

MEDIA TRAINING WORKSHOP ON COMMUNICATING AGRICULTURAL SCIENCE FOR IMPACT

NAPAS: MALAWI, LUANAR & MSU

August 7-11, 2017

ISP Workshop Schedule [Here](#)

Workshop Objectives: To build communication capacity for Journalists in Malawi; Provide opportunity for Journalists to write stories based on ISP Scholars' research.

Workshop Day 1: Mon. August 7, 2017					
Time	Session Title	Lead	Activities	Learning Outcome statements	Materials
8:45-9:00	Arrival & Registration	Mr Charles Mwenda, NAPAS	Registration		Registration sheet
9:00-9:15	Opening Prayer; Introductions	Hamilton Chimala -MoAIWD	Introductory Remarks		
9:15-10:15	Official Opening Session	Dr Flora Nankhuni - Chief of Party, NAPAS/Michigan State University Mr Mike Van Kamande - President of the Network of Agriculture Journalist (NAJ) Dr. Wilkson Makumba Director of Agricultural Research Services, MoAIWD	Welcome Remarks Opening remarks Official Opening of Workshop	NAPAS work on policy communication and capacity strengthening. Information about Network of Agriculture Journalists. Information on the role of MoAIWD as it relates to agricultural research and journalisms.	Speeches
10:15 -11:00	Group photo, Press briefing & Tea break	Media, Sunbird Capital Hotel	Interviews	Interviews	
11:00-11:15	Presentation:	Mr Osborne Tsoka, Public Relations Officer, MoAIWD	How Office of the PRO, MoAIWD communicates with media	Learn about communication channels and expectations from PRO office, MoAIWD	PowerPoint Presentation
11:15-11:45	Presentation: Communicating agricultural science and research effectively.	Rex Chapota, Executive Director Farm Radio Trust	Effective ways of communicating agricultural research	Building impact and effective stories from agricultural research.	PowerPoint Presentation

Workshop Day 1: Mon. August 7, 2017

Time	Session Title	Lead	Activities	Learning Outcome statements	Materials
11.45-12.00	Plenary: Questions and Answers	Athur Mabiso, Policy Analyst NAPAS	Questions and Answer Session; Comments.	Provide an opportunity to journalist to ask questions or give comments.	
12:00-1.00	LUNCH	Hotel			
1:00-2:00	Presentation and Exercise	Athur Mabiso, Policy Analyst NAPAS	Research digestion and story writing	Help journalists develop story ideas from research papers.	PowerPoint Presentation; Exercise Tool
2:00-3:00	Video screening	Amol Pavangadkar, Media and Information Senior Specialist, Michigan State University	Video Screening	Screening a video on agricultural science and technologies being used by farmers.	Video
3:00-3:30	Plenary	Paida Kadzakumanja, Communications Specialist, NAPAS	Questions and Answer Session:	Provide an opportunity to journalist to ask questions or give comments.	
3.30-3.45	Wrap-up	Hamilton Chimala-MoAIWD	Summary of day's activities		
3:45-4:30	TEA/COFEE & NETWORKING SESSION				

Workshop Day 2: Tue. August 8, 2017

Time	Session Title	Lead	Activities	Learning Outcome statements	Materials
8:30- 9:00	Field tour to Chitedze- Interactive session with research institutions-: (DARS and CGIAR)	Mr Charles Mwenda, Finance and Administration Officer, NAPAS	Organizing logistics; Travel to Chitedze	How Research Institutions can partner with Media to disseminate research findings.	
9:00-9:45	-DARS	Mr David Kamangira, Senior Deputy Director, DARS, MoAIWD	Presentation and Field Tour of DARS	Providing insights on how journalists can access latest research	
9:45-10:15	-ICRISAT -IITA	Dr Patrick Okori, ICRISAT Mr. Daniel Nyirongo, IITA	Presentations at ICRISAT		
10:15-10:30	TEA BREAK				
10:30-12:15	-ICRISAT -IITA	Dr Patrick Okori, ICRISAT Dr Alene Arega, IITA	Field Tours of ICRISAT and IITA		
12:15-1:15	LUNCH	ICRISAT Canteen - Chitedze Research Station			
1:15-2:30	-CIAT -ICRAF	Dr Rowland Chirwa, CIAT Mr Godfrey Chisusu, ICRAF	Presentations at ICRISAT; Field Tours of CIAT and ICRAF	How Research Institutions can partner with Media to disseminate research findings. Gain insights on how journalists can access research	
2:30-2:45	Opening Ceremony	Dr David Paulson, MSU Amol Pavangadkar, Media and Information Senior Specialist, MSU	Opening Ceremony at ICRISAT: to introduce the MSU ISP Team, the topics and protocols for the rest of the afternoon.	Provide the framework for the week's activities and engagements between the scholars and journalists	
2:45-4:00 (1 hour & 15 mins)	Study to Story	Dr David Paulson	Group 1: Discussion on using data and turning a study into a story exercise	Providing technical training on communication skills	

Workshop Day 2: Tue. August 8, 2017

Time	Session Title	Lead	Activities	Learning Outcome statements	Materials
	Video Training	Amol Pavangadkar, Media and Information Senior Specialist, MSU	Group 2: Video Technical Training		
4:00-5:15 (1 hour & 15 mins)	Study to Story	Dr David Paulson, MSU	Group 2: Discussion on using data and turning a study into a story exercise		
	Video Training	Amol Pavangadkar, Media and Information Senior Specialist, MSU	Group 1: Video Technical Training		

Workshop Day 3: Wed. August 9, 2017

Time	Session Title	Lead	Activities	Learning Outcome statements	Materials
9:00-9:30 (30 mins)	Opening Ceremony	Dr Kurt Richter, MSU Bill	Opening Ceremony at LUANAR to introduce the topics and protocols for the day. Acting Vice Chancellor will provide some comments. <i>(Discuss Strategy for communication at LUANAR)</i>	Provide the framework for the day's community engagement through a Forum	
9:30-10:30 (1 hour)	Communicating Science for Impact Forum Introduction	Dr David Paulson, MSU Candice , The Conversation	Presentation on Communicating Science for Impact from Dave and the Conversation.	Provide the framework for the following panel discussion	
10:30-11:00	Tea Break	Dr Andy Safaloah, LUANAR	<i>(Take Group Photo)</i>		
11:00-1:00 (2 hours)	Panel: Communicating Science for Impact	Facilitated by Dr Kurt Richter, MSU	Panel Discussion on Communicating Science for Impact <i>Panelists:</i> Candice -The Conversation Dr Limbikani Matumba – LUANAR Dr Jerome Nkhoma –Acting Director DAES, MoAIWD George Kasakula - Times Group Vincent Nhlema - NASFAM communications specialist	Explore the challenges and successes with communicating Science for Impact Question ideas here	

Workshop Day 3: Wed. August 9, 2017

Time	Session Title	Lead	Activities	Learning Outcome statements	Materials
1:00-2:00 (1 hour)	LUNCH				
2:00 - 2:45 (45 mins)	TRAVEL TIME		<i>Just scholars (especially the ones working out at NRCS!) plus the journalists.</i>		
2:45 - 3:45 (1 hour)	Innovation @ LUANAR NRC Site Visit 1	ISP Team			
3:45 - 4:45 (1 hour)	Innovation @ LUANAR NRC Site Visit 2	ISP Team			
4:45 - 5:30 (1 hour)	TRAVEL TIME				
Evening (Optional)	Malawi Pitch Night at the Innovation Hub	John M.	Attendance to the Malawi Pitch Night at the Innovation Hub	Provide opportunity for Journalists to hear additional pitches or stories to be retold; Provide additionally networking time for ISP scholars and Journalists	

Workshop Day 4: Mon. August 10, 2017

Time	Session Title	Lead	Activities	Learning Outcome statements	Materials
9:00-9:30 (30 mins)	Opening Ceremony	Dr Kurt Richter, MSU	Opening Ceremony at LUANAR to introduce the topics and protocols for the day. DVC will provide some comments.	Provide the framework for the day's agenda/activities	
9:30-10:00 (30 mins)	Tea Break	Dr Andy Safalaoh, LUANAR			
10:00-10:30	TRAVEL TIME				
10:30-11:30 (1 hour)	Innovation @ LUANAR - BUNDA Site Visit 1	ISP Team	<p>Conduct field site visits around LUANAR to provide opportunity for Scholars to share their work and for Journalists to hear their stories. Large group will be divided into 3 smaller groups, which will cycle through each of the site visits.</p> <p>Site Visits: Goat Dipping Valeta's fish villages Aquaculture Center Classroom at LUANAR (where scholars can "speed date" with journalists. We will need 2-3 buses to transport the workshop participants between site visits.</p>	<p>Provide additionally networking time for ISP scholars and Journalists</p> <p>Provide field backgrounds for ISP Scholar interviews/photos</p> <p>Provide Journalists with additional LUANAR stories to report on</p>	
11:30-12:00	TRAVEL TIME				

Workshop Day 4: Mon. August 10, 2017

Time	Session Title	Lead	Activities	Learning Outcome statements	Materials
12:00-1:00 (1 hour)	Innovation @ LUANAR BUNDA Site Visit 2	ISP Team	<p>Conduct field site visits around LUANAR to provide opportunity for Scholars to share their work and for Journalists to hear their stories. Large group will be divided into 3 smaller groups, which will cycle through each of the site visits.</p> <p>Site Visits: Goat Dipping Valeta's fish villages Aquaculture Center Classroom at LUANAR (where scholars can "speed date" with journalists.</p> <p>We will need 2-3 buses to transport the workshop participants between site visits.</p>	<p>Provide additionally networking time for ISP scholars and Journalists</p> <p>Provide field backgrounds for ISP Scholar interviews/photos</p> <p>Provide Journalists with additional LUANAR stories to report on</p>	
1:00-2:00	LUNCH	Dr Andy Safalaoh, LUANAR			
2:00-2:30 (30 mins)	TRAVEL TIME				

Workshop Day 4: Mon. August 10, 2017

Time	Session Title	Lead	Activities	Learning Outcome statements	Materials
2:30-3:30 (1 hour)	Innovation @ LUANAR BUNDA Site Visit 3	ISP Team	Conduct field site visits around LUANAR to provide opportunity for Scholars to share their work and for Journalists to hear their stories. Large group will be divided into 3 smaller groups, which will cycle through each of the site visits. Site Visits: Goat Dipping Valeta's fish villages Aquaculture Center Classroom at LUANAR (where scholars can "speed date" with journalists. We will need 2-3 buses to transport the workshop participants between site visits.	Provide additionally networking time for ISP scholars and Journalists Provide field backgrounds for ISP Scholar interviews/photos Provide Journalists with additional LUANAR stories to report on	
3:30-4:00	TRAVEL TIME				
4:00-5:00 (1 hour)	Tea Break Debrief	Dr Andy Safalaoh, LUANAR Dr Kurt Richter, MSU	Reflect on the site visits at both the NRC and the Bunda campus.		
Time	Session Title	Lead	Activities	Learning Outcome statements	Materials
9:00-11:00 (2 hours)	Reflection	Dr David Paulson, MSU Amol Pavangadkar, Media and Information Senior Specialist, Michigan State University	Discuss the different stories that everyone saw on Wednesday and Thursday, discuss different approaches at going after these stories		

Workshop Day 4: Mon. August 10, 2017

Time	Session Title	Lead	Activities	Learning Outcome statements	Materials
11:00-1:00 (2 hours)	Story Presentations	Dr Flora Nankhuni, MSU/ Dr Athur Mabiso, MSU Dr David Paulson, MSU/ Amol Pavangadkar, MSU	Journalists pitch their stories - presenting what they have completed (radio/videos/writing)		
1:00-2:00 (1 hour)	LUNCH	Hotel			
2:00-4:00 (2 hours)	Story Development	Dr David Paulson, MSU Amol Pavangadkar, Media and Information Senior Specialist, Michigan State University	Continue to produce stories with Dave and Amol present as resources to coach the journalists through the process		
4:00-4:15	Closing Ceremony and Tea	Mr Hamilton Chimala - MoAIWD	Closing remarks		Speech