



## **Brussels Rural Development Briefings**

**A series of meetings on ACP-EU development issues**

### **Briefing session n°14**

## **ACP Agricultural and Rural Development: why media matters?**

**12<sup>th</sup> October 2009 – 14h30 – 18h30**

**European Commission - Borschette Centre, Rue Froissart 36 - Brussels  
Room 0A**

**<http://brusselsbriefings.net>**

### **Biodata of speakers**

#### **Thomas Thozamile Gwanya - Department of Rural Development and Land Reform, South Africa**

Thomas Thozamile Gwanya, commonly known as Thozi, holds a B Comm degree, majoring in Development Economics and Business Management. In addition he holds a Diploma in Adult Education and a Post Graduate Diploma in Training and Human Resource Management from the Leicester University. He completed training in Governance for Directors by the Unisa graduate School of Business Leadership.

Thozi's social and political activism spans a wide spectrum from establishing Children Homes to alleviating poverty through civic movements and development savings clubs. He has a vast experience in development facilitation, good governance, social facilitation, strategic management, leadership development, lobbying, advocacy and negotiation skills, mediation and community organisation.

In 1982 he was appointed as a Training Manager for the Africa Cooperative Action Trust (ACAT) until 1989 when he became Deputy Director at the Bureau of Development and Training at the University of Transkei. The year 1994 saw Thozi becoming the Director of ACAT until he was appointed as Regional Land Claims Commissioner for Eastern Cape in 1999. In 2003 he was appointed as the Chief Land Claims Commissioner SA. In 2008 he was appointed Director General for the national Department of Land Affairs.

#### **Helen Hambly - University of Guelph, Canada**

Dr. Helen Hambly is based at the University of Guelph in Canada where she teaches capacity development and extension in the Ontario Agricultural College. Before returning to Canada in 2003, Helen worked in international research and development programs in Africa, North Africa and Latin America with the Consultative Group on International Agricultural Research (CGIAR) and the International Development Research Centre (IDRC). Helen's research interest is media, agriculture and rural societies, especially with respect to issues affecting women farmers. Helen's recent publications have included topics such as systems of innovation in agriculture and mapping of rural radio stations in Africa.

#### **Laurence Lalanne – WREN Media**

Laurence Lalanne is a freelance journalist who has 30 years experience in radio and the press, including 20 years with the BBC's African Service, working both in French and

English. During her career she has worked successively as a presenter-reporter and held various editorial positions. She specialises in rural development and health subjects and has organised a very large number of journalistic training programmes for various international organisations and the School of Journalism in Lille. Over the last ten year, as an international consultant, she has focused more on communication techniques applied to the area of development in Africa. She has a joint degree in modern languages and international law obtained in the 1970s from the Sorbonne and went back to university in 2006 and obtained a Master's degree in Development Studies from the SOAS (School of Oriental and African Studies) in London. She is the founder of an NGO which looks after the education of girls in Benin. She lives with her husband in Oxford, England.

### **Tumi Makgabo - African Broadcasting and Media, South Africa**

Tumi Makgabo is one of the most recognizable South African broadcasters both at home and internationally through her work and the global news network CNN International. As an anchor for several years at CNN International's headquarters in Atlanta, Tumi co-produced and hosted the network's award winning program, Inside Africa.

She is also very committed to supporting the media development and skills transfer projects which she believes will make the world of difference to the environment in which African talent is hewn.

In recognition of her work in broadcasting, Tumi has received a number of awards including the prestigious Eagle Award, a Rapport City Press Prestige Award, a DuPont Award as well as the African People's Intercontinental Broadcaster of the Year Award.

Tumi has served on a number of advisory panels including for the European Commission as well as the African Union. Tumi also holds several board positions including, until recently, as one of the Directors of the African Women's Development Fund, a not for-profit organization geared towards the uplifting and empowerment of women across the continent. In March 2008 her wider commitment to development was recognised when she was Nominated as one of the World Economic Forum's Young Global Leaders.

### **H.E. Brave Rona Ndisale – Ambassador of Malawi and Chair of the ACP Committee of Ambassadors**

H.E. Brave Rona Ndisale, Ambassador of Malawi in Brussels, and Chair of the ACP Committee of Ambassadors, holds an MS in Food and Resource Economics from the University of Florida and a PhD on Agricultural and Applied Economics from the University of Minnesota and a strong experience in the Agricultural field: with the national agricultural research system, in agricultural policy analysis, formulation and implementation, and with the international research at IFPRI. Her Excellency has also a wide institutional experience with FAO, the African development Bank and with many non governmental organisations. Her work at the Commission of African Union has strengthened her network with key stakeholders such as governments, Parliamentarians, Regional Economic Communities, international agencies and development partners. Ambassador Ndisale has also worked on policy advocacy to keep agriculture high on the agenda within the framework of the NEPAD/CAADP.

### **Hansjörg Neun - CTA**

Since May 2005, German-born Dr Hansjörg Neun, became Director of CTA. He holds a PhD. in social and economic sciences. He is the author of a thesis on "transfers of technical cooperation development projects to developing countries". With considerable field experience in Africa (especially in Burkina Faso, Ethiopia and Egypt), Dr Neun has managed projects and major programmes for German and European technical development agencies. He is also skilled in negotiating with governments, donors and international institutions. In addition, he has a wide-ranging knowledge of rural development, food security and natural

resource management issues. He also has hands-on experience of agriculture - while still very young he worked on his family's flower and vegetable market garden in Germany. Before taking the helm at CTA, Dr Neun was employed as Advisor at Germany's Federal Ministry for Economic Cooperation and Development (BMZ).

### **Ms. Violet Andoyo Otindo – K24 TV, Kenya**

Ms. Violet Andoyo Otindo is a television producer and reporter for Kenya's first 24 Hours news channel, K24 TV. Her career has encompassed both news and entertainment. She started out as a producer and continuity announcer with Sauti Ya Rehema Radio and TV in 1999 then joining Jesus is Alive media productions in 2001 as Head of productions. During this time she produced a documentary about the effects of HIV and AIDS in Kwale for UNICEF, Kenya. In 2006, she joined Endemol East Africa as a Camera woman on Kenya's first reality TV show.

Ms. Otindo has field experience in news gathering and production, T.V features, documentaries and entertainment, on camera reporting, interviews, sourcing, scripting and directing. For over one year, she has been producing a biweekly feature called Nairobi Matters that deals with both negative and positive issues affecting Nairobi people. This show won the 2009 CNN African journalist of the year award for the Environment category. Consequently she is working on a Environmental biweekly feature that will start airing in November 2009.

Ms. Otindo has been trained at Kenya Institute of Mass communication.

### **Dr. Krishendaye Rampersad**

Dr. Krishendaye Rampersad is an independent media consultant, journalist and social activist associated with the Network of NGOS of Trinidad and Tobago for the Advancement of Women. She has prepared communications and outreach strategies to help bridge relations between international, governmental, intergovernmental agencies, private sector, and civil society with media, specifically for the CIVICUS World Alliance, the Commonwealth Foundation, and the Active Democracy – Citizens Network for Implementation of the Mandates of the Summits of the Americas process of the Organization of American States. She pioneered environmental reporting in the region as a reporter and editor with newspaper series as Discover Trinidad and Tobago, and Environment Friendly. She also writes and produces for television, and worked on such environment/agricultural related programmes as Cross Country and Survival. Over the past five years her focus has been on linking through cultural forms, communications, outreach and policy, to development needs. She advocates and uses culture-friendly means to promoting consumer rights, food price control, better nutrition, and strengthening the agricultural sector of the region. She introduced and is helping to entrench the Agriculture Roundtable (ART) format that provides an open forum space for media and agricultural stakeholders to interface with each other to the Caribbean. She is an honorary member of the Pointe-A-Pierre Wild Fowl Trust. At the moment Kris Rampersad works as a consultant with CARDI on the project "Improving CARDI Outreach and Communication", and is coordinating the Media Awards for Excellence in Agricultural Journalism with the Inter-American Institute for Cooperation in Agriculture.

### **Jean-Philippe Rapp – International Media North South Forum**

After studying French language and literature at the University of Geneva, in 1970 he joined the Swiss French television and, from 1981 to 1986, he was co-director of the programme "Temps présent". He created and presented between 1987 and 1992 the lunchtime news and then the evening news from 1993 to 1996. From 1996, he presented, produced and directed the programme "Zig Zag Café" up to 2006.

He has lectured at the "Institut Universitaire d'Etudes du Développement" (1984–2004). He was the founder in 1985 and is the current director of the International Media North South

Forum (IMNSF). The 25<sup>th</sup> IMNSF in Geneva was devoted to the world food crisis and the IMNSF will continue its reflections on this subject in 2010 when it will be held in West Africa. He is also director of the International Film Festival of the Diablerets (FIPAD), as well as co-producer and co-organiser of the Agora of the Olympic Museum of Lausanne. In 2005, he created the companies "Pushkar Productions Sàrl" and "Espace Jean-Philippe Rapp SA". He is the author notably of "Tourisme nouveau colonialisme", "Thomas Sankara" and "Zig Zag" (Editions Favre).

#### **Dr. Eugenia Springer - Eugenia Springer Productions Tunapuna, Trinidad and Tobago**

She holds a Ph.D. in Zoology, specializing in Biochemical Genetics, from Howard University of Washington, D.C; taught at several US universities, and in more recent years has been an online, and face to face tutor, attached to the University of the West Indies, Agriculture Department.

She returned to Trinidad in the eighties and her Radio 7:30 AM Family Life Forum magnetized listeners to their radio sets, transforming lives. As the Director of Eugenia Springer Productions, she presently produces and hosts a weekly radio program, Life & Living/Soul to Soul. Her production of DIALOGUE, a two hour weekly program that exposed listeners to issues and topics of regional and global concern rekindled her links with the agricultural sector. She invited Representatives of FAO, Cardi, IICA, and other regional agencies, to be guests on her program, DIALOGUE.

An author and former newspaper Columnist in Trinidad, Dr. Springer is an e-tutor at UWI in the Agriculture faculty, teaching Science, Medicine and Technology.

#### **Susanna Thorp - WRENmedia**

Susanna Thorp is Director of WRENmedia, a communications company with over 20 years experience in on-air (radio), on-line and new media productions for international clients. The company is well known for its multi-media communication products that raise the profile of agriculture and rural livelihoods, including on the BBC World Service. Among its flagship products are the bi-monthly on-line magazine DFID supported New Agriculturist ([www.new-ag.info](http://www.new-ag.info)) and Agfax, a monthly radio service to Africa and Asia.

Susanna has worked with WRENmedia for over 15 years. During this time she has attended numerous international conferences providing written and radio material to Africa and international agricultural publications, been involved in communications consultancy and project management in East Africa supporting policy makers, researchers and journalists to collaborate in new ways, and had extensive field experience of collecting audio and photographic material for written and multi-media publications. Susanna is currently editor of New Agriculturist, and is also involved in training and mentoring WRENmedia's network of southern correspondents.

#### **Sayouba Traoré - Radio France Internationale (RFI)**

M. Sayouba Traoré is producer for the radio emission « Le Coq Chante » for Radio France Internationale (RFI).

M. Traoré has a long professional experience: he has been the creator and speaker for the Magazines emissions service of RFI and the executive producer for several emissions (Temps Présent, Questions d' Economie). He has also accumulated an experience in the press (monthly magazines Confluences, Revue Mouvements) and has published a number of books, including Burkinabè, humeurs et rumeurs (Corps Puce edition), Un député va mourir (Komedit edition), Les Moustaches du Chat (Vents d'Ailleurs edition), Il me sera difficile de venir te voir (Vents d'Ailleurs edition) et L'Héritier (Vents d'Ailleurs edition).

M. Traoré holds a bachelor's degree in History of International Relations from the University of Paris I –Sorbonne.