



**HIGH-LEVEL BROADCAST JOURNALISM WORKSHOP
ON PRODUCTION AND DISSEMINATION OF NEWS PROGRAMMES IN AFRICA**

ADDIS ABABA, ETHIOPIA | 27 - 28 JANUARY 2012

WORKSHOP PROGRAMME

Topic for Day 1: Producing news in Africa.

Topic for Day 2: Promoting and disseminating news in and about Africa.

FRIDAY, 27 JANUARY 2012

9 am - 10:30 am	<p>OPENING OF THE SEMINAR</p> <ul style="list-style-type: none"> ▪ Welcome speech by Mrs. Habiba Mejri-Cheikh (Director of the AUC Directorate of Information and Communication) ▪ Speech by Mr. Guillaume Pierre (CFI Director for Africa) ▪ Speech by Mr. Salomon Tesfaye (News Director, ETV) ▪ Opening speech by Mr. Jean Ping (Chairperson of the Commission of the AU) <p>GROUP PHOTOGRAPH</p>
10:30 am - 11 am COFFEE BREAK	
<p align="center">WORKSHOP 1: THE PLACE OCCUPIED BY NEWS ON TODAY'S TELEVISION CHANNELS</p> <p align="center">Moderator: Mr. Riad Muasses (EURONEWS) Speakers: Mr. Gilles Trenel (France TV) and Ms. Maria Nepaya (NBC)</p>	
11 am - 1 pm	<p>The presence of news on mainstream channels.</p> <ul style="list-style-type: none"> ▪ News programmes ▪ Current affairs programmes ▪ Non-stop news channels ▪ News on the Internet
1 pm – 2:30 pm LUNCH BREAK	

WORKSHOP 2: FOCUS ON THE WORK OF AFRICAN NEWS AGENCIES

Moderator: Mr. Guillaume Pierre (CFI)

Speakers: Mr. Salim Amin (A24), Mr. Zaina Kerekere (Freelance Journalist), Mr. François Baudry (People TV)

2 pm - 4 pm

- How can African news agencies gain notability?
- How can relations be improved between agencies and television channels?
- Outlook for agencies in face of changes within the African radio and television industry
- AITV services and CFI packages

4 pm - 4:30 pm

COFFEE BREAK

WORKSHOP 3: NEW TECHNOLOGIES IMPACT ON NEWS PRODUCTION AND DISSEMINATION

Moderator: Mrs. Maria Nepaya (NBC)

Speakers: Mr. Kennedy Olwal (KBC), Mr. Gilles Ternel (France TV), Mr. Serge Noukoué (CFI), Mr. Izrael Yoroba (Journalist and Blogger)

4:30 pm - 6 pm

- How are channels adapting to the growing influence of the Internet?
- What presence does the Internet have on television and what presence do TV channels have on the Internet?
- Structure and organization of channels. Are new positions being created in the newsrooms?
- Presentation of a few African channel websites.
- What is the role of a journalist online?

SATURDAY, 28 JANUARY 2012

WORKSHOP 4: DISSEMINATING NEWS IN AND ABOUT AFRICA

Moderator: Mr. Mamadou Baal (AUB-AUR)

Speakers: Mr. Riad Muasses (Euronews) and Mr. Salim Amin (A24)

9 am – 10:30 am

- News in Africa has trouble circulating from one country to another. How can the problem be resolved?
- How can local and global news be combined across Africa?
- Africa has a growing presence in the international media, but African points of view continue to suffer from low visibility. What strategies can African channels adopt to counter international competition (BBC, CNN, France 24, Al Jazeera...) with its greater resources?

10:30 am - 11 am		COFFEE BREAK	
<p>WORKSHOP 5: REVIEW OF OUR NEWS PROGRAMMES - Contrasting of experiences</p> <p>Moderator: Mr. Gilles Trelen (France TV) Speakers: Mr. Guillaume Pierre (CFI), Mrs. Cecilia Banda (ZNBC-Zambia), representing English-speaking Africa. Mr. Andry Raveloson (RTA–Madagascar), representing French-speaking Africa. Special cases: Mr. Jean Butoyi (RTV-Rwanda)</p>			
11 am - 12:30 pm	<p>Can we talk about a French-speaking model and an English-speaking model for treating news in Africa?</p> <ul style="list-style-type: none"> ▪ The formats used and their relevance. ▪ What strategies are used by both sides to retain viewers? ▪ Exchange of views. ▪ The issue of ratings for news programmes in Africa (PowerPoint presentation of the Euro MC study on French-speaking channels). ▪ How can several cultures/languages be combined when treating news? Case study: Rwanda. 		
12:30 pm - 2 pm		LUNCH BREAK	
<p>WORKSHOP 6: RELATIONS BETWEEN THE MEDIA AND INSTITUTIONS - How can a healthier relationship be forged between the media and national and/or regional institutions?</p> <p>Moderator: Mrs. Habiba Mejri-Cheikh (AUC) Speakers: Mr. Wynne Musabayana (AUC), Mrs. Ndéyé Ndélia Diouf (RTS), Mr. François Baudry (People TV)</p>			
2 pm - 3:30 pm	<p>Excessive focus on institutional information on African TV screens</p> <ul style="list-style-type: none"> ▪ News programmes on African state-owned channels are often hogged by presidential news. How can we move toward more balanced news bulletins? ▪ What role could an institution such as the AU play? ▪ Where can local news fit in? ▪ Institutions are mainly engaged in development issues, but these do not appeal to news media in the same way that war, conflict, poverty, etc do. How best can they make their news appeal to large international news channels? <p>Sample project: coverage of the Earth Summit in Rio in 2012</p>		
3:30 pm - 4 pm	CLOSING SPEECH		