

Bloomberg

MEDIA INITIATIVE AFRICA

EXECUTIVE TRAINING

ADVANCING FINANCIAL
JOURNALISM IN AFRICA

UNDERWRITTEN BY

**Bloomberg
Philanthropies**

WITH SUPPORT FROM



UNIVERSITY CONSORTIUM

**Gordon Institute
of Business Science**
University of Pretoria





Program overview

It is well documented that many key economies on the African continent are growing in leaps and bounds, yet the positive impact on development and progress in civil society is not fully realised. The role that journalism plays in society and democracy cannot be underestimated.

The Bloomberg Media Initiative Africa (BMIA) aims to increase the pipeline of skilled financial journalists and analysts, embracing a data-driven journalism culture across Africa. If well trained, the contribution that financial journalists and development experts can make as continental informers, educators and watchdogs is significant.

This interactive and hands-on program aims to enhance the skills and knowledge of media professionals to better serve the public interest as a critical part of continental development and progress.

Bloomberg has collaborated with a consortium of pre-eminent journalism schools and top business schools across three key African markets to deliver a highly innovative, integrated and practical world-class executive training program that is firmly rooted in African market realities.

Delegates will receive copies of "The Bloomberg Way", a guide for reporters and editors written by Matthew Winkler, Editor-in-Chief Emeritus, Bloomberg News. During the six-month program, delegates will also be granted a free subscription to the Bloomberg Professional Service. This subscription will give delegates free access to the world-class analytics, key industry data, market moving news and analysis that the Bloomberg Professional Service provides.

Minimum entry criteria

- Applicants must be in possession of a recognised tertiary qualification (degree or diploma);
- Applicants with working experience in Journalism, Public Relations or a related field will be at an advantage; and
- Applicants must have a baseline level of understanding of financial numeracy and be computer literate, with a sound working knowledge of MS Word and Excel.

Who should apply?

This program has been primarily developed for mid-career journalists, financial professionals with an interest in financial journalism; government professionals responsible for public policy, communications and finance portfolios; and development practitioners and civil society professionals with an interest in African development and financial and economic data.

Program structure

The BMIA Executive Training Program is structured for part-time study, enabling working professionals to apply the new knowledge and skills they acquire back into their work environments in real time.

The 19-day program spans six months and includes six compulsory study blocks. Each study block takes place over three to four full lecture days.

The Executive Training is being offered in South Africa, Nigeria and Kenya. Participating universities are:

South Africa

Gordon Institute of Business Science, GIBS,
Rhodes University School of Journalism and
Media Studies

Nigeria

Pan Atlantic University, Lagos Business School
University of Lagos, Department of Journalism
and Mass Communication

Kenya

Strathmore Business School,
University of Nairobi, School of Journalism



Program content

Seven modules built around three key themes:

- Business and Finance,
- Policy, and
- Financial Journalism Production

All of the modules will incorporate material about the ethical issues and social impacts of business and financial journalism.

Program modules:

- The Media Landscape
- Economics
- Accounting and Finance
- Financial Journalism
- Public Policy and Regulation
- Financial Markets
- Data Analysis and Interpretation

BMIA Executive Training Program Schedule

	Study block one	Study block two	Study block three
Day 1	Orientation & Baseline Assessment	The Media Landscape (1/2 day)	Accounting & Finance
		Financial Journalism (1/2 day)	
Day 2	Economics	Data Analysis & Interpretation	Accounting & Finance
Day 3	Economics	Data Analysis & Interpretation	Accounting & Finance
Day 4	Economics	–	–
	Study block four	Study block five	Study block six
Day 1	Financial Markets	Public Policy and Regulation	Financial Journalism
Day 2	Financial Markets	Public Policy and Regulation	Financial Journalism
Day 3	Financial Journalism	Public Policy and Regulation	Financial Journalism (3/4 day)
			Summative Assessment

2016 Dates and Venues

Study Block	 Nairobi, Kenya Intake Three	 Johannesburg, South Africa Intake Three	 Lagos, Nigeria Intake Three
Venue	TBC	GIBS	TBC
Block 1: 4 days	25 – 28 April	18 – 21 April	11 – 14 April
Block 2: 3 days	24 – 26 May	24 – 26 May	10 – 12 May
Block 3: 3 days	28 – 30 June	21 – 23 June	14 – 16 June
Block 4: 3 days	26 – 28 July	19 – 21 July	12 – 14 July
Block 5: 3 days	30 August – 1 September	23 – 25 August	16 – 18 August
Block 6: 3 days	27 – 29 September	20 – 22 September	13 – 15 September

Subject to Change

Application process

Intake 3 will begin in April 2016. Applications for intake 3 in South Africa, Kenya and Nigeria can be submitted beginning November 2015 via www.gibs.co.za/bmia.

As part of the screening process, candidates may be invited to attend interviews.

Applicants will need to have reliable internet connectivity and be prepared to upload the following documents:

- All applicants should provide electronic copies of your tertiary qualification/s;
- All applicants will also be required to complete a 20 minute online numeracy test to confirm their baseline financial acumen; and
- All applicants will be required to upload writing samples.

Candidates with professional financial journalism experience will be required to upload a recent sample of their best written work.

Candidates without journalism experience will be required to upload:

1. A brief, recent writing sample on a relevant topic, and
2. A motivational essay of no more than 750 words. Through this essay, you have the opportunity to explain why you would like to participate in the BMIA Executive Program and highlight your interest in and/or expertise on issues related to economic analysis and financial journalism. Examples of relevant issues include: public policy, transparency, accountability, financial data and oversight.

Bureau chiefs, editors, media executives, civil society managers and HR directors are encouraged to nominate outstanding staff to attend the program to enhance their financial and business journalism excellence.

For more information, please email bmia@gibs.co.za.

Requirements to graduate

In addition to attending the study blocks, participants will be required to complete pre-module preparation work and post-module assessments in the form of individual and/or syndicate assignments.

Program fees

The program value is \$15 000, but Bloomberg Philanthropies with support from the Ford Foundation are generously funding each successful candidate on a scholarship basis. Scholarships include tuition, class materials, lunch and refreshments.

Those successful enough to secure a scholarship will be required to contribute a registration fee of \$250 and will need to provide their own transport and accommodation. Applicants seeking waiver of registration fee are asked to contact their country program manager.

Bloomberg Philanthropies

The Bloomberg Media Initiative Africa furthers Michael R. Bloomberg's philanthropic efforts on the continent. Bloomberg's foundation, Bloomberg Philanthropies, supports projects across Africa in more than 36 countries including women's economic development, malaria research, maternal health, road safety, tobacco control and helping cities reduce their carbon footprints through C40 Cities Climate Leadership Group.

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