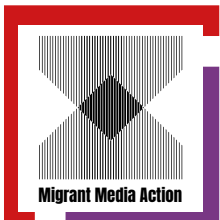


#MMAct - Migrant Media Action Media & Migration Guide



**#MMAct - Migrant Media Action
Media & Migration Guide
Ghana**

Acknowledgement

A guide for supporting media organisations and communities in Ghana towards enhanced capacities in creating and sharing credible migration news.

Produced from empirical research by #MMAct in Ghana, and with contributions from:

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Developed by

r0g_agency for open culture and critical transformation (Germany) & Song-Ba Empowerment Centre, Ghana.

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Project website

www.migrantmediaaction.space

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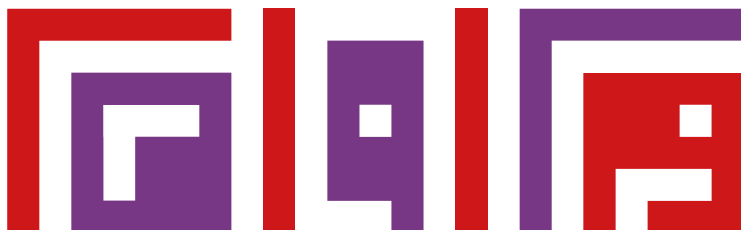
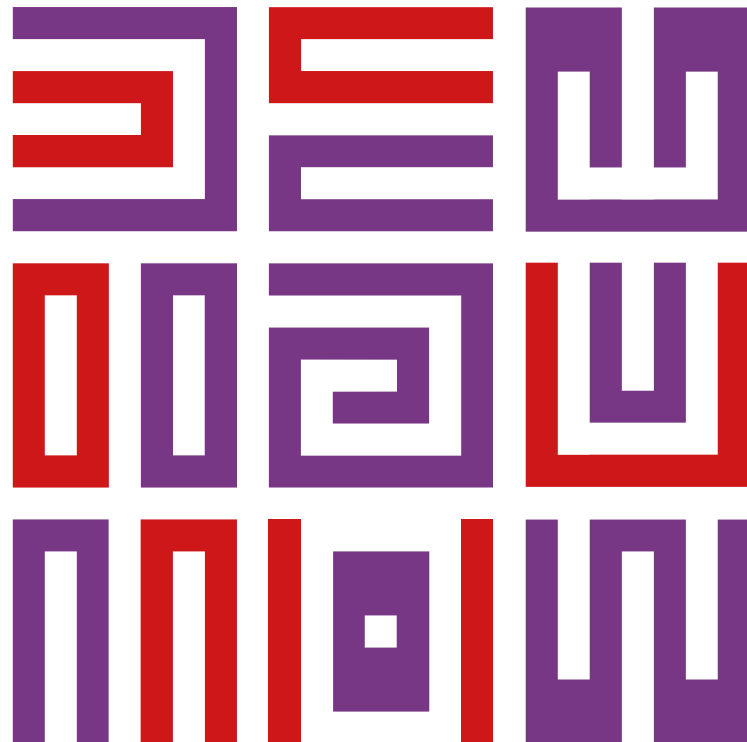
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SECTION I

Introduction

1.1 Migration in Ghana

*'I am sharing this with you only!
He sold off his vegetable farm to travel. It is surely
through the desert because he does not have any
visa. But his friends won't tell you. No one can tell
how he will end!'*

*a neighbourhood conversation between
friends, in Accra, Ghana; January 2026*

Travelling to another country without proper documentation and on unapproved routes is irregular migration. **Imagine you enter someone's home compound or room without their permission!** This is what irregular migration or 'stow-away' is. **Young people in Ghana are particularly affected by irregular migration**, as can be seen in the two conversations quoted above.

*'Travelling without valid papers will not be good.
If you do not have any good skills like those skills
much needed in Europe and have no documents,
getting a stay and a job there is going to be more
difficult than even here.'*

*remark in a conversation about migration,
Kumasi, Ghana, October 2025*

*Discourses, media news,
and community-targeted
programs shape young
people's migration
behaviour.*

According to the 2021 census, youth (15–35 years) make up 38.2% of Ghana's population - about 11.8 million people. How media news, discourse, and community programs shape people's migration behaviour is crucial for addressing irregular migration. Some information on radio, TV, and social media by Travel & Tour organisations about benefits from migration are false! The media and communities can support each other to verify migration news.

1.2 Media's role in migration discourse

Does the media play a role in irregular migration discourse? YES!

The media is an agenda setter, and highly relevant for communities to access migration news. In Ghana, only a few media houses consistently run migration-related programs.

*The media is an agenda
setter and can create a
positive migration agenda.*

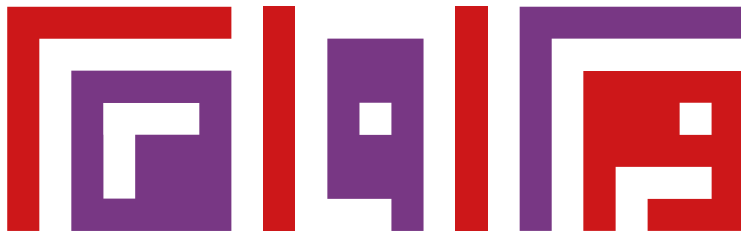
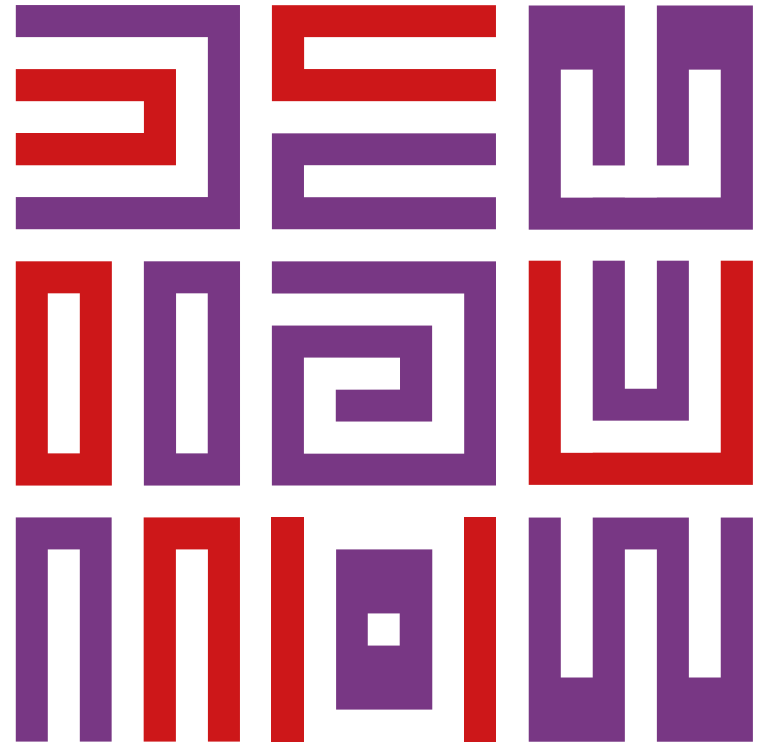
Sometimes the media lack resources to broadcast or lack interest in migration news. This denies communities access to credible migration information and space to express themselves or seek support for negative experiences from irregular migration.

1.3 Media usage patterns

This Migrant Media Action (#MMAct) project recognises the potential of the media to support communities and other stakeholders. In addition to traditional media, social media are popular among Ghanaians for obtaining and creating news.

#MMAct fosters stronger relationships between the media and communities, to contribute to minimising irregular migration.

#MMAct aims to help young people build better futures – whether through safe migration or livelihood opportunities at home.



SECTION II

The Migrant Media Action
project (#MMAct)

2.1 Project structure

In October 2025, r0g_agency with its partners in Ghana, Song-Ba Empowerment Centre began the Migrant Media Action project (#MMAct). This responds to the quest to contribute to addressing challenges facing the media and communities in migration dialogue.

Challenges facing media organisations to create and broadcast migration news include limited knowledge of formal migration discourses, inadequate knowledge on migration governance, lack of research, limited space for freedom of expression for communities to share, and low capacities to develop efficient news verification systems.

This project is funded by the German Federal Ministry for Economic Cooperation and Development (BMZ)

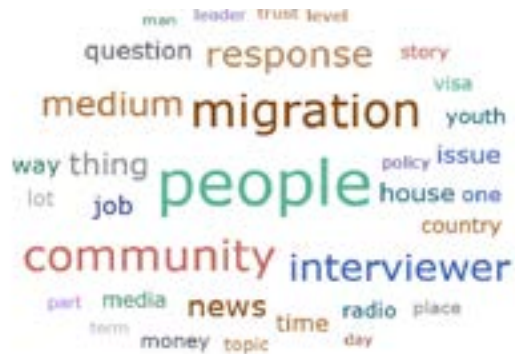
Migrant Media Action (#MMAct) is implemented until March 2027. It evolves from and connects with the achievements of Migrant Media Network (#MMN) (<https://migrantmedia.network/>).

2.2 Project goal and objectives

The Migrant Media Action project focuses on community ownership of migration discourse and positive actions.

People, community, migration, media, and news are some of the key concepts in #MMAct.

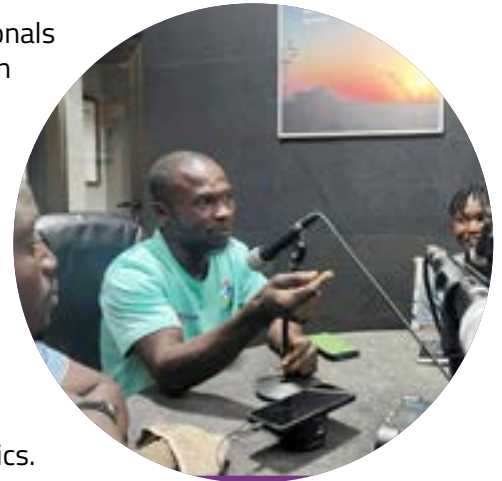
#MMAct contributes to safe and regular migration and livelihood options. The project implements community-level activities in 16 communities in four regions each in Ghana. The regions are Volta Region, Northern Region, Central Region, and Bono Region.

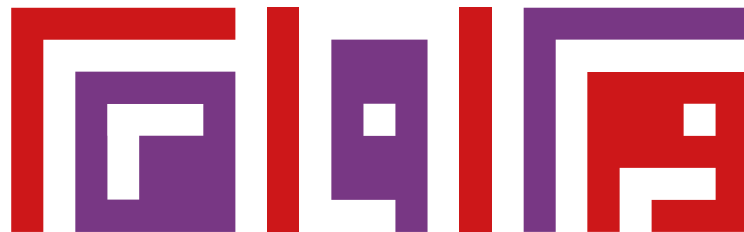
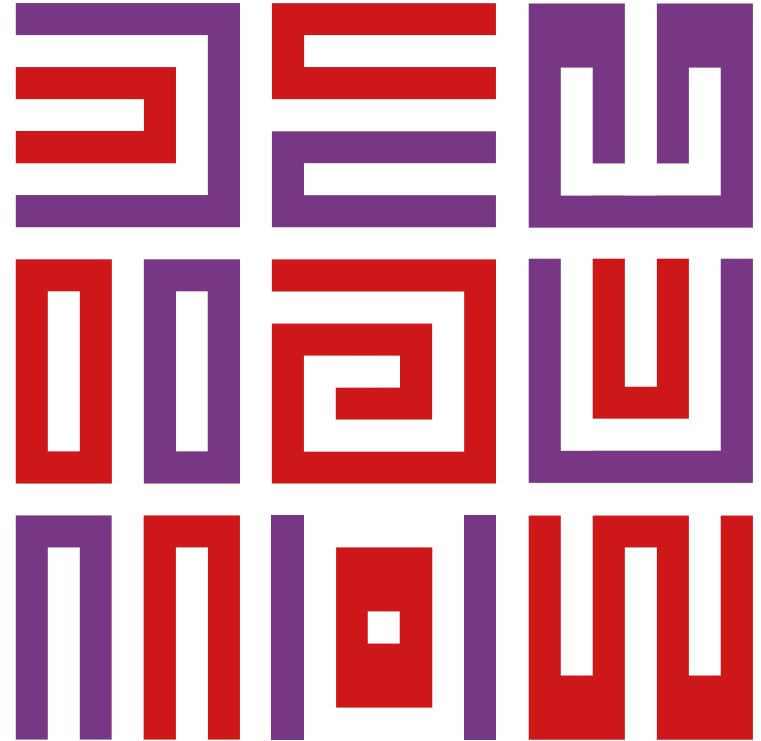


2.3 #MMACT programs for news credibility

#MMACT community-based activities include the following:

- a **project launch** in each region to create project visibility, gain support of the media, and to invite inputs in the development of this guide.
- two **media trainings** to enable media professionals refresh their knowledge and skills for migration reporting.
- two **agoras** every month in each project region: agora is an inclusive and free forum for small groups of people to create and discuss activities in response to challenges described in this guide.
- a **radio show** once a month in radio stations or community communication centres in each region on migration and migration-related topics.





SECTION III

Methodology behind this guide

3.1 Qualitative research

This Media and Migration Guide was based on a qualitative empirical research completed by the **#MMAct** team in Ghana.

3.2 Sampling process

Radio stations are the key target participants reached in the **#MMAct** research for this guide. Radio was selected because it is the most accessible medium for communities in non-urban areas across all the project regions.

Six main steps were followed to create a sampling frame of media houses and communities and eventually to sample, identify, and reach research participants (Figure 3.1).

Step one: identification of project regions

The **#MMAct** team identifies four regions in Ghana as among the most affected in terms of youth emigration to urban centres and irregular migration across the Mediterranean.

Step two: creation of sampling frame

A list of media houses in good standing in each region was obtained from the National Communications Authority website. The list for radio stations was well structured thus a sampling frame of radio stations was constructed from this list.

Step three: construction of media presence index

An index was developed to map the presence of radio stations in each community represented in the NCA list.

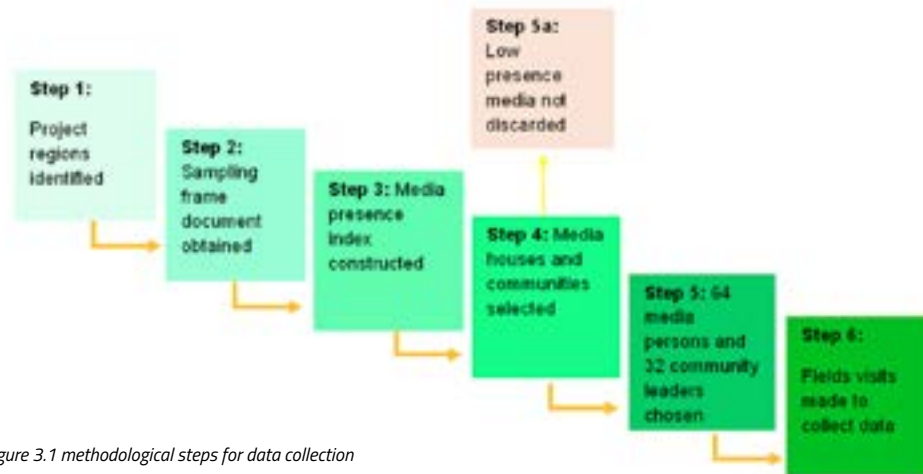
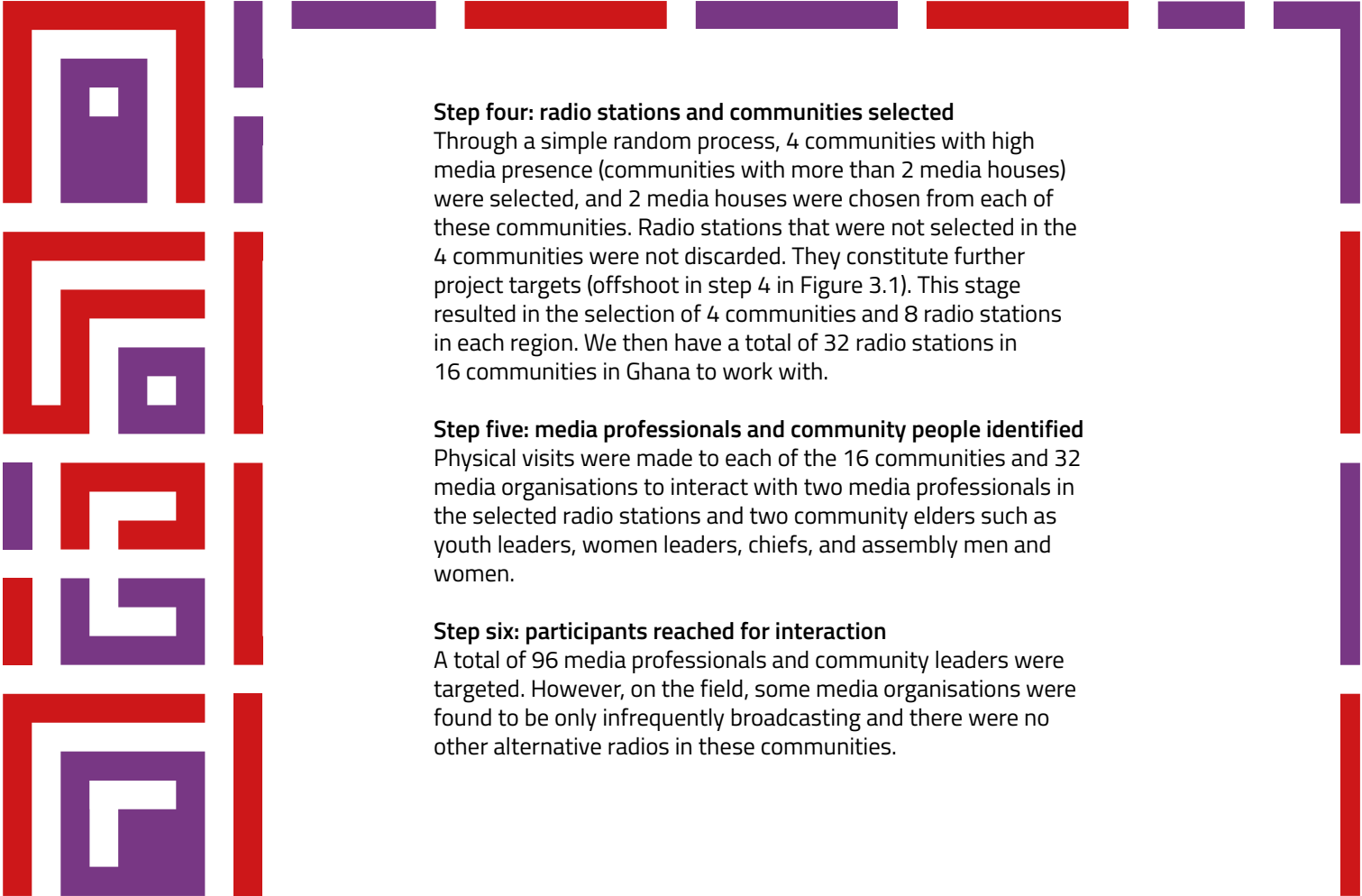


Figure 3.1 methodological steps for data collection



Step four: radio stations and communities selected

Through a simple random process, 4 communities with high media presence (communities with more than 2 media houses) were selected, and 2 media houses were chosen from each of these communities. Radio stations that were not selected in the 4 communities were not discarded. They constitute further project targets (offshoot in step 4 in Figure 3.1). This stage resulted in the selection of 4 communities and 8 radio stations in each region. We then have a total of 32 radio stations in 16 communities in Ghana to work with.

Step five: media professionals and community people identified

Physical visits were made to each of the 16 communities and 32 media organisations to interact with two media professionals in the selected radio stations and two community elders such as youth leaders, women leaders, chiefs, and assembly men and women.

Step six: participants reached for interaction

A total of 96 media professionals and community leaders were targeted. However, on the field, some media organisations were found to be only infrequently broadcasting and there were no other alternative radios in these communities.



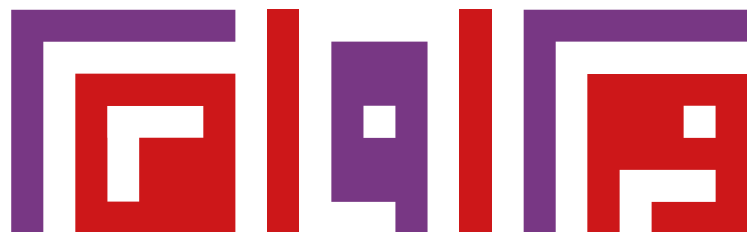
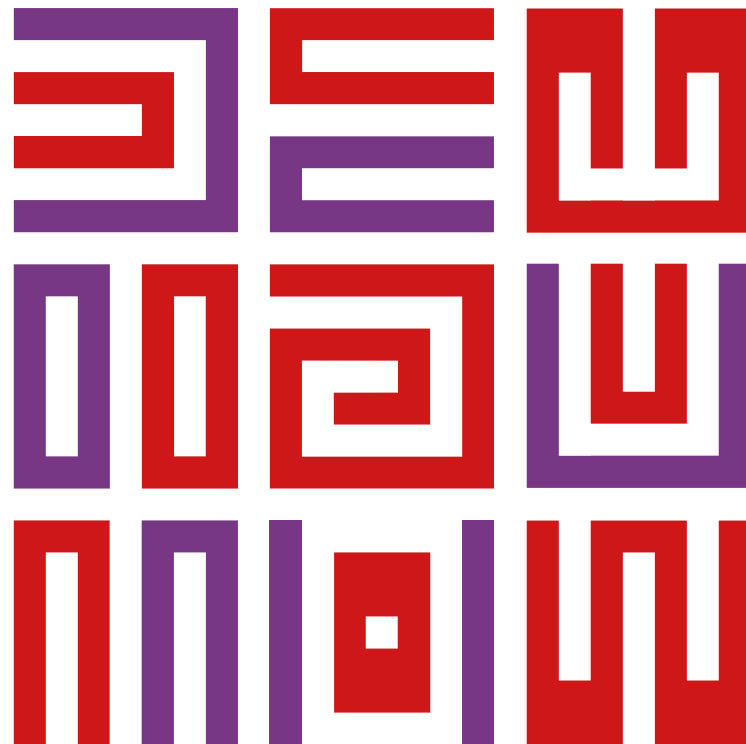
Grounded and inductive data analysis

In-depth qualitative audio recordings from the fieldwork were transcribed and analysed.

Symbolic and signifier text segments of the transcripts were identified and coded

Analysis of the data was inductive, resulting in 10 key themes.

The themes describe challenges identified and suggested measures to address them.



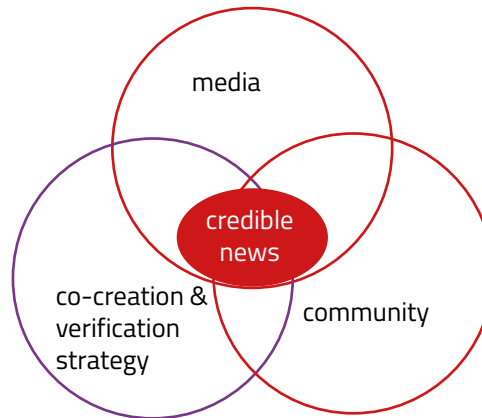
SECTION IV

The Media and Migration Guide

4.1 Guide values: creativity, credibility, & co-creation

The core values of #MMAct's Media and Migration Guide are:

- media organisations and communities to **co-create credible news** on migration, not just consume news from elsewhere.
- co-created news is **context news**; it promotes the resourcefulness and capacities of the media and communities to harness and benefit from locally available resources in news creation and sharing.
- time, thinking, money, and materials spent on irregular migration can instead be used to **plan a safe regular migration** or invested in improving capacities and capital for positive alternative livelihoods at home.





4.2 Participants

This Media and Migration Guide primarily **targets media professionals and community people** including youth and traditional leaders.

It also identifies national formal agencies and civil society organisations in migration-related work as relevant stakeholders.

4.3 Building on achievements

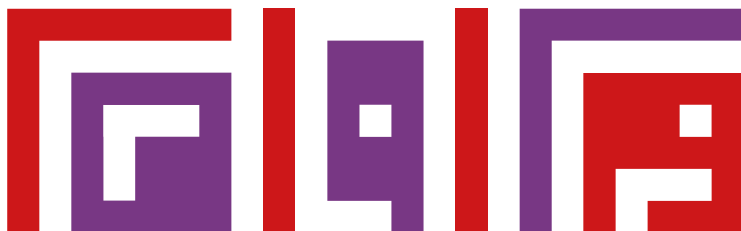
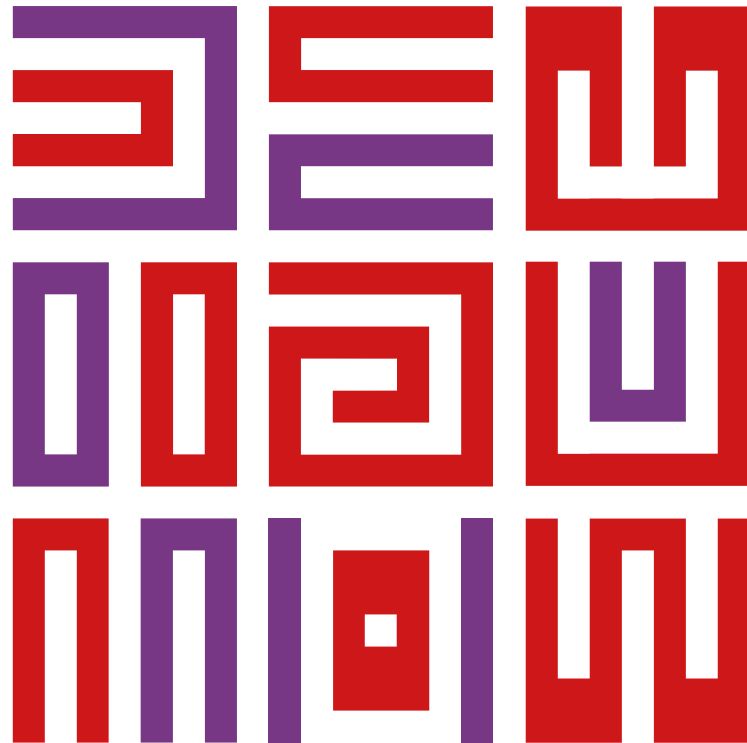
The Migrant Media Network (#MMN) project (implemented between 2019–2021) provided young people in Ghana and The Gambia with reliable migration information, social media training, and awareness of safe legal migration options.

#MMAct builds directly on #MMN achievements, leveraging the media – community relationships to co-create and co-report credible migration information.

4.4 How to use this guide

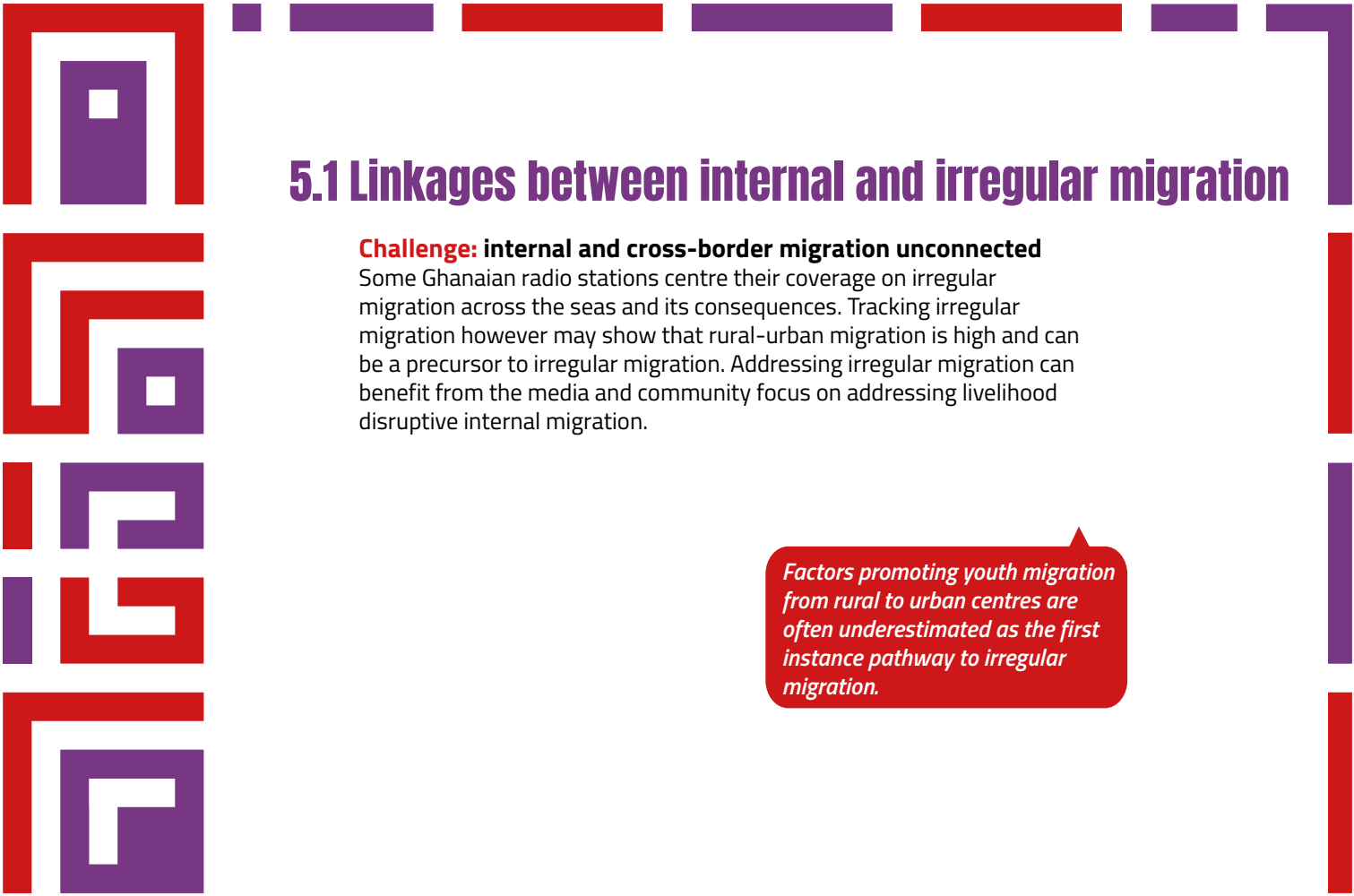
This guide can be considered constantly evolving. Ideas to improve the Measures are most welcome! It is structured in sections, with each section on a specific theme. Users should adopt their own flow, not necessarily the flow of the themes.

The media and communities can develop their own activities to address the challenge associated with each theme.



SECTION V

Themes and measures - research findings and related actions



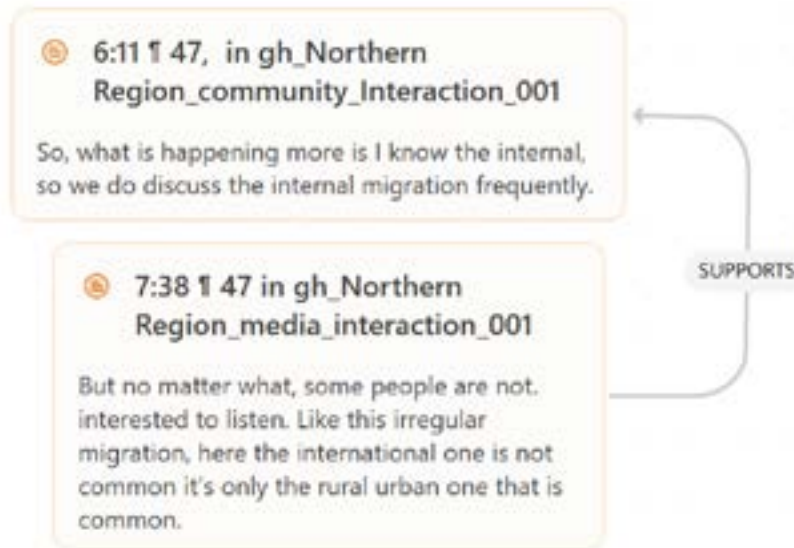
5.1 Linkages between internal and irregular migration

Challenge: internal and cross-border migration unconnected

Some Ghanaian radio stations centre their coverage on irregular migration across the seas and its consequences. Tracking irregular migration however may show that rural-urban migration is high and can be a precursor to irregular migration. Addressing irregular migration can benefit from the media and community focus on addressing livelihood disruptive internal migration.

Factors promoting youth migration from rural to urban centres are often underestimated as the first instance pathway to irregular migration.

How communities express challenges



Measure: how to address this challenge

Call to action - create activities to identify migration paths, identify connections in plans people make to move from one place to another.

Example:

- organise community discussion sessions
- encourage radio call-ins with community and media experts
- report on people's lived experiences

5.2 Community - media trust

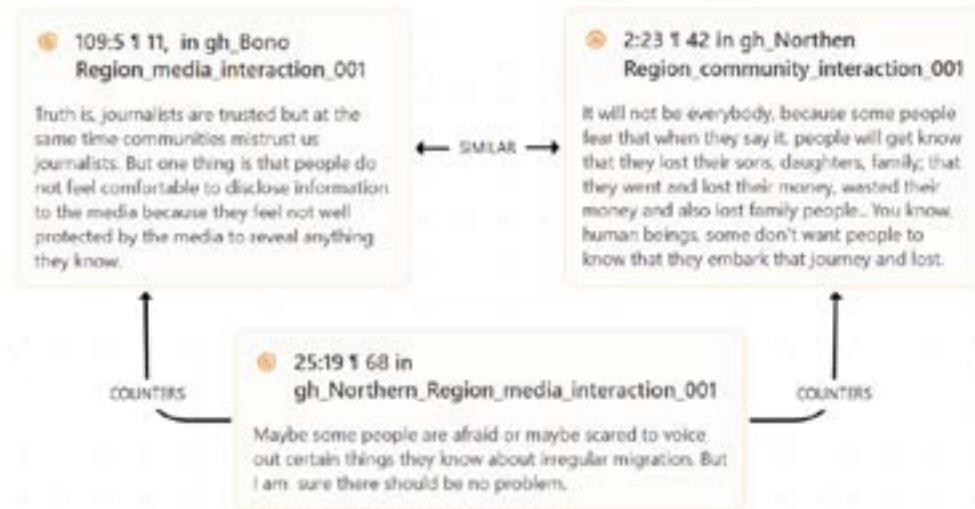
Challenge: fear as constraint to freedom of expression

Families and individuals who lost relatives through irregular migration sometimes find the media insensitive to their pain or loss.

In some communities, people hesitate to share experiences with the media due to risks like reprisals or misrepresentations.



How communities express challenges



Measure: how to address this challenge

Call to action - build trust through collaborative reporting between media houses and communities

Example:

- establish news verification routine through fact checking
- encourage coverage that presents facts in a non-personalised manner
- identify or conceal the identities of persons involved as appropriate
- always obtain consent from anyone who becomes the subject of the reporting

5.3 Youth migration aspirations

Challenge: unrealistic expectations about migration

Many young people aspire to migrate and may have high expectations of the opportunities migration can offer. Those determined to migrate may see media reports focused mainly on risks as an attempt to discourage their plans, rather than as information that can support informed decision-making.

How communities express challenges



Measure: how to address this challenge

Call to action - *build partnership and trust between youth and the media.*

Example:

- develop programs and organise regular sessions for the media to engage with youth
- share information about existing livelihood opportunities within community resources
- encourage youth to get informed about employment support services available in their communities and regions

In media programs, emphasise the economic, social, and cultural benefits and advantages, when migration is done safely and through regular channels.



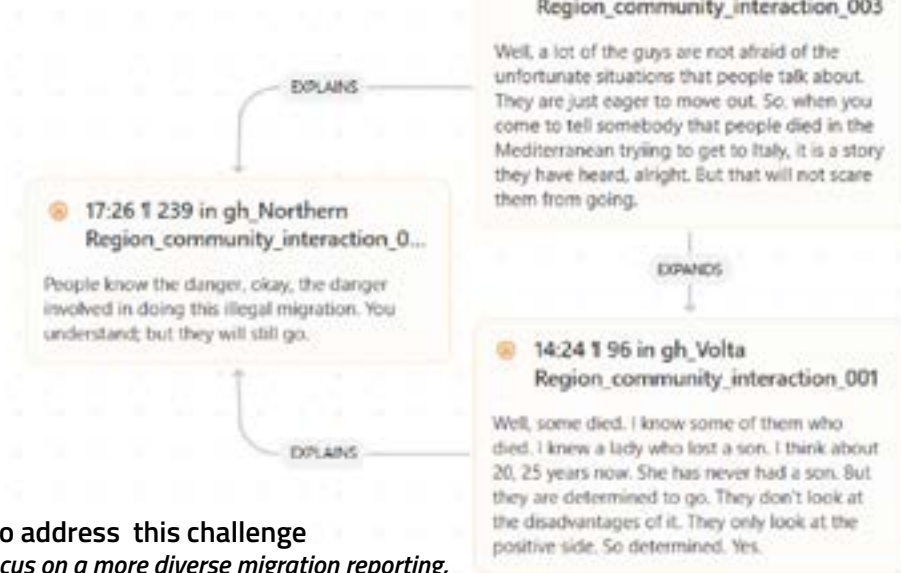
5.4 Beyond danger narratives

Challenge: news on irregular migration dangers losing deterrence

The media and community coverage of irregular migration heavily focuses on dangers along routes to Europe. But these danger narratives no longer deter some youth from trying to migrate; young people see irregular migration as a 50-50 chance of luck.



How communities express challenges



Measure: how to address this challenge

Call to action - *focus on a more diverse migration reporting, with balanced information on different aspects.*

Example:

- promote positive outcomes of safe migration on media channels
- highlight intra-African migration as a profitable and safe alternative to irregular migration
- research, report and inform on alternative livelihood opportunities in communities and regions

5.5 False migration offers

Challenge: migration 'con men' and 'con women'

In Ghana, many people hoping to migrate get scammed by so-called "connection men and women" when seeking passports, visas, or travel services.

How communities express challenges



Measure: how to address this challenge

Call to action - *promote access to reliable and official information on regular migration and related opportunities.*

Example:

- establish regular research on reliable job and migration-related information
- research and disseminate information to enhance media and community knowledge of entrepreneurial resources and migration policies and laws
- research and inform communities on passport and visa acquisition processes from organisations such as the Ghana Passport Office and embassies
- access and disseminate migration information from organisations such as Ghana Immigration Service and Embassies

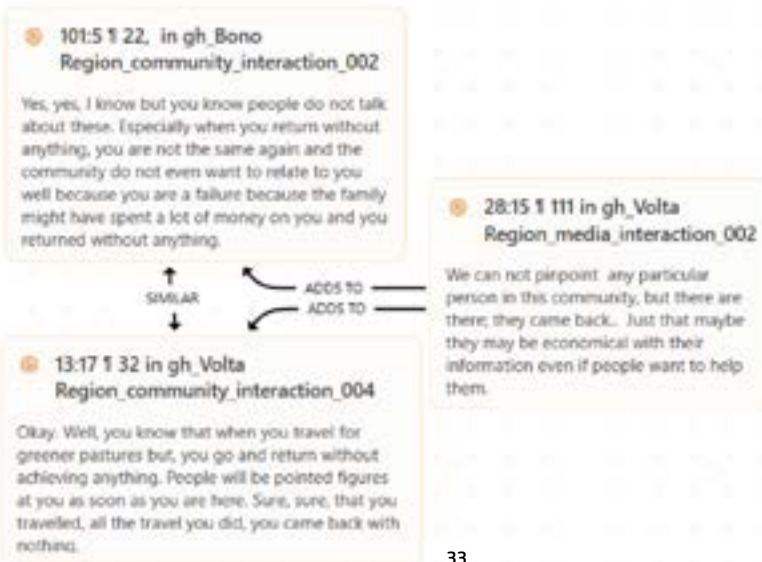


5.6 Stigma and stereotype

Challenge: stigma and stereotyping stifle redress

Reporting on stigma is usually one of the topics the media covers. But news coverage often bundle the sources of stigma together, without addressing how people are affected differently. Much of this is rooted in stereotypes about what migration should look like or achieve – for example, the assumption that returnees who came back without money have failed.

How communities express challenges



Measure: how to address this challenge

Call to action - *encourage peer-to-peer sharing of experience, knowledge, and support among young people while challenging harmful stereotypes.*

Example:

- organise community storytelling sessions with returnees and young people
- highlight positive returnee experiences through radio, social media, and community platforms
- challenge harmful stereotypes about returnees and migration through balanced, fact-based reporting
- engage families, community leaders, and young people in discussions on return, reintegration, and local opportunities

It also helps to emphasise that migration can be economically, socially, and culturally beneficial when it is done safely and through regular channels.

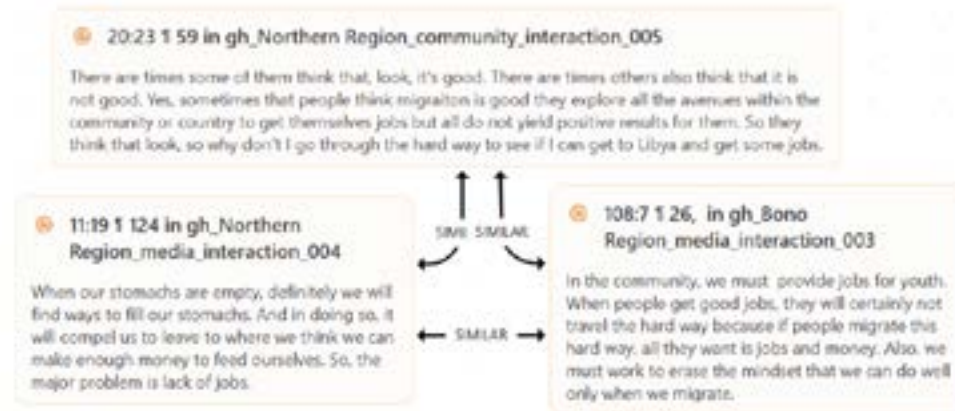


5.7. Youth jobs and unemployment

Challenge: youth lack information, guidance, and opportunity

Youth face high unemployment and underemployment, which drive irregular migration. Without access to mentors, practical know-how, or entry points into the job markets, many young people struggle to build their own livelihoods. This precarity makes risky migration seem like the only option.

How communities express challenges



Measure: how to address this challenge

Call to action - *stimulate young people to harness their creativity to build sustainable livelihoods.*

Example:

- develop programs that inform young people about available mentorship, training, employment, and entrepreneurship opportunities they can use to build their livelihoods. These may include opportunities offered by the National Youth Council, National Enterprise Development Initiative, National Youth Service Scheme, and The Gambia Youth Chamber of Commerce
- interview and share success stories of entrepreneurs, young people who have completed relevant training, and young people who are building livelihoods in their communities, to motivate and inspire others
- feature young entrepreneurs and job creators from the community in media programmes so that their examples are visible, credible, and motivating to their peers

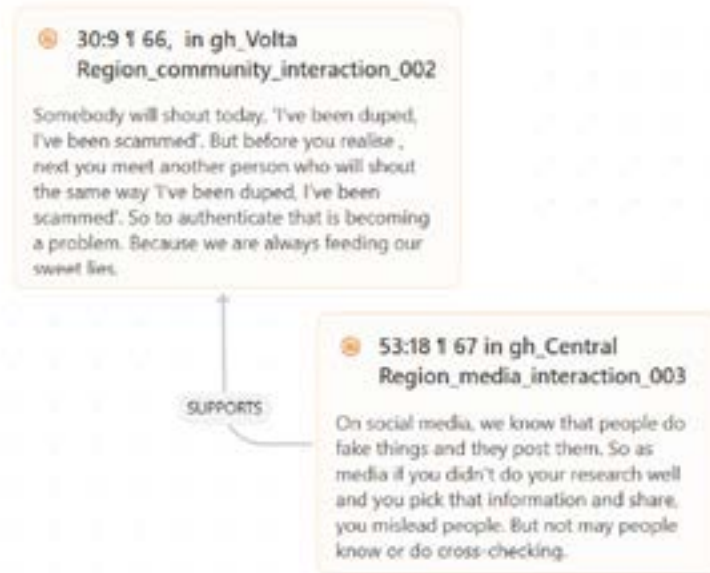


5.8 Social media potentials and limitations

Challenge: limited capacity for social media news verification

Social media supports access to information. But it also spreads fake migration news and scams about opportunities abroad. Yet there is a lack of clear approaches for news verification for communities and the media.

How communities express challenges



Measure: how to address this challenge

Call to action - *create simple and accessible ways to actively verify news.*

Example:

- actively verify migration-related news, and help communities do the same, – including through weekly 'truth check' radio segments that expose specific scams
- introduce simple verification processes to communities, such as cross-checking a job or travel offer with more than one source
- identify and support focal persons in communities and the media to track and expose fake news



5.9 Women, media, and migration

Challenge: women's migration experiences and the conditions shaping them are underreported

Women's migration experiences are often missing from community discussions and media reporting. In Ghana, these experiences differ between source, transit, and destination communities and among women from different social, economic, and geographic backgrounds. Unequal access to information, money, and decision-making limits women's choices and increases their risk of scams, forced labour, and abuse.

Media reports may portray women mainly as victims or blame their personal decisions. They often give too little attention to the brokers, employers, institutions, social norms, and other conditions that enable exploitation.

How communities express challenges

"Women I have worked with often say they want clear, honest information to help them weigh risks and make their own choices. But facts alone aren't enough. They also need a safe space to share their experiences and be heard. The media shouldn't just highlight the struggles women face, it should also acknowledge their strength, resilience, and the real contributions they make when they come back home."

Ruth Mensah, Gender and Migration Expert, June, 2026

Measure: how to address this challenge

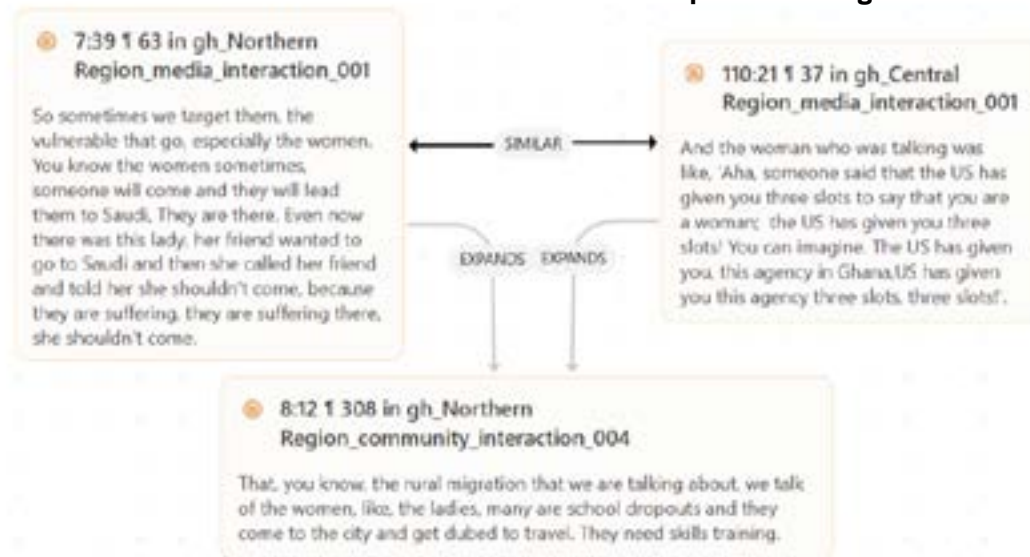
Call to action - create dedicated activities and safer spaces where women can share and reflect on their livelihood, migration journeys and distinct experiences and use media coverage of systemic challenges women face.

Example:

- research and identify local social, economic, political, and infrastructural opportunities that can enable women to participate effectively in the livelihoods of their choice
- enable women to regularly share and reflect on their migration experiences through media and community activities in their own words and help shape migration reporting
- share reliable information about existing jobs, training, business support, and safe migration options for women specifically
- monitor whether reporting adequately includes more women's voices, reduces victim-blaming, and gives greater attention to structural causes and accountability



How communities express challenges



5.10 Partnership strategies

Challenge: limited integration of migration programs in media coverage

Many useful programs on migration remain scattered and isolated from each other. The media and communities often lack information about what other institutions and programs are already implementing, which creates duplication, wasteful efforts and resources, and leads to weak outcomes.



Through partnerships, the media and communities strengthen their capacities for news creation, news sharing, and enhance their knowledge in migration discourses.

Civil society organisations, community organisations, state agencies and local governments, and the diaspora are relevant to the media and communities – each holding valuable knowledge, resources, or networks that the media and communities can draw on.



Measure: How to address this challenge

Call to action - *establish and maintain a network of relevant actors through collaborative activities and reporting.*

Example:

- invite stakeholders such as civil society organisations, community organisations, state agencies, and community elders to community and media programs
- attend relevant programs organised by these partners, and report on them
- hold periodic joint meetings with the interested parties
- set up a shared information exchange platform, which helps the media and communities to stay updated



6. Resources on migration

6.1 Migration information on Ghana

<http://www.migratingoutofpoverty.org/files/file.php?name=national-migration-policy-for-ghana.pdf&site=354>

National Migration Policy for Ghana

<https://www.startfinder.de/en/advisory-centre/ghanaian-german-centre-jobs-migration-and-reintegration-ggc-accra>

The Ghanaian-European Centre for Jobs, Migration and Reintegration (GGC)

<https://accra.diplo.de/gh-en/2228776-2228776>
German embassy, Accra

<https://accra.diplo.de/gh-en/service/-visainformation>
visa information for travelling to Germany

<https://rumoursaboutgermany.info>
Rumours about Germany

6.2 Academic scholarships

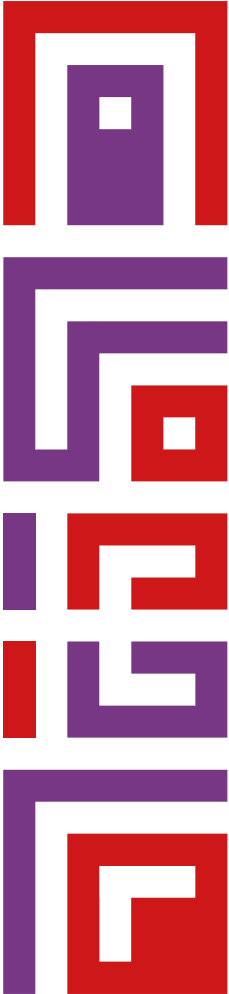
[https://www.daad-ghana.org/en/Studying_in_Germany_\(through_DAAD\)](https://www.daad-ghana.org/en/Studying_in_Germany_(through_DAAD))

<https://erasmus-plus.ec.europa.eu/opportunities/individuals/students/studying-abroad>
Erasmus scholarship

https://www.deutschlandstipendium.de/deutschlandstipendium/de/services/english/english_node.html
Some academic scholar information for studying in Germany

<https://www.boell.de/en/scholarships>
Heinrich Boell Foundation scholarships

<https://www.rosalux.de/en/foundation/studienwerk>
Rosa Luxemburg Foundation scholarships



6.3 Entrepreneurship in Ghana

<https://hopinacademy.org/>
Hopein Academy (Entrepreneurial training organisation)

<https://kumasihive.com/about>
Kumasi Hive (Entrepreneurial training organisation)

6.4 African migration information

<https://au.int/en/visa-free-africa>
African Union visa free policy

<https://www.acsrn-au.org/work/migration-and-media-changing-the-african-migrations-narratives/?hl=en-GB>
African Union article on migration

<https://www.acsrn-au.org/?hl=en-GB>
African Centre for Study and Research on Migration

6.5 General information for media migration reporting

<https://www.ilo.org/resource/media-friendly-glossary-migration-middle-east-edition>
Media-friendly glossary on migration
https://publications.iom.int/system/files/pdf/iml_34_glossary.pdf
Glossary of terminologies

https://gijn.org/artigos/migration-reporting-guidelines-assessment/?utm_source=chatgpt.com
Tips on migration reporting

<https://ijnet.org/en/story/5-tips-reporting-migration-africa-%E2%80%94-and-around-world>
Tips on migration reporting

<https://docs.un.org/en/A/RES/73/195>
Global Compact for Migration

<https://www.iom.int/global-compact-migration>
UN system for migration

<https://www.yenna.org/en>
Migration social and behaviour change

6.6 Women and migration

<https://interactive.unwomen.org/multimedia/explainer/migration/en/index.html>
<https://womeninmigration.org/>
<https://www.migrantwomennetwork.org/projects/>

