

Programme of the Workshop

MONDAY 19 FEBRUARY 2001

- 8:00 Registration
- 9:00 Official opening ceremony. Opening speech by Mr. Jacques Ekebil, Assistant Director-General, Sustainable Development Division, FAO
- 9:45 Introduction of institutions sponsoring the workshop:
- 9:45 The International Development Research Center (IDRC)
 - 9:45 The Technical Center for Agriculture and Rural Development (CTA).
Speaker: Thiendou Niang, Information and Capacity Development Department
 - 10.00 The Ford Foundation for West Africa.
Speaker: Ms Aida Opoku-Mensah, Manager, Media, Arts and Cultural Programmes
- 10.15 Presentation of topics, objectives and organisation of workshop
Speaker: Jean-Pierre Ilboudo, Communication Officer, FAO
- 10:30 Coffee-break
- 10:50 Keynote address on “*The Challenges of ICTs and Rural Radio*”
Speaker: Bruce Girard, International Consultant
- 11:20 Questions from the floor
- 12:00 Lunch with time for conducting radio interviews and broadcasts
- 14:45 “*The Developing Countries Farm Radio Network* »
Speaker: Ms Bennett Nancy, Executive Director, Developing Countries Farm Radio Network, Toronto, Canada
- 15:00 “*Community Radio and Farming in South Africa*” -
Speaker: Mosopho Stone, Radio Producer, National Community Radio Forum, South Africa
- 15:20 “*Improving Access to Rural Radio for ‘Hard to Reach’ Women Audiences*” –
Speaker: Jennifer Sibanda, Federation of African Media Women, Zimbabwe
- 15:40 Questions from the floor
- 16:00 Coffee-break
- 16:15 “*The Role of Rural Radio in Agricultural and Rural Development. Translating Agricultural Research Information Messages for Farm Audiences*”
Speaker: Ms Sylvia Biraahwa, Head of Farm and Environment Issues in Radio
Uganda
- 16:40 “*Commercial Farm Broadcasting in the United States*”
Speakers: Chuck Zimmerman, Vice-President of Brownfield Network, and Gary Cooper, President of Southeast AgNet, USA
- 17:00 “*Radio Broadcasting to Farmers: To Educate, Inform, and Entertain*”
Speaker: Edwin L. Slusarczyk, President, Ag Radio Network Inc, USA
- 17:20 Questions from the floor
- 18:00 End of working session

TUESDAY 20 FEBRUARY 2001

- 9:00 Presentation by FAO technical departments, followed by questions from the floor
- 9:10 “*Global Information and Early Warning System*”
Speaker: Stéphane Jost, Global Information and Early Warning Service, FAO
- 9:45 “*WAICENT: Bridging the Digital Divide in Food Security*”
Speaker: Stephen Rudgard, World Agricultural Information Center, WAICENT, FAO
- 10:20 Coffee-break
- 10:40 “*Communicating Information about Food Security through Rural Radio*”
Speaker: David Campbell, Nairobi Representation of the Mediae Company UK, Nairobi, Kenya
- 11:15 “*Farm Radio as a Medium for Market Information Dissemination*”
Speaker: Andrew W. Shepherd, Marketing and Rural Finance Service, FAO
- 11:50 “*What Can Modern Agricultural Meteorology do for the Subsistence Farmers?*”
Speaker: René Gommès, Environment and Natural Resources Service, FAO
- 12:30 Lunch with time for conducting radio interviews and broadcasts
- 15:50 “*Research in the Field of Rural Media*”
Speaker: Julien Rakotoarimana, Secretary General, Rural Radios Network of Madagascar
- 16:10 “*Impact of Radio Programmes in South Mali: Methodologies and Practices for Evaluation*”
Speaker: Omar Sangaré, National Coordinator of project: GCP/Mli/020/NET - “*Re-launching Rural Radio in Mali*”
- 16:30 Questions from the floor
- 16:50 Coffee-Break
- 17:10 “*How to Get Information on Post-Harvest in The Internet Jungle*”
Speaker: François Mazaud, Post-Harvest Management Service, FAO
- 18:00 End of working session

WEDNESDAY 21 FEBRUARY 2001

- 9:00 “A ‘Kente’ Approach to Community Radio Training: Weaving Training into the Community Empowerment Process”
Speaker: Ms Wilna Quarmyne, Deputy Executive Director of Ghana Community Broadcasting Services
- 9:20 “Training Needs for Trainers in the Field of Rural Radio in Africa »
Speaker: Christopher Kamlongera, Director, Centre of Communication for Development, Southern African Development Community (CCD/SADC), Harare, Zimbabwe
- 9:40 Questions from the floor
- 10:00 Panel discussions on African and American experiences Related to Rural Radio and Farm Radio Broadcasting
Panel list:
- Moussa Keita, Secretary General of the Union of Radio and Television Broadcasting, (URTEL), Mali
 - Chuck Zimmerman, Vice-President of Brownfield Network, USA
 - Jean-Pierre Lamonde, Manager, Local Radio Programmes at Agence Intergouvernementale de la Francophonie (AIF), France
 - Ms Sophie K. Ly, Secrétaire Générale of AMARC, Canada
 - Jacques da Matha, Director of URTNA/CIERRO, Burkina Faso
- Facilitator: LoyVan Crowder, Senior Communication Officer, Extension, Education and Communication Service, FAO
- 11:00 Coffee-break
- 11:25 “FAO’s Experience in the Field of Rural Radio and ICTs Servicing Rural Radio: New Contents, New Partnerships”
Speaker: Jean-Pierre Ilboudo, Communication Officer, FAO
- 12:10 Messages and Statements by Institutions supporting Rural Radio: 15 minutes per Institution
- 12.10 African Center of Meteorological Applications for Development (ACMAD).
“RANET: Use of Climate and Environmental Information as a Resource for Development and Poverty Reduction in Africa”
Speaker: Mohammed Boulaya, Director General, ACMAD
- 12.25 “Making Waves in the CGIAR (Consultative Group for International Agricultural Research): Rural Radio and Agricultural Science”
Speaker: Ms Helen Hambly Odame, Research Officer, International Service for National Agricultural Research (ISNAR)
- 12:45 Lunch with time for conducting radio interviews/broadcasts

- 15:00 World Association of Community Radio Broadcasters (AMARC): *Community Radio and Food Security*
Speaker: Ms Sophie K. Ly, Secretary General
- 15:15 Inter-African Center for Rural Radio Broadcasting Studies of Ouagadougou (URTNA/CIERRO): *A 23-year Contribution to the Development of Rural Radio and Local Radio in Africa*
Speaker: Jacques da Matha, Director
- 15:30 The Action of Agence Internationale de la Francophonie (AIF) in Local Radio Broadcasting : *The Local Radio Program.*
Speaker: Jean-Pierre Lamonde, Manager, Local Radio Programs, AIF
- 15:45 “*Community Multimedia Centres: Integrating Modern and Traditional Information and Communication Technologies for Community Development*”
Speaker: Ms Stella Hugues, Senior Programme Specialist, UNESCO
- 16:00 *International Fund for Agricultural Development (IFAD): The Role of Rural Radio in the Struggle against Rural Poverty*
Speaker : Mohamed Tounessi, Country Portfolio Manager, Programme Management Department, Africa Division
- 16:15 *US Department of Agriculture’s Radio*
Speaker: Ms Brenda J. Curtis-Heiken, Senior Radio Reporter/Producer USDA Radio
- 16:30 “*BBC Farm Radio Programmes*”
Speaker: Ms Anna Hill, Presenter/Producer, Farming Today, BBC.4
- 16:45 Coffee-Break
- 17:00 Role of the Panos Institute for West Africa: *Rural and Local Radio Facing the Development of a Culture for Citizenship, Democracy and Peace*
Speaker: Ms Diana Senghor, Director
- 17:15 Institute for Media and Society (IMS, Nigeria)
Speaker: Akin Akingbulu, Executive Director
- 17:30 JADE, A Network of African Journalists Specialised in Media Production and Communication for Development
Speaker: Souleymane Ouattara, Coordinator
- 18:00 End of working session

NB: A cocktail reception was be offered by the U.S. Mission to FAO to participants of the workshop, on Wednesday, 21 February, at 18:30, at the residence of the Permanent Representative.

THURSDAY 22 FEBRUARY 2001

9:00 Constitution of working groups

Working Group I

Networking of Rural Community Radio and Farm Radio Broadcasting through the Internet and Collaborative Arrangements North-South

- Action Plan
- Follow-up to the workshop
- Identification of country projects with potential to be externally funded

Working Group II

New Technological Challenges, New Contents. Food Security; Early Warning System; Agro-meteorology; Market Information; World Agricultural Information Center (WAICENT):

- Action Plan
- Follow-up to the workshop
- Identification of country projects with potential to be externally funded

Working Group III

Follow-up on North-South and South-South Cooperation:

- Action Plan
- Follow-up to the workshop
- Identification of country projects with potential to be externally funded

12:00 Lunch

14:30 Plenary Session: Reports of Working Groups

16:30 Evaluation of the Workshop

17:30 Break

18:00 Closing Ceremony.

Speech by Ms Carleen Gardner, Assistant Director- General for General Affairs & Information Department, GI, FAO