



DIRECTORATE OF INFORMATION AND COMMUNICATION

MEDIA ADVISORY**INVITATION TO MEDIA REPRESENTATIVES**

- WHAT:** The Africa Women in Media Conference and Festival
- WHEN:** 25th – 27th July, 2019
- WHERE:** University of Nairobi, **Kenya**
- WHO:** The African Union - Directorate of Information and Communication (DIC) in partnership with Africa women in Media (AWiM)

Conference Objectives

- Improve interaction between the media and the African Union.
- Empower African media with information to enable wide reporting on Africa.
- Increase membership of our African Women in Media database. Through the network, AWiM is able to communicate directly with members, identify key issues and thus contribute to strategies and objectives like the African Union's Agenda 2063 that relate to media and women's rights and empowerment
- Create opportunities for partnerships and collaborations between our participants
- Contribute to increasing the skills index and networks of participants
- Create partnerships with local and international media with whom we will develop short and long term projects and agendas.

The African Union will facilitate and participate in the following session:

- Beyond Misinformation, Fake News & Post-truth
- African Union Gender Agenda – Activities
- Workshop: Know the African Union

Background

The theme for African Women in Media 2019 (AWiM19) Conference is SHOWCASE, this session seek focus on the amazing work produced by African women working in a variety of media industries from film, to journalism, marketing and more and also discuss issues around gender gaps in the media, Business in the media, futures, content and technology etc.

The delegates will have an opportunity to participate in training sessions to build the capacity journalists, they will access our Pitch Zone where they can pitch production ideas which will be funded by key partners, and also have several opportunities for networking and mentorship at the conference.

The intended outcome of the conference is that through the identification of key issues and needs of our target participants, that we are able work with partners to develop short and long-term impactful projects, agendas and programmes that both help address the issues and align these with Agenda 2063 objectives.

Join the conversation on twitter using #AWIM19

For more information on the program <https://awim19.africanwomeninmedia.com>

For media inquiries contact:

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