

## **Kufuor launches ADEA toolkit, journalism award**

CAPE TOWN: John Kufuor, former president of Ghana, recently launched an education toolkit published by the Association for the Development of Education in Africa (ADEA) that will serve as a training tool for journalists and communication specialists. He also launched the 6th edition of ADEA's Africa Education Journalism Award.

The launching event took place earlier this month, July 2010, at the Highway Africa Conference and the World Journalism Education Congress held at Rhodes University, Grahamstown, Eastern Cape, South Africa.

Kufuor commended ADEA for producing the tool kit, describing it as a working instrument that would empower journalists, communication officers in the education sector, members of civil society, researchers, students and other actors, including politicians. He stressed the importance of education for the African continent.

### **Mainstreaming Africa**

"We are still expressing the desire to mainstream the continent in a global world but how do we do this? It is when we begin to understand the basic challenges of economies, social welfare and education as well as the world around us," the former president said.

Yvonne Chaka Chaka, renowned South African singer and UN ambassador also joined Kufuor in supporting ADEA's endeavors, sharing her experience on how education and her mother's values have shaped her life story.

ADEA's executive secretary, Ahlin Byll-Cataria, stressed the role the media plays in society and the power they have, which explains why journalists are among those who risk their lives the most. He also drew attention to the influence the Western media has had in portraying Africa as a doomed continent, even though promising initiatives for development are flourishing throughout Africa. On the other hand, he praised the South African media for the quality they have achieved, and cited how their coverage of the World Cup has revived the African identity among South Africans, among Africans throughout the continent and among the African diaspora worldwide.

### **African journalist network**

ADEA's external relations officer, Thanh-Hoa Desruelles, explained that through the Africa Education Journalism Award, which aims to recognise excellence in education reporting, ADEA seeks to develop a network of African journalists who are highly competent in covering education, which is fundamental for people's lives and social and economic development.

Sharing the story of a Ugandan journalist who had won the award in 2008, she encouraged young journalists and particularly women to enter the competition.

Lawalley Cole, coordinator of ADEA's Working Group on Communication for Education and Development (WGCOMED), called on organisations providing support to education in Africa to sponsor wide-scale

printing and dissemination of the education toolkit in order for it to be in every news room, media house, at ministry of education throughout Africa.

For more information on the 6th Africa Education Journalism Award, go to [www.adeanet.org/journalismaward/index.html](http://www.adeanet.org/journalismaward/index.html) or email [adeajournalismaward@afdb.org](mailto:adeajournalismaward@afdb.org).

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