

The actions of the communication department of the African Judo Union for the year 2019 and 2020 focused on enhancing the activities and performances of our judokas on African soil and also on the international scene. This structure put in place favored teamwork between the different directors of the AJU to carry out the action plan which has as its objective; media coverage of all AJU events and activities. In its strategy, the communication department of the African Judo Union also had the mission of enhancing the image and notoriety of the AJU.

WELL STRUCTURED DEPARTMENT

Almost all of the African Judo Union's action was broadcast live or received coverage throughout the event. The various departments in particular, Education and Coaching, Arbitration among other collaborators including IT had a major role; since our mission was all to highlight and highlight the activities of the African Judo Union and the judokas of the African continent.

Therefore, the development of a communication plan for the projects instituted by the AJU, whose training campaigns in several regions of Africa have gained momentum and are working very well. The federations also react and collaborate on the social networks of the AJU and also on the web page (multimedia) which is very popular because all the information is reflected there.

MEDIA COVERAGE

The communication platform covered a variety of online events including the World Judo Championships in Tokyo in 2019, where the emphasis was on the large number of African fighters who had made the trip and the good performances recorded during this large-scale competition. African judokas received coverage on the Facebook page and on the WEBSITE where all matches and results were posted and published to provide dynamic and proactive coverage to all those thousands of judo followers who follow the communication online.

COVID

The Covid-19 has turned everything upside down on a sporting level. The cancellation of the various regional, continental and international judo competitions was a very difficult moment for judo. Despite everything the International Federation and the African Judo Union managed the situation by communicating with the athletes and leaders on health protocols to take no risk. The African Judo Union following the recommendations of the IJF adapted to the situation and continued activities after a moment of hiatus. There was the adjustment period and the resumption



of competitions was well underway and all measures have been taken to secure the practice of sport.

But nothing was left to chance, communication played a big role in educating all athletes about their health behavior during the pandemic.

The strategy is well-defined teamwork. Social networks in this case the Facebook page and the dynamic website continue to give more visibility to African judokas during this period of pandemic. All information was posted on social media and the AJU's website.

While COVID was in full swing and all countries were paralyzed, the AJU used the zoom platform to hold meetings and the AJU was able to move several issues and make decisions in this difficult period for the good progress activities.

MISSION

The communication department of the AJU in its mission to enhance image and performance has developed several strategies to highlight the activities of the African Judo Union and also the activities of the International Judo Federation.

The observation has been clear in recent years, there is a greater number of activities on the continental and international calendar and everything is reflected in the news of the AJU. It should be noted that most judo competitions and other AJU events are broadcast live, which allows a large number of people to follow the activities on the multimedia sites.

The African judokas who rub shoulders with the greatest of world judo at major competitions improve their performance on the international stage and the role of the communication department is to highlight these athletes and their federations who do a huge job to produce champions.

It should be noted that a large majority of federations and also judokas on African soil and elsewhere are connected to the Facebook page to strengthen good communication among the great family of world judo.