

DIRECTORATE OF INFORMATION & COMMUNICATION

Media Advisory

Date: 14th February, 2024

Venue: Addis Ababa, Ethiopia

WHAT: [African Union Media Fellowship Programme \(AUMF\)](#) Media Roundtable under the theme 'The Future of Media in Africa: Shaping our Narratives.'

The Information and Communication Directorate's A.U. Media Fellowship Programme (AUMF), in partnership with Gordon Institute of Business Science's Media Leadership Think Tank and GIZ-AU, will host a Media Roundtable under the theme "The Future of Media in Africa: Shaping our Narratives" at the margins of the 37th African Union Summit.

The two-day event will bring together Media stakeholders to discuss issues on media ethics, responsible information sharing and revenue strategies to shape and advance African narratives, fostering a sustainable media ecosystem on the continent for the "Africa we Want". It will feature four (4) panel and roundtable discussions and four (4) Presentations spotlighting best practices and insights from industry specialists. AUMF Cohort 1 Fellows will showcase their work through articles, videos, and stories.

The Panel session topics:

1. Fostering equitable revenue sharing by tech giants: Cultivating sustainability and viability for African media and content creators.
2. Revenue and editorial integrity in Africa: balancing economic sustainability with journalistic ethics
3. Misinformation and disinformation in the age of global migration: strategies for understanding, confronting, and fostering responsible information sharing across borders.
4. Reframing Africa: Exploring the case for 'good news' law in African media

When:

Day 1: February 14, 2024, 2:00 pm - 6:00 pm

Day 2: February 15, 2024, 9:00 am - 4:00 pm

Where: Jupiter International Hotel Kazanchise, Addis Ababa, Ethiopia.

Keynote Speakers

1. Leslie Richer, Director of Information and Communication Directorate, African Union
2. Botho Bayendi; Director of Strategic Planning (OSPD), African Union

3. H.E. Stephan Auer, Ambassador of Germany to the Federal Democratic Republic of Ethiopia
4. HE Ntšiuoa Sekete, Ambassador of Lesotho to the Federal Democratic Republic of Ethiopia
5. H.E. Amma Twum-Amoah, Ambassador of Ghana to the Federal Democratic Republic of Ethiopia – Chairperson of the Agenda 2063 Committee

Background: The A.U. Media Fellowship is designed to provide a unique platform for African journalists and content producers to enhance their capacity to reframe the African narrative and ensure that stories about the continent are balanced and reflect the experiences of Africans in compelling and creative ways.

Guided by trainers and mentors, the fellows will explore ways to shape new and balanced discourse about Africa as the continent strives to define its narrative under the A.U. Agenda 2063.

The Media Roundtable is part of the A.U. Media Fellowship Learning series, a transformative learning journey into media ethics, responsible information sharing, and innovative revenue strategies designed to shape the future of African narratives. The series blends roundtable discussions, panel debates, and thought leadership to promote ethical reporting and good media practices.

#AUMediaFellowship #TheAfricaWeWant

Note to Editor

The A.U. Media Fellowship programme implemented by the African Union (A.U.) Information and Communication directorate, supported by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ).

Journalists wishing to interview the AU leadership should forward their inquiries to:

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For further information, please contact:

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