

Safrea and AFJK announce alliance to advocate for media freelancers of Africa

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The Southern African Freelancers' Association (Safrea) and the Association of Freelancer Journalists Kenya (AFJK) have announced the launch of the Alliance of African Media Associations (AAMA), a cooperative partnership that acts to support the rights, skills and general recognition of media practitioners in Africa.



“On a continent where political unrest is prevalent, economies are struggling and objective news is challenged, media freelancers need to feel supported,” says Safrea Chair Laura Rawden. “With this partnership, we hope to provide resources and encouragement to Africa’s media professionals and promote a robust freelance industry.”

This partnership between Safrea and AFJK’s established executive structures allows for open communication, strategy planning and resource sharing. The AAMA will develop out of the coordination of common interests from both parties; however, the collaboration will not hinder the individual identity and constituency of each organisation.

The AAMA aims to better connect African media organisations and streamline efforts to promote freelancing through legislation and industry standards. Attention will also be paid to the plight of African journalists, throwing the spotlight on cases of media censorship, rights abuses and other infringements.

“True collaborations are the ones that will help us achieve that goal of having the pleas of journalists heard,” says AFJK President Winnie Kamau. “This one collective voice is needed.”

Safrea and AFJK hope to promote advocacy and create a professional platform throughout Africa that includes like-minded organisations. Those interested in joining the AAMA partnership or learning more should contact Bruce Cooper (admin@safrea.co.za) at Safrea in South Africa or Winnie Kamau (kamawinnie@gmail.com) with AFKJ in Kenya.

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Safrea



Safrea is the Southern African Freelancers Association. We provide advocacy, support and resources to freelancers in the media and communications industry, and provide tools, training and networking to freelance professionals.

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