



INFORMATION & COMMUNICATION DIRECTORATE

Venue: Virtual

Date: 12th June 2026

Media Advisory

“Governance: The Role of Media in Strengthening Democratic Processes, Electoral Integrity, and Accountable Governance Across the Continent”

INVITATION TO REPRESENTATIVES OF THE MEDIA

WHAT: The African Union Media Fellowship (AUMF) 3.0 Fireside Chat series under the theme: *“The Role of Media in Strengthening Democratic Processes, Electoral Integrity, and Accountable Governance Across the Continent.”*

WHEN: 12th June 2026

WHERE: Virtual

REGISTRATION LINK:

https://zoom.us/webinar/register/WN_2szfz3WnToWFJjUQVwoDYQ

TIME: 11:00 AM EAT

Why: The African Union Media Fellowship (AUMF), an initiative of the African Union Commission’s Information and Communication Directorate (ICD), aims to strengthen African storytelling by empowering journalists to report on the continent from an African perspective. Through mentorship, training, study tours, and engagement with AU institutions, the programme promotes reporting on key Agenda 2063 priorities, including governance, peace and security, regional integration, and sustainable development.

Building on previous successes, AUMF 3.0 introduced the Fireside Chat Series, an interactive dialogue platform that brings together journalists, experts, and stakeholders to discuss critical issues shaping Africa’s development. The initiative seeks to foster informed dialogue, strengthen journalism, amplify African voices, and support the realization of Agenda 2063.

Who: The session will be moderated by Cynthia Areh, Award-winning Broadcast Journalist at Arise TV and AUMF 3.0 Fellow, and will feature:

- **Cynthia Mbamalu** - Co-Founder & Director of Programs, Yiaga Africa
- **Cayley Clifford** – Deputy Chief Editor Africa Check
- **Waihiga Mwaura** - Senior Lead Presenter at BBC Focus on Africa

Objectives:

The Fireside Chat aims to:

- Examine the role of media in strengthening democratic governance and electoral integrity in Africa.
- Discuss challenges faced by journalists covering governance and electoral processes.
- Explore the impact of misinformation and disinformation on democratic participation and public trust.
- Promote responsible journalism and media independence in advancing accountable governance across the continent.

Media Participation

Representatives of the media are invited to attend and cover the virtual session

For further information, please contact:

Faith Adhiambo AUMF Coordinator |Directorate of Information and Communication| African Union Commission
|E-mail ochiengj@africanunion.org | Addis Ababa, Ethiopia

Aziz Mshangama | African Union Commission | Email: mshangamaA@AfricanUnion.org

For media inquiries, please contact:

Godstime Gaius | Information Communication Directorate |African Union Commission | Email:
GaiusG@africanunion.org | Addis Ababa, Ethiopia

Information and Communication Directorate, African Union Commission | **E-mail:** Media@africanunion.org | **Web:**
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