

INVESTIGATIVE AND INTERPRETATIVE JOURNALISM: CONTEMPORARY PRACTICE, PROFITABILITY AND RISKS

*Presented at the Town and Gown Seminar of the Covenant
University, Ota, Ogun State
30 February 2018*

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ABOUT WSCIJ

Vision

- o A socially just Nigeria defined by the ethics of inclusion, transparency and accountability.

Mission

- o To promote social justice in Nigeria by encouraging the practice of investigative journalism as a mechanism for exposing corruption, regulatory failures and human rights violation in the country.



ABOUT WSCIJ

- o Non-governmental organisation
- o Started – 2005 as the pioneer initiative (an award) dedicated to investigative reporting in Nigeria.
- o Registered in September 2009 as WSCIJ
- o Headquartered in Lagos, Nigeria with a reach across the country.

ABOUT WSCIJ

- o Named after Professor Wole Soyinka in recognition of his life-long work in support of the freedom of expression, freedom to hold an opinion, freedom to impart them without fear or favour and without hindrance or interference.
- o Held twelve editions of annual awards, nine editions of its media lecture series and trained over six hundred journalists among other capacity development initiatives.



Our strategy

Leverage on the experiences of...

- o Media
- o Civil Society
- o Non-governmental organisations
- o Technical partners
- o Public sector
- o Private sector



INVESTIGATIVE & INTERPRETATIVE JOURNALISM



INTERPRETATIVE JOURNALISM

To go beyond the regular reporting to provide context and analysis.



Investigative journalism

Investigative journalism is about unearthing facts.

It involves exposing to the public matters that are concealed either deliberately by someone in a position of power, or accidentally, behind a chaotic mass of facts and circumstances that obscure understanding.

o *UNESCO Manual of Investigative Journalism*



Investigative reporting

Investigative reporting is thorough and incisive. It takes curiosity, hard work, financial resources, time and the ability to tell great stories.



Primary principles of investigative journalism

- Agenda setting by the reporter
- Public interest
- Something that someone plans to conceal is unraveled



Constitutional provision...

Sec.22 of the Constitution says:

“The press, radio, television and other agencies of the mass media shall at all times be free to uphold the fundamental objectives contained in this Chapter and uphold the responsibility and accountability of the Government to the people”

Sec. 15 [5] says:

- o “The State shall abolish all corrupt practices and abuse of power.”



CONTEMPORARY PRACTICE

This man is gone...almost



Convergence



Media convergence





The new media ecosystem

The media landscape globally is in constant change in terms content creation, distribution, and consumption. The means of telling stories have changed.



The new media ecosystem

What has changed and is still changing?

- o **The economy of media:** traditional ones are changing to social media driven ones
- o **New technologies** for gathering, processing, and delivering journalism news
- o Audience behaviour and needs
- o **New platforms** for content gathering, processing, creation, distribution we generally call **social media**



The character of your new audience

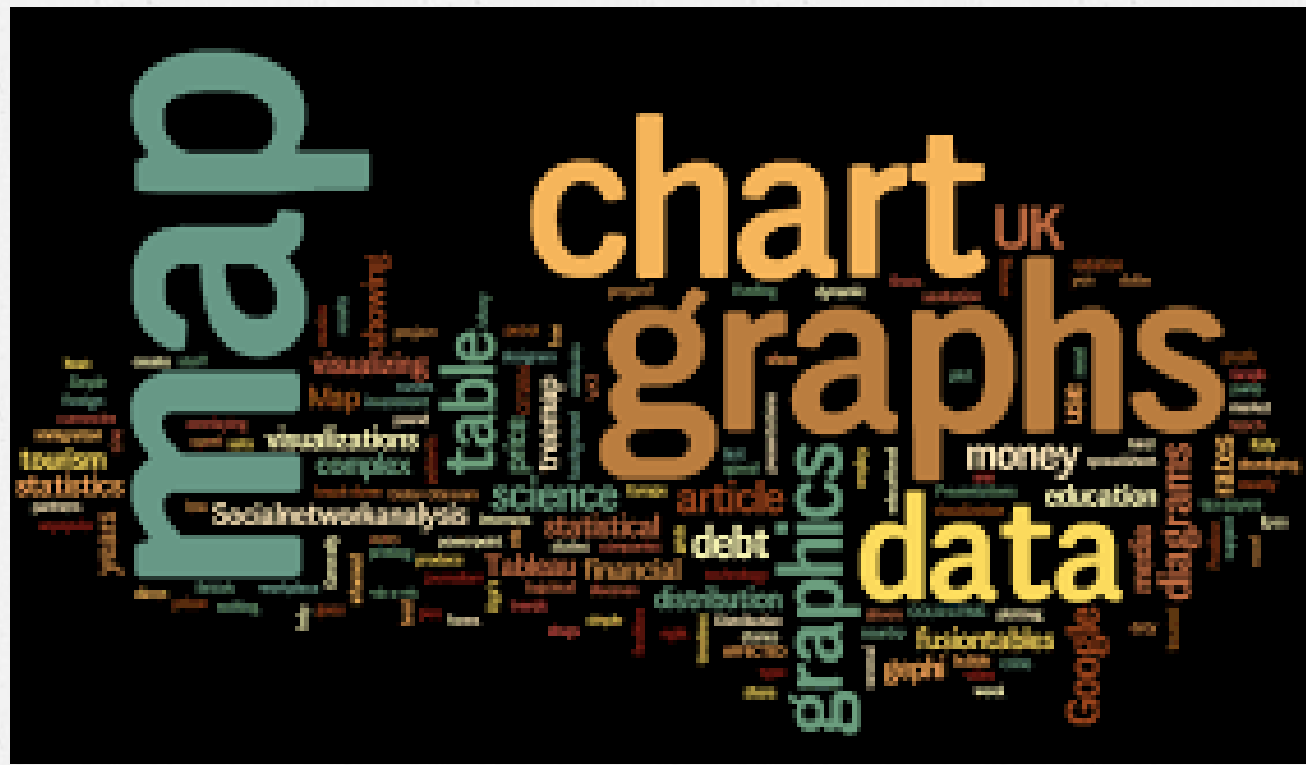


The character of your new audience

They are distracted...impatient...



Data superiority





The negotiation

The old media may not necessarily be obsolete but it must adapt to and adopt the changes brought by the new media to remain relevant. Media that will survive in today's world must use all available tools to keep itself from drowning by being creatively competitive.



The Challenge

The huge challenge:

News, that once upon a time was the special preserve of newspapers, radios and television and scheduled for special times is now just a click away.



PROFITABILITY



Can you get rich, rich as a journalist?

- o Hardly...
- o But...it all depends



Can you get rich as a journalist?

- o Cash: If you are an employee its dicey but if you are a publisher, its quite possible...
- o Kind: your goodwill capital can be really high if you are a good journalist. You will be famous.
- o Skills sets: The same skills you

THE DILEMA

- o Balancing ethics and business
 - Daily Trust
 - Guardian
 - Punch
 - 234Next



OPPORTUNITIES

Technology/social media

- The new SIM card registration in Nigeria reveals that at least 130 million phones are in operation in Nigeria [and probably a third are smart phones]
- The audit of Internet penetration in Nigeria reveals that at least 46 million people are connected
- These two developments have immense consequence for our media architecture and landscape, regarding its ability to serve the goals of democratic development and renewal particularly the investigative process.



Being a publisher is now QED

It's now easier to become the
almighty publisher!



Niche it!

Niche media is the way to go. Hyper locals are making a difference all over the world.



The truth is scarcer

The era of fake news presents great opportunity for the credible reporter. The audience know the difference...eventually.

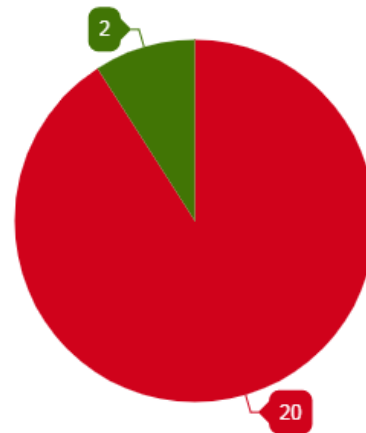


Vacancy!

Female reporters/media executives/editors
needed...

WSCIJ's experience with female participation in the newsroom

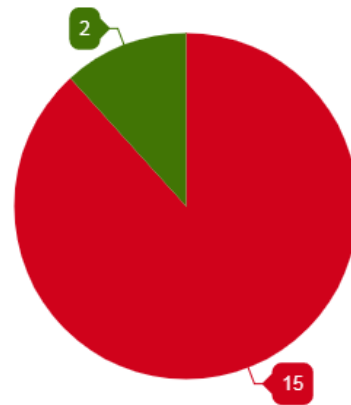
Follow-up on major oil sector probes



■ Male (90.91%)
■ Female (9.09%)

WSCIJ's experience with female participation in the newsroom

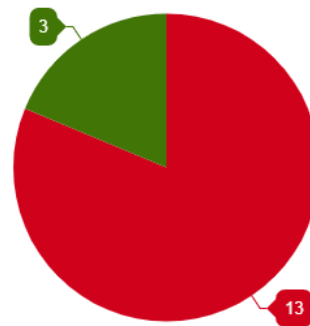
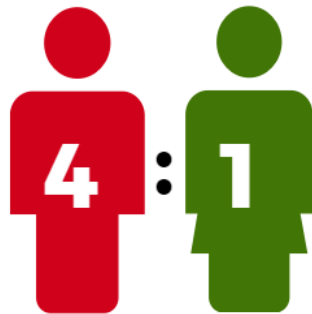
Masters Class In Oil And Gas Reform: Investigating Oil Sales Governance In Nigeria



■ Male (88.24%)
■ Female (11.76%)

WSCIJ's experience with female participation in the newsroom

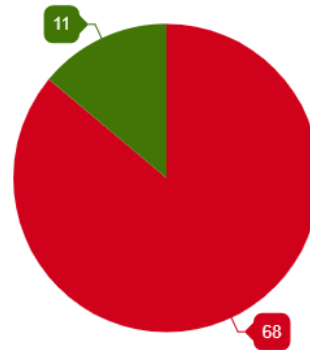
Editors' roundtable on ethics and code of conduct for the Nigerian media



■ Male (81.25%)
■ Female (18.75%)

WSCIJ's experience with female participation in the newsroom

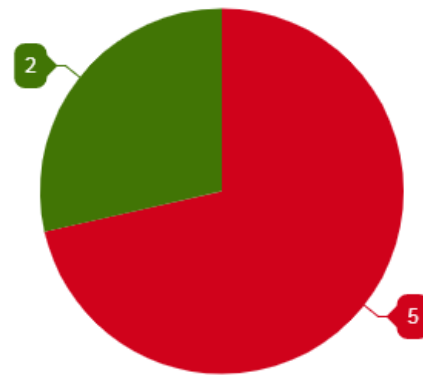
Wole Soyinka Award for Investigative Reporting



■ Male (86.08%)
■ Female (13.92%)

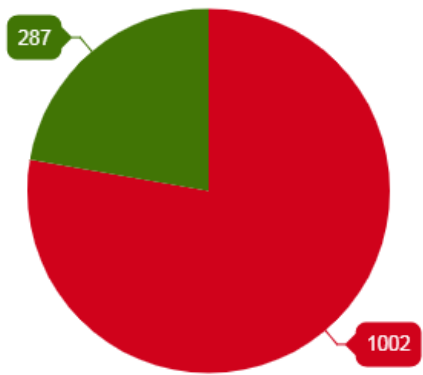
WSCIJ's experience with female participation in the newsroom

Wole Soyinka Award for Investigative Reporting - Overall winner



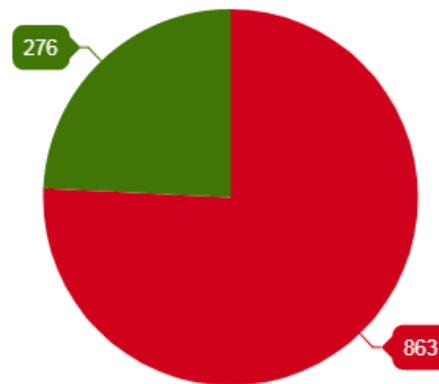
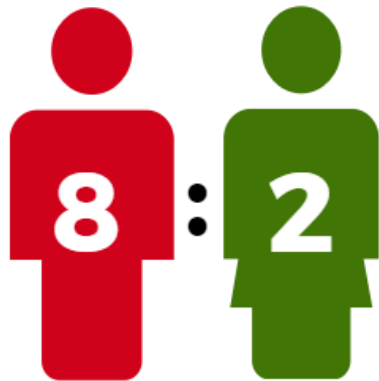
■ Male (71.43%)
■ Female (28.57%)

Management team gender ratio



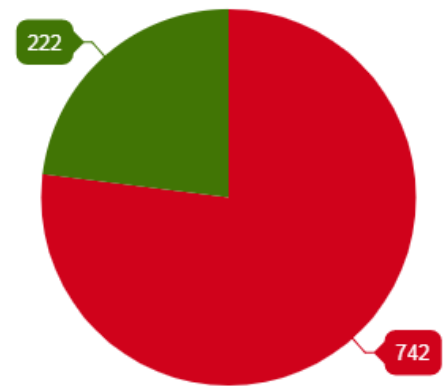
■ Male (77.73%)
■ Female (22.27%)

Senior editors gender ratio



■ Male (75.77%)
■ Female (24.23%)

Board of directors gender ratio



Male (76.97%)
Female (23.03%)



Vacancy!

A new breed of reporters/media
executives/editors needed...



The greatest risk

Silence...



Hear Mark Twain

“There are only two forces that can carry light to every corner of the globe: the sun in the heavens, and the Associate Press [Media] down here”



Ethics matters

If the media is treated as a product, credibility
would be its Unique Selling Point (USP) –
Motunrayo Famuyiwa-Alaka



THANK YOU!

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