



MEDIA AND DEVELOPMENT FORUM

11-12 DECEMBER 2019 – PARIS

 #FORUMMEDIODEV

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Social cohesion, youth inclusion, post-conflict reconciliation, supporting democratic transitions, explaining climate change: are we asking too much of the media?

These new demands placed on the media occur in the context of major recent changes, including the increased pace of information dissemination and the development of new content production tools.

The Media and Development forum is an opportunity for CFI's media partners from Africa, Asia, Europe and the Arab world to debate, examine and discuss views on all these issues.

CFI and its partners will be gathering in Paris on 11 and 12 December 2019 for this special event with a view to sharing practices, solutions, challenges and innovations.

WHY A “MEDIA AND DEVELOPMENT” FORUM?

Since 2011, CFI, the French media development agency and a subsidiary of France Médias Monde, has been running a series of international forums (Montpellier, Tunis, Belgrade, Abidjan, Cairo, Nairobi, Tbilisi, Jakarta, Beirut, Paris) designed to connect media actors from Africa to Asia and to enable them to share their experiences, often characterized by challenging contexts.

Its aims are to:

- Share innovating experiences across countries
- Move from virtual to real meetings
- Share good and bad practice
- Support media development

WEDNESDAY 11 DECEMBER 2019

→ 1:15 PM - 2:00 PM **WELCOME COFFEE**

→ 2:00 PM - 2:30 PM **WELCOMING ADDRESS AND PRESENTATION OF THE PROGRAMME**

Marie-Christine Saragosse, CEO of France Médias Monde

Marc Fonbaustier, CEO of CFI

→ 2:30 PM - 4:00 PM **PLENARY SESSION - *Room Seine (auditorium)***

Should the media be feminist?

With gender equality now firmly established as a topical issue throughout the world, the media play a key role in changing attitudes, breaking down stereotypes and challenging gender inequalities.

Yet women continue to be underrepresented in media outlets, representing for example only 19% of experts seen, heard and read in the media. Moreover, the issue of gender equality is only addressed in 9% of news stories worldwide.

What are the challenges faced by the media in their commitment to promoting greater gender equality? What role can they play in raising public awareness and challenging inequality? How far can they go, particularly in contexts of crisis and conservative pressure? What practical solutions can editorial boards offer to give men and women an equal voice in media reporting, but also to ensure in-depth coverage of gender equality issues?

Moderator: **Florence Morice**, RFI, France

Tala Al-Charif, Female Shimeras, Palestine

Tenin Samake, Womananager.org, Mali

Aissata Sankara, Droits Libres TV, BBC, Al Jazeera, Burkina Faso

Heba Obeidat, Sowt journalist, Jordan

→ 4:00 PM - 4:30 PM **COFFEE BREAK**

→ 4:30 PM - 6:00 PM **WORKSHOP - *Room Seine (auditorium)***

Violence against women: at the heart of media coverage

According to the World Health Organization, one in three women will experience physical or sexual violence in their lifetime. Violence against women is an issue at the heart of international news, particularly following the #MeToo worldwide movement which helped give reveal facts that continue to remain largely taboo and hidden, victims' voices still too often being discredited and questioned. What role can the media play in making their voices heard and in making violence against women a genuine societal issue? How should violence against women be dealt with in the media to convey the right messages and break down stereotypes?

Facilitator: **Emilie Laot-Yahou**, CFI, France

Monia Ben Hamadi, Inkyfada, Tunisia

Barfi Ali Bichar, photographer, Iraq

Shayda Hessami, Aide Humanitaire et Journalisme (AHJ), Iraq

→ 4:30 PM - 6:00 PM **WORKSHOP - Room Euphrate**

How to draw popular attention to environmental issues

Global warming, pollution issues and biodiversity depletion are not always easy things to incorporate into our practices, let alone impose on the public policy agenda. To begin with, perhaps we need to focus our energies on “training” citizens by helping them to properly understand the significance of the issues at stake and what everyone can do to safeguard the future of the planet.

Facilitator: **Maxime Hugeux**, CFI, France

Hang Dinh, VJA, Vietnam

Rim Mathlouthi, journalist, Tunisia

Gaël Flaugère, E-pop project, RFI Planète radio, France

→ 16:30 - 18:00 **WORKSHOP - Room Columbia**

Is it still possible to laugh?

The New York Times has decided to stop publishing political cartoons. As if satire no longer had its place in our modern societies, which are both overloaded with information and highly anxious... Luckily, there are still committed creators out there online who haven't given up on the delights of puns and caricatures – even if that means adapting to new pressures. Their aim being to better reconnect with their audiences.

Facilitator: **Vladimir Vazak**, Arte/Cartooning for Peace, France

Constant Tonakpa, press cartoonist, Benin

Isam Uraiqat, Al Hudood, Jordan

→ 4:30 PM - 6:00 PM **WORKSHOP - Room Tibre**

“Marketing”: can the media do without?

Simply creating a media outlet isn't enough to find an audience. Worse still, existing media can struggle to keep their audience, whose attention is always more enticed by new applications. So if there's one art in urgent need of a rethink, it's the art of knowing one's audience. The point is that we need to get better at communicating with audiences and at instilling loyalty. And while there may be no miracle solution for finding the right business model, it is impossible to run an outlet without having a precise idea of the target audience.

Facilitator: **David Hivet**, CFI, France

David Rofé, media consultant, France

Michel Helou, L'Orient-Le Jour, Lebanon

Sahadou Ali Zato, local radio marketing expert, Benin

THURSDAY 12 DECEMBER 2019

→ 9:00 AM - 9:30 AM **WELCOME COFFEE**

→ 9:30 AM - 11:00 AM **PLENARY SESSION - *Room Seine (auditorium)***

Welcome

Jean-Baptiste Lemoyne, Secretary of State to the Minister for Europe and Foreign Affairs (to be confirmed)

Can we combat the spread of fake news?

Disinformation existed long before social media, shaking the beliefs of citizens around the world. Yet online platforms have increased both the power of rumours and the capabilities of malicious actors. It's no coincidence that companies such as Facebook regularly communicate on the work they do to block and dismantle coordinated operations on its applications around the world. So, what can journalists do? How should we define a piece of fake news? How can we identify rumours and devise an appropriate and persuasive response as quickly as possible while also restoring public trust in the media?

Moderator: **Julien Le Bot**, journalist, France

Grégoire Lemarchand, AFP Factuel, France

Aïda Ndiaye, Facebook Africa, France

Lacinan Ouattara, RTI, Côte d'Ivoire

Liana Sayadyan, Hetq, Armenia

France 24 Observers, France (to be confirmed)

→ 11:30 AM - 1:00 PM **WORKSHOP - *Room Seine (auditorium)***

Removing fake news from social media: feedback

Social media has radically changed how we access information, which is not without its challenges given the amount of fake news and rumours circulating on social media. Editorial boards cannot afford to ignore the issue. How can we spot emerging fake news? How can disinformation be removed and, above all, how can we use social media to disseminate counter-investigations?

Facilitator: **Régine Dietrich**, CFI, France

France 24 Observers, France

Moath al-Thaher, Fatabayyanu, Jordan

→ 11:30 AM - 1:00 PM **WORKSHOP - *Room Euphrate***

Data journalism: the right recipes for success

Data journalism now is part of the range of techniques available to editorial offices for providing a fresh perspective on their investigations, their coverage of pressing social issues and current events. However, it can be difficult to put into practice: useful data is not always available, tools are not easy to master and the general public needs formats that are easy to understand and use.

Facilitator: **Cécile Le Guen**, Dataactivist, France

Ani Hovhannisyan, Hetq, Armenia

Madeleine Ngeunga, InfoCongo, Cameroon (to be confirmed)

→ 11:30 AM - 1:00 PM **WORKSHOP - Room Columbia**

What do investigative journalism networks change?

With recent examples including the #PanamaPapers, #ImplantFiles and #WestAfricaLeaks, investigations, which often lead off the beaten track, are now also conducted through networks. To shed light, for example, on the shortcomings of governments or the excesses of global industries, networking among information professionals can prove useful, even critical. Whether it's a matter of joining a pre-existing network or helping to set up a new consortium, it's essential to understand how it all works.

Facilitator: **Julien Le Bot**, journalist, France

Sandrine Sawadogo, CENOZO, Burkina Faso

Lyas Hallas, Panama Papers, ICIJ, Algeria

Rana Sabbagh, ARIJ, Jordan

→ 11:30 AM - 1:00 PM **WORKSHOP - Room Tibre**

Civic tech: how does it work?

The current fashion for citizen technologies and participatory inclusion in the public debate has not lived up to expectations. And for good reason: in itself, technology is not an answer to a community's problems. First of all, it requires careful consideration of how citizens get their information and/or wish to engage. And it must then be integrated into a larger ecosystem to unleash its full potential.

Facilitator: **Emilie Bergouignan**, CFI, France

Eyad al-Oleimat, Entikhabati, Jordan

Tidiani Togola, Mon Elu, Mali

→ 1:00 PM - 2:00 PM **LUNCH**

→ 2:00 PM - 3:30 PM **PLENARY SESSION - Room Seine (auditorium)**

Is it still possible and desirable to measure the impact of the media?

Although the era of mass media with their huge audiences is now partly over, this does not mean that journalists do not still have a role to play. But how should we define a media outlet's mission today? Should the criteria for success be reviewed? Should new ways of reflecting the demand for transparency and of measuring impact be created? In this respect, it is worth examining the role of certain media outlets or NGOs in the monitoring of parliamentary activity, the fight against gender inequality or environmental issues. This question is of particular interest to major development aid donors involved in supporting the media. They will only continue to do so if media outlets (and, by extension, projects in support of media organisations) can demonstrate that they are radically influencing behavioural change. Easier said than done?

Moderator: **Alan Dreanic**, CFI, France

Nesrine Jilalia, Al Bawsala, Tunisia

Christoph Spurk, Institute of Applied Media Studies, Switzerland

Malek Khadhraoui, Inkyfada, Tunisia

Mbathio Diaw Ndiaye, RAES (NGO), Senegal

→ 4:00 PM - 5:30 PM **WORKSHOP - Room Seine (auditorium)**

Covering a popular uprising

Whether in Algeria, Iraq, Burkina Faso or Lebanon, when citizens decide to take to the streets to voice their anger towards the authorities in power, journalists are necessarily on the front line. However, this direct citizen's involvement in public affairs raises many questions for those covering demonstrations. What is the right approach? Should reporters take sides? Or remain detached, at the risk of missing out on a scoop?

Facilitator: **Florence Minery**, CFI, France

Hamdi Baala, Huff Post, Algeria

Widad Jarbouh, Skeyes, Lebanon

Aissata Sankara, UNALFA, Burkina Faso

→ 4:00 PM - 5:30 PM **WORKSHOP - Room Euphrate**

Solutions journalism: comparing perspectives

Journalism needs not be limited to identifying only the problems that affect a particular community or region. Many information stakeholders have begun to focus on highlighting citizen mobilisation, the emergence of local solutions or even to contribute to the implementation of solutions. Different perspectives on the prospects and limitations of this type of editorial work will be considered.

Facilitator: **Petros Konstantinidis**, CFI, France

Aurore Malval, Nice Matin, France

Michel Helou, L'Orient-Le Jour, Lebanon (to be confirmed)

→ 4:00 PM - 5:30 PM **WORKSHOP - Room Tibre**

Thinking outside the box

We all have a tendency to withdraw into ourselves, and journalists are no exception. The hardest thing for a newsroom is often to look beyond its own network. To avoid navel gazing. And to talk about those who are not its "natural customers". Yet herein lies one of the core functions of journalism: to seek out the voices that don't get heard. And to speak to those that don't get seen (or seen very often) so that everyone is able to both participate and be heard. Feedback.

Facilitator: **David Hivet**, CFI, France

Ségolène Malterre, Pas2Quartiers, France 24, France

Lamia Rassi, Kel Yom, Lebanon

Assade Zongo, Wakat, Burkina Faso

→ 4:00 PM - 5:30 PM **WORKSHOP - Room Columbia**

What role should the media play during election periods?

Media outlets now have the tools to radically reshape the way they cover elections. Whether it's a matter of putting candidates' track records into perspective using digital tools, publicly calling attention to unfulfilled campaign promises or helping the public to better understand the core issues at stake, many initiatives are showing that citizens need journalists more than ever to make things happen. Feedback.

Facilitator: **Cléa Kahn-Sriber**, CFI, France

Mohamed Haddad, Barr Al-Aman, Tunisia

Charlemagne Abissi, UNALFA, Burkina Faso

→ 8:00 PM **EVENING EVENT "30 YEARS OF CFI"**

The forum will also be an opportunity to **celebrate CFI's 30th anniversary**, starting at 8:00 pm at the Salon des Miroirs, 13 passage Jouffroy, Paris 9th arrondissement.



INNOVATIVE SOLUTIONS TO COVER THE FORUM

Original and innovative solutions are deployed at the forum to cover the event. Beyond simply promoting the forum, the aim is also to showcase new ways of disseminating information using mobile video and social media for the benefit of the attendees from over 30 countries.

The EFJ newsroom

A team of students from the EFJ is on site to interview participants. Using smartphones, twenty-five videos are produced and broadcasted during both days. Very short videos are also broadcasted live on Twitter, while longer videos are shared on CFI's Facebook page.

Live broadcasting of sessions on social media

The three main sessions are filmed and broadcasted live on CFI's social media platforms. For the event, the auditorium is equipped with 4 smartphones filming simultaneously. The footage is supervised from a control room and broadcasted directly on social media.

Dazzl online streaming platform

After the various conference sessions, speakers will continue debating on the platform of tech start-up Dazzl, a company providing a video production tool and enabling multi-channel distribution. All content is produced using mobile video and broadcasted live on CFI's Facebook page.

A SPECIAL MEDIA COVERAGE FOR FRANCE MÉDIAS MONDE

During the forum, participants will have the opportunity to see journalists at work producing "Les dessous de l'infox", and "L'atelier des médias", two RFI programmes relocated to the Forum for the duration of the event.

Monte Carlo Doualiya will be sending several journalists to follow the event from up-close.

France 24 will also be inviting several forum participants to take part in its programmes.

France Médias Monde will be broadcasting CFI's presentation video during the week of the forum through digital channels.



PRACTICAL INFORMATION

→ Access by accreditation only for security reasons (identification required)



Dates

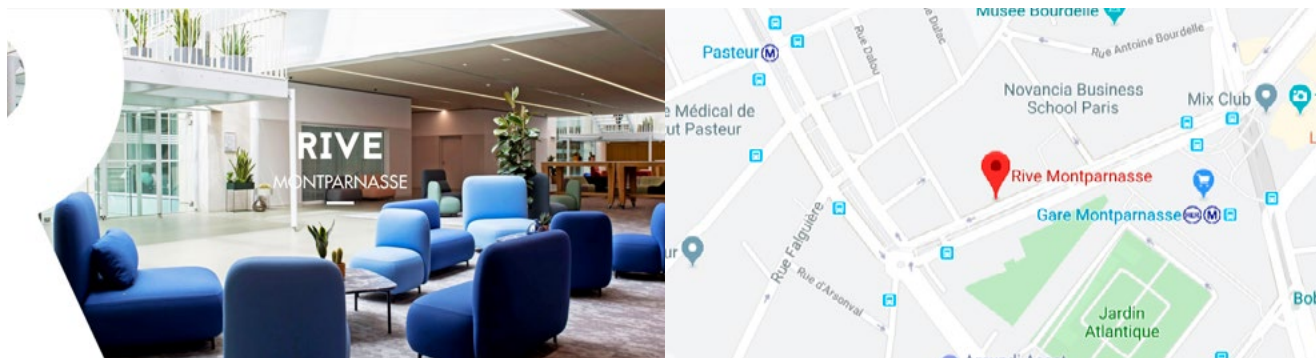
Wednesday 11 December 2019
from 1:15 pm to 6:00 pm

Thursday 12 December 2019
from 9:00 am to 5:30 pm



Location

Rive Montparnasse
44 Boulevard de Vaugirard,
Paris 15th arrondissement



Metro : Lignes 4, 6, 12, 13 - Montparnasse Bienvenue

Bus : Lignes 28, 39, 58, 91, 92, 94, 95, 96, 88 - Avenue du Maine, Boulevard de Vaugirard, Boulevard Pasteur, Place Raoul Dautry

Parking : Parkings Pasteur, Indigo, Maine Gare Montparnasse, Interparking Montparnasse

CFI AT A GLANCE

Our role is to promote the development of the media in countries of the South, in particular in Sub-Saharan Africa, the Mediterranean and the Levant. At the heart of our work are young people in African and Mediterranean countries, digital technology and the new channels of communication it offers and, last but not least, gender equality. We are committed to working together with media organisations to promote dialogue between local authorities and citizens in order to increase mutual understanding. cfi.fr