

PRESS RELEASE N° 116 / 2011

US Mission to the AU donates Audio Visual Broadcast Media Mult Box to the AUC Directorate of Information and Communication



Addis Ababa, 22nd September 2011 – The Deputy Chairperson of the African Union Commission (AUC), Mr. Erastus Mwencha presided at a donation ceremony on 22 September 2011, of a modern technology Audio Visual Equipment handed over by Ambassador Micheal A. Battle, Head of the US Mission to the AU (USAU), to the Director of Information and Communication (DIC) of the African Union (AU), Mrs. Habiba Mejri-Cheikh.



The ceremony took place in the Media Centre of the AU headquarters in Addis Ababa, Ethiopia, in the presence of the Director of Social Affairs, Mr. Olawale Maiyegun and DIC staffs.

The multipurpose equipment titled *'Portable Combo Audio/Video Broadcast Media Mult Box'* is a distributor with a capacity of one in-put

to 24 out-puts in the production of video and audio sounds.

Speaking while receiving the equipment, Mr. Mwencha expressed his appreciation, on behalf of the African Union, to Ambassador Battle for the continued support of the USAU to the AU Commission. "This is not the first time neither will it be the last time that USAU has shown their support in pushing forward the development efforts of the African Union", he noted.

Mr. Mwencha further extended his gratitude to Mrs. Mejri-Cheikh for keeping the Directorate of Information and Communication (DIC) up to date especially with the ever changing tides of technology. "My first move when I took office, as Deputy Chairperson of



the African Union Commission was to visit the then, Communication and Information Division (DCI). I told the Director that their work is very delicate and important, as such, there was need to work hand in hand to ensure a better popularization of the image of the AU” he explained, adding that, because of the high importance of communication the Chairperson of the Commission, Mr. Jean Ping, took a decision as one of

the AUC leadership first move to set up a Media Center situated in a visible position as it is a window for information management and distribution to the wider public.

Ambassador Battle reiterated the USAU commitment in assisting the DIC perform its vital mandate of being the mouthpiece of the African Union in the world of evolving technology. He stated that the Portable Combo Audio/Video Broadcast Media Multi Box will be instrumental in sound production and communication as well as audio and video recordings.

Director Mejri-Cheikh thanked the USAU head of Mission for granting a modern audio visual device aimed at supporting the DIC in its efforts of modernising its audio-visual studio. She recalled that the AUC Media Center has been fully equipped in computers thanks to the support of the USAU. She expressed appreciation to the USAU continuous support to the DIC.

The Donation Ceremony ended with the presentation of DIC Interns to the AUC Deputy Chairperson and USAU Ambassador. The six current interns were presented by the Senior Editorial Officer of the DIC, Mrs. Esther Tankou, who highlighted that the Directorate has successfully trained over 20 interns from different African and European nationalities in the areas of Communication and Information. She also stated that the Directorate offers a unique opportunity to its interns to fulfil their interests in other areas by allowing them gain different experiences from the other Departments of the AUC depending on their respective backgrounds.

While closing the ceremony, Mrs. Mejri-Cheikh stressed that the DIC objective is to train and produce accomplish future professional communicators at the service of the continent.