

Bloomberg Media Initiative Africa provides executive training for advancement of financial journalism

Bloomberg Media Initiative Africa (BMIA) has partnered with key African universities to provide executive training for the advancement of financial journalism. Financial journalists and professionals interested in financial journalism can now apply to the BMIA Executive Training Programme 2015.



The programme, which is funded by Bloomberg Philanthropies, with additional support from the Ford Foundation, brings together the University of Pretoria's Gordon Institute of Business Science (GIBS) and five other preeminent business and journalism schools in Africa, to offer applicants the opportunity to develop their skills and knowledge about financial reporting.

The other five are Rhodes University's School of Journalism and Media Studies in South Africa; the University of Lagos's Department of Mass Communication and the Pan Atlantic University's Lagos Business School in Nigeria; the University of Nairobi's School of Journalism and Mass Communication and Strathmore Business School in Kenya.

Strengthening financial media

These leading faculties will develop and deliver this unique multi-disciplinary training programme that combines instruction in public policy, business, journalism, capital markets and data, with an emphasis on democratic values and professional integrity.

"The BMIA is designed to increase the number of journalists and others able to strengthen the contribution of business and financial media to the sustainable development of Africa," said Erana Stennett, BMIA Programme Director.

The BMIA, which spans three years, is a \$10m commitment launched by Michael R. Bloomberg in 2014 with the aim of building media capacity and advancing transparency, accountability and good governance in Africa. Speaking at the launch, Bloomberg commented that well-trained financial journalists could have an immeasurable impact in advancing economic and social growth.

Dr Lucy Voss-Price, Programme Director at GIBS, commented, "This programme is a turning point for data-driven financial journalism on the continent. If you want to be one of the most informed, employable and credible business and financial journalists, this course will provide you with everything that you need."

For qualified journalists

The six-month certificate programme has been developed primarily for mid-career journalists - especially those with an interest in moving into financial journalism, financial professionals with an interest in financial journalism, government professionals responsible for public policy, communications and banking/financial specialists, civil society and NGO professionals with a stake in communicating of economic and financial data.

Interested parties who possess a recognised tertiary qualification (degree or diploma) and have experience in journalism or a related field are encouraged to apply on www.gibs.co.za/bmia or email bmia@gibs.co.za for further information.

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