



Media outlets should consider mergers and alliances that make them institutionally viable and investment-ready; that enhance the diversity of content; and that offer a framework for collaboration on investigative or public interest journalism projects.

Media institutions should explore new business and revenue-generating models.

The SLAJ, the IMC and academic institutions providing media and journalism education should work with the Government and development partners to provide and encourage scholarship, training and capacity-building programmes for all categories of media practitioners.

- Media houses should encourage women entrepreneurs to enter the industry and should offer women employees clear opportunities for self-advancement in their chosen field.
- Media institutions should devise clear policies that support gender equality, creating the space for women journalists and content creators to thrive and, thereby, achieving greater diversity in the workplace and in the content that is offered to the public.
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