
PRESS RELEASE

Meridian17 | Konrad-Adenauer-Stiftung _ Media Programme Sub-Saharan Africa

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New podcast series “Media in Africa” explores the stories that shape a continent

Johannesburg - How is African media made, funded, and heard; and how does that shape the wider relationship between Africa and Europe? A new ten-part podcast series, **Media in Africa**, brings together leading journalists, editors, media entrepreneurs and narrative-change experts to answer exactly that.

The series is a partnership between Meridian17, the Dutch-South African think-and-do tank working on Africa-Europe business partnership, and the Konrad-Adenauer-Stiftung's Media Programme Sub-Saharan Africa (KAS Media Africa). It launches on 26 August, with the first episode available now as a preview.

Africa's media landscape is changing fast. A young, connected population is consuming and producing news in new ways, while newsrooms grapple with funding pressures, digital disruption and persistent stereotypes in how the continent is covered abroad. **Media in Africa** unpacks these shifts, and what they mean for anyone reporting on, doing business with, or partnering with the continent.

The series is **presented by Georja Calvin-Smith**, the Paris-based journalist and broadcaster who **anchors France 24's daily Eye on Africa** bulletin. With more than two decades in international current affairs broadcasting, and a regular moderator for institutions including the African Development Bank and the OECD, she brings both the journalistic craft and the Africa-Europe fluency the series demands.

Confirmed guests include:

- **Lisa MacLeod**, former Managing Editor of the Financial Times and the first female Vice President of WAN-IFRA
- **Marie Lora-Mungai**, founder and CEO of Restless Global and a leading authority on financing Africa's creative and media industries
- **Stephanie Busari**, award-winning journalist and CNN's Senior Editor for Africa

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- **Moky Makura**, Executive Director of Africa No Filter
 - **Ruud Elmendorp**, Africa-correspondent for the Telegraaf, Voice of America and Deutsche Welle
 - **Mamaponya Motsai**, CEO of Fraycollege of Communications

Kelly Alexander, President of Meridian17: *"The way Africa and Europe understand each other is shaped by media. Businesses and investors, policymakers and the public on both continents rely on independent, high-quality news coverage. This is why, before we can tell any other stories, our first podcast series hands the microphone to those who make our African media or tell the stories about our continent."*

Hendrik Sittig, Director of KAS Media Africa: *"A free, independent and economically viable media landscape is the backbone of democracy in sub-Saharan Africa. This series makes the voices of the continent's leading media practitioners accessible to a broad audience, in Africa and in Europe, and that dialogue is precisely what KAS Media Africa works to foster."*

The first episode of **Media in Africa** is available now as a preview on Spotify, Apple Podcasts, YouTube (www.youtube.com/@meridian17org) and wherever you get your podcasts. The series launches on **Wednesday 26 August**, with **new episodes released weekly**. Highlights will be shared across the social media channels of Meridian17 (@meridian17org on Facebook, Instagram, TikTok and YouTube) and KAS Media Africa (@kasmediaafrica on Facebook, Instagram, LinkedIn and YouTube). The series is produced in partnership with KAS Media Africa; editorial control rests with Meridian17. More information at www.meridian17.org/podcast

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Notes to editors

About Meridian17

Meridian17 is a Dutch-African think-and-do tank working to strengthen business partnership and investment between Africa and Europe. With offices in Johannesburg and the Netherlands, Meridian17 combines research, convening and practical tools to close the “missing middle” in Africa-Europe economic relations. More at www.meridian17.org

About KAS Media Africa

The Media Programme Sub-Saharan Africa of the Konrad-Adenauer-Stiftung, based in Johannesburg, has worked since 2002 to strengthen democracy through free and independent media. The work focuses on four areas: fostering informed dialogue on journalism’s role, supporting initiatives against disinformation, promoting modern journalism education, and expanding regional and international exchange. More at www.kas.de/en/web/medien-afrika

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