

Press Release  
No Embargo

10 November 2009

**USA for Africa recognises the outstanding work of The Mohamed Amin Foundation in training African media students and has pledged their support by launching the USA for Africa /We Are The World Scholarship Programme**

When the first footage of the Ethiopian famine victims appeared on television back in 1984, it touched the conscience of the world. Across the continents, viewers in different countries – communicating in different languages - shared a common outrage at the plight of fellow human beings. Famed Kenyan Photo Journalist, Mohamed Amin, shot the footage that generated these reactions.

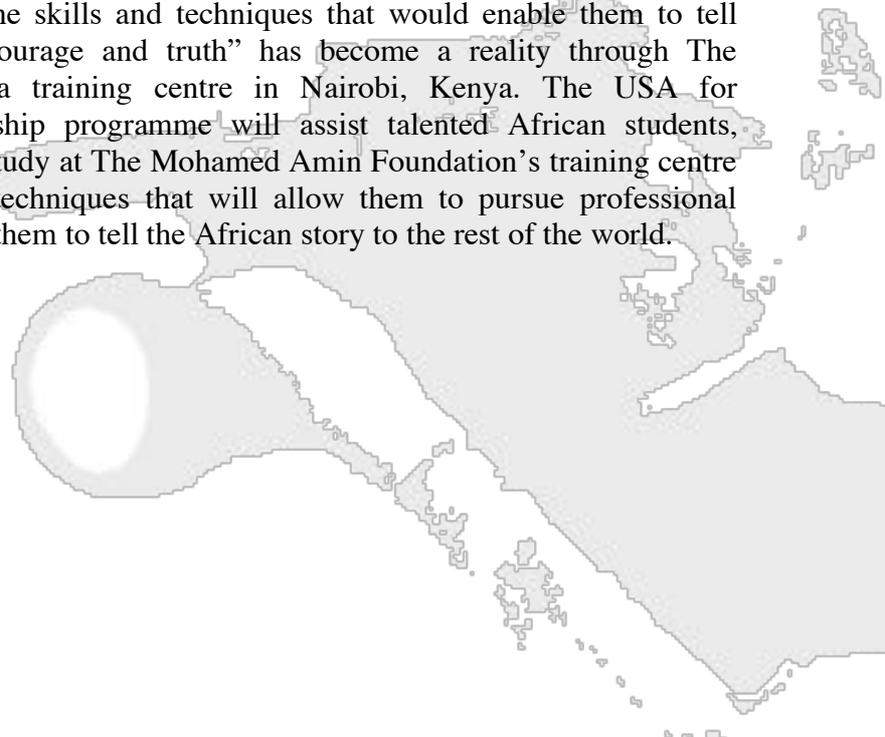
Thanks to the motivation and the desire to do something that was expressed by Harry Belafonte, along with other artists, who also saw the footage, the seeds were planted that lead to the creation of United Support of Artists for Africa (USA for Africa) and the recording of *We Are The World*. Both the organization and the song will be 25 years old in January 2010.

*We Are The World* went on to sell more than 7 million copies and USA for Africa received more than \$60 million dollars since its inception. As USA for Africa prepares to meet this 25-year milestone, the Board of USA for Africa has approved the creation of the USA for Africa/*We Are The World* Scholarship programme for study at the Mohammed Amin Foundation Media Training Centre. This scholarship is an excellent way for USA for Africa to acknowledge the importance of what Mo Amin did some 25 years ago and the need to have capable journalists like Mo Amin for the future.

The Mohamed Amin Foundation was formed in 1998 with the mission of raising the standards of communication in Africa. Mo Amin strongly believed that the African story needed to be covered and told by African journalists and filmmakers. His dream of a centre of excellence “where young Africans could learn the skills and techniques that would enable them to tell African stories in the tradition of courage and truth” has become a reality through The Mohamed Amin Foundation’s media training centre in Nairobi, Kenya. The USA for AFRICA/*We are the World* scholarship programme will assist talented African students, regardless of their financial status, to study at The Mohamed Amin Foundation’s training centre where they will gain the skills and techniques that will allow them to pursue professional careers in the media industry and help them to tell the African story to the rest of the world.

**the directors**

tel: +254 20 434 9280 • fax +254 20 434 9280  
p o box 45048 • nairobi 00100 • kenya  
mofo@iconnect.co.ke • website moforce.com  
ngo kenya • reg no. OP.218/051/9956/1453



The USA for AFRICA/*We are the World* Scholarship programme is requesting other donors and individuals to join the programme and to help The Mohamed Amin Foundation equip an even greater number of young African media students with the skills and techniques required to tell the African story to the world in a professional and compelling way. [www.MoFORCE.com](http://www.MoFORCE.com)

Donations made in the USA are Tax Deductible through the Friends of The Mohamed Amin Foundation, a US 501(c)(3) registered public charity. Complete scholarships can be sponsored at the cost of USD 12,000 per annum. Individuals can also make smaller contributions into the USA for Africa / *We are the World* scholarship fund that collectively will form scholarships.

The Friends of The Mohamed Amin Foundation has an independent board of prominent US citizens from the fields of media, media education, business and law. The board donates their time on a pro bono basis to insure that all donations go directly to the training centre for the purpose they were intended to support.  
END

### **NONDISCRIMINATORY POLICY**

The Mohamed Amin Foundation's African Television & Film Training Centre admits students of any race, colour, national origin and ethnic origin to all the rights, privileges, programs and activities generally accorded or made available to students at the Training Centre. It does not discriminate on the basis of race, colour, national origin or ethnic origin in administration of its educational policies, scholarship programs and other Training Centre administered programs.

### **About The Mohamed Amin Foundation:**

The Foundation was founded in 1998 by Salim Amin, David Johnson and Christel de Wit, to honour the late Mohamed 'Mo' Amin, photo-journalist extraordinaire, by training media students to attain international standards in television journalism and film production. Africans must be able to deliver African stories to the world in a dynamic and compelling fashion. To accomplish this aim, the Foundation currently runs the following projects:

**MoFORCE Training for Television and Film** a hands-on internationally recognised training centre that offers a 3-year training programme in all aspects of Television and Film Production. The Training Programme is unique in its outcomes based curriculum and can rightfully claim to be the only Training Centre of its kind on the African Continent. MoFORCE Training has received many National and International Awards for its student journalism, films and documentaries.

***Polar meets Solar*** - an annual international student cultural exchange and filmmaking workshop between young film students from Kenya, Finland and India. This project, started in 1999, helps broaden the perspectives of media students. The short films produced during the past 11 workshops have won several international awards.

**The HATUA TV Talk Show** - a Human Rights television show produced by the students of the training centre. Currently in production for season 5, the show is broadcast nationally in prime time and has attracted a TV viewer ship of over 4 million people. [www.MoFORCE.com](http://www.MoFORCE.com)

### **For Further Information:**

David Johnson & Christel de Wit  
Directors  
The Mohamed Amin Foundation  
P O Box 45048, Nairobi 00100 Kenya  
Tel: +254-20-4349280  
Cell + 254-723488894  
Email: [mofo@iconnect.co.ke](mailto:mofo@iconnect.co.ke)

