

## INFORMATION & COMMUNICATION DIRECTORATE

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### **AU, UNESCO, and University of Johannesburg Partner to Contextualise Journalism Training for AU Media Fellowship**

To strengthen African journalism in a rapidly changing media environment, the African Union (AU), UNESCO, and the University of Johannesburg are joining forces to **contextualise global journalism training resources** for African realities. The initiative will adapt at least five of UNESCO's internationally recognised journalism handbooks to address Africa's unique challenges and opportunities, ensuring journalists are equipped with the skills, tools, and ethical frameworks to navigate today's complex information landscape.

The adapted training content will cover pressing issues such as mis/disinformation, online polarisation, hate speech, reporting on emerging technologies, and coverage of migrant and refugee communities. The approach prioritises practical application, regional relevance, and inclusivity with both male and female journalists from across Africa benefitting from the programme.

#### **Selected Training Modules:**

1. **Mis/Disinformation and Fact-Checking in Africa** – based on UNESCO's *Journalism, 'Fake News' and Disinformation* handbook.
2. **Critical Media and Information Literacy** – adapted from UNESCO's *Media and Information Literacy in Journalism* handbook.
3. **Reporting on Artificial Intelligence and Emerging Technologies** – based on UNESCO's *Reporting on Artificial Intelligence* handbook.
4. **Reporting on Migrants and Refugees** – adapted from UNESCO's *Reporting on Migrants and Refugees* handbook.
5. **Reporting on Terrorism and Extremism** – based on UNESCO's *Media and the Coverage of Terrorism* handbook.

A key component of the initiative will be the creation of an **AI newsroom model** to help African media organisations integrate artificial intelligence into editorial workflows responsibly and effectively. The model will demonstrate practical uses such as AI-assisted research, automated fact-checking, audience analytics, and workflow optimisation all underpinned by ethical guidelines and editorial oversight.

The African Union Media Fellowship will serve as a platform to train a network of “master trainers” fellows who will cascade their knowledge within their own newsrooms and national media networks. The project will ensure regional representation and gender balance, and will work in partnership with the Pan-African University to make the self paced course available to media experts outside the programme.

The University of Johannesburg will lead curriculum design and evaluation, UNESCO will provide technical expertise and best practices, and the AU will leverage its continental reach to maximise participation and adoption.

By localising content, embracing digital innovation, and fostering collaborative networks, this project will enable African journalists to tell stories that are accurate, inclusive, and reflective of the continent's realities strengthening both public trust in the media and democratic governance.

**For further information, please contact:**

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