



**PROVISIONAL PROGRAMME**

**ANNUAL EXECUTIVES' SUMMIT  
AFRICAN BROADCAST PARTNERSHIP AGAINST HIV/AIDS (ABMP)**

**Hotel Avenida  
Maputo, Mozambique**

**Tuesday, September 19 and Wednesday, September 20, 2006**

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The African Broadcast Media Partnership Against HIV/AIDS (ABMP) is an historic pan-African coalition of broadcast companies for the purpose of reinvigorating and improving the effectiveness of the contribution of broadcast media to the fight against HIV/AIDS. Launched at a high-level summit of broadcast executives in October 2005, the ABMP in its initial months has established mechanisms for tracking commitment of signatory companies to the goals of the ABMP and has defined a pan-African framework to facilitate and promote the development of HIV/AIDS-related content. The Chief Executives and other representatives of signatory companies will meet in Maputo on September 20 to review progress, discuss challenges and identify priorities for action. All other interested parties from broadcast media and related sectors and organizations may attend the meeting as observers.

**Please note: pre-registration is required by responding to [enoi@kff.org](mailto:enoi@kff.org)**

For more information on the ABMP go to [www.broadcasthivafrika.org](http://www.broadcasthivafrika.org)

**NOTE: Although this meeting is principally a forum for the Chief Executives of ABMP signatory companies, it is open to participation as observers to all interested members of the broadcast media and representatives of related sectors and organizations. Pre-registration is required by responding to [enoi@kff.org](mailto:enoi@kff.org)**

**T U E S D A Y , S E P T E M B E R 1 9 :**

19h00                    **ABMP Steering Committee, Working Dinner**  
[Steering Committee members only]

**W E D N E S D A Y , S E P T E M B E R 2 0 :**

07h00                    **Registration and breakfast**

07h30                    **Welcome and Opening Remarks** (*includes working breakfast*)  
Mrs. Graça Machel, former First Lady, Mozambique

08h00                    **Introductory Remarks by GMAI\* Africa Representative**  
Dali Mpofo, Chief Executive, South African Broadcasting Corporation

08h15                    **Introduction of new signatories**

08h45                    **Annual Report of the Steering Committee and  
Presentation of Annual Scorecard Survey: “Securing the Commitment”**  
Solly Mokoetle, Chair ABMP Steering Committee

10h00                    Refreshment break

10h30                    **Presentation and discussion of the  
Pan African Campaign Concept *Imagine the Possibility***

- The concept as an organizing framework for development of HIV/AIDS-related content
- Ensuring participation and “ownership” by broadcasters and communities
- Resource and capacity issues
- World AIDS Day Launch
- Building political support

12h30                    Lunch  
**Keynote Speaker: Mrs. Maria da Luz Dai Guebuza (TBC)**  
**First Lady of Mozambique, and  
Patroness of UNICEF’s *Unite For Children Unite Against AIDS* Campaign**

14h00                    **Renewing the Commitment: Priorities for the Way Forward**

- Program sharing, reduced rates and rights free
- Increasing membership
- Building political support
- Securing additional funding
- Building strategic alliances

15h30                    Refreshment Break

- 16h00-18h00**      **A Critical Evaluation of Broadcast Media’s Contribution to the Fight Against HIV/AIDS in Africa**
- 16h00-16h30**      **Opening presentation:**  
**“Why does AIDS Matter so Much?”**  
Dr. Olive Shisana, CEO, Human Sciences Research Council
- 16h30-18h00**      **Interactive Discussion:**  
**“Increasing the Impact of Broadcast Media in Combating HIV/AIDS: Changing the Institutional Approach”**
- Lead discussants:
- Matt James, Senior Vice President, Media Programs, Kaiser Family Foundation
  - Alhaji Jijiwa, Director General, Voice of Nigeria
  - Ms. Joyce Mhaviile, Chief Executive Officer, ITN, Tanzania
  - Bill Roedy, Managing Director, MTV International
- Moderator:
- Ms. Scholastica Kimaryo, Resident UN Representative, South Africa

\*Global Media AIDS Initiative