

MEDIP

MEDIA ENGAGEMENT IN DEVELOPMENT ISSUES AND PROMOTION

A project co-financed by the European Union



Implementing Partners



TRAINING WORKSHOP

*Methods and tools in communicating the Millennium
Development Goals and Development Issues*

Organised by SOS Malta

**18th March – 20th March 2009
Victoria Hotel, Sliema**

PROGRAMME

Wednesday, 18th March 2009

- 09:00 hours Welcome address by Mrs. Claudia Taylor-East
(Director, SOS Malta)
- 09:05 hours Address by Dr. Claire Thake-Vassallo
(Chairperson - Public Broadcasting Services Ltd - Malta)
- 09:15 hours Objectives of MEDIP project and the training workshop
Mrs. Claudia Taylor-East (Director, SOS Malta)
- 09:30 hours What is development?
Mrs. Christine Roberts (Development Consultant)
- 10:30 hours Coffee Break
- 11:00 hours The role of the news media in agenda-setting and framing
development challenges
*Ms. Anya Sitaram (Founding Director and Executive Producer of
Rockhoper TV and Presenter at BBC World News)*
- 11:30 hours Portraying development issues: Attaining the balance between
sensationalism and the truth.
*Mr. Karl Schembri (Chairman of the Journalists' Committee
(Malta) and Deputy Editor of Malta Today)*
- 12:00 hours Drawing on the local, national and global dimensions of
development-related issues - the example of climate change
*Ms. Vanya Walker-Leigh (Economist and Journalist, Former
correspondent of 'The Guardian' at the United Nations, Geneva)*
- 12:30 hours *Networking Lunch*
- 13:30 hours Producing development-based documentaries – example of HIV
*Ms. Anya Sitaram (Founding Director and Executive Producer of
Rockhoper TV and Presenter at BBC World News)*
- 14:30 hours The link between a strong civil society and the degree of media
input to development issues – how does civil society perceive the
media's role?
*Discussion – facilitated by Mr. Karl Stagno Navarra
(Correspondent, Al Jazeera English)*
- 15:00 hours End of Training Day I
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Thursday 19th March 2009

- 09:00 hours Issues arising from Parliamentary Debates held in 12 New Member States in 2007 about development policies and the MDGs
DVD & Discussion – facilitated by Philippa Arrigo (SOS Malta)
- 09:45 hours Creative Thinking Session - The World outside the Box! What role is there for the Media in achieving the MDGs?
Joseph G. Woods (Innovation Manager, The World Centre for New Thinking)
- 10:45 hours Coffee Break
- 11:15 hours Group Exercise: Communicating poverty and development - What questions to ask?
Warrick Fleming (Development Consultant)
- 12:30 hours Sources of information for media actors
Vanya Walker-Leigh (Economist and Journalist, Former correspondent of 'The Guardian' at the United Nations, Geneva)
- 13:00 hours End of Training Day II
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Friday 20th March 2009

- 09:00 hours Case-study: The impact of the media on raising the profile of development issues in Ireland
Katherine Meenan (Director, Connect-World, Ireland)
- 10:00 hours Press Photography: The visual impact of poverty on the General Public
Darren Zammit Lupi (The Times of Malta)
- 10:30 hours *Coffee Break*
- 11:00 hours The MEDIP study-visit programme in Uganda and the production of documentaries
Mrs. Claudia Taylor-East (Director, SOS Malta)
- 11:45 hours Introduction to Uganda
Ms. Hedwigm Bvumburah (SOS Malta)
- 12:00 hours The Status of the Millennium Development Goals in Uganda
Ms. Christine Roberts (Development Consultant)
- 12:30 hours Out of Uganda (Brief documentaries will be shown and discussed)
- 13:15 hours Evaluation: were participants' expectations met?
- 13:30 hours End of Training Day III
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