



## PROGRAMME

### Africa Regional Media Dialogue

#### The Role of Media in Africa's Development

Organized by the Advocacy and Communication Cluster of the Regional  
Coordination Mechanism of the United Nations

7-9 June 2011 in Maseru, Lesotho

Monday, 6 June 2011

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10.00-13.00      **Preparation Meeting with Co-organizers**

Tuesday, 7 June 2011

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9:00 - 9:30      **Opening Session**

Welcome remarks by the Co-Chairs:

- Ms **Habiba Mejri-Cheikh**, Director of the Directorate of Information and Communication, Co-Chair of the Advocacy and Communication Cluster, African Union Commission (AUC).
- **Mieko Ikegame**, Chief Coordination, Advocacy and Programme Development Unit (CAPDU) Co-Chair of the Advocacy and Communication Cluster, United Nations Office of the Special Adviser on Africa (UN-OSAA).

**Followed by WELCOME remarks from:**

- Minister of Communications, Honorable Mothejoa Metsing, introduced by Mrs Mamoruti Malie, Principal secretary of the Minister Of Communication of Government of the Kingdom of Lesotho.
- Ms **Ahunna Eziakonwa-Onochie**, UN Resident Coordinator in the Kingdom of Lesotho.
- Prof. **Richard Mkandawire**, Head of Directorate – Partnerships, Resource Mobilisation and Communications (NEPAD Agency).

**2. Adoption of the agenda**

**3. Security briefing**

9:30 - 10:30 **Session I: Communication Strategies for Promoting NEPAD** ✓

Co-Chairs: AUC and UN-OSAA

Moderator: Ms Rawda Omar Clinton, UN-ECA representative

- The **African Union Communication Strategy** by Mrs Wynne Musabayana Deputy Head of the Directorate Division of Communication and Information African Union Commission.
- **NEPAD Strategic priorities** by Prof. Richard Mkandawire, Head of Directorate Partnerships, Resource Mobilization and Communications, NEPAD Agency.
- **United Nations Communication Strategy** for Africa by Masimba Tafirenyika, Africa Section of the United Nations Department of Public Information.

10.30-11.00 Coffee Break

11.00 - 12.30 **Session I (continued)**

Discussions

12.30 - 14.00 Lunch break

14.00 - 15.30 **Session II: Role of African Media as Strategic Development Partners**

Co-Chairs: AUC and UN-OSAA

Moderator: Mr Mondii Makhanya

- Introductory Remarks by the Moderator on the **Role of African Media as Strategic Development Partners.**
- **Challenges on Reporting Development Issues in Africa** by Mr; *Sheriff* Moumina Sy. *African Editors Forum, Chair*
- **How Media can play their Role as Development Partners?** By Charles Onyango Obbo, Executive Director, The Nation, Kenya.
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- Discussions

15.30 - 16.00 Coffee Break and Group Photo

16.00 - 17.30 Continuation of Discussions

18.30 **Cocktail party**

**Wednesday 8 June 2011**

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09:00 – 10:30 **Session III: Update on Key AU/NEPAD Programmes**

Co-Chairs: AUC and UN-OSAA

Moderator: Prof. Richard Mkandawire, Head of Directorate Partnerships, Resource Mobilization and Communications, NEPAD Agency.

- Major Achievements and Milestones in the **Comprehensive Africa Agriculture Development Programme (CAADP)** by Mr. Martin Bwalya, Head of the CAADP, NEPAD Agency.
- **Nutrition Dimension of Food Security** by ... TBD (Global Alliance for Improved Nutrition?).
- Discussions

10.30-11.00: coffee break

11.00-12.30: Session III (continuation)

- **Promoting Regional Integration and Trade:** The Infrastructure Champions Initiative, the African Action Plan (AAP) and the Broader Programme for the Infrastructural Development of Africa (PIDA) by Mr. Adama Deen, Head of Infrastructure Programmes and Projects, NEPAD Agency.

- **The Infrastructure Programme of NEPAD Agency** by Mr. Edmund Katiti, Policy and Regulatory Adviser, Acting Head of NEPAD e-Africa Programme.
- Discussions

12.30 -14.00 Lunch break

14:00 - 16:30 **Session IV: Follow-up to The Vaal Consensus: The Way Forward**

Co-Chairs: AUC and UN-OSAA

Moderator: Mrs. Henriette Niang (Sud quotidien Senegal)

14-00 - 15.30

- Follow-up to the Vaal Consensus by Mr. Ebokem Aloysius, media expert (UN-ECA.)
- Achievements and challenges on the road to the Vaal Consensus, by a Andrew Kanyegirire (NEPAD agency)
- Achievements and challenges on the road to the Vaal Consensus, by Wynne **Musabayana** A Director of the Directorate of Information and Communication Department AUC
- **Discussions**

15.30 - 16.00: Coffee Break

16.00-17.00 **Conclusions and Recommendations**

17.00 – 18.00 **Closing Session: Adoption of the Maseru Declaration.**

18.00-18.30

Closing remarks

- **A Representative** from the Government of the Kingdom of Lesotho Minister of Communication
- **A Representative** from the UN (UN-ECA/ UN-OSAA/UNDP Lesotho)
- **Ms Habiba Mejri-Cheikh**, Director of the Directorate of Information and Communication, AUC

**18.30** Reception hosted by the Government of the Kingdom of Lesotho

Welcome Remarks by the Minister of Foreign Affairs, Honourable Mokhabi Kenneth Tsekoa.

**Thursday, 9 June 2011**

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08.30 Departure **to a Field Visit** with all Participants and Local Media

1. Conservative Agriculture
2. E-schools
3. Visit to the dams and water project

17.30-21.00: Return to Maseru

**Friday, 10 June 2011 Advocacy and Communication Cluster Meeting**

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10:00 - 11:00 **Main Outcomes of the Africa Regional Media Dialogue in Lesotho**

- Mr. Masimba Tafirenyika,  
Chief of Africa Section, United Nations Department of Public Information  
(UN-DPI)

11:00 - 12:45 **Cluster Communication Strategy**  
Group Discussion

12:45-14:00 Lunch break

14:00 - 14:30 **Follow-up Actions**  
Mr. François Charlier, Public Information Officer OSAA

14:30 - 15:45 **Drafting Recommendations for the Plenary Session of the RCM**

- Proposals from the participants

15:45 - 16:00 **Closing Remarks**

- **Ms Habiba Mejri-Cheikh**, Director of the Directorate of Information and Communication, AUC Co-chair of ACC.
- **Ms Mieke Ikegame**, Chief, Coordination Advocacy and Communication, Programme Development Unit (CAPDU) at the Office of the Special Adviser on Africa (UN-OSAA), Co-chair of ACC.