



# Africa Media Mastery

Prepared By:

Samson Adeleke

International Journalist

| Media Trainer

**Speak facts,  
not fear. Be a  
journalist of  
integrity.**





Equipping Africa's Next Generation of  
Digital Storytellers

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# **PROPOSAL**

## New Media Training

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+2348128422499

AfricaBroadcastingAcademy.com

Info@africabroadcastingacademy.com





# Introduction

In the rapidly evolving media landscape, producing captivating, reliable, and prompt content has become imperative. The need for effective, practical media training, ranging from mobile journalism to strategic storytelling, has reached unprecedented levels.

With over two decades of experience in media and a decade spent narrating Africa's stories through journalism, I have consistently delivered content across various African nations for esteemed media outlets such as:

CGTN / TRTWorld /Africanews/ Channel /BBC/ Deutsche Welle (DW)



# Why This Training Matters

Today, organisations, government agencies, and individuals alike are expected to tell their own stories, shape their narratives, and engage audiences directly. Achieving this requires more than theory—it demands practical, hands-on skills that deliver real impact.

A world-class media school where leading professionals will train the **NEXT** generation in:

- Journalism & Broadcasting
- New Media & Mobile Reporting
- Video Production
- Freelance Broadcast Strategy
- Presentation & Storytelling
- Modern Scripting

KICK START YOUR JOURNALISM CAREER

Contact information: +234 803 021 1452, +234 803 498 602, +234 803 498 670 | [africabroadcastingacademy.com](http://africabroadcastingacademy.com) | [info@africabroadcastingacademy.com](mailto:info@africabroadcastingacademy.com)

- Mobile Journalism (MoJo) – Filming, editing, and publishing directly from mobile devices
- Content Creation for Digital Platforms – Tailoring content for YouTube, Instagram, TikTok, Facebook, and LinkedIn
- Africa-Centric Storytelling – Crafting authentic narratives that resonate locally and globally
- Scriptwriting & Presenting – Turning raw facts into compelling stories
- Video Editing & Post-Production – Producing high-quality videos efficiently
- Social Media Strategy for News & Corporate Communication.



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# Training Objectives

The program will enable participants to:

1. Produce professional-grade videos using minimal equipment.
2. Tell impactful stories that engage target audiences.
3. Improve team efficiency in content creation and publishing.
4. Develop confidence in on-camera presenting and interviewing.
5. Adapt traditional communication skills to the fast-changing digital media landscape



# Target Audience



**This training is ideal for:**

- Corporate communications teams
- NGO media officers
- Government information units
- Journalists and newsroom staff
- PR and marketing departments
- Development project teams
- Content creator



# Training Formats



**We can tailor delivery to your needs:**

- Intensive Bootcamp – 2–5 days of immersive, hands-on training
- Ongoing Mentorship – Weekly/Monthly sessions for skills development
- Custom Corporate Workshops – Aligned to your specific communication goals



# Trainer's Profile



Samson Adeleke is a Digital Video Producer and Journalist with over 20 years of experience and more than 1,000 productions for international broadcasters and private organisations. For the past decade, he has freelanced for BBC World Service, CGTN, VOA and Deutsche Welle (DW), specialising in human interest stories, documentaries, TV commercials, and breaking news.

Known for creativity, innovation, and reliability, Samson combines African storytelling expertise with hands-on technical skills in shooting, scripting, and editing. He has trained journalists and content creators across Nigeria, Kenya, Ghana, Benin Republic, and beyond—both in-person and online—using a practical, case-study-based approach that delivers skills participants can apply immediately.