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**DIC-CFI HOLD JOINT MEDIA WORKSHOP TO DISCUSS PRODUCTION AND  
DESSEMINATION OF NEWS CONTENT ON AFRICA**



**Addis Ababa, 27<sup>th</sup> of January 2012** – A high level workshop for broadcast journalists is being organized by the Directorate of Information and Communication of the African Union Commission (AUC) and Canal France International (CFI). The workshop will last 2 days (January 27-28). Its theme is: “Production and Dissemination of News Programmes in Africa”.

The French embassy’s First Counsellor, Mr. Olivier Brochet gave a statement during the opening session in

which he said that Canal France International is one of the many means of cooperation that the French government has with countries abroad. He mentioned the relevance of having this workshop, so as to evaluate the audio visual media in African. He said there was an increasing need for information. This new need has to be satisfied by quality and impartial information. African people, he said need to understand the world they are living in especially if they are in conflict zones. Moreover, information is necessary to empower the citizens and achieve sustainable development.



Plurality, impartiality, quality and having an open-mind should be the words describing the media work in Africa, went on Mr Brochet. He said CFI is contributing to the achievement of these goals along with the AU.

Mr. Brochet also mentioned the increase in the number of private networks, saying that they should improve and not decrease the quality of information. This responsibility is shared both by the public and private entrepreneurs.

Ethiopian Radio and Television Agency’s Director of Information, Mrs Birtukan, thanked CFI on behalf of the ERTA and acknowledged the relevance of the workshop.

In her welcoming speech, Director of Information and Communication at the AU Commission, Mrs. Mejri-Cheikh, encouraged journalists to feel free and assured them of the support of the AUC. She said, the Commission, over the past years developed several

projects to help journalists in their tasks; an example could be the Pan-African Media Network. She further wondered how the AU could adapt its information so that it could be convenient for the broadcasters and for the journalists to analyze. When talking about the actual topics of the seminar, she said that honesty was to be awaited from both parties, the AUC being honest about the African journalists work but also recognizing the limits of its work.

The workshop will cover subjects such as: the place occupied by news on today's television channels, impact of new technologies on news production and dissemination; and relations between the media and institutions.