surrounding the levy.

Addressing the opening ceremony of the workshop, deputy Minister of Information, Fatimatu Abubakar said the department has done so well with other sensitization campaigns, and it is only right that it is given more opportunities to educate Ghanaians on government policies to ensure participatory development.

She charged the ISD to devote much attention and resources to the E-levy campaign and help get the message down to citizens in rural communities.

“Our expectation is that after this exercise, many Ghanaians will understand the essence of contributing to the E-levy and as such revenue mobilization for developments to benefit all,” Madam Fatimatu Abubakar said.

Deputy Minister of Finance and MP for Atiwa East, Abena Osei Asare on her part underscored the importance of the E-levy in shoring up government revenue and its corresponding benefits to the Ghanaian people. This she said should be at the core of the ISD’s messages to Ghanaians.

“It will help us broaden the tax base to include a large portion of the population who are eligible to pay taxes. So, my charge to you as Information Officers is to tell Ghanaians how the country will benefit from this tax handle,” she added.

Recently, officers were trained in research methods in Winneba to enhance the capacity of Research Officers of the Department to enable them gather information on government policies

and programmes on all sectors of the economy to feed into government decision making processes.

This Information Minister, Kojo Opong Nkrumah says all these are part of the efforts to reposition ISD to become cutting edge government communication services agency in the 21st century.

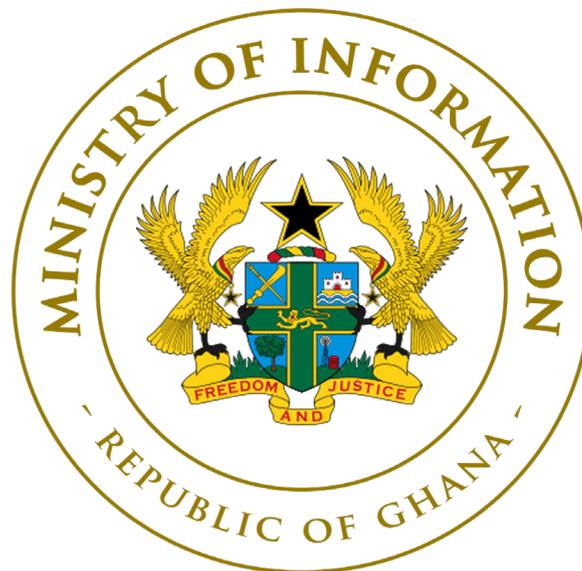
The Department is expecting new communication vans following cabinet approval granted this year. It is part of a broader plan of retooling the Department to perform efficiently and effectively as a Public Relations outfit of government. The

project also includes refurbishment of offices and the provision of computers to help staff of the Department to do their work easily.

In addition, numerous capacity enhancement opportunities have been given to staff of the Department to enable them have practical hands-on training in order to deliver timeous information to the public and collect feedback to inform government policy evaluation and direction.



# Stakeholder collaboration needed to ace new press freedom rankings



The Government of Ghana says though it acknowledges the caution not to compare 2021 and 2022 world press freedom rankings, it remains focused on building collaboration among stakeholders to improve Ghana's rankings in the new model.

Publishers of the ranking announced they have employed a new methodology which moved Ghana to 60th in the global ranking for 2022 cautioning against a year on year comparison.

The new methodology takes into account a quantitative survey of press freedom violations and abuses against journalists and media, and a qualitative study based on the responses of hundreds of press freedom experts selected by Reporters Without Borders (RWB), which includes journalists, academics and human rights defenders.

However, Ghana's Information Minister, Kojo Opong Nkrumah says the government acknowledges that a lot more needs to be done by stakeholders to ace Ghana's rankings on the new model.

Contributors to Ghana's new rank include attacks by Ada youth on radio Ada, arrests of people publishing fake news by the Police and manhandling of a Citi FM journalist at a National Security facility.

According to Mr. Nkrumah, it is important to step up the country's response by better educating state agencies and the public to better relate to journalists even when they disagree with their works.

Already, government has supported the National Media Commission (NMC) to establish an office for the Coordinated Mechanism on the Safety of Journalists. This the Minister said the newly created office needs more support and attention to succeed at its work.

Government through the Media Capacity Enhancement Programme (MCEP) is providing training for some 250 journalists on emerging issues in journalism. It forms part of collaborative efforts by stakeholders in the media industry like the Ghana Journalists Association (GJA) and media umbrella bodies to support the sector which has been challenged in recent times.

Government is also collaborating with stakeholders including Civil Society Organizations (CSOs) in deepening education for state and non-state actors on the safety of journalists

This is in addition to the numerous support government lends out to media associations including media owners to improve the working and economic conditions of journalists.



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