



# Developing Independent Media as an Institution of Accountable Governance (World Bank Working Paper)

*Shanthi Kalathil*

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Media development seeks to support and promote a pluralistic, editorially independent and financially sustainable media sector. An independent media sector buttresses key governance goals such as voice, accountability, and transparency -- not through dissemination of messages about these issues, but through its very existence. This handbook is the result of a multi-year effort, the first stage of which 'Public Sentinel: News Media and Governance Reform'. That book explored key issues surrounding the media and governance, including: the ideal role of the media system in strengthening democratic governance, the conditions under which media systems fulfill their objectives, and the policy interventions most effective at helping the news media live up to its democratic potential. The second stage of this effort, presented here, is meant to bridge the gap between theory and practice. A survey reveals that very few governance advisors understand the concept of media development and how such programs could play a key role in advancing good governance. Ultimately, this handbook is designed for those who may be interested in media development programs, but are unclear about the whys, hows, and whens. It will introduce the fundamentals of media development, provide ways to conceptualize and analyze the sector, and help guide programming based on political economy analysis as well as individual country context. It also includes ideas on monitoring and evaluation of media development programs, plus links to further resources.

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