



## tralac AfCFTA Masterclass for Trade Journalists

**Date:** August 8, 2022

**Duration:** 4 hours (11:00AM – 1:00PM CAT & 2:00PM – 4:00PM CAT)

**Platform:** Zoom

The Trade Law Centre (tralac) offers capacity building on trade and regional integration, including the African Continental Free Trade Area (AfCFTA). tralac believes access to up-to-date information by journalists on the AfCFTA is essential to the success of the Agreement hence seeks to contribute to building a network of AfCFTA journalists across the continent. To this end, in 2019, tralac hosted a training course for trade journalists themed: 'Reporting on the AfCFTA' in Cape Town, South Africa.

With the advent of the Covid-19 pandemic in 2020, the tralac media training migrated online; a webinar on 'Policy responses to Covid-19 and implications for the AfCFTA was held in July 2020.' In July 2022, tralac hosted a four-part online training programme for trade journalists which provided updates on the AfCFTA's implementation; relationship between AfCFTA and the RECs; Dispute settlement in the AfCFTA; as well as Digital trade in the AfCFTA.

tralac is hosting an AfCFTA masterclass for a **maximum of 15 select African trade journalists** on 8 August 2022. The training will provide **up-to-date** information about the AfCFTA and practical support for reporting (across media channels) on the AfCFTA.

### Objectives

- Support trade journalists to develop their **understanding** of the AfCFTA Agreement including its Protocols, Annexes and Appendices.
- Support development of **capacity** to effectively source data and information for reporting AfCFTA stories.
- Share experiences to **leverage** digital and social media to **produce** and **disseminate** AfCFTA stories.
- To contribute to creating a network of African trade journalists with the capacity to provide **accurate** and **up-to-date** reporting about AfCFTA.

## Methodology

The one-day masterclass will feature highly interactive virtual sessions on the AfCFTA Agreement and how to produce **accurate, impactful** and **up-to-date** stories about the Agreement. The sessions will cover the following:

- Overview of the AfCFTA Agreement including its Protocols, Annexes and Appendices.
- **How to Report AfCFTA stories.**
- Sourcing data and information for AfCFTA stories (Expert Interviews, AfCFTA Events, Press Releases, AfCFTA Documents, Social Media Data Mining).
- Sharing digital and social media for promoting/disseminating AfCFTA stories.
- Experience sharing: A practical session to sharing reporting experiences)

## Eligibility Criteria for Applicants

- Must be a trade journalist with a **proven** strong track record of reporting about African trade and integration issues.
- Must have produced **at least** one **impactful** AfCFTA story in the last **Six (6)** months.
- Must be committed to **fully** and **actively** participating in the **virtual masterclass** in August.
- Committed to **reporting** about the AfCFTA, beyond the masterclass
- **Female** trade journalists are **strongly** encouraged to apply

## Outcomes

- Enhanced **understanding** of the AfCFTA Agreement including its Protocols, Annexes and Appendices.
- Enhanced **capacity to leverage** digital and social media to produce and disseminate AfCFTA stories.
- Contribution to support a corps of trade journalists **committed** to providing **accurate** and **up-to-date** reporting about the AfCFTA.

## To apply:

Send a brief bio, and a sample of a recent AfCFTA story to [Info@tralac.org](mailto:Info@tralac.org) by 29 July 2022.