

Panos Relay, TARGETS and ZAMBART,  
**Reporting Research Workshop:  
 Raising Media Debate around TB**  
 24<sup>th</sup> & 25<sup>th</sup> June 2009  
 Cresta Golfview Hotel, Lusaka

Panos Relay and the TARGETS Research Consortium are working together with the goal of raising public debate around issues related to TB in countries most affected by the disease. Joining with ZAMBART (Zambia Aids-Related TB Project) and working with Panos Relay Southern Africa, the aim of this workshop is to build the capacity of Zambian researchers and journalists to engage with each other, increasing media coverage and debate around issues raised by research into TB in the Zambian context.

**24<sup>th</sup> June 2009**

**DAY 1: Setting the context and enabling dialogue**

<b>Time</b>	<b>Topic</b>	<b>Facilitator</b>
07:45 – 08:00	<b>Registration</b>	Alexandra Hyde
08:00 – 10:15	<b>Welcome and Introductions</b>	Justin O'Brien
	Exercises based on pre-workshop feedback on journalists' and researchers' experiences working with each other.	Steve Belemu
	Setting the objectives both for the workshop and for working together.	Steve Belemu
10:15 – 10:30	<b>TEA BREAK</b>	Gillies C Kasongo
10:30 – 11:30	<b>Ethics in Journalism and Research</b> This session poses questions about the similarities and differences between ethics in journalism and research, and looks at considerations of working with vulnerable communities and the ethical dilemmas on both sides.	Musonda Simwinga & Gillies C Kasongo
11:30 – 11:40	<b>TB Language</b> <i>Journalists work in 3 groups to decide on their definition of key TB terms.</i>	Steve Belemu, Justin O'Brien & Ginny Bond
11:40 – 12:30	<b>PARALLEL SESSIONS:</b>	
	<ol style="list-style-type: none"> <li>1) <b>Introduction to the TB Anti-Stigma Toolkit</b> <i>Attended by all journalists</i> Short introduction to the TB Anti-Stigma Toolkit; TB Anti-Stigma exercise 'Naming Stigma'.</li> <li>2) <b>TB Language and Reporting Science: accessibility &amp; accuracy</b> <i>Attended by all researchers</i> Producing a glossary of terms that works for researchers, journalists and readers.</li> </ol>	Steve Belemu, Mutale Chonta, Sue Clay & Researcher  Ginny Bond, Caesar Jere & Justin O'Brien

12:30 – 13:30	<b>LUNCH &amp; Check-in</b>	Alexandra Hyde
13:30 – 14:30	<b>TB Anti-Stigma Exercise</b> 'TB Stigma and Transmission'	Steve Belemu & Mutale Chonta
14:30 – 15:30	<b>Reporting TB - Finding the Story in Research</b> Identifying story ideas in research on TB; what questions you could ask/investigate as a journalist; what findings might be appealing for researchers to share with media. Why and how to encourage public debate on TB and health? What is the impact of media coverage and research on health issues such as social stigma?	Caesar Jere with Editorial Team
15:30 – 15:45	<b>TEA BREAK</b>	
15:45 – 17:30	<b>Research Communication Café</b> 15:45 – 16:30 5-min presentations by researchers of key messages from research.  16:30 – 17:30 Journalists visit researchers to ask burning questions, gain clarification and discuss the ins-and-outs of research projects and outcomes. Off the record! <i>This session will have an informal atmosphere where researchers can have a general chat with journalists about their work and areas of expertise. Journalists will not yet be interviewing the researchers, but rather talking to them off the record to explore story ideas.</i>	Justin O'Brien  Facilitation Team, Researchers, Editorial Team
17:30 – 18.30	<b>PARALLEL SESSIONS: 'On Assignment'</b> <b>1) Editorial Session</b> Journalists work with Editorial Team to work out and write up story ideas, plus a list of questions for interviews with researchers the following day. Closing with participant-led evaluation to write down best/worst of the day.  <b>2) Communicating Research: Participant-led Evaluation</b> Researchers discuss as a group how well they think their research café sessions went, including the successes and challenges they experienced in communicating research in a clear, interesting and accessible way. Closing with participant-led evaluation session on best and worst of the day.	Caesar Jere & Editor Mentors  Steve Belemu

Thursday 25<sup>th</sup> June 2009

## Day 2: Developing story ideas & interviews

Time	Topic	Facilitator
08:00 – 09:30	<b>Plenary Feedback &amp; Glossary of Terms</b> Willing Journalists will share their story ideas for discussion, and researchers will report back on the glossary of terms.	Chaired by Steve Belemu, Caesar Jere & Ginny Bond
09:30 – 11:00	<b>Researcher Presentations (x3) &amp; Key Messages</b>	ZAMBART Researchers
11:00 – 11:15	<b>TEA BREAK</b>	
11:15 – 12:45	<b>Community experience discussion groups</b> Journalists split into groups to learn about and discuss the personal experiences of community members living with issues around TB.	Steve Belemu with Community Representatives
12:45 – 13:45	<b>LUNCH</b>	
13:45 – 16:00	<b>On the Record!</b> Rotating groups <ul style="list-style-type: none"> <li>• <i>Interviews:</i> Journalists interview researchers and community representatives to develop their stories</li> <li>• <i>Focus Group:</i> Researchers and Journalists analyze the effectiveness of the Reporting Research Toolkit</li> <li>• <i>Video Interviews:</i> Participants feedback on their experience of the workshop</li> </ul>	Caesar Jere & PSAf Editors  Annie Hoban & Gillies C. Kasongo  Toufique Ali & Alexandra Hyde
16:00 – 16:30	<b>Group Evaluation</b> Plenary session on experiences and thoughts about the workshop, including feedback from yesterday's sessions. Look at workshop objectives and capture input from all on the extent to which they were accomplished and ideas for continuing to work toward them (and to work together!)	Steve Belemu
16:30 – 17:00	<b>Action planning</b> Closing session to discuss the outputs from the workshop and next steps towards the Media Fellowships.	Gillies C. Kasongo & Justin O'Brien