

INFORMATION AND COMMUNICATION DIRECTORATE

MEDIA ACCREDITATION TO THE AFRICAN UNION COMMISSION

APPLICATION GUIDELINES

1. CRITERIA FOR AFRICAN UNION MEDIA ACCREDITATION

1.1. Accreditation Requirements

All journalists applying for accreditation to the African Union Commission must submit proof that they represent a bona fide media organisation as follows:

- 1.1.1. Letter of assignment on official letterhead of a media organisation from the Publisher/Assignment Editor or Bureau Chief, addressed to the Information and Communication Directorate (ICD), African Union Commission. It should specify the name and functional title of the journalist and the period for which accreditation is sought at the African Union.
- 1.1.2. On application, journalists will be required to submit the following supporting information:
 - 1.1.2.1. **Radio & Television** - recordings of six (6) reports broadcast within the last 12 months. Files can be uploaded or sent in a compressed format or links where reports can be viewed online should be provided.
 - 1.1.2.2. **Print Media** – six (6) by-lined articles published within the last 12 months as well and a copy of the publication. Links where the reports can be viewed online should be provided if available.
 - 1.1.2.3. **Photographers** - six (6) original tear sheets and photos with credits of the issuing organisation or six (6) recently published articles with their by-line for online media) within the past 12 months
 - 1.1.2.4. **Independent Broadcast or Film Companies**, a letter from a broadcast organisation or film distribution firm which intends to air the work or provide distribution services for the said film.
 - 1.1.2.5. Journalists already accredited to the AU will need to provide the reports above specific to coverage of the activities of the African Union for accreditation renewal to be considered.

1.2. Online media must meet the following requirements:

- 1.2.1. The web publication must belong to a registered company, such as a media organisation, and have a specific, verifiable non-web address and a telephone number.
 - 1.2.2. The online journal requesting accreditation for its correspondent must have a substantial amount of original news content or commentary or analysis on the African Continent, the African Union and international Issues.
 - 1.2.3. An archival search and retrieval mechanism, which clearly indicates the date of original publication on the website, is required in order to satisfy the on-line publications fulfilment of this requirement.
 - 1.2.4. If the web site is new, the applicant seeking accreditation must provide the latest data about visitor traffic or other relevant material (press citations, etc.). The applicant must have an established record of having written extensively on African Union, African continent and international issues.
 - 1.2.5. The website must be updated regularly
- 1.3. **Freelance Journalists:** Freelance journalists, including photographers, must provide clear documentation that they are on assignment from a specific news organisation or publication. A valid assignment letter from that news organisation, or publication, is required.

2. MEDIA ACCREDITATION PROCESS

N.B: Documents should be submitted in one of the AU official working languages (English, French, Arabic or Portuguese)

- 2.1. Journalists, should apply for accreditation by submitting the following material:
A Completed media accreditation form <https://au.int/en/media/accreditation>
 - Letter of assignment from the media house
 - Two passport size photos
 - Host country residence ID and valid passport copy
 - Media personnel who are not citizens of the host country where the AU event is taking place must confirm their right to work as a journalist by submitting an authentic press ID from the relevant issuing authorities.

- The accreditation documents should be submitted to the Information and Communication Directorate as follows:
 - Email scanned documents in PDF format to:
 - media@africa-union.org & dic@africa-union.org
 - By Post / Hand delivery: DIC 5th Floor, NCC Building, African Union Commission, Roosevelt Street W21K19, Old Airport Area, Addis Ababa, Ethiopia (P.O. Box 3243 Addis Ababa Ethiopia)
 - Online Submission <https://au.int/en/media/accreditation>. Applicants applying for accreditation through the online service will receive a notification on receipt of their application.
- 2.2. Upon successful submission of the required documents an e-mail confirmation to accredited journalists will be sent through media@africa-union.org.
- 2.3. Upon receipt of the e-mail confirming granting of AU accreditation, journalists can obtain their press ID at the following location:
➤ AU Media Center, located in the AU NCC building, Mezzanine Floor. Monday to Friday from 9:00am to 4:00pm. Telephone: 251-115182014 or 0911-630631
- 2.4. When picking up the press ID journalists must present the original assignment letter, professional press ID and two passport size photo.
- 2.5. Accreditation will only be given on proof of a track record of reporting for media organisations on African Union affairs.
- 2.6. Applications are considered on a case-by-case basis and the decisions of the Information and Communication Directorate are final.
- 2.7. The Information and Communication Directorate reserves the right to deny or withdraw accreditation of journalists from media organisations:
- i. Whose activities run counter to the principles of the Constitutive Act of the African Union,
 - ii. Who abuse the privileges of accreditation,
 - iii. Act in a way not consistent with the principles of the Organisation or established journalism ethics and standards.

3. RENEWAL OF PRESS ID

The AU press ID is subjected to be renewed annually. Renewal is based on a yearlong satisfactory coverage of African Union affairs. Journalists will be required to submit record of coverage as well as a valid license or accreditation letter for renewal of their AU Press ID.