



AFRICAN BROADCAST MEDIA PARTNERSHIP AGAINST HIV/AIDS

THIRD ANNUAL EXECUTIVE SUMMIT

AGENDA

September 4 and 5, 2007

Nairobi, Kenya

Tuesday, September 4

6.30pm

WORKING DINNER – THE LAKE ROOM

ABMP Steering Committee *[by invitation only]*

Wednesday, September 5

8.00am

REGISTRATION AND CONTINENTAL BREAKFAST – THE OAK ROOM

8.30am

WELCOME AND INTRODUCTIONS

Mr. Solly Mokoetle, Chair, ABMP Steering Committee

9.00 - 9.20am

OPENING ADDRESS

Adv. Dali Mpofu, Chair, Global Media AIDS Initiative (GMAI)

9.20 - 10.15am

UPDATE ON THE STATE OF THE HIV/AIDS EPIDEMIC IN AFRICA *[followed by discussion]*

Dr. George Tembo, Associate Director, UNAIDS

10.15 - 10.30am

REFRESHMENT BREAK

10.30am - 12.00pm

ANNUAL REPORT ON THE ABMP AND REVIEW OF ANNUAL ABMP SCORECARD *[followed by discussion]*

Mr. Solly Mokoetle, Chair, ABMP Steering Committee

12.00 - 12.30pm

ELECTION OF STEERING COMMITTEE

12.30 - 1.30pm

LUNCH – THE COUNTRY ROOM

1.45 - 3.00pm

INTERACTIVE DISCUSSION:

TOWARDS A FRESH APPROACH TO BROADCAST PROGRAMMING FOR HIV PREVENTION: THE YOU CAMPAIGN AND DEVELOPMENT OF RELATED LONG-FORM CONTENT

MODERATOR:

Ms. Kamscilla Naidoo, Acting Head, Content Hub, South African Broadcasting Corporation

DISCUSSION LEADERS:

- Mr. Joseph Hundah, Operations Director: Mnet Africa
- Alhaji Abubakar Jijiwa, Director General, Voice of Nigeria and President, Commonwealth Broadcasting Assoc (CBA)
- Mr. Louis-Claude Moundzieoud Koumba, Directeur, Rédactions Africa N°1
- Mr. Patrick Mathiot, Senior Management Executive and Head of Training, Seychelles Broadcasting Corporation
- Ms. Joyce Mhaville, Managing Director, Independent Television, LTD (ITV)

3.00 - 4.00pm

**KEYNOTE ADDRESS FOLLOWED BY INTERACTIVE DISCUSSION ON:
*MORE EFFECTIVE COMMUNICATION FOR HIV PREVENTION***

KEYNOTE SPEAKER:

Prof. Wangari Maathai, founder, Green Belt Movement (Kenya) and 2004 Nobel Peace Laureate

MODERATOR:

Dr. Michael Sinclair, Henry J. Kaiser Family Foundation

DISCUSSION LEADERS:

- Dr. Innocent Ntaganira, Medical Officer, HIV Prevention, Regional Programme on HIV/AIDS, World Health Organization/AFRO
- Ms. Patricia Mugambi Ndegwa, Africa Director, East and Central Africa Office, Global Business Coalition on HIV/AIDS, Tuberculosis and Malaria (GBC)
- Mr. Thomas Scalway, Communications and Mobilisation Manager, World AIDS Day Campaign
- Dr. George Tembo, Associate Director, UNAIDS

4.00pm

CLOSING REMARKS:

Mr. Ben Egbuna, President, African Union of Broadcasting (AUB) and Director General, Federal Radio Corporation of Nigeria