



Program: AI, Newsrooms and African Women Journalists

Call for Trainees

Organization: African Women in Media (AWiM)

Location: Remote | Language: English

Application Deadline: 17 April 2026

African Women in the Media is an international non-governmental organization with the aim to positively impact the way media functions in relation to African women. Our members are African women from a diverse range of media backgrounds. Our vision is that one-day African women will have equal access to representation and opportunities in media industries and media content. African Women in the Media (AWiM) aims to contribute to the creation of enabling environments for African women who work in media industries, and to change the way African women are represented in media content. It does this through knowledge of production, training and partnerships.

Summary

AWiM's recently concluded research report on the gendered impact of artificial intelligence within African newsrooms, highlights how technological adoption intersects with existing social inequalities. Through interviews, focus groups, and surveys, the study reveals that women often perform invisible labour by teaching themselves AI tools despite a lack of formal organisational support. The findings identify significant technological trust gaps and safety concerns, noting that AI can reinforce sexist stereotypes or increase the risk of online harassment for female journalists.

To address these issues, the report proposes gender-responsive policies and the creation of specialised capacity building and training initiatives to foster technical leadership among women. Ultimately, the work advocates for localised AI integration that prioritises ethical standards and authentic storytelling while protecting the professional integrity of journalists.

Training Goal: Drawing on the research, the capacity-building initiatives are designed to move AI adoption from a fragmented, individual-led process to a structured, institutionalised, and gender-responsive framework.

Specific Objectives:

1. Information Literacy- To disseminate the findings of the research report and raise awareness on the gendered impact of AI within African Newsrooms.
2. Capacity Building- To strengthening technical internal and external capacities to foster technical expertise among women in media and foster use and adoption of the guidelines on the ethical and responsible use of AI in Newsrooms.

AWiM is therefore calling for trainees to be part of a six-week intensive and immersive training on the following three training courses;

1. Gender-Responsive AI Policy and Leadership



This training involves capacity-building for **media managers and executives** to develop and implement formal, gender-sensitive AI governance frameworks. As AI begins to automate editorial decisions and content distribution, there is a significant risk of reinforcing glass ceilings and historical gender biases. This training empowers executives to view AI as a management challenge that requires a gender-sensitive lens to ensure the newsroom remains inclusive and equitable.

Participants will engage in high-level strategic planning, focusing on the creation of robust "Gender-AI Integration Roadmaps." The curriculum will guide leaders through the complexities of algorithmic transparency and the ethics of automated hiring or promotion tools. By the end of the course, managers will be equipped to implement formal policies that protect against gender-based discrimination in both the content produced by AI and the internal workplace structures governed by it.

Beyond policy drafting, the course will emphasise the role of leadership in "futureproofing" the careers of female staff. It will provide frameworks for reskilling and ensuring that women are represented in the decision-making committees that select and deploy newsroom technology.

2. Cultural Localisation and African-Centric Design of AI tools

Most mainstream AI models are trained on datasets that heavily favor Global North perspectives, languages, and cultural norms. This course is designed to disrupt that trend by training African journalists to become architects of their own digital tools. It explores the "digital sovereignty" of African media, focusing on training journalists to develop and use localised AI tools that account for local dialects, proverbs, and social sensitivities.

The training transitions from theory to practical application, focusing on the adaptation of Large Language Models (LLMs) for the African context. Journalists will learn to work with "Low-Resource Language" datasets, exploring how AI can be used to preserve and promote indigenous languages in news reporting. This involves understanding the technical limitations of current tools and finding innovative "human-in-the-loop" workarounds to ensure accuracy in local reporting.

Ultimately, this course aims to produce a generation of media practitioners who can demand and build AI that reflects their audience's reality. By mastering African-centric design, journalists will be able to create hyper-local content that resonates more deeply with their communities, ensuring that the transition to AI-driven media does not result in the homogenization of African stories.

3. AI Literacy and Technical Mastery for women in media

This is a high-intensity, technical "deep dive" designed to close the digital skills gap for women in media. This course focuses on high-level competency in prompt engineering, where participants learn to use "Chain of Thought" and "Iterative Feedback" techniques to turn AI into a sophisticated research and investigative partner.

The curriculum is structured around the data lifecycle—from raw data collection and annotation to final output verification. Trainees will gain hands-on experience in "Prompt-based Programming" and data curation, skills that are becoming essential for editorial leadership in the 21st century. The training moves



beyond simple text generation to include the use of AI for complex data visualization, audio-to-text forensics, and automated fact checking against trusted databases.

Training Delivery

All three courses will be delivered **online** via self-paced learning on **AWiMLearning** coupled with weekly **live sessions on Zoom/Teams** for four-six weeks. This hybrid model balances the flexibility of self-paced technical modules with the rigor of weekly live interactions between the trainees and the trainer. The live sessions allow for real-time troubleshooting and collaboration where participants solve newsroom-specific problems using AI. The goal is to move beyond basic literacy into true technical mastery, positioning women to lead AI departments and innovation labs within their organizations.

Eligibility Criteria

To be considered for the **AI, Newsrooms and African Women Journalists** training, applicants must meet the following strict criteria:

Professional Experience & Identity

- **Gender:** You must identify as a female journalist.
- **Experience:** You must have a minimum of three years of professional experience in journalism.
- **Specialization:** You must have a specific track record of reporting on AI-related issues.
- **Language:** You must be fluent in both written and spoken English.

Institutional Affiliation & Support

- **For Staff Journalists:** You must be currently employed by or affiliated with a media organization and provide written approval from your editor to participate.
- **For Freelancers:** You must identify at least one media organization committed to publishing the content you produce during this project. A letter of support and intent to publish from that organization is required upon selection.

Project Pitch (Mandatory)

You must submit a **story pitch (maximum 150 words)** that you will develop using the technical skills gained during the training. Your pitch must meet these standards:

- Your story pitch must focus on the intersection of Artificial Intelligence and Journalism, specifically addressing one of the following areas:
 - The Gendered Impact of AI: Investigating how AI adoption in African newsrooms creates or bridges gaps for women, such as the "invisible labour" of self-teaching or gendered safety concerns like online harassment.
 - Algorithmic Bias & Representation: Analysing how AI tools might reinforce sexist stereotypes, glass ceilings, or historical biases in editorial decisions and content distribution.
 - Cultural & Linguistic Localisation: Exploring the use of AI in "Low-Resource Languages," indigenous language preservation, or the challenges of using Global North AI models in an African context.



- AI Ethics & Governance: Focusing on the need for gender-responsive policies, algorithmic transparency, or the ethical use of automated tools for hiring and promotion within media houses.
 - Technical Mastery & Innovation: Reporting on the transition from basic AI literacy to technical leadership, such as the use of prompt engineering, audio-to-text forensics, or automated factchecking in investigative journalism.
 - Violence Against Women and Girls (VAWG): While the technical focus is AI, your pitch must use these AI lenses to tell a story related to violence against women and girls.
- **Originality:** The work must be original and not a reprint.
 - **Core Components:** The pitch must clearly define your angle/thesis, the form (e.g., essay, interview, criticism), the expected word count, and your deadline.
 - **Writer's Background:** You must explain why you are the right person to cover this specific story.

Commitment to Participation

- **Full Completion:** If admitted, you must commit to all pre, during, and post-training activities.
- **Duration:** You must be available for the full four-to-six-week hybrid program, including self-paced modules and weekly live sessions.
- **Adherence:** You must follow all guidelines and professional expectations set by African Women in Media (AWiM).

Applicants must register for the training by filling in the [form here](#).

Important Note: African Women in Media (AWiM) **does not charge any fees** at any stage of the application or training process