

The 2nd Chapter Seminar (SA)

Communication as a factor in Governance and Accountability in Africa

By Bob Weksa, Postdoctoral Fellow

Credibility

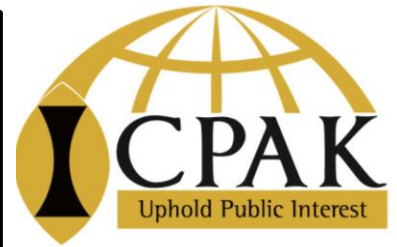
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Professionalism

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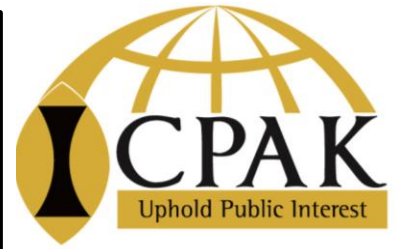
AccountAbility

Introduction



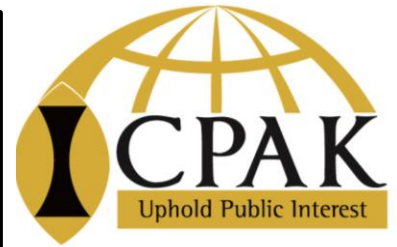
- Communication as a field: Sender – medium – Receiver
- Message sender: Governments, citizens, corporates, civil society ... name them
- Message receiver: Citizens, corporates, governments, civil society ... name them
- Medium: Traditional/conventional media versus new/unconventional media
- Focus on media and journalism: Old and new

Media and spin

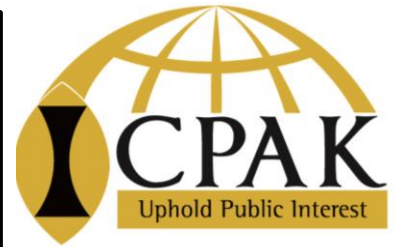


- Private, public organizations and individuals involved in financial and governance-related crimes have become adept at spinning stories – “fake news” – and whitewashing and covering their tracks
- PR and media relations firms, etc
- However, we are focused more on how investigative journalism does and can aid governance and accountability

Role of investigative journalism



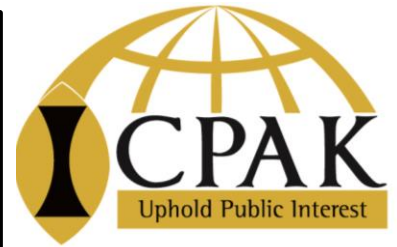
Role of investigative journalism



- Journalism whether old or new is an important means of uncovering illicit finance, financial secrecy, tax avoidance and asset recovery

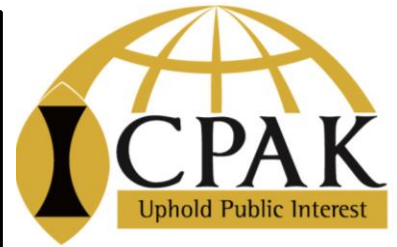
Africa loses \$50bn annually from illicit/illegal financial flows, The Guardian, Feb 2 2015

Role of investigative journalism

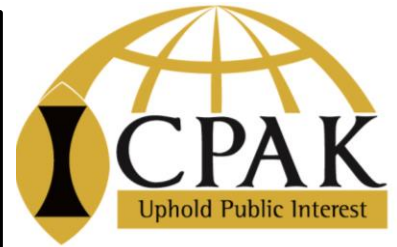


- Claims linking Rawal to ownership of Panama accounts return to haunt her, Daily Nation, June 1 2016
- More Kenyans on Panama Papers list, Daily Nation, Thursday May 12 2016
- Global investigative journalism important because it links global illegal, illicit financial flows – through safe havens for instance – to African countries, African actors

Role of investigative journalism

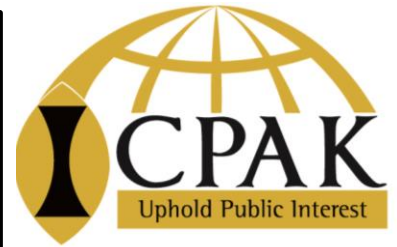


Role of investigative journalism

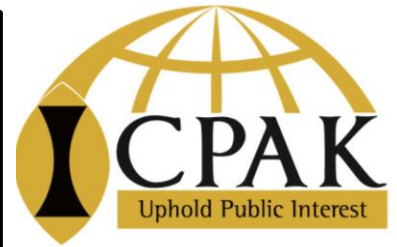


WikiLeaks: NIS purchased software to crack websites, Daily Nation, Saturday July 11, 2015

Holding governments to account

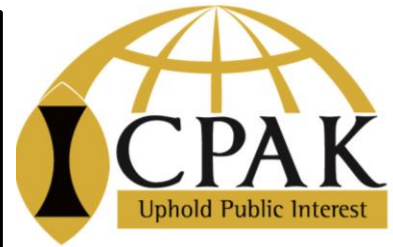


Look up investigative journalism sites



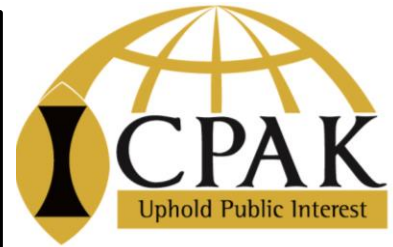
- Global Investigative Journalism Network
- Africa Uncensored, Kenya
- African Network of Centers for Investigative Reporting
- Forum for African Investigative Reporters, Africa
- African Investigative Journalism Conference, Wits Journalism

Exposure, unearthing



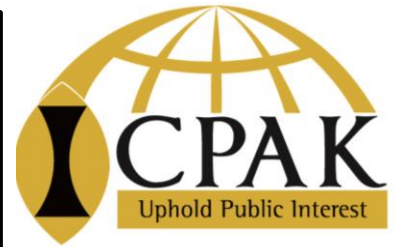
- Mohamed Ali: Exposure of social ills and corruption including drug trafficking
 - John-Allan Namu: Africa Uncensored
- Despite some of their missteps, they aid good governance and accountability
- What would be the case if corruption cases were not investigated and reported?
 - Journalists ask the hard questions, accountants would aid by upholding freedom of the media

The how of investigative journalism



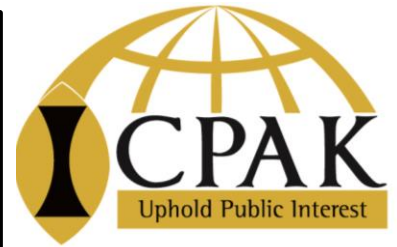
- Going undercover: Professional investigative journalists ensure anonymity
 - Accountants can work with the media to initiate projects for safe whistleblowing safe
- It takes time: Uncovering intricate financial crimes takes months, years
 - The secret bribes of big tobacco paper trail, BBC, 30 November 2012

The how of investigative journalism



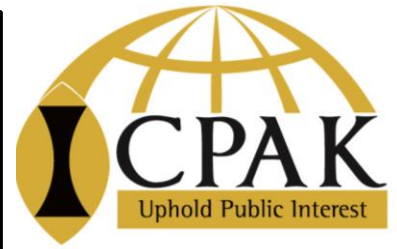
- It involves telling the story: Financial matters can be dry and drab. Investigative journalists craft stories out of data, statistics, facts ... for ease of comprehension by often financial illiterate publics
- Follow the money: Journalists are allies with accountants in that they can track and follow the trail and pinpoint the actors and their actions, stage-by-stage

The how of investigative journalism



- Social media, user generated content, crowd-sourcing, data-driven journalism
 - A new frontier for investigative journalism and a boon for good governance and accountability
- Social media can be a boon or a bane in reporting governance and accountability
 - The important point for now is recognize that information dissemination is rapidly going offline onto online platforms

The how of investigative journalism

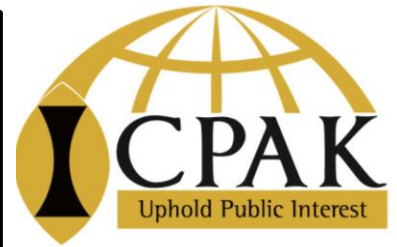


**Facts
Matter!**



**AN
INTRODUCTION
TO FACT-
CHECKING!**

The how of investigative journalism



- International Fact-Checking Network
- Africa Check
- Good Governance Africa

The how of investigative journalism



Fact-checking the President's speech

President Kenyatta on Wednesday gave a speech in which he defended his government's record in areas including job creation, the public debt, security and health services. **Nation Newsplex** checked the facts for you.

www

#Na

Ease of doing business



"As result of the substantial changes we have made to our business policy framework, for two year in a row Kenya has been ranked as the third-most improved country globally, according to the World Bank Ease of Doing Business Index."

In both 2017 and 2016, Kenya was named among 10 countries that had improved most across three or more areas measured by *Ease of Doing Business* 2017 report. However, it is not clear if Kenya was the third-most improved in both years. It definitely was the third-most improved in 2017, when it had the third-most change in Distance to Frontier (DTF) score of

3.52 among the top 10. However, in 2016, Ease of Doing Business did not publish the DTF score. Interestingly, before 2016, the last time Kenya earned a place among the most improved countries was in 2008, based on the 2006/2007 financial year, before post-election violence wiped out many of the country's economic gains. While Kenya was ranked the third-most reformed country in the World Bank's Ease of Doing Business and it climbed 21 places in 2017 from the previous year, the country's overall rank is 92 out of 190 economies.



MOSTLY TRUE

Economic growth



"Our gross domestic product (GDP) has expanded at a strong average annual growth rate of 5.9 per cent since 2013, this against a global average of three per cent." According to the Kenya National Bureau of Statistics (KNBS), the economy grew by 5.6 per cent in 2015, 5.3 per cent in 2014 and 5.7 per cent in 2013. This translates to an average GDP growth rate of 5.5 per cent for those three years, not 5.9 per cent. To maintain an average GDP growth rate of 5.9 per cent from 2013, the economy would need to have grown by seven per cent in

2016, but it is on course to miss that target. According to KNBS, in the first three quarters of 2016, GDP grew by 5.9, 6.2 and 5.7 percentage points, respectively, averaging 5.9 per cent, which is within the World Bank's projections of 5.9 in 2016. In Real GDP or GDP adjusted for inflation, growth in the three years to 2015 was five per cent. However, many Kenyans are not feeling the effect of this growth because average and minimum wages have stagnated even as the cost of basic goods escalates. For instance, month-on-month inflation rate in February this stood at 9.04 per cent, the highest rate in four years and nine months.



MOSTLY TRUE

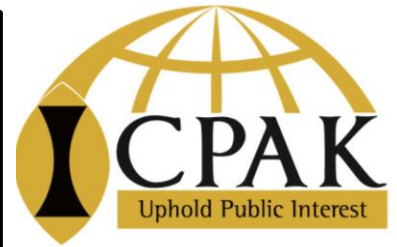
Public debt

"Our debt is about 50 per cent of our GDP. Of that amount, less than half is in foreign currency. Our debt has grown almost proportionally to our GDP."

foreign and Sh1.85 trillion domestic debt, and both have increased at about the same rate. In the *Budget Review Outlook Paper* of 2015, the debt-to-GDP ratio was projected to reach 63 per

cent of our lenders (World Bank) and is, govern

The how of investigative journalism

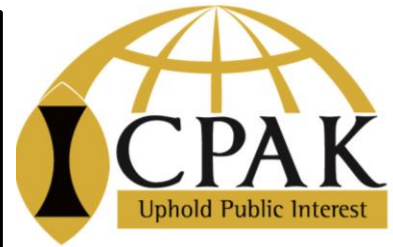


FACT vs OPINION

+ Facts are something that can be checked, and which are backed up with evidence

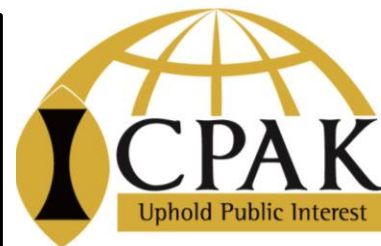
— An opinion is based on a belief or a point of view.

How can accountants help?



- Help journalists with fact checking and verification for accurate reporting: Finance is a complex area
- Provide information – tips, expert opinion
- Reports and studies should have abridged versions
- Develop some basics of investigative journalism: Journalism for accounts

How can accountants help?



AUTHENTICATING USER-GENERATED CONTENT



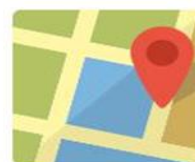
Who?



Watt



When?



Where?



Why?

Q and A