



REF. ICD/CCP/...059...2023.
19th April 2023

**TO: General Managers of National Broadcasters and Print Media of AU Member States
Chief Executive Officer, The African Union of Broadcasting (AUB)**

Dear Sir/Madam,

Subject: Celebration of the 60th Anniversary of the OAU-AU on 25 May 2023

The Information and Communication Directorate (ICD) of the African Union Commission (AUC) presents its compliments to the National Media organisations of African Union (AU) Member States and would like to inform that that, on 25 May 2023, the Pan African Organisation will be celebrating its 60th anniversary with activities earmarked to commemorate the historical occasion planned to take place across the African continent by the fifty-five (55) member countries of the AU.

Officially launched in Addis Ababa, Ethiopia on 25th May 1963, the Organisation of African Unity (OAU), now the African Union (AU), has always celebrated the 25 of May as **AFRICA DAY** and 2023 will mark 60 years since the creation and launch of the Union.

African media has an important role to play in shaping the narrative about Africa rising and occupying its rightful position as a key player on the international scene; and as we mark our 60-year journey, the media's role in tracking the continent's progress from the colonial and apartheid era to the Africa of today, is paramount. To that effect, as part of the commemorative activities to celebrate the 60th Anniversary of the OAU-AU, the Information and Communication Directorate of the AU is seeking to collaborate with African media to educate, enlighten and popularise the success stories in the continent in the different socio-economic and political areas. In this regard, the AU Commission through its Information and Communication Directorate would like to kindly request the General Managers and Editors of national media houses to use this opportunity to include into their different broadcasts and publications, historical facts showcasing Africa's journey, its achievement and aspiration since the creation of the OAU-AU in 1963, through the development efforts of their respective countries with the view to better the lives of their population in all sectors.

We urge the National Media to facilitate the programming of discussions and editorial content around thematic issues with resource persons within the government, civil society and academicians amongst others to enlighten and educate the population on the progress made by Africa since the independence of AU Member States as well as showcase major successes, milestones, challenges, and way forward under Africa's development framework, Agenda 2063. (Information on Agenda 2063 and flagship projects can be found <https://au.int/en/agenda2063/overview> and broadcasters requiring high resolution videos for broadcast can contact the ICD).

We also encourage countries whose journalists and content creators are part of the AU Media Fellowship Programs and Networks in different AU activities to include them when assigning tasks for creating content about the 60th anniversary celebration of the OAU-AU as these persons have benefited from trainings and briefings about the work of the African Union. Information about AU Media Fellows is available on www.au.int and from the ICD

Broadcasters are also encouraged to playing AU anthem on all national public broadcast stations along with their national anthems. The AU anthem, in all six official languages is available on the AU website on <https://au.int/en/about/symbols> and broadcast versions be obtained from the ICD. National Print publications can also obtain the lyrics and notations / music sheet for the Anthems from the same link for publication.

The purpose of this communication is therefore to request National Broadcasters and Print Media of AU Member States through their respective national media, to join efforts with the African Union in commemorating Africa's 60 year journey that was envisioned by the pan-Africanist movement that arose to free the continent from the yokes of imperialism, colonialism and apartheid and the successes and opportunities for Africa today and the future envisioned in Africa's Agenda 2063.

For additional information contact:

Mrs. Esther Azaa Tankou, Head of Media and Information, who will facilitate interviews with the AU resource persons. YambouE@africa-union.org
or Tel: +251911361185 (WhatsApp)

Mrs. Wynne Musabayana, Head of Communication and project lead for enquiries on the public awareness campaign MusabayanaW@africa-union.org

Other media enquiries Ms Doreen Apollos, Senior Communication Officer ApollosD@africa-union.org

Sincerely,



Leslie Richer,
Director
Information and Communication

Encl. NV AU Member States Ref: *ICD/CCP/052/2023*

Directorate of Information and Communication | African Union Commission, E-mail: DIC@african-union.org | Website www.au.int | Addis Ababa | Ethiopia

AFRICAN UNION

الاتحاد الأفريقي

UMOJA WA AFRIKA



UNION AFRICAINE

UNIÃO AFRICANA

UNIÓN AFRICANA

Addis Ababa, Ethiopia P. O. Box 3243 Telephone: +251 11 551 7700
Web site: www.au.int

REF. ICD/CCP/.052..2023.

The African Union Commission presents its compliments to the Ministry of Foreign Affairs of the Federal Democratic Republic of Ethiopia and the Permanent Missions of Member States to the African Union, and has the honour to inform that the Commission of the African Union, through the Information and Communication Directorate (ICD), will be running communication campaign to celebrate the 60th Anniversary of the OAU-AU.

This 60th anniversary campaign is being celebrated under the slogan Our Africa Our Future, using the hashtag #OurAfricaOurFuture

The ICD requests the support and participation of Member states in the following:

- Contributions by Embassies of Member States to the African Union, to a social media campaign to showcase the African Unity that went into ending imperialism and the fight against colonialism and apartheid by showcasing individuals, institutions, groupings etc. who played a part in Africa's liberation movements. Member States are requested to:
 - Provide citations about the contributions made by the heroes / persons or groups as these will be used to formulate the messages on social media platforms. (The heroes can be actual fighters in liberation movements, or other citizens in various spheres of life who all contributed in their own way to protest and advocate for the independence of their nation states and other African states).
 - Take into account the AU principle of equal gender representation by showcasing the various roles played by citizens in liberation movements
 - Provide high resolution / good quality images, or video that will be used with the social media posts (The pictures should be captioned i.e. with full name and title of the hero, where they were and when the picture was taken e.g. *Mrs XY, Commissioner of XY in independence negotiations with XX, date..* Where full details are not available, full names and titles will suffice)
- For countries that received the support of the OAU in fighting colonialism and apartheid, the Commission requests a short write up of not more than 250 words on the Union's contribution, accompanied with high resolution captioned pictures or film supporting the narrative
- Use of outdoor static and digital sites as well as advertising space onboard national airlines to showcase messages from the occasion of the launch of the Union in 1963
- The support of Ministries of Communication/ Information and Ministries of Culture and National Heritage to enable the ICD to liaise with national media, museums, and archives to share imagery and footage that can be shared with African Citizens on Africa's history and journey to independence.

The ICD communication officers have been assigned to follow up with embassies, starting from the 11th to the 20th of April so that all material is available for production and campaign can commence on 1st May 2023.

For queries or clarification queries campaign should be sent to Mrs. Wynne Musabayana, Head of Communication at MusabayanaW@africa-union.org cc. Senior Communication Officers Mr. Gamal Karrar GamalK@africa-union.org and Ms. Doreen Apollos ApollosD@africa-union.org

The Commission of the African Union avails itself of this opportunity to renew to the Ministry of Foreign Affairs of the Federal Democratic Republic of Ethiopia and the Permanent Missions of Member States to the African Union, the assurances of its highest consideration.



.....
Addis Ababa, 7 April 2023

To

- **Ministry of Foreign Affairs of the Federal Democratic Republic of Ethiopia**
- **Permanent Missions of Member States to the African Union**
- **Ministries of Information and Communication of AU Member States**
- **Minsitries of Culture and Heritage of AU Member States**