



Africa Senior Media Dialogue 2017

An activity of the Advocacy, Communication, Information and Culture cluster of the United Nations Regional Coordination Mechanism for Africa in partnership with the African Media Initiative and the Federation of African Journalists

16 - 17 November 2017

“The Role of Media in Africa’s Development, Women’s Empowerment and its Support for Agenda 2063”

United Nations Economic Commission for Africa
Conference Room 4
Addis Ababa, Ethiopia

Tentative Programme

Day 1

16 November 2017

8.30- 9.00

Registration of participants at ECA

Master of Ceremony – Roukaya Kasenally (Senior Advisor, AMI)

9.00 – 9.45

Welcome and Opening Remarks

- Ms Leslie Richer (AU)
- Mr. Raul de Melo Cabral (OSAA)
- Ms Yumiko Yokozeki (UNESCO)
- Mr Eric Chinje (AMI)
- Mr Moustafa Souag (AJMN)
- Mr Abdulwaheed Odusile (FAJ)

Setting the Scene

9.45 – 10.00

Review of previous ASMDs

François Charlier, Public Information Officer (OSAA)

10.00-10.30

Vaal Consensus and Maseru Declaration: going beyond?

New or renewed commitments?

Facilitator: Baffour Ankomah, Founder, African Interest

Media Consultancy

10.30 – 11.00

Coffee Break and Group Photo

(Location to be determined)

Session 1

Media and Governance in Africa

11.00- 11.15

Keynote speaker: His Excellency Eddy Maloka

CEO, African Peer Review Mechanism Secretariat

11.15- 12. 00	Interactive discussions Moderator: Roukaya Kasenally, Senior Advisor (AMI)
Session 2	Connecting the Dots to Africa’s Narrative: Why Should Agenda 2063 matter to us?
12.00 – 13.00	A quiz organised by NEPAD Facilitator: Mercy Wambui, Communication Officer, ECA
13.00 – 14.00	Lunch Break (ECA)
Session 3	Where lays the lion’s share of the African narrative? In Africa or elsewhere?
14.00 – 15.30	Lead Speaker: Eric Chinje, CEO AMI <i>(AMI will present some of the key findings on research it commissioned on ‘Reporting Africa’)</i> Moderator: Wangethi Mwangi, Senior Advisor AMI
15.30 – 16.00	Coffee break
16.00 – 17.00	‘He for She’ Campaign – Bowe Maleboga, UNESCO
19.00 onwards	ZIMEO Excellence in Media Awards Nights by AMI (Location to be determined)

Day 2 – 17 November 2017

Master of Ceremony - TBC

Safety and Protection of Journalists Panel

9.00 – 9.15 **Keynote Speaker** - Dr Moustafa Souag, Acting Director
General, Al Jazeera Media Network

9.15 – 10.30 The Safety of Journalists in Africa – Report back on the FAJ
Meeting by Gabriel Baglo

10.30-11.00 Coffee break

Session 4 **Role of Media in Women’s Empowerment**

11.00 – 11.15 Lead Speaker: Ms Diop, AU Commissioner or UN Women
Representative

11.15 – 12.15 Q&A session on the above topic
Moderator: Yilma Teguest, Editor in Chief *Capital*, Ethiopia

Session 5 **Agenda 2063 and Agenda 2030: How and why promote them?**

12.15 – 13.00 Speakers:
Ms Leslie Richer (AU) 10 minutes
Mr Joe Atta-Mensah (ECA) 10 minutes
Moderator: TBC

13.00 – 14.00 Lunch Break at ECA

Session 6 **Developing a Positive Narrative on Africa**

14.00 – 14.30 Presentation of Africa Renewal – Department of Public
Information, UN

	By DPI Africa
14.30 – 15.00	Reporting on Solutions not on the Problems 'Les Reporters d'Espoirs'
15.00 – 15.30	Q&A Moderator: François Charlier Public Information Officer (OSAA)
15.30- 15.45	Coffee break
15.45 – 16.30	Discussion and Adoption of the Addis Declaration Facilitator:
16.30- 17.00	Vote of Thanks and Closing Remarks Ms Leslie Richer (AU) Mr. Raul de Melo Cabral (OSAA)