





*Africa & the U.S.
Strengthening Media
Partnerships*

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Topics for Today

What we'll be discussing



Historic relationships between US and Africa?

Journalists?

Educators?

Content Creators?

Traditional Media Forms

Emerging Media Outlets



Introduction

United States & Africa currently have a strong media relationship. Historically, US centered mass media has centered on enduring stereotypes but post colonial independence has ushered in new ideas and coverage.



Journalists

While it is sometimes thought that African journalists can only learn from U.S. journalists, I rebuke that narrative. African journalists have insight and wisdom on a variety of topics and areas of expertise that U.S. journalist can and should learn from. **How can more African journalists share their knowledge?**



Content Creators



African content creators are leading in a digital space in ways the rest of the world should be following! So creative, so inspiring. Look at Tik Tok!

Traditional Media



Principles of storytelling will never change! Being able to effectively communicate and having strong written skills are critical.

Emerging Media

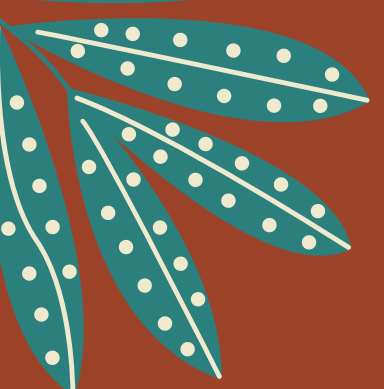
Social media, mobile storytelling is the future of journalism, embrace, engage and entertain!





Educators

Honing your skill set either in traditional school or through professional development are crucial to staying on top of the constantly changing media landscape.



*How can you
tell YOUR
stories?*

