



The AfCFTA Media Hub Workshop: Unpacking the Africa Free Trade Story

Dates

2 – 3 October 2019

Venue

The Capital on the Park Hotel
Sandton, Johannesburg, South Africa

Facilitator:

Prof. Nixon Kariithi

Introduction

Reporting trade and related economics can be a daunting task for media practitioners without prior training or knowledge of this field. The challenge for most practitioners is two-fold: first understanding the concepts and then applying news gathering and writing skills to produce attention-grabbing content. With business and economics gaining salience in daily life around Africa, it is critical for media practitioners to acquire new skills in unpacking technical economic information and policy issues, and preparing media content with broad appeal to audiences across all media platforms, especially the ever-popular broadcast channels.

Using case studies and current issues in the news, the course takes participants on a journey of the trade economics; national & regional trade policy analysis; and global political economy. At the same time, participants are exposed to fresh strategies to gather news and report African trade and other pertinent economic issues of the continent, with specific emphasis on how keeping all media content interesting and relevant to audiences. The course pays particular attention to accurate reading and distilling of technical data; and assists participants in tackling news assignments that involve economics and business data.

Delivery mode

The Workshop will be delivered over two days, through instruction and hands-on training. All sessions will be daylong. Emphasis will be placed on interactive learning, with participants being encouraged to work and learn collectively.

Learning materials

The instructor will provide readers, workbooks, worksheets and copies of presentations. The instructor will also comment on participants' practical work.

Workshop evaluation

At the end of the training programme, the instructor will submit to UN-ECA a written evaluation of the Workshop. The participants will also complete evaluation forms on the content, structure, and delivery of the course.

Workshop participants

This course is designed as an introductory course, and participants may be from any section of the African media. While it is desirable that they all have some formal training in journalism, communications, and/or media studies, participants without formal training are also welcome.

Training objectives

- To introduce the target group of media practitioners to basic essentials and practices of business, economics and trade;
- To assist target group of media practitioners understand and appreciate the Africa economic development issues, AfCFTA, African trade and related policy issues, and trade & International Political Economy.
- To equip target group of media practitioners with ethical guidelines in reporting business and economics and other public policy issues;
- To assist target group of media practitioners to improve their understanding and skills in reporting economic statistics and other technical data.

DETAILED COURSE OUTLINE:

Day One: 2 October 2019

08:30 – 09:00 Welcome and introduction

09:00 – 09:45 Role of business and economics journalism in society

09:45 – 10:45 Understanding the African economy: Historical overview; Topical private sector/public sector debates; Reporting trade and other economic indicators

10:45 – 11:00 TEA/COFFEE BREAK

11:00 – 12:00 Finding new local angles to reporting African trade: Country-level enablers of and impediments to intra-African trade.

12:00 – 13:00 Finding new local angles to reporting African trade: A Youth perspective on the AfCFTA. Speakers: **Nkateko Khoza**, Leza Private Equity, SA; **Thabang Moiphisi**, YALDA Botswana

13:00 – 14:00 LUNCH

14:00 – 15:00 Economics writing principles: Practical session in news reporting & writing about AfCFTA

15:00 – 15:15 TEA/COFFEE BREAK

15:15 – 17:30 Writing Assignment: brief and general assignment to test writing skills
Stories of Intra-African trade from rural communities: Fish, Kitenge and Spices

Day Two: 3 October 2019

08:30 – 09:30 Making numbers sing: Reporting national/continental economic data

- 09:30 – 10:30 Making numbers sing: Reporting trade data
- 10:30 – 10:45 TEA/COFFEE BREAK
- 10:45 – 12:00 Newsgathering issues for business and economics journalists
- 12:00 – 13:00 Q & A Session on AfCFTA and its activities. Speaker: **Adeyinka Adeyemi**, African Trade Policy Centre, UNECA
- 13:00 – 14:00 LUNCH
- 14:00 – 15:00 Principles of financial writing: Language of economics writing; Writing for your audience; Capturing the human angle; Mechanics of economics writing
- 15:00 – 15:15 TEA/COFFEE BREAK
- 15:15 – 17:00 Writing Assignment: Break-away groups' assignment in trade reporting. Topic: Reporting African trade trends & patterns over the past five years
- 17:00 – 17:30 Understanding business & economics journalism ethics
- 17:30 – 18:00 CLOSING CEREMONY
HANDING OUT CERTIFICATES