



DRAFT PROGRAMME

**NEPAD-CAADP MEDIA SENSITISATION WORKSHOP
6TH - 7TH NOVEMBER 2008**

**Protea Hotel, Midrand
South Africa**

Day 1: 6th November 2008:

Registration **8:30am**

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| Official Opening Ceremony | 09:00 - 10:00 |
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- Welcome remarks by: Prof. Richard Mkandawire - Head, NEPAD Agriculture / CAADP
- Remarks from IFPRI: Michael Rubistein, Media Department, IFPRI

Prof. Richard Mkandawire - Head, NEPAD Agriculture / CAADP invites Acting CEO NEPAD Amb. Willoughby Olukorede to Officially Open the Ceremony and to make an Opening Statement

- Opening Statement by: Amb. Willoughby Olukorede - Acting Chief Executive Officer, NEPAD Secretariat

GROUP PHOTOGRAPH

Tea Break **10:00 - 10:15**

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| Session 1: Introductions | 10:15-11:15 |
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- Administration issues, info-packs and the programme: NEPAD Sec
- 5 minute introductory briefs from each of the media representatives: background, organization and specific expectations from workshop

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| Session 2: NEPAD/CAADP and the African Development Agenda: | 11:15-12:45 |
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Chairperson: Dr. Andrew Kanyegirire: CAADP Communications Mgr

- The NEPAD Framework - Processes, Challenges, Priorities, Opportunities and the African Development Agenda: Mr. Gengezi Mgidlana
- The CAADP Framework, Agenda and African Development: Prof. Richard Mkandawire, Head-NEPAD Agriculture / CAADP
- Nutrition in advancing the Millennium Development Goals: Ms. Boitshepo Bibi Giyose, Senior Advisor, Food and Nutrition Security

Discussion/ Question and Answer Session

Lunch Break

12:45 - 14:00

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| Session 2: Reporting Agriculture, NEPAD-CAADP and the African Development Agenda1 | 14:00 - 15:30 |
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Chairperson: Ms. Boitshepo Bibi Giyose, Senior Advisor, Food and Nutrition Security

- The AUC Communications Strategy: Ms. Sihem Kefi, African Union Commission - Department for Communication and Information
- Some considerations on the role of African Journalists in Communicating NEPAD-CAADP: Dr. Andrew Kanyegirire, CAADP Communications Mgr
- Reporting on CAADP in the COMESA region: Ms. Carol Jilombo - CAADP Communications Mgr, COMESA
- Reporting on Agriculture Oriented Issues: An Insider/Outsider Perspective: Mr. Nondo Bwalya, Ministry of Tourism, Zambia.

Discussion/ Question and Answer Session

Tea Break

15:30 - 15:45

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| Session 3: Agriculture Journalism Showcase 1 - Different Approaches | 15:45 - 17:30 |
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Chairperson: Mr. Eric McGaw, Head of Communications, AGRA

- Key In-depth remarks on Specific Country/Regional experiences on Reporting Agriculture: challenges, outlook, opportunities

Ms. Menesiah Muinjo - Namibia
Mr. Joshua Kato - Uganda
Mr. Michael Anane - Ghana
Mr. Ahmed El Sayed Ahmed - Egypt
Ms. Nozipho Ndiweni - South Africa

Evening Reception / Cocktail

18:00

Day 2: 7th November 2008

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| Session 1: Reporting Agriculture, NEPAD-CAADP and the African Development Agenda2 | 09:00 - 10:15 |
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Chairperson: Mr. Etim Imisim, This Day, Nigeria

- Achieving an African Green Revolution: Mr. Eric McGaw - Head of Communications, AGRA
- Communicating NEPAD-CAADP from the stand-point of a Public Relations Practitioner: Mr. John Kaninda
- Communication for Development (C4D) and the experiences of <http://www.c4d.org>: Ms Jemaiyo Chabeda, Communications Officer UNEP-C4D

Discussion / Question and Answer Session

Tea Break

10:00 - 10:15

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| Session 2: Agriculture Journalism Showcase 2 - Different Approaches | 10:30 - 12:30 |
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Chairperson: Ms. Nozipho Ndiweni, No Line Communications

- Reporting Agriculture - A conceptual and practical approach: Mr. Michael Rubinstein, IFPRI
- 5 minute presentations / briefs from each (or in group reviews) of the media representatives on their existing stories on agricultural oriented issues
 - (a) topics, sources, relevance / why these issues, audience feedback, what are the writing / broadcast styles, design and photography considerations

Lunch Break

12:30 - 14:00

Session 3: Agriculture Journalism Showcase 3 - Different Approaches 14:00 - 15:30

Chairperson / Facilitator: Mr. Michael Rubinstein, IFPRI

- 10 more key things on reporting CAADP - Dr. Andrew Kanyegire, CAADP Communications Mgr

- 5-10 minute presentations / briefs from each (or in group reviews) of the media representatives on their CAADP write-ups
 - (a) thoughts on CAADP - what works, what is not clear, why?
 - (b) general reviews of write-ups on CAADP
 - (c) in light of the workshop proceedings what are the lessons learned to date in terms of - sources (regional, national and global), potential topics
 - (d) what are the challenges
 - (e) how can they be overcome
 - (f) what capacity issues do you think can be dealt with by NEPAD-CAADP when it comes to reporting agriculture issues?
 - (g) how can NEPAD-CAADP play a more pro-active in keeping you posted on key activities?

Tea Break

15:30 - 15:45

Session 4: Roundtables Way Forward, Evaluation and Thank You Remarks

15:45 - 17:15

Facilitated discussion to identify synergies, mapping connections, opportunities for collaborating, contacts, future initiatives

Evaluation

Thank you / Closing Remarks

Evening Reception/Cocktail

18:00