



Association for the
Development of
Education in
Africa

Former President of Ghana Mr. Kufuor launches ADEA education tool kit and journalism award

Grahamstown, South Africa, July 6, 2010. Former President of Ghana John Kufuor launched an education toolkit published by 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, an initiative which acknowledges the best articles on education in Africa written by African journalists and published in the African press.

The launching event took place on July 6, 2010, at the Highway Africa Conference and the World Journalism Education Congress (WJEC) held at Rhodes University, Grahamstown, near the Southern African city of Port Elizabeth.

Mr. 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. "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.

Mrs Yvonne Chaka Chaka, renowned South African singer and UN ambassador also joined Mr. 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, Mr. 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 the 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

Association for the Development of Education in Africa
African Development Bank (AfDB)
Temporary Relocation Agency
BP 323 – 1002 Tunis Belvédère – Tunisia
Tel.: +216/ 71 10 39 00
Email: t.desruelles@afdb.org web site: www.ADEAnet.org

the sense of African identity among South Africans, among Africans throughout the continent and among the African diaspora worldwide.

ADEA's External Relations Officer, Thanh-Hoa Desruelles, explained that through the Africa Education Journalism Award, which recognizes 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.

Mr. Lawalley Cole, Coordinator of ADEA's Working Group on Communication for Education and Development (WGCOMED), which developed the tool kit, called organizations providing support to education in Africa to sponsor wide-scale printing and dissemination of the education tool kit in order for it to be in every news room, media house, and ministry of education throughout Africa.

For more information on the 6th Edition of the Africa Education Journalism Award go to www.adeanet.org/journalismaward/index.html or write to adeajournalismaward@afdb.org

For more information on the ADEA tool kit, write to Lawalley Cole, Coordinator, Working Group on Communication for Education and Development (WGCOMED), l.cole@afdb.org

ADEA, July 6, 2010.

Press contact:

- **Thanh-Hoa Desruelles**, External relations and communication, ADEA, t.desruelles@afdb.org, Tel in Tunis (Tunisia): +216/ 7110 3432

Association for the Development of Education in Africa
African Development Bank (AfDB)
Temporary Relocation Agency
BP 323 – 1002 Tunis Belvédère – Tunisia
Tel.: +216/ 71 10 39 00
Email: t.desruelles@afdb.org web site: www.ADEAnet.org