



Provisional Programme

Theme: The African Media We Want: Enhancing Freedom, Innovation, and Environmental Sustainability in a Dynamic World

Dates: Pre-event: May 14 (Venue TBC)

Main Event: MAY 15-17,

Venue: The Conference will take place at Accra International Conference Centre (AICC)

Tuesday, May 14, 2024 – Pre-events

<p>9:00-16:00</p> <p>Training for CEOs, DGs and Senior Editors from public interest media</p>	<p>Disability Equality in Media: Exploring New Audiences, Customers, and Users</p> <p>Description: For the effective functioning of the media as a contributor to strengthening democracy and human rights, managers in the media industry need to ensure that the principles of diversity, inclusion and equality are fully integrated into editorial policies, content production, operations, and management practices. This one-day training will equip the CEOs and Senior Editors of public interest media, with the relevant skills of audiences, users, and customers with special focus on persons with disabilities.</p>	<p>UNESCO and African Editors Forum</p> <p>Official Opening: UNESCO -</p>
<p>9:00-16:00</p> <p>Training</p>	<p>AI and the Media in Africa</p> <p>Description One-day skills and knowledge session to explore emerging technological advances, including Generative AI and their impact on media on the continent.</p> <p>Topics to be covered include:</p> <ul style="list-style-type: none"> - AI and Electoral Disinformation - AI and content moderation - Media coverage of technology and human rights - AI and Media Ethics (MMA) - AI and Journalism 	<p>UNESCO- Lydia Gachungi, Regional Adviser</p> <p>CIPESA TAEF MFWA AccessNow CPJ IPI MMA Article 19</p>
<p>9:00-16:00</p> <p>Training</p>	<p>Empowering Female Journalists: A One-Day Digital Security Training in Africa & Mini Exhibition</p>	<p>Safe Sisters UNESCO- Aderaw Genetu,</p>



<p>Training Kenya Editors' Guild and the Eastern African Editors' Society.</p>	<p>This will be a Capacity Building Session on access to information and safety of journalists. Details: The session will bring together editors from the region, with a mix of regions that have been historically oppressed in which journalists continue to come under attack of intolerant regimes. The session will explore tools and best practices for physical and digital security, as well as legal frameworks. Outcome of this will be a document outlining ways to strengthen an existing platform for the safety of African journalists.</p>	<p>Kenya Editors' Guild and the Eastern African Editors' Society.</p>

<p>Day 1: Wednesday, May 15, 2024</p>			
<p>07:08 08:30-9:30</p>	<p>Ministerial Breakfast Meeting -----Welcome----- Plenary AI and the future of Africa's media Setting the scene – Prof. Admire Mare and CIPESA Panelists – early adopters and what-ifs Bakari Machumu, Managing Director, Mwananchi Communications Limited, Tanzania AU Media Fellowship Journalist MMA- William Bird (Navigating AI ethics in the Media) Wan -IFRA</p>		<p>Responsible Ministry Of Information, Ghana, Ghana Journalists Association, GJA. LOC</p>



<p>9:30-10:30</p>	<p>Plenary Media, Information and Digital Competencies: A Pan-African Strategy</p> <p>Presentation of a background document on the current status of MIL and digital competencies in AU Member states, Consultations on the way forward/E Roadmap to an African MIL and Digital Competencies Strategy by Wallace Gichunge- Executive Director, MIL centre, Kenya</p> <p>AU- Ms. Leslie Richer, Director, Directorate of Information and Communication UNESCO- Dr. Rita Bissoonauth, Director UNESCO Addis Laison Office to AU and UNECA</p> <p>Academia- Prof George Nyabuga Regional Journalists' Associations, CSOs</p> <ul style="list-style-type: none"> - Session aligned to the recommendations from the STC-C-ICT pre-event on 1st African Data Governance Forum which took place in Addis on November 17-18, 2023, calling for the development of an MIL and digital competencies Strategy. - Further aligned with the decision of the AU's Ministers of Information and Communication during the Specialised Committee on ICTs and Communication (STC-ICT-C)- November 20-23, 2023 and requesting the AU <i>enhance media education at a continental level by incorporating within the curricula of the Pan African University (PAU) and the Virtual University, modern training course for policy makers, media practitioners and content creators that takes into consideration emerging developments in technology so as to upskill African media and communicators to make them fit for purpose in the digital age, promote Agenda 2063 through developmental journalism and support the dissemination of balanced narratives about Africa</i> 		<p>AU UNESCO</p>
<p>10:30-11:00</p>	<p>Break</p>		



11:00-12:00	New models for media financing - exploring new approaches to media economic resilience - International Fund for Public Interest Media (IFPIM)		IFPIM
12:00-13:00	<p>Joint Plenary session: Promoting Media Freedom, Access to Information and Safety of Journalists in Africa through Country Assessments (Universal Periodic Review (UPR), Status of the media in Africa assessments and APRM Voluntary Self-Assessments</p> <p>Organized by AU APRM, UNESCO, Article 19 and CIPESA</p> <p>Description The purpose of this session is to strengthen partnerships and synergy with civil society organizations, National Human Rights Institutions (NHRIs), Africa Information Commissioners and Journalist Associations in AU Member States, through joint every two years assessment of the status of Press freedom, ATI and SoJ in Africa, engagement and mainstreaming safety of journalists (SoJ), freedom of expression (FoE) and access to information (ATI) in the Universal Periodic Review (UPR), APRM Voluntary Self-Assessments and the AU African Governance report.</p> <p>The expected outcome of this session will be a coalition of the different stakeholders that will joint efforts in engaging in the 2nd Assessment of the Status of Press Freedom in Africa, 2024-2025 the Universal Periodic Review (UPR), APRM Voluntary Self-Assessments and the AU African Governance report at national, subregional and regional levels</p>		AU UNESCO
13:00 - 14:00	Lunch		



<p>14.00 - 15:00</p>	<p><u>Parallel Session 1 (a)</u></p> <p>Strengthening Mechanisms for Monitoring, Reporting and Advocacy on Journalists' Safety in Africa</p> <p>Organisers IPI, CPJ, TAEF & UNESCO,</p> <p><u>Moderator:</u> Nompilo Simanje (IPI)</p> <p><u>Moderator:</u> Nompilo Simanje (IPI)</p> <p><u>Panel:</u></p> <ul style="list-style-type: none"> Emmanuel Dogbevi (Vice President, TAEF) Fitihawok Yewondwossn, Chairperson, Editors Guild of Ethiopia John Bosco Mayiga - Programme Specialist, UNESCO 	<p><u>Parallel Session 2 (a)</u></p> <p>Mis/Disinformation and Democracy in Africa</p> <ul style="list-style-type: none"> The trends and dimensions of disinformation campaigns in Africa The disinformation actors and how they operate The identified impacts of disinformation on the democracies in Africa How to pushback and address the rising disinformation campaigns on the continent <p>Organisers: Media Foundation for West Africa (MFWA),</p> <p><u>Moderator:</u> Kweku Krobea Asante</p> <p><u>Panel:</u></p> <ul style="list-style-type: none"> Deodatus Balile (Chairperson, Tanzania Editors Forum) 	<p><u>Parallel Session 3 (a)</u></p> <p>Disinformation as an Intersectional Threat: Unmasking the Role of Disinformation in Perpetuating Violence against Women in Media</p> <p>The purpose of this lightning talk is to highlight the disconcerting impact of disinformation on violence against women in media. O</p> <p>Organisers- Media Monitoring Africa (MMA)</p> <p>Speakers: Queenter Mbori Qaanitah Hunter Nomshado Nkosinkulu Tina Power</p>	<p><u>Parallel Session 4 (a)</u></p> <p>Operationalisation of the AfCFTA and how media can enhance AfCFTA implementation</p> <p>Session organisers: AU (Wynne Musabayana)</p>	<p><u>Parallel Session 5</u></p> <p>Ignite Round Table on the Media's role and Credible Elections</p> <p>Ghana is going to the polls on December 7, 2024. This would be the country's 9th election, and another test of its democracy amidst an enabling environment of political disability across the subregion.</p> <p>What is the role of the media in creating an environment for the media that we want, protecting freedoms and well as contributing to credible polls.</p> <p>Organizers: Ghana Journalists Association, GJA</p> <p>Moderator: Eyram Bashan</p> <p>Panel:</p>
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	<ul style="list-style-type: none"> • Muthoki Mumo, CPJ Sub Saharan Africa Representative • Dhea Subhee, UNESCO Iraqi 	<ul style="list-style-type: none"> • IMS • Article 19 • Wallace Gichunge- MIL Centre- UNESCO- Abdul Hamid Yakub, UNESCO Ghana 			<ul style="list-style-type: none"> • Representative from National Media Commission (NMC) • Representative from Ghana Independent Broadcasters Association (GIBA) • Representative from Private Newspapers and Online Publishers Association of Ghana (PRINPAG) • Representative from Ghana Community Radion Network (GCRN) • Representative from Ghana News Agency (GNA) • Representative from Ghana Broadcasting Corporation (GBC) • Representative from Graphic
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					Communications Group. Representative from Ghanaian Times.
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15:00-15:30	Health Break				
15:30-16.30	<u>Parallel Session 1 (b)</u> Theme: Defending the media: Media litigation, Defence, and Freedom The role of Media Lawyers' Networks in improving the media freedom space in AU Member States- Enhancing collaboration between lawyers and the media in AU Member States Sharing good practices by continental/regional/s ubregional and national media lawyers' networks	<u>Parallel Session 2 (b)</u> Media Freedom, Access to Information and the Safety of Journalists 3 Ps (CPJ) <ul style="list-style-type: none"> To accredit or not to accredit? Striking a balance between professionalising journalism and maintaining freedom of expression (CPJ) Promoting media freedom and safety of journalists through National, Regional coordination Mechanisms (UNESCO) 	<u>Parallel Session 3 (b)</u> Enhancing professional media coverage on disability equality with special focus on gender, youth and media professionals with disabilities in AU Member States Public broadcasting and its role in a competitive media environment: Leaving no one behind: The role of Public Interest Media Public Broadcasting in a digital world and adapting for the Future <u>Parallel session: Organised by</u>	<u>Parallel Session 4 (b)</u> Implementing the AU theme of the Year on Education: Role of the media Session organisers: AU (Wynne Musabayana)	<u>Parallel Session 5(b)</u> Safeguarding the Frontline: Enhancing Journalistic Safety and Climate Advocacy in Africa Description This panel seeks to explore the dual imperative of enhancing the safety of journalists and elevating the media's role in advocating for climate justice in Africa. In the context of increasing



	<p>Training Organised by the Pan African Lawyers Union (PALU) in partnership with Media Associations, CSOs and UNESCO</p> <p>Moderator: PALU</p> <p><u>Panel:</u></p> <ul style="list-style-type: none"> • PALU Lawyers • Mesud G. Reta, CEO, CEHRO (Ethiopia) • MISA • CAJ • UNESCO Lydia Gachungi 	<p>Session Organizers: CPJ, HRNJ, UNESCO</p> <p><u>Moderator:</u> Muthoki Mumo (Committee to Protect Journalists)</p> <p><u>Panel:</u></p> <ul style="list-style-type: none"> • The speakers: • - Alfred Bulakali: Regional Director, Article 19 Senegal and West Africa • -Joyce Shebe: Chief Editor, Clouds Media Group; Chairperson, Tanzania Media Women Association • - Ikechukwu Uzoma: Africa Staff Attorney, RFK Human Rights • • Zubeida Kananu, President, 	<p>UNESCO, PBS, Community Media Networks</p> <p><u>Moderator:</u> Eastern Africa Community Media Network</p> <p><u>Panel:</u></p> <ul style="list-style-type: none"> • Nancy Angulo- UNESCO Dar Es Salam • Zelalem Worku, vice Chair, Ethiopian Community Radio Network • Regional Community media networks • CEO- PBS • Journalist • PwD Association 		<p>environmental challenges and geopolitical instability, journalists face unique risks and responsibilities. This discussion will focus on strategies for protecting journalists while empowering them to effectively cover climate change impacts and policies, ensuring that African narratives are prominently featured in continental and global dialogues on climate justice.</p> <p>Organized by : FAJ</p> <p>Objectives</p> <p>1. To identify and address the key safety challenges faced by journalists in conflict and high-risk environments,</p>
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		<p>Kenya Editors Guild (KEG)</p> <ul style="list-style-type: none"> • Derese Executive Director, Editors Guild of Ethiopia (EGE) (tbc) • HRNJ- Robert Sempala 			<p>particularly when reporting on climate-related issues.</p> <p>2. To discuss the role of the media in influencing policy and public perception regarding climate change, with a focus on changing the narrative.</p> <p>3. To propose actionable strategies for enhancing the capacity of journalists to report safely and effectively on climate change, thereby contributing to more informed and engaged public discourse.</p> <p>Moderator: Pa Louis Marcel Thomasi, Head of Secretariat, Federation of African Journalists (FAJ)</p> <p>Opening Remarks:</p> <p>Omar Faruk Osman, President, Federation of</p>
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					<p>African Journalists (FAJ)</p> <p>Panelists:</p> <ol style="list-style-type: none"> 1. Jemima Jeanette Beukes (Namibia) 2. Mr. Charles Erick Oduor (Kenya) 3. Maria Luisa Carvalho Rogerio (Angola) 4. Jihene Elouati (Tunisia) 5. Ahmed Sahid Nasralla (Sierra Leone)
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<p>18:00-21:00 An Evening of Ghana welcomes Africa</p>	<p>Experience Ghanaian hospitality!</p> <ul style="list-style-type: none"> - Brief introductory Statements from LOC - African dress evening - African entertainment 	<p>By: Ghana Journalists Association and the Local Organising Committee</p> <p>Speakers:</p> <p>GJA Ministry of Information Ghana UNESCO- Ghana</p> <p>Venue: Labadi Beach Hotel</p>
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Day 2: Thursday, May 16, 2024



Time		Responsible
09:00– 10:00	<p>Official Opening Programme Theme: The African Media we Want! Fit for Purpose in the 21st Century. Speakers:</p> <ol style="list-style-type: none"> 1. Albert K. Dwumfour, President, Ghana Journalists Association and Chairperson, Local Organizing Committee of AMC 2. Churchill Otieno, President, The Africa Editors Forum (TAEF) and Chairperson, AMC Steering Committee 3. Mr. James Deane, Co-Founder, International Fund for Public Interest Media 4. Ms. Leslie Richer, Director, Directorate of Information and Communication, African Union Commission 5. Dr. Rita Bissoonauth, Director UNESCO Addis Laison Office to AU and UNECA, UNESCO. 6. Charles Abani, UN Resident Coordinator, Ghana 7. H.E Fatimatu Abubakar, Minister for Information, Ghana 8. Cultural Display 9. H.E. Nana Addo Danquah Akufo-Addo, President of Ghana 	<p>Protocol, AMC Local Organising Committee and the AMC Steering Committee</p>
10.00-11.00	<p>First High-Level Session</p> <p>Topic: The African Media Round Table: Enhancing Collaboration and Coordination among the Media Duty Bearers and Right Bearers</p> <p>Target: Government officials, Heads of PSBs, Chairpersons/SG of Journalists Associations, CSOs and Speakers</p> <p>Expected Outcome: Subregional Media Freedom Champions in AU Member States</p>	<p>Responsible GJA, Ministry of Information, AU, UNESCO and AMC Loc and Steering Committee</p> <p>Moderator: Rebecca Ekpe, Public Affairs Officer, Ghana Journalists Association, Member, LOC</p> <p>Speakers</p> <ul style="list-style-type: none"> - Daniel Kalinaki, President, Eastern Africa Editors Society (EAES) - Mrs Quinn McKew, Executive Director Article 19



		<ul style="list-style-type: none"> - Mr. Marcel C. AKPOVO, Regional Director of the OHCHR (East Africa) and Representative to AU - African Union Ms. Wynne Musabayana Head of Communication - Prof. Amin Alhasan, Director General, Ghana Broadcasting Corporation
11.00-11.30	Break	
11.30-12.30	<p>Second High-Level Session</p> <p>Topic: The African Media we Want: What are the Gaps and opportunities?</p> <p>Target: Government officials, Heads of PSBs, Chairpersons/SG of Journalists Associations, CSOs and Speakers</p> <p>Expected Outcome: Subregional Media Freedom Champions in AU Member States</p>	<p>Responsible GJA, Ministry of Information and AMC S Loc and Steering Committee</p> <p>Moderator: Mr. Tom Mshindi</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Representative, National Media Commission, Ghana • Sbu Ngalwa, Chairperson, South Africa National Editors Forum (SANEF) • Gilbert Sendugwa Executive Director. Africa Freedom of Information Centre • AU APM • Madam Elizabeth Ohene • UNESCO – Lydia Gachungi, CI Regional Adviser • 2 Ministers, CSO, Academia/Ghana, IAWRT, • Journalist Association and UNECA
12.30-13.30	Lunch	
	<p>Topic: “Improving Africa’s capacity to prevent, prepare and respond to climate related emergencies- Role of the media”.</p>	<p>Moderated by the Africa 21 Journalist and Nancy</p> <p>Speakers:</p>



<p>Plenary Session AMC/WPFD Theme of the year</p> <p>13.30-15.30</p>	<ul style="list-style-type: none"> - Agenda 2063: Making the most of the media to advance its agenda in tackling environmental crisis (or Media sustainability and viability in the face of intense environmental changes - Introduction to issues on the environmental crisis and the role of the media - Debunking climate change mis/disinformation and the role of the media - Safety and protection for environmental and other journalists 	<ul style="list-style-type: none"> • UNESCO (global survey on safety of environmental reporters)-John Bosco Mayiga, Programme Specialist, UNESCO HQ • African Union • Minister/Director Ministry of Information • CEO/DG of Public Interest Media • Ochieng' Rapuro, Editor-in-Chief, The Standard Group, Kenya • Nompilo Simanje - International Press Institute Africa Advocacy and Partnerships Lead • AMC partners were welcome to propose speakers • Erastus Asare-Donkor- Ghanaian - Environmental Journalist/Advocate
<p>15:30-15:45</p>	<p>Lunch Break</p>	



<p style="text-align: center;">May 16, 2024</p>			
<p>15:45 - 17:00</p>	<p>Africa's Innovations: Lightning Talks (5 Mins Presentations of innovations from Africa offering solutions to challenges facing Africa's media</p> <ul style="list-style-type: none"> • Presentation of the Framework for applying modern technologies to enhance mechanism for monitoring and reporting attacks against journalists in Africa (IAWRT) • The role of coalitions, networks and movements in promoting media freedom: experiences from across the continent. – IMS (Fausta Musokwe) • Newsroom safety and autonomy in East Africa – Eastern Africa Editors Society - George Nyabuga • Iraqi model on Monitoring and reporting media violations - Dhea Subhee, UNESCO Iraq • PALU- African Media Lawyers Network (SarahPeeters) • Innovation by the Ghana media (Juliet Amoah) • AMC partners were welcome to propose 5 mins presentations 		



	<ul style="list-style-type: none"> Aderaw Genetu, UNESCO SOJ digital platform for Ethiopia 		
17:00 – 17.30	<p>Day 1 Debrief: Key issues and recommendations from Day 1/ Side by invite meetings</p> <ul style="list-style-type: none"> - Presentation of Draft Declaration - Adoption of Declaration 		LOC

	Day 3: Friday, May 17, 2024	
	AMC IV Declaration and Official Close	
Time		Responsible
8:30–9:30	Appreciating Ghanaian Culture Through Musich and Dance	
09:30–10:30	<p>Joint Plenary session: Finalization of the Declaration of 3rd AMC</p> <ul style="list-style-type: none"> - Pronouncing of the AMC-IV 	



<p>10.30-12.00</p>	<p>Official Closing Programme Theme: The African Media we Want! Fit for Purpose in the 21st Century. Speakers:</p> <ol style="list-style-type: none"> 1. Albert K. Dwumfour, President, Ghana Journalists Association and Chairperson, Local Organizing Committee 2. Churchill Otieno, President, The Africa Editors Forum (TAEF) and Chairperson, AMC Steering Committee 3. Mr. James Deane, Co-Founder International Fund for Public Interest Media 4. Ms. Leslie Richer, Director, Directorate of Information and Communication, African Union Commission 5. Dr. Rita Bissoonauth, Director UNESCO Office Addis Laison Office to AU and UNECA, UNESCO 6. H.E Fatimatu Abubakar, Minister for Information, Ghana 7. Dr. Mahamadu Bwumia, Vice President of Ghana 	<p>Protocol, AMC Local Organising Committee and the AMC Steering Committee</p>
<p>12.00-12.30</p>	<p>Group Photo/Networking/Press Briefing</p>	
<p>12.30-13.30</p>	<p>Lunch</p>	
<p>14:00-18:00</p>	<p>Tour of the Beautiful City of Accra</p>	
<p>19:00-21Hrs</p>	<p>Gala Dinner continues at Kwame Nkrumah Meuseleum by Host Country, Ghana.</p>	
	<p>Departure</p>	

