

## INFORMATION & COMMUNICATION DIRECTORATE

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### **AU Media Fellows Tour National Broadcasters to Understand Media's Role in Connecting Policymakers and Citizens**



The AU Media Fellowship program understands the power of storytelling to shape a continent's narrative. This is precisely why, throughout their study tours, a key element has been visiting national broadcasters like Ethiopian Broadcasting Corporation (EBC), South Africa Broadcasting Corporation (SABC), and Deutsche Welle (Germany). These visits go beyond simple sightseeing; they highlight the critical role national broadcasters play in fostering citizen engagement and

propelling Africa towards achieving Agenda 2063's goals.

National broadcasters play a crucial role in Africa's development. Unlike private media, they have a public service duty to deliver informative, educational, and entertaining content for all citizens. This aligns with the AU Media Fellowship program, which recognizes that achieving Agenda 2063 requires an engaged and informed population. By working with national broadcasters, Fellows learn how media can connect policymakers with the public. They gain skills to create content that empowers citizens to participate actively in shaping Africa's future.

During a study tour to DW in Bonn, AU Media Fellow Melissa Babil from Mozambique reported exploring innovative news models. "The DW team provided templates and guidelines for pitching ideas to the Africa Link podcast and DW Africa's TikTok channel," Babil said. She highlighted that these platforms broadcast in Kiswahili, French, English, Portuguese, Hausa, and Amharic, offering African journalists the opportunity to share their stories on an international stage.

AU Media Fellow Keletso Thobega from Botswana reported establishing networks with international broadcaster Channel Africa during the AUMF visit to SABC on a study tour. "I served as a correspondent in Botswana during a tragic incident when 47 pilgrims from Botswana perished in South Africa," Thobega said. She looks forward to working with the station on Botswana elections coverage. Channel Africa, one of Africa's biggest broadcasters, shares continental news and information through radio (satellite) and online

(Internet) platforms, broadcasting in English, French, Swahili, Portuguese, Chewa, and Silozi.

During the study tour to Europe, Thobega was also interviewed by Deutsche Welle (DW) television network at the Global Media Forum (GMF) attended by the fellows. She highlighted the importance of networking among media stakeholders, regularly converging, and engaging to stay updated with media trends, challenges, and solutions in the digital era.

At the sidelines of the AU Summit, Damaso Alonso Esono, an AU Media Fellow from Equatorial Guinea, shared his impressions of the new EBC facilities during the AUMF study tour in Ethiopia. "The state-of-the-art studios and equipment are impressive," Esono said, marveling at the technological advancements. "Such advancements are crucial for enhancing the quality of broadcasting and ensuring that public broadcasters can compete on an international level," he added, emphasizing the importance of well-funded public broadcasters

The African Union Media Fellowship Programme (AUMF) [comprises of 20 journalists and content creators from across Africa](#), with backgrounds in audio-visual, print, and digital journalism. This flagship AU initiative aims to transform African media by fostering ethical journalism, challenging prevailing narratives, and promoting collaboration among media professionals for cross-border coverage. The programme also engages policymakers to enhance media influence and impact.

**For further media inquiries, please contact:**

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