

THE SAHEL & WEST AFRICA WEEK

oe.cd/swac-week

MEDIA TRAINING WORKSHOP

1 DECEMBER 2018, LABRANDA CORAL BEACH HOTEL, ROOM BOLUNDA 1

Hosted by the Government of The Gambia and under the aegis of the Commissions of ECOWAS and UEMOA, the Sahel and West Africa Week is an annual meeting for dialogue and knowledge-sharing on food issues. It has become “the place to be” for the region’s development stakeholders for informal exchanges networking and the building of partnerships. The Week is organised by the Sahel and West Africa Club Secretariat (SWAC/OECD).

Bringing together some 300 participants every year in a different Sahelian or West African country, it is the OECD’s largest event on the African continent.

EXPECTED RESULTS

- Strong media coverage of the Week in the Gambian press and media landscape;
- Better understanding of the thematic work being conducted during the Week;
- Increased capacity of Gambian journalists and media professionals to monitor and report on food and nutrition issues.

Capitalising on the experience of the 2017 edition of the Sahel and West Africa Week in Cotonou, Benin, the Sahel and West Africa Club Secretariat (SWAC/OECD), in collaboration with the Government of The Gambia, is organising a media training workshop for Gambian journalists and media professionals in preparation for the 2018 Week. The workshop will be moderated by the SWAC Secretariat with the support of West African journalists and media experts.

OBJECTIVES

The purpose of this workshop is to inform journalists and media professionals about the Week and to encourage their active participation. A series of practical exercises will serve as capacity-building opportunities and trainings for Gambian journalists. Beyond the event, the approach aims to develop a pool of journalists with an increased interest in issues related to food and nutrition security. It will encourage mutual learning and networking among journalists in a rapidly changing media landscape and it will also be an opportunity to address some of the challenges journalists face in the “new Gambia.” More specifically, the workshop aims to:

- Inform journalists about the Sahel and West Africa Week and propose concrete tools to facilitate interview preparation and article writing by using a storytelling approach;
- Raise awareness of food, nutrition and resilience challenges and improve journalists’ understanding and technical knowledge of these issues;
- Promote information-sharing, mutual learning and networking among journalists and media professionals.

PARTICIPANTS

The workshop will bring together some 20 journalists and media professionals. It targets young talent from The Gambia who are active in various media categories (TV, radio, print and online press, social media) who have a strong interest in food and nutrition issues. For the practical exercises, journalists are invited to select an article, interview or other product that focuses on nutrition initiative success stories or on lessons learned. Participants will receive the Week’s welcome package, including various SWAC publications, a USB key with documents and maps, and a lump sum to cover local transport fees. For more information, please see the registration form.



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AGENDA

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LABRANDA CORAL BEACH HOTEL, ROOM BOLUNDA 1

08:30-09:30

INTRODUCTION

- Words of welcome by Sheriff T.J. Sanyang, Gambian government official and SibiriJean Zoundi, SWAC/OECD Secretariat
- Round table introduction of participants
- Presentation of workshop objectives

09:30-11:00

SESSION 1: THE SAHEL AND WEST AFRICA WEEK AND THE RPCA

Facilitator: Julia Wanjiru, SWAC/OECD Secretariat

- Presentation of the Week's programme - timeline of events
- Introduction to the regional governance of food and nutrition security in the Sahel and West Africa
- The Food Crisis Prevention Network (RPCA) – 90-second video clip and presentation
- The PREGEC mechanism– a framework for analysis, dialogue and consultation
- RPCA data and mapping tools: www.food-security.net

11:00-11:30

COFFEE & TEA

11:30-12:30

SESSION 2: THE PREGEC CHARTER AND THE GAMBIA'S EVENT

Facilitator: Ousman Tall, SWAC/OECD Secretariat and Sheriff T.J. Sanyang

- Key findings from the 2nd evaluation of the PREGEC Charter
- Brainstorming on the role of journalists in raising awareness of civil society in the context of the PREGEC Charter
- Presentation of the special event of The Gambia

12:30-14:00

LUNCH

14:00-16:00

SESSION 3: PRACTICAL EXERCISES

Facilitator: Vivan Affoah, Media Foundation for West Africa

The Week's thematic session focuses on scaling-up best nutrition practices.

- Presentation of sample stories
- Feedback by participants
- Discussion on how to develop a storytelling approach + writing exercise
- Getting ready for the Week (preparation of interviews, articles, etc.)
- Wrap-up and feedback by participants

16:00-16:30

COFFEE & TEA

16:30-17:30

SESSION 4: CHALLENGES OF JOURNALISM IN THE “NEW GAMBIA”

Facilitator: Saikou Jammeh, Gambia Press Union

- Roundtable discussion focusing on mutual learning, networking & partnership building

17:30-18:00

WRAP-UP AND CONCLUSIONS

Only accredited journalists will be allowed entry on site. Journalists must register **by 26 November 2018** to attend the media workshop and/or the Sahel and West Africa Week. Please note that places are limited and will be allocated on a first come, first served basis.

CONTACT

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