



الاتحاد الإفريقي للإذاعات
AFRICAN UNION
OF BROADCASTING
UNION AFRICAINE
DE RADIODIFFUSION
UNIÃO AFRICANA
DE RADIODIFUSÃO



AUB-UAR
MEDIA AWARDS
2026

APRIL 01 -15, 2026

GENERAL PROGRAMME – GENERAL ASSEMBLY / 20TH ANNIVERSARY AUB – APRIL 2026

Theme: AUB, 20 years serving African media: Heritage, innovation, and transformation.

Location: Dakar, Senegal.

Activities will take place over a two-week period.

PART A: Week 1

1. Major launch of press conference with Gambian authorities and the Director General of the Union

2. Institutional and symbolic activities

2.1. AUB Flag-Raising Ceremony in Dakar. This will be a simple ceremony with a few AUB and Senegalese officials.

- Flag raising or display of the logo on air
- Mini-anthem of the AUB + mascot + logo
- Message from Director General, Gregoire Ndjaka (live or pre-recorded)

The ceremony will be covered, edited in the four official languages of the Union, and sent to our African and non-African members for broadcast and made available on our social media and AUBvision.

2.2. Broadcast of a pre-produced radio and TV spot on the theme: “The AUB, a 20-year history”

2.3. Video clip “20 years, 20 seconds”

Recording of a journalist in each of the four official languages of the Union saying:

“20 years of the AUB: one continent, one voice.” (Simple editing done in-house → a final 2-minute clip that will be a hit.)

This clip will be broadcast on our AUBvision platform and our social media channels.

2.4. Production of a special 20th anniversary song for the AUB, either by a well-known artist such as Youssou N'Dour or by the first artist who began working on the AUB anthem.

2.5. Planting of an “African Media Tree” at headquarters in Diamniadio, with a simple sign reading “AUB – 20 years, 2006-2026”.

3. Editorial and media activities

3.1. Special Day “Africa Tells Africa’s Story”

In this section, partner television channels can create dedicated segments for the AUB within their news programmes or specialized shows. Member channels will broadcast:

- Heritage reports

- Portraits of pioneers
- Rare archival footage
- Existing special programs

No new productions → reuse of existing archives.

3.2. Series of micro-documentaries “Voices of the AUB” on the following three themes:

- Former Presidents and Directors-General
- Pioneering female and male journalists representing the 54 African countries
- Early and most impactful partners (Javad, Vamoulke, CMG, FMM, RT...)

1-minute format → simple editing, AUB institutional visuals.

3.3. Community and Collaborative Activities, Social Media Focus:

- Donation Distribution
- Open House Days

3.4. “Voices of Young Africans” — 30-second audio contest

Theme: “My Dream of the AUB”

Young people send a message to AUBVision or our digital platforms.

The best 10 are broadcast on all radio stations and across all our social media networks.

3.2. Online Public Debate (Zoom, Facebook Live, etc.)

Possible Themes:

- Sovereignty of African Media
- The Role of the Diaspora and People of African Descent in Building African Media Identity.

Virtual Panels → no logistical costs.

PART B: Week 2

4. Honorary Activities

4.1. Name the graduating class of journalists trained in The Gambia after a figure commemorating the 20th anniversary (an important person in the history of the AUB, an important event in the history of the AUB, an important place in the history of the AUB, etc.).

4.2. Recognition of staff members for their contribution to the Union's progress (for the gala evening): special AUB decorations + Certificates:

- Director General
- Former Presidents
- Secretaries General

- Pioneering Technicians
- Iconic Journalists

4.3. Launch of the “20th Anniversary Wall,” available both physically and virtually at the AUB headquarters and on our digital platforms:

- archive photos
- major projects
- historical moments
- portraits of individuals who have shaped the Union's history

5. Creative & Digital Activities

Creation of a hashtag for Facebook, LinkedIn, X, Instagram & TikTok: “#AUB20years”

6. Cultural Activities

“African Voices” Evening: Each member country will send a video of a local artist. Their compilation will be used to create a 60-minute concert program with a presenter in each of the union's languages.

APRIL 14 -17, 2026

GENERAL PROGRAMME – GENERAL ASSEMBLY / 20TH ANNIVERSARY AUB – APRIL 2026

Theme: AUB, 20 years serving African media: Heritage, innovation and transformation.

Location: Banjul, The Gambia

Day 1 (14 APRIL 2026) – Sports Activities and Training

06h00 – 09h00 Sports Walk
10h00 – 18h00 Journalist training (ongoing session)
19h00 Dinner

Day 2 (APRIL 15, 2026) – Meeting & Exhibition Match

09h00 Executive Council
16h00 Exhibition football match (AUB Selection vs. Gambian National Selection or Gambian Media Selection)
19h00: Welcome dinner

Day 3 (APRIL 16, 2026) – Ceremonies, Panels & Partner Sessions

08h00 – 09h00 Guest reception and arrivals
9h00 – 09h30 Arrival of officials
09h30 – 11h30 Opening Ceremony



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Speeches by Officials

Union Anthem, Flashback on 20 Years of the AUB (max 1 min 30 sec)

Poem (FR/EN) (3 min)

Artists

Message from Sister Unions

Exhibition Tour

Group Photo

Coffee Break

11h30 – 16h30 Mini-conference, theme: AUB yesterday, today and tomorrow

11h30 - 12h00 Review of the AUB's 20 years Presentation of the AUB DG

12h00-12h15 Sponsorship space Sponsors

12h15 – 13h00 **Panel 1** - New sources of funding: strategic partnerships, sustainable business models... Panel discussion with 3 speakers

13h00 – 13h45 **Panel 2** - Revitalizing exchanges (Exchange platform, co-productions, Cloud, intelligent archiving, Global South partnership, professional mobility, content market) Panel of three (03) people

13h45 – 15h00 Lunch break

15h00 - 15h45 **Panel 3** – Theme: Innovation, Digital Transformation, and Media Power

- Technological Innovation: AI, cloud computing, digital production, infrastructure challenges, and skills
- Digital Transformation: Transition to digital platforms, new uses, and professional training
- Digital Sovereignty: Technological independence, data control, and the role of media in African soft power

Panel of three (03) people

15h15 – 16h00 **Space for Partners** sponsors

16h45 – 16h15 Coffee break

16h15 – 17h00 **Presentation** – Future Projects:

- Creation of IPTV-AUB
- AI Observatory
- Pan-African Radio and Television
- AUB Training Centre

UAR Foundation Against Cancer A presenter

19h00 Dinner



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Day 4 (April 17, 2026) – General Assembly

09h00 – 10h00 SUPER PANEL – Theme: The challenge of sports rights in Africa in the era of rising costs and media transformation

10h00 – 10h15 Partner space Sponsors

10h15– 10h30 Coffee break

10h30 – 13h30 AUB General Assembly (Beginning):

- Activity Report
- Approval of Financial Reports
- Election of New Members...

13h30 – 14h30 Lunch break

14h30 – 16h00 General Assembly (continued and concluded)

- Final Communiqué
- Adoption of the Banjul Declaration on Sports Rights...

16h00 End of activities

19h00 Gala Night:

- Speeches by officials
- Start of the Awards
- Artists
- Poem
- Film celebrating the AUB's 20th anniversary
- Fundraising for the cancer foundation...
- End of the awards