

## CALL FOR PRESENTATIONS, AND EXHIBITION PROPOSALS

### 2026 AFRICA MEDIA CONVENTION (AMC-V)

The Africa Media Conventions will this year be held in Marrakech, Morocco on May 29-31, 2025. This premier African media event offers a platform for the interrogation of current and emerging issues facing the media in Africa. To help make the meeting and conversations interesting, inclusive and participatory, we invite those interested in presenting at the event to submit abstracts of what they intend to present on. Participants are also invited to send in proposals of exhibitions that reflect this year's theme. The theme is: **AI [Artificial Intelligence], Press Freedom, and Access to Information: Navigating the Future of African Media.**

The African media landscape is dynamic and complex, characterized by remarkable progress and persistent challenges. While facing increasing threats to press freedom, including censorship, intimidation, and restrictive legislation, African journalism has also witnessed a surge in innovative digital platforms and citizen journalism initiatives. The rise of modern technology has broadened and holds as yet underutilized potential for access to information and research for many, yet unequal access and limited knowledge of these technologies continue to perpetuate information inequalities. Financial sustainability remains a struggle for many media outlets, exacerbated by the dominance of social media platforms and the decline of traditional revenue streams. Despite these hurdles, African journalists are increasingly utilizing data journalism, investigative reporting, and AI-driven tools to hold power to account and inform their communities. The continent's media ecosystem is a vibrant space where diverse voices strive to be heard, playing a crucial role in shaping public discourse, fostering democratic values, and driving social change.

Under the Agenda 2063 development framework, the African Union has recognized the role of digital technologies as a catalyst for continental development, with the media being a critical enabling sector. The regulatory and policy recommendations in documents such as the African Digital Transformation Strategy (2020-2030), the Continental AI Strategy, and Resolution 522 on the Protection of Women Against Digital Violence in Africa provide guidance for African media to leverage new technologies to enhance access to information, press freedom, media sustainability, cyber security and data awareness, digital infrastructure, digital governance, skills development, and fair competition among others.

It is expected that the presentations will stimulate critical reflection on how AI is deployed in the changing and dynamic media world as well as what effects it has on media, journalism and the important issues of press freedom, access to information and media sustainability and viability. In the context of global and African current media environment, arguments abound that AI is having serious positive and negative effects on media.

Some of the positives including enhancing performance, improving the quality of journalism, providing opportunities for the development, curation and distribution of content, reducing the cost of media productions, enhancing user experience, providing insights and predictive analysis, and revolutionizing advertising. However, AI can have negative effects on journalism and media, including the potential to spread misinformation, lack of human perspective and empathy in reporting, job displacement for journalists, perpetuating biases present in data, and creating difficulties in verifying the accuracy of AI-generated content, all which could potentially erode public trust in news sources. In addition, AI can be used to target specific audiences with tailored content designed to influence their opinions or behavior,

potentially undermining democratic processes. The Convention will consider presentations on various topics, including but not limited to:

- AI, its meaning and deployment in Africa
- AI, Information disorder and its effects on the media and journalism
- Algorithmic bias
- Access to information
- Press freedom and public trust of the media in the era of AI
- Media accountability
- Ethics and professionalism
- The future of journalism education
- Media viability and sustainability
- The future of the media in Africa in the era of AI

In addition to the presentations, the African Media Convention will provide a dedicated exhibition space to showcase AI-driven journalism tools and technologies, startups and innovators developing cutting-edge digital media solutions, and innovative works by press freedom advocacy organizations, research institutions, and/or media houses. The convention will also provide the space for a Youth Engagement Track which is aimed at providing an opportunity for young journalists and media students to participate in specialized workshops and mentorship sessions. The Youth Engagement Track will also have a "Future of African Media" hackathon for young innovators to develop AI-driven solutions for journalism challenges. Young journalists interested in participating in the Youth Engagement Track are encouraged to send their ideas for inclusion in the Convention's programme.

Please send an abstract, exhibition proposals and ideas for the Youth Engagement Track of between 200 and 350 words maximum, excluding sources outlining your presentation idea by **March 20, 2025** to [info@africamediaconvention.com](mailto:info@africamediaconvention.com) providing the following information:

- Topic and outline of presentation or exhibition
- The unique contribution that the presentation or exhibition aims to make

### Successful Abstracts, Proposals and Ideas

Presenters will be informed of the outcome of the selection process by **April 4, 2025**. Authors of abstracts selected for inclusion in the Convention will be invited to submit a full presentation of 15 minutes maximum by no later than **May 3, 2025**. Presenters will be invited to make physical or virtual presentations at the Convention. The final programme will be provided ahead of the Convention indicating the date and time of the presentation. Those selected to exhibit, or participate in the Youth Engagement Track at the Convention will also be notified by **May 3, 2025**

**NOTE: All full submissions will undergo a double-blind review and there is no guarantee of acceptance of the final presentation.**

### Key Dates

- Abstract submission deadline: **March 20, 2025**
- Acceptance notification and invitations to presentat: **April 4, 2025**.
- Full presentation submissions: **May 3, 2025**

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For inquiries and submissions, please contact [info@africamediaconvention.com](mailto:info@africamediaconvention.com). We look forward to receiving compelling proposals that will contribute to the advancement of Africa's media landscape and reinforce the Convention's role as a premier platform for media discourse and collaboration across the continent.