



Bloomberg
**Media
Initiative
Africa**

Financial Journalism Training

Advancing Business
Journalism in Africa



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 realized. 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 Africa 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 Guide to Business Journalism”* a guide for reporters and editors written by Paul Addison, Jennifer Sondag, Cherian Thomas, and Carolina Wilson of Bloomberg News.

During the seven-month program, delegates will also be granted a free subscription to the Bloomberg Professional Service. This subscription will give delegates free access to 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 recognized tertiary qualification (degree or diploma);
- Applicants with working experience in Journalism, Public Relations or a related field will be at an advantage
- 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 Financial Journalism 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 22-day program spans seven months and includes seven compulsory study blocks. Each study block takes place over three to four full lecture days.

The Financial Journalism Training program has been offered in Ghana, Kenya, Nigeria, South Africa, Zambia, Tanzania, Senegal and Côte d'Ivoire and is currently being offered in Ethiopia. Participating universities in Ethiopia are:

- **Addis Ababa University**
- **Unity University**



Program Content

The program has eight modules built around three key themes:

- Business and Finance
- Policy
- Financial Journalism Research and Writing

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

Program Modules

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

2025 - 2026: Intake 2 Ethiopia Dates and Venue



Venue	Hyatt Regency Hotel, Addis Ababa	
Study Block	Modules	Dates
Study Block 1	Launch & Orientation	16 September 2025
	Media Landscape	17 September 2025
	Financial Journalism 1	18 September 2025
Study Block 2	Financial Journalism 2	28 – 30 October 2025
Study Block 3	Data Analysis & Interpretation	17 – 18 November 2025
	Financial Markets	19 – 20 November 2025
Study Block 4	Economics	20 – 22 January 2026
Study Block 5	Accounting & Finance	24 – 26 February 2026
Study Block 6	Public Policy & Regulation	24 – 26 March 2026
Study Block 7	Environment	21 – 23 April 2026

Application Process

Intake 2 in Ethiopia will begin in September 2025. Applications are now open, and interested candidates can apply online via <https://bmiafjt.strathmore.edu/>

Applications will be reviewed, and places awarded on a first-come, first-served basis. The closing date for applications is **31st July 2025**. Applications received after the deadline will be reviewed on a rolling basis until the class is full.

Candidates may be invited to attend interviews as part of the screening process.

Applicants will need to have a reliable internet connection and be prepared to provide the following documents:

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

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:

- A brief, recent writing sample on a relevant topic and
- A motivation 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 Financial Journalism Training 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: bmiafjt@strathmore.edu.

Requirements to Graduate

In addition to attending all the study blocks, participants will be required to complete pre- and post-program assessments and submit and pass all required assignments to receive certification.

Program Fees

The program's value is more than \$26,500, but Bloomberg Philanthropies, with support from the Ford Foundation and Stavros Niarchos Foundation, is 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 transport and accommodation. Applicants seeking a waiver of registration fees are asked to contact their country program manager.

About Bloomberg Philanthropies

Bloomberg Philanthropies works to ensure better, longer lives for the greatest number of people by focusing on five key areas: the arts, education, the environment, government innovation, and public health.

Encompassing all of Mike Bloomberg's giving, Bloomberg Philanthropies includes his foundation, corporate, and personal philanthropy as well as Bloomberg Associates, a pro bono consultancy that works with mayors in cities around the world.

Mike has committed the vast majority of the profits from Bloomberg L.P., the global financial technology, data, and media company that he founded in 1981, to support the work of Bloomberg Philanthropies.

Bloomberg Philanthropies works to improve the lives of millions of people in more than 700 cities and 150 countries. In 2024, Bloomberg Philanthropies invested \$3.7 billion around the world. Over his lifetime, Mike has so far given \$21.1 billion to philanthropy.

For more information, please visit bloomberg.org