



Agenda

Role of the Media in Fostering Effective Agricultural Policies

Date & Time		Session & Topic	Person Responsible
30th June, 2010			
08:30	- 09:00	Registration and distribution of materials	Catherine – ACTESA and Neema - ACT
09:00	- 09:25	Session 1: Opening ceremony, welcome, and announcements	Chairperson: Fili Karashani, Tanzania
	5 mins	Opening remarks	Janet Bitegeko, Agricultural Council of Tanzania
	5 mins	Opening remarks	Josef Loening, World Bank
	5 mins	Opening remarks	Bridget Chilala, ACTESA
	10 mins	Official Opening Address	Representative of Ministry of Industry, Trade and Marketing
9.25	9.40	Official Photograph	
9.40	11.10	Session 2: Agriculture and the Media	Chairperson: Eric Chinje, World Bank Institute
9.45	10.00	Workshop objectives and characteristics of agriculture industry	Jones Govereh, ACTESA
10:00	10:25	Agriculture in the news	Michael Rubinstein, IFPRI
10:25	11:10	Discussion of the challenges of covering agriculture	Eric Chinje
11.10	11.25	Coffee break	Movenpick Hotel
11:30	13.30	Session 3: Understanding Agricultural Output Markets	Chairperson: Janet Bitegeko, ACT
11:35	11:55	Regional trade in agriculture: winners and losers	Steve Njuria, AGRA
11:55	12:10	Discussion	
12:10	12:30	Price volatility: protecting farmers and consumers	Steve Haggblade, MSU
12:30	12:45	Discussion	
12:45	13:05	Regulating GMOs: the case of Kenya	Margaret Karembu, ISAAA
13:05	13:25	Discussion	

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14:30		17:30	Session 3: Group Exercises	Chairperson: Charles Kayoka, University of Dar-es-Salaam
14:30		14:40	Press Conferences Briefing for the participants	Charles Kayoka
			Case 1: Government of Tanzania's maize export policy	Presenter: John Mngodo, MAFSC Facilitator: Joachim Buwembo, ICFJ
			Case 2: Tanzania's National Food Reserve Agency's and Future Prospects	Presenter: Charles Walwa, NFRA Facilitator: Charles Kayoka, Univ of Dar
			Case 3: Government of Kenya's Approach to GMO imports and regulation	Presenter: Abed Kagundu, KEPHIS Facilitator: Andrew Kanyegirire, NEPAD
14:45		15:00	Press Conference Statements	Group exercise
15:00		15:20	Question and Answer sessions	Group exercise
15:25		15:55	Health Break	Movenpick Hotel
16:00		16:25	Pitching to the Editors	This exercise to be done in small groups of either print or broadcast journalists.
16:25		17:30	Presentation of pitch and feedback	Presentations to editors within the main three groups.
18:30		21:00	Cocktail	Movenpick Hotel
1st July, 2010				
08:30		12:30	Session 4: Field Visit to Markets in Dar-es-Salaam	Chairperson: Cleophas Rwechungura
09:00			Group A: Departs hotel for Pugu Livestock Market	Agnes Maiga – Pugu Market Manager Facilitator: Cleophas Rwechungura
			Group B: Departs hotel for Tandale Grain Sellers Association	Juma Janga, Dep Chair, TAMAGRASAI Facilitator: Charles Kayoka
			Group C: Departs hotel for Ferry Fish Market	B. H. Mdoe, Ferry Fish Market Manager Facilitator: Henry Muhanika
10:00		10:30	Presentation and discussion with marketing manager	
10:35		11:45	Gathering materials/interviewing buyers, sellers and processors	
12:00		13:00	Return to Movenpick Hotel	
13:00	-	14:00	Lunch	Movenpick Hotel
14:05		14:35	Feedback on Field Visits	Charles Kayoka
14:40	-	16:00	Preparing individual stories	
		18:00	Deadline for submission of stories	

Date & Time		Session & Topic	Person Responsible
2nd July, 2010			
08:30	13:00	Session 5: Agricultural Input Markets	Chairperson: Janet Bitegeko
08:30	09:05	The great global land grab	Bill Law, BBC
09:05	09:20	Discussion	
09:25	09:55	Fertilizer subsidies for smallholder farmers	Balu Bumb, IFDC
09:55	10:10	Discussion	
10:15	10:40	<i>Health break</i>	<i>Movenpick Hotel</i>
10:45	10:50	Group Exercise: Guidelines for reviewing & analyzing content of published articles	Charles Kayoka
10:55	11:45	Groups A1 and A2: Land intensive foreign investments in Ethiopia, Kenya, Mozambique & Tanzania	Facilitators: Andrew Kanyegirire, NEPAD and Bill Law, BBC Exercise conducted in two sub-groups
10:55	11:45	Group B1 and B2: Fertilizer subsidies in Malawi, Tanzania and Zambia	Facilitators Joachim Buwembo, ICFJ and Charles Kayoka, University of Dar Es Salaam
11:50	12:10	Plenary presentation by Group A1 & A2	Two presentations per topic
12:10	12:20	Discussion	
12:25	12:45	Plenary presentation by Group A1 & A2	Two presentations per topic
12:45	12:55	Discussion	
13:00	13:55	<i>Lunch</i>	<i>Movenpick Hotel</i>
14:00	15:30	Session 6: Developing agriculture reporting: Presentation of selected stories based on all exercises	Chairperson: Eric Chinje, World Bank
14:10	14:15	Presentation of first print story	Charles Kayoka
14:15	14:25	Feedback and rationale for selection	
14:25	14:30	Presentation of radio story/script	Bill Law
14:30	14:40	Feedback and rationale for selection	
14:40	14:45	Presentation of second print story	Joachim Buwembo
14:45	14:55	Feedback and rationale for selection	

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14:50	14:55	Presentation of TV story	Eric Chinje
15:00	15:10	Feedback and rationale for selection	
15:15	15:20	Presentation of third print story	Andrew Kanyegirire
15:20	15:30	Feedback and rationale for selection	
15:35	16:00	<i>Health break</i>	<i>Movenpick Hotel</i>
16:05	16:25	Lessons from the workshop	Steve Haggblade & Charles Kayoka
16:30	16:45	Solutions to challenges and barriers	Eric Chinje
16:50	17:15	Session 6: Closure	Chairperson: Fill Karashani
16:55	17:00	Acknowledgements & Vote of Thanks	Jones Govereh
17:05	17:10	Closing remarks	Janet Bitegeko
17:15	17:20	Closing remarks	Patricia Seex
17:25	17:30	Official Closure	Media Council of Tanzania
		Handing in workshop evaluation forms	All participants
	17:30	<i>Close of workshop</i>	