



THE AFRICAN BROADCAST MEDIA PARTNERSHIP AGAINST HIV/AIDS

and

International Public Television

welcome you to

The ABMP Responsible Officers' Annual Workshop

and

The INPUT Annual Conference

at the

**Sandton Convention Centre
Johannesburg, South Africa**

May 2-5, 2008

P R O G R A M

FRIDAY, MAY 2

Participants arrive Johannesburg and check into Garden Court Southern Sun
Cnr West & Maude Streets, Sandown (Tel: +27 (0) 11 269 7000; Fax: +27 (0) 11 269 7030)

SATURDAY, MAY 3

Sandton Convention Centre
Committee Room Four
Dress Casual

7.30am	Working Breakfast
8.00am	Welcoming Remarks: Joyce Mhaville, Chair ABMP Steering Committee Managing Director, Independent Television, Tanzania
8.30am	Presentation & Discussion: <i>The HIV/AIDS Epidemic: Can We Really Make a Difference?</i> Dr. Ernest Darkoh, Director BroadReach Health
9.15am	Overview of the ABMP and the Role of Responsible Officers Feedback from Responsible Officers: <ul style="list-style-type: none">- achievements- audience response- improving effectiveness and efficiency
10.30m	Refreshment Break
11.00am	The YOU Campaign <ul style="list-style-type: none">• Progress and where to?• Extending the Campaign: Partners (<i>Dance 4 Life, Grassroots Soccer, Coca Cola Company</i>)
12.00pm	<i>2010: An Opportunity Too Good To Miss</i>
1.00pm	Lunch Break – Committee Room Two
2.30pm	<i>Imagine Afrika, Series II</i>
3.30pm	<i>What is Expected of YOU!</i> Members of the ABMP Steering Committee
4.30pm	Close
5.30pm <u>PUNCTUALLY</u>	Coaches depart to Apartheid Museum- Business or Traditional Dress
6.00pm	ABMP/GMAI/INPUT Reception and Dinner - Apartheid Museum Host: Adv. Dali Mpofo, Group Chief Executive, South African Broadcasting Corporation

SUNDAY, MAY 4

Morning at leisure for Responsible Officers
Dress Causal

8.30am-12.30pm

ABMP Steering Committee Meeting (by invitation only)

Committee Room Two

12.30-2.00pm

Joint ABMP Steering Committee and ABMP Responsible Officers' Lunch

Committee Room Five

2.00-5.00pm

ABMP Special Session

Committee Room Four

Includes INPUT delegates, ABMP Responsible Officers and Steering Committee

Toward More Effective Broadcast Media Communication About HIV/AIDS: Rediscovering Storytelling
Discussion Leader: Prof. Bhekizizwe Peterson, University of the Witwatersrand, South Africa

Interactive Roundtable One:

The Producers

Gray Hormeyr, Endemol Productions

Mickey Dube, Independent Television Producer

The News Reporter

Gwen Thompkins, National Public Radio, Nairobi

Interactive Roundtable Two: Young People Telling Their Stories for Themselves

Discussion Leaders:

Trina Das Gupta, New Media Consultant

Fabian Adeoye Lojede, Executive Director, Blujeans Communications

Milton Manhenje, *Imagine Afrika*

Thembi Ngubane, *Radio Diaries* and *Imagine Afrika*

Allan Roy Sekeitto, *Imagine Afrika*

6.00pm

INPUT Opening Plenary and Reception - **The Pavilion**

Keynote Speaker: The Hon. Joaquim Chissano, former President, Republic of Mozambique

MONDAY, MAY 5

Committee Room Two Business or Traditional Dress

- 8.00-9.00am** Registration and Continental Breakfast
- 9.00-9.30am** Opening Remarks: *The GMAI and the Global Struggle Against HIV/AIDS*
Adv. Dali Mpofo, Group Chief Executive, South African Broadcasting Corporation and Chair, Global Media AIDS Initiative (GMAI)
- 9.30-10.00am** *HIV/AIDS: The Most Compelling Social Issue of Our Time?*
Keynote Presentation: Mark Stirling, Regional Director, UNAIDS, Southern and East Africa
- 10.00-11.00 am** A Conversation with Mrs. Graça Machel
Moderator: Eric Chinje, Director of External Affairs and Communications for Africa
The World Bank
- 11.00-11.15am** Refreshment Break
- 11.15-12.15pm** *Doing Business, Doing Good: An Interactive Discussion*
Moderator: Eric Chinje
- Opening remarks: Charlayne Hunter-Gault, National Public Radio, Johannesburg and author *New News Out of Africa: Uncovering Africa's Renaissance*
- Lead Discussants:
William Asiko, General Counsel, Coca Cola Africa & President, Coca Cola (Africa) Foundation
Koosum Kalyan, Senior Business Development Manager, Shell International
David Waweru, Managing Director, Kenyan Broadcasting Corporation
- 12.30-2.30pm** Lunch - **Committee Room Five**
Keynote Speaker: Dr. Mamphela Ramphele
Executive Chair, Circle Capital and former Managing Director, The World Bank
- 2.30-4.00pm** *Global Media Working Together: What's the Point?*
Dr. Michael Sinclair, Senior Vice President, Kaiser Family Foundation
- Media Working Together: The African Example*
Moderator: Raymond Clarisse, Producer/Director Television, General Programmes,
Seychelles Broadcasting Corporation
- Lead discussants:
Ndongo Diao, Director: Human Resources, Radiodiffusion Télévision Sénégalaise
Joseph Hundah, Operations Director, MNet
Betsy Mugamba, General Manager, 88.2 Sanyu Fm, Uganda
Kamscilla Naidoo, General Manager, Content Support, Content Enterprises, SABC

I N P U T C o n f e r e n c e C o n t i n u e s



For full INPUT Conference Program (May 4 -10, 2008) go to
<http://www.input2008.org.za/jahia/Jahia/home/site/input2008/pid/325>