

OPEN CALL FOR APPLICATIONS - THE AU MEDIA FELLOWSHIP 2023 – 2024

Deadline for Applications 21st of July, 2023

EMPOWERING THE MEDIA, EMPOWERS CITIZENS.

African storytellers utilise media to inform, educate and empower citizens; bridge knowledge gaps, and drive positive change. They facilitate information flow, public dialogue, and active participation, fostering a more democratic, inclusive, and empowered Africa. Media and citizen engagement interconnect to shape communities and promote societal transformation. Their storytelling platforms create spaces for communities to connect, exchange ideas, and shape the transformative trajectory of African societies, aligning with the aspirations of Agenda 2063 to create a prosperous, integrated, and united continent.



To ensure Africa is at the forefront of defining and telling its own narrative to African and global audiences, the Information and Communication Directorate (ICD) of the African Union (AU)

launched the [AU Media Fellowship](#) as a transformative platform to shape the African story and create a more accurate representation of Africa's progress and opportunities using the using emerging digital technologies as a key tool for communication and engagement that will enable the continent to achieve the vision and aspirations of Africa's Agenda 2063.

The AU Media Fellowship project is supported by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ).

The African Union invites African media professionals, journalists, and thematic content creators (such as bloggers, vloggers, podcasters, etc.) working in Africa or the diaspora who have a passion for promoting development-focused stories using emerging technologies across visual, written, oral, and digital media to apply for the [African Union Media Fellowship Programme](#) for the period 2023-2024

OBJECTIVES OF THE AU MEDIA FELLOWSHIP PROGRAMME 2023 – 2024

1. **Skill Development:** AU Media Fellowship (AUMF) provides a structured environment for enhancing skills and knowledge in analysis, content creation and storytelling through training, mentorship, and hands-on experiences, enabling participants to sharpen their journalistic storytelling abilities, learn new techniques, and gain expertise in utilising emerging technologies and digital media platforms.
2. **Networking and Collaboration:** The [AU Media Fellowship](#) provides a platform to connect and collaborate with like-minded industry professionals and experts, , content creators, government, policy makers and key industry players.
3. **Access to Resources:** The [AU Media Fellowship](#) provides access to technical resources, tools and equipment, including grants, state-of-the-art technology, research materials and platforms for publishing or broadcasting of work developed during the course of the programme.

WHAT IS THE AU MEDIA FELLOWSHIP OFFERING?

- Certified training from renowned partners and media training institutions.
- Grants that support the creation of in-depth stories and e-books that compile all of these stories.
- Access to AU senior leadership, high level AU meetings, summits and events; as well as policymakers and AU development partners
- Exclusive Masterclass with industry professionals
- Support from experienced mentors and institutions and participation in key events with media industry professionals.
- International and continental study tours.
- Access to AU Media Fellowship Alumni network

WHAT ARE THE KEY ACTIVITIES DURING THE AU MEDIA FELLOWSHIP?

The Fellowship is 12-month long programme, scheduled to begin in August 2023.

August – December 2023

Following final selection and acceptance into the programme, Fellows will attend virtual induction sessions, on-boarding training and embark on the first study tour. During this period the Fellows are expected to work on their pitch stories and also participate in mandatory online certified trainings (Self-selection) and master classes from industry experts.

January – March 2024

Fellows will attend the second study tour as well as benefit from in-person training and one-on-one mentorship and also participate in mandatory online certified training (Self-selection) and master classes from industry experts. Fellows will be also be invited to attend the Annual African Union Summit in February 2024 where they can have exclusive access to engage with senior African leadership and invited international participants attending the AU Summit.

April – June 2024

Fellows will embark on the final study tour and continue to benefit from training and best practice sessions.

July 2024

Fellows will present final stories, receive certificates and participate in closing ceremonies / sessions

THEMATIC TRACKS – AU MEDIA FELLOWSHIP 2023-2024

In line with Agenda 2063 goals and aspirations, this year’s media fellowship will focus on the following thematic tracks and aspiring applicants to the Fellowship should ensure pitches align with the themes above.

<p>1. Gender and Women Empowerment - Promoting efforts towards the Economic and Financial Inclusion of African Women (Agenda 2063 Aspiration 6, AU <u>Gender Equality and women’s Empowerment Strategy</u> (GEWE);the <u>Protocol to the African Charter on Human and Peoples’ Rights on the Rights of Women in Africa</u> (Maputo Protocol), and the AU <u>Constitutive Act</u>.</p>
<p>2. Advancing Trade, Investment, and Industrialisation – Promoting efforts towards Africa’s Economic integration. This is in line with the 2023 AU theme of the year - Acceleration of AfCFTA Implementation. (Agenda 2063 Aspiration 1 and 2) https://au-afcfta.org/trade-areas/, https://au.int/en/treaties/1161, other key documents https://au.int/en/summit-africa-industrialization-economic</p>
<p>3. Agricultural development, Environmental Protection and Climate action - Advancing agriculture and agri-business through sustainable environment management for a sustainable and resilient future. (Agenda 2063 Aspiration 1)</p>
<p>4. Culture and Creative Industries & Sports Development: Africa, through Agenda 2063, envisions vibrant cultural expressions, thriving creative industries, and enhanced sports infrastructure for sustainable development. (Agenda 2063 Aspiration 5)</p>
<p>5. Governance & Democracy - Africa is actively promoting good governance through transparency, accountability, rule of law, and strengthening democratic institutions for inclusive and sustainable development. (Agenda 2063 Aspiration 2, 3 and 4)</p>

6. **Transforming Africa through Digital Innovation** - Africa's Digital transformation Strategy – Positioning Africa for the 4th Industrial Revolution (Focus on Cybersecurity and personal Data Protection), Digital inclusion, and other data policy frameworks (Agenda 2063 Aspiration 1)

7. **Regional Integration and Economic Cooperation**- Advancing a unified Africa through free movement, fostering economic collaboration and sustainable development for shared prosperity. (Agenda 2063 Aspiration 2 and 7)

What are the responsibilities of a Fellow?

- **Attend** all Study tours and complete all face to face and online trainings
- **Participate** in all activities relating to the study tour and/or panels and take part in all communication activations (eg. Audiovisual interviews, photography etc)
- **Produce** their pitches in line of Agenda 2063 and must complete their work by the provided deadline
- **Communicate** about your participation in the program (e.g. through blog posts or sharing on social media)
- **Publish** - Ensure articles published by Fellows clearly indicate their participation in the AU Media Fellowship program.
- **Work** in a positive and respectful way with other fellows
- **Complete** a program evaluation questionnaire and short interview at the end, to support our learning for future programs.

Eligibility Criteria

- All applicants must be African Citizens.
- The fellowship is open to media professionals, journalists and thematic content creators (bloggers, vloggers, podcasters, etc.).
- The minimum age is 25; there is no maximum age limit.
- All applicants must have a minimum of 6 years' work experience.
- All applicants should have demonstrated talent and be actively involved in innovative media with a demonstrable impact- driven track record.
- All applicants must speak, read and write fluently in any of the 6 AU languages in order to fully participate in and benefit from the fellowship.
- All applicants of AU Media Fellowship must be experienced professionals in the working in media industry or in a related field including content creation.
- For applicants who are journalist they must be affiliated to media organisation or if working as a freelance journalist must be accredited by the national governing authority.
 - However, all applicants must provide a reference letter or endorsement from a senior editor/ or project manager or professional in the same industry.
- With their application, the applicants confirm their willingness to report on African Union events and themes, as well as their availability to be interviewed about the fellowship by internal and international partners.

- All applicants must confirm their willingness to participate in events and workshops for the duration of the fellowship.
- The applicant who is already undertaking any other fellowship will not be eligible to apply for this fellowship.
- Applicants must meet all criteria for eligibility for international travel from their originating country, including but not limited to:
 1. Having a valid passport at least until December 2025.
 2. Having the necessary personal documentation required for visa applications.

Application instructions

The applicant should submit an expression of interest with the following documents:

1. Completed application form ([including copy of valid travel document](#))
2. Curriculum Vitae
3. Two work samples of any medium in English or with English translations
4. Proposed pitch story ([in line with the Agenda 2063 thematic tracks](#)) and using the application template
5. A letter of endorsement from employer if full time employee, or a letter of endorsement from an editor if a freelance journalist/visual journalist; reference letter from senior industry expert for content creators
6. For employed journalists' letter from editor to guarantee publication of news stories indicating that the stories will be published as part of AU Media Fellowship (AUMF);
 - Freelance journalists and content creators see section in application template relating to guarantee of publish of works and content produced

Please send completed forms and upload all required documents [here](#) if you have issues please contact AUMediaFellowship@africa-union.org