

# Financial Journalism Training

Advancing Business  
Journalism In Africa



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## Program Overview

Across Africa, strong financial journalism plays a critical role in helping the public understand rapidly growing economies and their impact on development, civil society and democracy.

The Bloomberg Media Initiative Africa (BMIA) aims to expand the pipeline of skilled financial journalists and analysts, while strengthening a data-driven journalism culture across Africa. When well trained, financial journalists and development experts can make a significant contribution by informing the public, explaining complex markets and holding institutions to account.

Through an interactive, hands-on curriculum, the program enhances the skills and knowledge of media professionals so they can better serve the public interest and contribute to continental development and progress.

Bloomberg has collaborated with a consortium of preeminent journalism schools and top business schools across Africa to deliver a highly innovative, integrated and practical world-class executive training program firmly rooted in African market realities.

Delegates will receive copies of The Bloomberg Guide to Business Journalism. During the seven-month program, participants will also receive a free subscription to the Bloomberg Terminal, giving them access to world-class analytics, key industry data, market-moving news and analysis.

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## Who Should Apply

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

Applicants must have:

- A degree or diploma from a recognized tertiary institution
- Work experience in journalism, communications, public relations or a related field
- A baseline understanding of financial numeracy and be computer literate, with a sound working knowledge of MS Word and Excel

## 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 Kenya, Nigeria, South Africa, Ghana, Zambia, Tanzania, Senegal and Côte d'Ivoire and in Ethiopia.

## 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

## Namibia FJT Program Study Block

Venue: Hilton Windhoek

Study Block	Modules	No. of Days	Dates
Block 1	Orientation Media Landscape Financial Journalism 1	3	Sept 22 – 24, 2026
Block 2	Data Analysis & Interpretation and Financial Markets	4	Oct 27 – 30, 2026
Block 3	Accounting & Finance	3	Nov 17 – 19, 2026
Block 4	Economics	3	Jan 26 – 28, 2027
Block 5	Financial Journalism 2	3	Feb 23 – 25, 2027
Block 6	Public Policy & Regulation	3	Mar 23 – 25, 2027
Block 7	Environment	3	Apr 27 – 29, 2027
	Graduation		May 20, 2027

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## Application Process

Applications will be reviewed, and places will be awarded on a first-come, first-served basis. 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:

- Electronic copies of tertiary qualification/s
- Proof of completion of the 20-minute online numeracy test to confirm baseline financial acumen.
- Upload a writing sample

## Requirements to Graduate

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](mailto:bmiafjt@strathmore.edu)

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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

Bloomberg Philanthropies, with support from the Stavros Niarchos Foundation, is proud to offer the BMIA Financial Journalism Training program free of charge. This includes tuition, class materials, lunch, and refreshments during Study Blocks.



Accepted participants are required to pay a registration fee of \$250. Participants are responsible for their own transportation and accommodations. Applicants seeking a waiver of the registration fee should contact their country program manager.

## About Bloomberg Philanthropies

Bloomberg Philanthropies invests in 700 cities and 150 countries around the world to ensure better, longer lives for the greatest number of people. The organization focuses on creating lasting change in five key areas: the Arts, Education, Environment, Government Innovation, and Public Health. Bloomberg Philanthropies encompasses all of Michael R. Bloomberg's giving, including his foundation, corporate, and personal philanthropy as well as Bloomberg Associates, a philanthropic consultancy that advises cities around the world. In 2025, Bloomberg Philanthropies distributed \$4.3 billion. For more information, please visit [bloomberg.org](https://bloomberg.org).



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