For decades, Africa’s growth has been driven by oil and natural resources. An entire continent has been transformed into a playground for competing geopolitical interests — seldom to the benefit of its own people. East Africa has so far been exempt from this so-called ‘resource curse.’ But for how long?

Enormous reserves of oil, natural gas and minerals have been discovered across the region. More is to come. The future of Kenya, especially, will be shaped by the new energy and mining bonanza — for good or, if mishandled or misunderstood, abiding social ill. Even before resource revenues begin to flow, fundamental issues of social equity, public benefit, environment, and commercial and political competition will become the focus of increasingly intense public debate.

That debate will be shaped by the media. It is therefore essential for key reporters and editors to understand the energy and mining industries and their complex dynamic, in order to intelligently and accurately report and analyze these vitally important trends and business developments.

GSMC brings together a world-class team of distinguished guest lecturers, each a globally recognized expert in the field. Michael Peel is Asia regional editor for the Financial Times and author of *A Swamp Full of Dollars: Pipelines and Paramilitaries at Nigeria’s Oil Frontier*, drawn from his many years covering the politics and economics of oil in West Africa. He will be joined by Jenny Luesby, formerly of the Financial Times and CEO of the mining news service, MineWeb. Together, they will walk journalists though the intricacies of the extractive industry, with a particular focus on oil.

**Learning objectives**

After this five-day course, you will possess:

- A broad and comprehensive understanding of the oil and natural resources industry.
- The ability to understand and write knowledgeably about business and political developments affecting the resource industry, globally and locally.
- A familiarity with the key players in the field, commercial and governmental, and how they interact.
- A working knowledge of the social, environmental and regulatory issues reshaping the industry.
- A network of sources and mentors you can count on in reporting and editing your stories.

**Who should apply?**

This is an advanced course aimed at business editors, reporters and investigative reporters seeking expertise in this new and all-important field. This course is essential for those seeking to become beat energy or mining reporters and for community activists and NGO directors who recognise the importance of the public issues at stake.

**About the facilitators**

Michael Peel [http://www.michaelpeel.co.uk](http://www.michaelpeel.co.uk) is Asia regional editor for the Financial Times and author of *A Swamp Full of Dollars: Pipelines and Paramilitaries at Nigeria’s Oil Frontier*. He has
worked with the Financial Times for more than 15 years, from Africa to the Middle East; during that time he reported on both important countries and big themes, among them oil, international corruption and governance. He lives in Bangkok.

**Jenny Luesby**, a former Financial Times journalist for nine years, was previously a writer and analyst for The Economist Intelligence Unit and BBC World Service, specialising in economic reporting of OECD countries, Africa and the Middle East. She has a master's degree in African economics and politics from the School of Oriental and African Studies, London University and is author of the business writer's handbook, The Word on Business, published by Financial Times/Prentice Hall.

**Course outline**

<table>
<thead>
<tr>
<th>TIME</th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
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<tbody>
<tr>
<td>9:00-10:30</td>
<td>Mining industry – the winners and losers</td>
<td>Processing, the environment, health and safety</td>
<td>Mining regulatory issues</td>
<td>The oil industry business model – who gets what and why?</td>
<td>The question kit</td>
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<tr>
<td>10:30-11:00</td>
<td><strong>COFFEE &amp; TEA BREAK</strong></td>
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<td>11:00-12:30</td>
<td>Prospecting – a numbers game</td>
<td>Mining service industries</td>
<td>Local mining speaker</td>
<td>Determining good or bad oil and gas prospects – those that soar and those that underperform</td>
<td>Press conference with government minister and oil executive</td>
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<td>12:30-13:30</td>
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<td><strong>LUNCH</strong></td>
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<td>13:30-15:00</td>
<td>Mining juniors and fund raising – Canada, London, Australia, Jo’burg</td>
<td>The commodity markets</td>
<td>Oil as the driver of capitalism and a national transformer</td>
<td>Environmental and social impact – who has escaped the curse of oil?</td>
<td>The changing energy resource outlook and its implications – the rise of unconventional oil</td>
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<tr>
<td>15:00-15:30</td>
<td><strong>COFFEE &amp; TEA BREAK</strong></td>
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<td>15:30-16:30</td>
<td>Key milestones for investors: understanding the outlook and future</td>
<td>Mining/commodity geopolitics and the drivers of pricing</td>
<td>How the oil industry is structured in global oil flows and players</td>
<td>Case studies: oil gone right, and oil gone wrong</td>
<td><strong>Closure and feedback</strong></td>
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**Fee**  
US $1500 (covers tuition and meals for the five-day course)

**Requirements**  
Applicants must have:  
- Basic business journalism skills and/or an understanding of business.  
- Basic computer literacy and skills.  
- Proficiency in English.

**Additional information**  
- Parking is available onsite.  
- Lunch plus morning and afternoon tea are provided.  
- Certificates will be issued for attendance and participation in this course.

**How to apply**  
For an application form please visit [akumedia.aku.edu](http://akumedia.aku.edu).