

# AMI, WAN-IFRA partnership to boost African media

The African Media Initiative (AMI) and the World Association of Newspapers and News Publishers (WAN-IFRA) have launched a strategic partnership to provide professional training and other forms of technical support to develop media businesses across the African continent.



The partnership includes series of joint projects aimed as strengthening media business in Africa, expanding access to finance and development of new revenue streams, harnessing the digital revolution through technological adaptation and innovation, and building a competent leadership of the media sector through a commitment to improved ethics and management.

AMI and WAN-IFRA will work together specifically on developing digital innovation for the African media industry, the development of pan-African curricula and training in media management, joint research activities, and advocacy of press freedom, quality reporting and other areas.

"We are delighted to enter into this strategic partnership with WAN-IFRA, one of the most trusted media development institutions in the world," commented Amadou Mahtar Ba, CEO of AMI.

"Our industry is undergoing profound changes that redefine the ways news and information are collected, distributed and consumed around the world, particularly in Africa. It is therefore essential for AMI to partner with the best available knowledge sources in order to fully fulfill its mission to support the emergency of a professional and sustainable media landscape on the continent," he added.

Christoph Riess, CEO of WAN-IFRA, added, "AMI has emerged as a thought leader in Africa for top-level media executives, and is active in defending press freedom and the professional interests of media. We are looking forward to working together to further the development of strong media companies in Africa through a joint and coordinated effort that engages stakeholders, especially in the private sector. Cooperation is a key to success."

## Other initiatives

Among other initiatives, AMI conducts the African News Innovation Challenge, which provides seed funding and other support for creative solutions to challenges facing Africa media. WAN-IFRA will provide media management training to the project. The Omidyar Network, Google, the John S. and James L. Knight Foundation, Konrad-Adenauer-Stiftung, and the

U.S. Department of State have pledged either funding or technical support for the initiative.

AMI also organises the African Media Leaders Forum, a of media owners, operators and senior executives on the continent.

WAN-IFRA conducts a number of press freedom and media development initiatives in Africa under its strategic partnership with the Swedish International Development Cooperation Agency (Sida). These include the Declaration of Table Mountain, which seeks to eliminate criminal defamation and insult laws in Africa, the Women in News project, which helps advance the careers of female media executives in southern Africa, and its Mobile News in Africa project, which aims to test and implement innovative content production and mobile delivery models.

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