



## **KAISER FAMILY FOUNDATION JOURNALISM SEMINAR**

### **REPORTING FROM THE FRONTLINES: NEW ANGLES ON AN OLD STORY HOW TO SUSTAIN MEDIA ATTENTION TO HIV/AIDS AND ITS IMPACT**

#### **PROGRAMME OF ACTIVITIES**

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##### **Seminar Objective**

The seminar will be conducted as an interactive session designed to allow participants to learn from one another, stimulate lateral thinking in the approach to reporting HIV/AIDS, and to encourage greater in-depth reporting on the epidemic through access to experts in the field and up-to-date global health information.

##### **Hotel and Meeting Venue**

M Plaza Hotel  
Borstal Avenue  
Roman Ridge, Accra  
Tel: +233-21-775922  
Fax: +233-21-763416

##### **Sessions**

All seminar sessions (except where noted) will take place at the Trinity Hall, located in the hotel. Please note the start times and ensure that you are there on time.

**ALL SESSIONS AND PROGRAMME ACTIVITIES ARE COMPULSORY FOR ALL PARTICIPANTS. FAILURE TO PARTICIPATE FULLY IN THE PROGRAMME AS SCHEDULED WILL RESULT IN YOU BEING ASKED TO LEAVE THE WORKSHOP AND RETURN HOME.**

##### **Meals**

All meals during meeting sessions (except where noted) will be taken in the Afia restaurant. On your day of arrival and after meeting hours, please feel free to have your breakfast/lunch/dinner at the hotel restaurant. The Foundation will cover meals taken in the hotel restaurant ONLY. Please note that this does NOT include room service. All other meals noted in the agenda will be taken together with the group.

##### **Miscellaneous Charges**

Please note the Foundation will not pay for extras such as telephone, internet access, laundry, room service, in-room mini bar expenses or any other bar charges, or unauthorized transport expenses. Additional costs will be for your personal account and must be settled with the hotel before departure.

# MONDAY, JULY 14

**Participants arrive in Accra and check into the hotel.**

## **7.00pm**

Informal Dinner at the M Plaza Hotel Silver Moon Restaurant

# TUESDAY, JULY 15

## **10.00am-11.30am**

**Welcome, Orientation, Brief Introductions and Expectations**

Moderator:

**Dr. Michael Sinclair, Senior Vice President, Kaiser Family Foundation**

Born in Pretoria, South Africa, Dr. Michael Sinclair is a senior vice president at the Kaiser Family Foundation responsible for directing the Foundation's extensive operations in South Africa and expanding work in the rest of Africa. At the height of the anti-apartheid campaign, Dr. Sinclair was instrumental in persuading the Foundation to initiate a program in South Africa in support of efforts to establish a more equitable national health system and a successful post-apartheid democracy. Since 1987, the Foundation has made a substantial contribution to the restructuring of the South African health system to better serve all South Africans, and helped establish access to health care as a fundamental right. Dr. Sinclair has also worked extensively with the media in successfully promoting increased and more substantive health reporting in the South African media. Building on the Foundation's efforts in South Africa and with media companies in the US and other parts of the world, Dr. Sinclair has helped forge a pan-African coalition of more than 50 public and commercial broadcasters to reinvigorate and increase the impact of broadcast media in combating HIV in Africa. This has resulted in an historic alliance across some 30 African countries and unprecedented commitments of broadcast airtime and other resources. A key part of this initiative is increasing the overall content development capacity of African broadcasters and particularly to enhance the quality and substantiveness of HIV/AIDS-related broadcast journalism. Dr. Sinclair holds a Ph.D. from the University of Leicester (United Kingdom), a Masters in Business Administration from the University of Maryland (United States) and a Masters in Political Science from the University of Pretoria (South Africa).

## **11.30am**

Refreshment Break

## **11.30am-4.00pm**

***Reporting from the Frontlines: Challenges and Successes***

**Participants Share Personal Experiences in Reporting HIV/AIDS-related Stories**

## **1.00pm – 2.00pm**

Break for LUNCH

Afia Restaurant

**6.00pm**

**Keynote Talk: The HIV/AIDS Epidemic in Perspective: Entry Point or End Point?**

**Professor Frederick Sai**

**Presidential Advisor, Population, Reproductive Health & HIV/AIDS, Ghana**

Professor Fred Sai is an internationally esteemed expert in public and reproductive health, and in population and nutrition issues. Trained as a family health physician trained at the University of London, the University of Edinburgh and Harvard University, Professor Sai has held important positions both in Ghana and internationally including President of the International Planned Parenthood Federation (1989-1995); Director of Medical Services and Professor of Community Health in Ghana; and Senior Population Advisor to the World Bank. Professor Sai continues his involvement nationally as advisor to the Government of Ghana on Reproductive Health and HIV/AIDS issues and internationally in the promotion of the International Conference on Population and Development (ICPD) Agenda. He is an author of many publications on family planning and reproductive health.

## **WEDNESDAY, JULY 16**

**7.00am-8.30am**

Breakfast at leisure

**8.30am – 10.30am**

Interactive Discussion:

**Looking at HIV/AIDS as a Television Story: Innovative Ideas for Maximizing The Power and Avoiding the Limitations of the Medium**

Presenters:

**Anna-Maria Lombard, Co-Winner, 2003 CNN TV - Feature/Current Affairs Award**

**Charity Mutinta Mboози, Winner, 2007 Kaiser Family Foundation Award for Excellence in HIV/AIDS Journalism in Africa**

Anna-Maria Lombard is a television producer, an investigative reporter, a producer of TV documentaries, a video editor and a researcher. She recently joined the award-winning Health-e News Service to start-up a television unit. Before joining Health-e, she co-founded an independent company called *a<sup>2</sup> media productions* where she produced TV documentaries and series and also provided related journalistic services. Ms. Lombard previously worked for *Carte Blanche*, the long-standing investigative current affairs show, where she produced & directed investigative documentary inserts and lead features. Ms. Lombard has been recognized for her hard work and has won several awards and accolades, including the category winner in the 2003 *CNN African Journalist of the Year Award for TV - Feature/Current Affairs* for an exposé on sweatshops in Johannesburg. She was also the winner of the 2002 *Vodacom Journalist of the Year Award* for an exposé on human body parts trade in Johannesburg; won the International Federation of Journalists 2003 *Journalism for Tolerance* prize for "The Healing Land" on post-genocide reconciliation in Rwanda. Ms. Lombard holds a MA (cum laude) in Political Studies from Rand Afrikaans University.

Charity Mutinta Mboози is a freelance journalist and producer of documentaries and is based in Zambia. Her award winning documentary, "Through My Eyes," won the 2007 *Kaiser Family Foundation Award for Excellence in HIV/AIDS Journalism in Africa*. The documentary, which profiles Shalom Kaseketi, a 12-year old boy living with HIV, is a powerful story about the boy's experience living with the virus, and issues such as stigma and discrimination which surround HIV. The documentary also explores how the epidemic impacts families and communities. As a then reporter for Catholic Media Services television, Ms. Mboози's documentary was aired on Zambian National Broadcasting Corporation (ZNBC) on December 1, 2006 – World AIDS Day. In 2002 - 2005, Ms. Mboози worked at Yatsani community radio station as a continuity announcer and a producer of programmes such as *Plight of Women* and *Health Diary*. Whilst at Yatsani Radio, she joined the women filmmakers of Zambia and has participated in a number of their filmmaking programmes in Zimbabwe. Ms. Mboози has also worked as a camera person and video editor. Ms. Mboози has a diploma in Journalism from the Norma-Jean College in Lusaka.

## **10.30am**

Refreshment break

## **11.00am**

### **Overview of the HIV/AIDS Epidemic in Ghana**

**Professor. Sekyi Amoa, Director-General, Ghana AIDS Commission**

**Professor Sakyi Awuku Amoa** holds B.A. (Hons) and M.A Degrees in Sociology from the University of Ghana; Master of Social Sciences (M.S.S) from the Institute of Social Studies in The Hague and advanced Certificate in Senior Executive Management from Manchester Business School, Manchester, in the UK. He is a Fellow of the Chartered Institute of Personnel and Development, UK and also a Fellow of Institute of Human Resource Practitioners, Ghana. He has had nearly 30 years working experience as a management development specialist and has worked under the auspices of USAID, UNICEF, WHO, UNFPA, UNDP and the World Bank. Professor Amoa has served on several international and national bodies including as a WHO Administrator for Zimbabwe AIDS Control Programme. Professor Amoa has a number of books and several articles and conference papers to his credit as an academic, consultant and human resource management practitioner.

## **12.30pm**

Lunch – Afia Restaurant

## **2.00-4.30pm**

### **Roundtable discussion on reporting on HIV/AIDS in Africa**

#### ***The Challenges of the Beat: The Industry and an Intractable Disease***

Lead Discussants

**John Donnelly, Freelance Health/Medical Reporter**

**Ofeibea Quist-Arcton, National Public Radio (West Africa)**

**John Donnelly** is a writer specializing in global health and environmental subjects. He is currently a Kaiser Family Foundation media fellow, writing a book on Americans working in Africa. He is also Vice President and Senior Editor at Burness Communications. From 1999 to early 2008, he was a reporter with The Boston Globe where he worked for five years in the Washington bureau of The Globe, covering foreign policy, with a special focus on global health issues. From 2003 to mid-2006, he opened and ran The Globe's first-ever Africa bureau. Based in South Africa, he traveled widely around the continent, focusing on a wide range of health issues, politics, counter-terrorism, development policy, and the future of oil in Africa. Prior to joining The Globe, Mr. Donnelly worked for a year in Washington for Knight Ridder Newspapers and spent four years based in Jerusalem and Cairo covering the Middle East for Knight Ridder and the Miami Herald. He has also worked for the Associated Press in New York City and in Vermont, and was a staff reporter for the Burlington (Vt.) Free Press. He has won many awards for his work, including being part of the Pulitzer Prize-winning coverage of Hurricane Andrew for the Miami Herald; and individual awards from the Global Health Council, RESULTS, InterAction, and the American Society of Tropical Medicine and Hygiene. He attended the University of Maine and University of Vermont, majoring in English. He was a Duke University Media Fellow in 2000.

**Ofeibea Quist-Arcton** is a journalist and broadcaster from Ghana who reports for the National Public Radio (NPR) on issues and developments related to West Africa. She spent her early years in Ghana, Italy, Britain, and Kenya. NPR is a noncommercial news, talk, and entertainment programming radio station serving a growing audience of 26 million Americans. Ms. Quist-Arcton has lived and worked in the UK, France, Ivory Coast, US, South Africa, and most recently Senegal, traveling all over Africa as a journalist, broadcaster, commentator, and host. Ms. Quist-Arcton has a wide range of journalism experience having worked as a roving reporter, radio host, editor and senior producer at various media houses such as the BBC World Service; Radio France International (RFI); and the South African Broadcasting Corporation. She has degrees from the London School of Economics and the Polytechnic of Central London.

## 6.00pm

Meet in the Hotel Lobby and depart for informal dinner  
*Maquis Tante Marie* – Accra’s No. 1 African Dish Restaurant “where one can sample a broad range of West African dishes and refreshing natural soft drinks.”

# THURSDAY, JULY 17

## 7.30-9.30am

### Working Breakfast

#### ***Progress and Challenges in Combating HIV/AIDS: A Global Perspective***

#### **Dr. Ernest Darkoh, Chairman, BroadReach Healthcare**

**Dr. Ernest Darkoh** is an internationally recognized expert in HIV/AIDS program management, strategic planning, systems development, and large-scale treatment program implementation. He is widely acclaimed for his bold leadership in helping develop and manage Botswana's National Antiretroviral Treatment Program (Masa)– one of the largest public sector HIV/AIDS treatment programs in Africa and a program widely regarded as a “proof of concept” model for large scale ARV therapy. As Chairman of BroadReach, Dr. Darkoh leads the development, implementation, and management of the company’s innovative and scaleable healthcare delivery models and treatment programs. He serves as an advisor to numerous governments across Africa, Asia, and the Caribbean in the development of public and private sector HIV/AIDS programs, and his expertise and input are frequently sought after by international organisations including the World Bank, WHO, UNICEF, and many multinational Fortune 500 companies. Dr. Darkoh is a frequent plenary speaker at international AIDS conferences on strategies for implementing HIV/AIDS scale-up in resource-limited settings.

## 9.45am

Meet in the Hotel Lobby and depart for site visits [boxed lunch provided on bus]

**The Ghana Health Service** provides comprehensive and accessible health service with special emphasis on primary health care at regional, district and sub-district levels in accordance with approved national policies. For more information: <http://www.ghanahealthservice.org/index.php>

**Pro-Link** Community-based projects and support groups: Pro-Link has programmes in HIV/AIDS education, care and support for people living with HIV/AIDS (PLWHA), as well as care for orphans and vulnerable children. Other programmes include income generation for women, skills training for street youth and livestock project for poor families. Pro-link’s programs embrace a broad cross-section of rural development and advocacy issues, including reproductive health and education, HIV/AIDS, child survival, income generation, vocational training, and food security. For more information: <http://www.prolinkghana.org/>

**Opportunity International** is a micro-enterprise development organization providing the poor with small loans and training so they can work their way out of poverty. The organization provides small microfinance loans – sometimes as little as GH¢50 – as well as banking, insurance and other financial services that allow poor entrepreneurs to start or expand a business, develop a steady income, provide nutritious meals and education for their children and create jobs for their neighbours. For more information: <http://www.opportunityghana.com/aboutus.html>

**Supply Chain Management System (SCMS)**, which is funded by the US President’s Emergency Plan for AIDS Relief (PEPFAR), procures essential medicines and supplies at affordable prices; helps strengthen and build reliable, secure and sustainable supply chain systems; and fosters coordination of key stakeholders. SCMS helps to reduce the price of essential medicines by working closely with clients to plan future procurement, pooling orders to buy in bulk, establishing long-term contracts with manufacturers and purchasing generic alternatives whenever possible. For more information: <http://scms.pfscm.org/scms/where>

## **5.00pm**

Return to hotel

## **6.00pm**

### **Roundtable discussion:**

### ***Making the Ordinary News: How to Keep a Spotlight on HIV/AIDS and its Impact***

#### Moderators:

**Zain Verjee, CNN News Correspondent**

**David Baron, Health & Science Editor, PRI/WGBH/BBC *The World***

**Zain Verjee** is based in the CNN's Washington, D.C., bureau and has traveled to the Middle East and other parts of the world to report on Secretary of State Condoleezza Rice and U.S. diplomacy. Ms. Verjee returned to her native country of Kenya in January 2008 to cover the post-election violence there. She spent weeks reporting the political and personal stories she found as well as the international community's response to the hostilities. Since joining CNN in 2000, Ms. Verjee has covered numerous breaking news and world events such as the September 11, 2001 terrorist attacks and the war in Iraq as well as interviewed international world leaders. Ms. Verjee has previously worked for the Kenyan Television Network and the BBC. Her journalistic efforts extend beyond the broadcast realm. She recently published *Live and On the Air*, a children's book exploring the experiences of a young girl who moves from rural Kenya to Nairobi to work as a broadcaster. Ms. Verjee also has produced successful radio campaigns spreading awareness of HIV/AIDS, road safety and violence against women. Her community efforts include work with Street Children and with Operation Smile. Ms. Verjee received her undergraduate degree in English from McGill University in Montreal and studied at York University in Canada.

**David Baron** is an award-winning science journalist, author, and radio broadcaster who currently serves as health and science editor for *The World*, a BBC World Service radio program in the United States. A graduate of Yale University, where he studied physics, Mr. Baron has reported on all aspects of science, from AIDS to cloning, black holes to humpback whales. Prior to joining *The World* in 2005, Mr. Baron spent almost twenty years reporting for the National Public Radio programs *All Things Considered* and *Morning Edition*, as well as producing occasional radio reports for the Canadian Broadcasting Corporation and Australian Broadcasting Corporation and television reports for CNN. He has written articles for the *Boston Globe*, *Los Angeles Times*, *Outside*, and *Reader's Digest*, and is author of *The Beast in the Garden*, a 2003 book about mountain lions (pumas) in America's suburbs. Mr. Baron's work has garnered numerous honors, including a duPont-Columbia Award (broadcasting's equivalent of the Pulitzer Prize) and science journalism prizes from the American Medical Association, American Society for Microbiology, and (on three occasions) American Association for the Advancement of Science. Mr. Baron has taught science journalism at Boston University, and he has served as a Knight Science Journalism Fellow at MIT and a Ted Scripps Fellow in Environmental Journalism at the University of Colorado. In the course of his reporting, Mr. Baron has braved erupting volcanoes (in Iceland and Montserrat), endured swarms of African safari ants (in Uganda), and journeyed to the very bottom of the earth – the South Pole. When not on assignment, his preferred activity is hiking in the Rocky Mountains near his home in Boulder, Colorado.

# FRIDAY, JULY 18

## 7.30am

Meet in Hotel Lobby and depart to Holiday Inn

## 8.00am

### **Kaiser-CNN Breakfast Discussion Forum**

#### ***Doing Business: Doing Good***

Moderators:

Ferial Haferjee, Editor, Mail&Guardian, South Africa

Zain Verjee, CNN News Correspondent

Presentation by

#### **Trends in the HIV/AIDS Epidemic: A Global Overview**

Dr. Ernest Darkoh, Chairman, BroadReach Healthcare

Lead discussants:

- Mrs. Mary Chinery-Hesse, Chief Presidential Advisor, Ghana
- Mr. Chris Kirubi, Chairman, Capital Group Ltd, Kenya
- Mr. Kofi Nsiah-Poku, Founder & Managing Director, Kinapharma Company, Ghana

## 11.00am

Return to hotel

## 1.00pm

### **Working Lunch: Using New Media to Increase Attention to HIV/AIDS**

#### **Mohammed Yahia, Health and Science Editor, *IslamOnline.net*, Egypt**

Mohammed Yahia is a science editor in the Health & Science section of the website [IslamOnline.net](http://IslamOnline.net). He has a bachelor's degree in pharmacy from Cairo University. However, he soon changed his career and has been a science journalist since 2006. He has been studying the future and opportunities presented by the emerging New Media such as social networks and virtual worlds. Since 2007, Mr. Yahia has been the coordinator of [IslamOnline.net](http://IslamOnline.net)'s projects inside the virtual world of Second Life. Besides writing for [IslamOnline.net](http://IslamOnline.net), his articles have been published in [SciDev.net](http://SciDev.net). Mr. Yahia is a member of the Arab Science Journalists Association.

## 3.00pm

Roundtable discussion:

### **Accessing Information and Resource People Worldwide; Multi-Media Strategies for Reporting Stories; Professional Networking and Personal Goals. Reporting From The IAS Conference In Mexico City.**

Penny Duckham, Executive Director, Kaiser Media Fellowships Program

Penny Duckham is Executive Director of the Kaiser Foundation's media fellowships and media internships programs in health reporting. Both programs provide U.S. print, radio, television and online journalists with unique opportunities to undertake individual in-depth research and reporting on public health and health policy issues, to help broaden the American public's understanding of these issues. Ms. Duckham also directs the Foundation's international health journalism program, which works with journalists in India, Africa, and the Caribbean to expand and inform reporting on HIV/AIDS and related public health issues. Ms. Duckham has directed a number of briefings, site visits and journalism training programs overseas, including programs in Brazil, Canada, China, Cuba, India, southern Africa, Trinidad, and Russia; and special training programs in advance of the International AIDS conferences in Barcelona (2002), Bangkok (2004), Toronto (2006) and Mexico City (2008). Previously, Ms. Duckham was the director of communications for The Commonwealth Fund, a national philanthropy based in New York City. She worked for several years in London for

the U.K. Consumers' Association and in Brussels, in the private office of the President of the European Economic Communities Commission; and as a freelance writer on social policy issues for *Which? Magazine* and the *Financial Times*. Educated in England, Ms. Duckham graduated from the University of Oxford with a first class honors degree in modern history.

### **6.30pm**

Dinner with CNN/MultiChoice Award Finalists, Judges, Executives and Friends  
La Palm Royal Beach Hotel

## **SATURDAY, JULY 19**

### **7.30am**

#### **Full day excursion To Cape Coast World Heritage Slave Forts and Castles**

Scenic drive along the Atlantic coast to the Central Region of Ghana to tour the infamous Cape Coast castles and slave dungeons of Ghana. The Cape Coast Castle was built by the Swedes in 1653 and was later taken over by the British. Here you will see the door that was the last door African ancestors passed through on their way to board the ships to the new world. At that time it was a symbol of hopelessness and was known as the Door of No Return, but to modern pilgrims it is a Door of Return, of hope and healing. Explore the grounds of this infamous castle with its slave dungeons. Every part of the castle has historical significance.

### **4.00pm**

**Return to hotel**

### **6.30pm**

**Meet in lobby and depart to attend 2008 CNN MultiChoice African Journalism Awards Gala Dinner at The State Banquet Hall, Osu, Accra**

## **SUNDAY, JULY 20**

**Participants depart**