African Chamber of Media
Head Office: 12408 Makhetha Street
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AFRICAN CHAMBER OF MEDIA (ACM)

ORGANISATIONAL PROFILE

ABOUT ACM

Who We Are

The African Chamber of Media (ACM) is a progressive media sector organisation established to advance, protect, develop, and strengthen the interests of African media practitioners, independent publishers, community media institutions, digital media platforms, journalists, content creators, and emerging media enterprises across the continent.

ACM exists to create a sustainable, inclusive, innovative, and transformed media ecosystem that empowers African voices while promoting media freedom, ethical journalism, digital advancement, skills development, industry collaboration, and economic participation within the media and communications sector.

The organisation serves as a strategic platform that brings together media stakeholders to address industry challenges, unlock opportunities, strengthen sector representation, and drive the future sustainability of African media.

OUR PURPOSE

The African Chamber of Media was formed to respond to the growing need for:

- Stronger representation of community and independent media
- Sustainable media funding solutions
- Digital transformation and innovation
- Skills development and industry training
- Ethical journalism and accountability
- Media sector formalisation
- Collaboration between media stakeholders
- Advocacy for media development and transformation
- Protection of media freedom and diversity
- Economic inclusion within the media sector

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ACM positions itself as a catalyst for industry growth, transformation, innovation, and long-term sustainability.

VISION

To become a leading African media industry body that drives transformation, innovation, sustainability, collaboration, and empowerment across the media and communications landscape.

MISSION

To empower and strengthen African media institutions and practitioners through advocacy, collaboration, training, innovation, policy engagement, strategic partnerships, and sustainable development initiatives that promote an inclusive and globally competitive media sector.

CORE VALUES

Core Value	Description
Integrity	We uphold ethical leadership, accountability, and transparency in all engagements.
Media Freedom	We support and defend freedom of expression and independent journalism.
Transformation	We promote inclusive participation and equitable opportunities within the media sector.
Innovation	We embrace digital evolution, creativity, and technological advancement.
Collaboration	We believe in partnerships and collective industry progress.
Excellence	We pursue professionalism, quality, and impactful execution.
Empowerment	We prioritise skills development, mentorship, and industry growth.

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OUR OBJECTIVES

The African Chamber of Media aims to:

- Strengthen the sustainability of community and independent media
- Promote digital migration and media innovation
- Advocate for fair access to funding opportunities
- Support media training and professional development
- Encourage ethical journalism and industry compliance
- Facilitate partnerships and collaborations
- Advance transformation within the media sector
- Represent the interests of African media stakeholders
- Promote media entrepreneurship and economic participation
- Create platforms for policy engagement and industry dialogue

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KEY FOCUS AREAS

1. MEDIA DEVELOPMENT & TRANSFORMATION

ACM supports initiatives focused on strengthening and transforming African media institutions through sustainable development programmes and sector support.

2. TRAINING & CAPACITY BUILDING

The organisation facilitates workshops, mentorship programmes, compliance training, digital skills development, and professional media development initiatives.

3. DIGITAL MIGRATION & INNOVATION

ACM advocates for technological advancement, digital integration, innovation, and future-ready media operations across the sector.

4. POLICY ADVOCACY & INDUSTRY REPRESENTATION

The organisation engages stakeholders, regulators, policymakers, and industry bodies on issues affecting media sustainability, transformation, and development.

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5. COMMUNITY MEDIA SUPPORT

ACM supports community media platforms through advocacy, collaboration, networking, and strategic industry engagement.

6. INDUSTRY COLLABORATION

The Chamber creates opportunities for partnerships between publishers, broadcasters, journalists, government institutions, private sector stakeholders, and development organisations.

INDUSTRY CHALLENGES ACM ADDRESSES

ACM actively engages around critical sector challenges including:

- Funding accessibility
- Sustainability of community media
- Printing and distribution costs
- Digital transformation pressures
- Skills shortages
- Media sector compliance
- Industry formalisation
- Media ownership transformation
- Access to innovation and technology
- Capacity building and training
- Ethical standards and accountability

STRATEGIC PRIORITIES

Funding & Sustainability

Promoting fair, transparent, and accessible funding opportunities for media organisations.

Training & Compliance

Facilitating workshops and industry readiness programmes that improve funding compliance and operational sustainability.

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Digital Advancement

Supporting media organisations through digital migration and technology adoption.

Industry Representation

Ensuring that independent and community media voices are represented in industry and policy structures.

Youth & Emerging Media Development

Creating opportunities for emerging journalists, publishers, and digital media entrepreneurs.

COLLABORATIVE ENGAGEMENT

ACM works closely with:

- Community media organisations
- Independent publishers
- Broadcasters
- Journalists
- Media practitioners
- Government institutions
- Regulatory bodies
- Development agencies
- Industry associations
- Private sector partners
- Academic institutions

COMMITMENT TO ETHICAL MEDIA

The African Chamber of Media supports:

- Ethical journalism
- Responsible reporting
- Media accountability
- Professional standards

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- Fair representation
- Freedom of expression
- Public interest journalism

FUTURE OUTLOOK

ACM aims to become a major continental force in shaping the future of African media through:

- Expanded industry partnerships
- Pan-African media collaboration
- Advanced digital innovation
- Sector empowerment initiatives
- Sustainable funding frameworks
- Media incubation programmes
- Leadership development
- Skills and innovation hubs

The organisation remains committed to building a resilient, transformed, and globally competitive African media industry.

CONTACT INFORMATION

AFRICAN CHAMBER OF MEDIA (ACM)

Description	Details
Organisation Name	African Chamber of Media (ACM)
Industry	Media & Communications
Focus Areas	Media Development, Advocacy, Training, Innovation & Collaboration
Region	Africa
Sector Focus	Community Media, Independent Media & Digital Media

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ACM Motto

"Empowering African Voices. Advancing Media Excellence."

CONTACT DETAILS:

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Yours faithfully,

Sello Makgobatlou – Chairperson
African Chamber of Media

Lonwabo Mtyeku – Deputy Secretary
African Chamber of Media