



ACCELERATING THE END OF HUNGER AND MALNUTRITION

— A GLOBAL EVENT —

NOVEMBER
29–30, 2018

BANGKOK,
THAILAND

INTERNATIONAL FOOD POLICY RESEARCH INSTITUTE (IFPRI)
FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS (FAO)

Accelerating the End of Hunger and Malnutrition

Journalists Learning Exchange

To incorporate a diverse set of prominent voices and actors in the conference to Accelerate the End of Hunger and Malnutrition, IFPRI and FAO have organized a learning exchange with journalists to be held the day before the conference begins. The exchange will deepen relationships IFPRI and FAO have with key journalists reporting on issues related to hunger and malnutrition, provide coverage of the conference itself, and provide the journalists with new resources for their reporting.

This exchange will focus on the role journalism plays in the policymaking process, why agriculture, malnutrition, and development are crucial issues to cover, and how research can support evidence-based reporting and policymaking. The exchange will involve a combination of interactive presentations to provide a foundation of knowledge, and hands-on workshops to practice new skills. There will also be presentations from researchers and technical experts at IFPRI and FAO on ongoing research, knowledge, and tools, and several opportunities to interact with these technical experts for resources and material for stories. At the end of the exchange successful participants will receive a certificate noting their completion of the course.

Approximately 10 journalists will participate, coming to Bangkok from Asia and Africa. In addition to participating in the workshop itself, participants will be expected to engage in each day of the conference and publish at least one story on the conference.

The learning exchange will take place from 9:00am-6:00pm on November 27, in Bangkok, Thailand.

AGENDA OUTLINE

9:00 – 9:15 <<Welcome Remarks and Introductions>>

9:15 – 10:30 <<Presentation and Discussion>>

Importance of Reporting on Agriculture and Development

- Importance of media in the policymaking environment – agenda setting theory
- Why agriculture and development are crucial stories for developing world-based media to cover
- What are the challenges journalists face in reporting on development and/or food-related stories?
 - Educating audiences vs. reporting on news stories; underlying issues vs. new developments
 - Challenges on pitching editors on ag and dev stories, points of difficulty/areas of need

10:15 – 10:30 <<Coffee Break>>

10:30 – 12:00 << Presentation and Discussion>>

Using Research in Reporting and Working with Researchers

- Importance of using research in reporting and what research and researchers offer journalists
- Challenges journalists face in working with research and researchers?
- Tips on how to interpret and use research articles
 - Resources available
- Tips on interviewing and working with research and researchers

12:00 – 1:00 <<Networking Lunch>>

Including Intros of Director of PIM Frank Place and Director of A4NH John McDermott

1:00 – 2:30 <<Workshop>>

Building a Story from Data and Research Articles

- Small groups work with original research journal articles to form pitches and story ideas

2:30 – 2:45 <<Coffee Break>>

2:45 – 3:45 <<IFPRI Presentation and Discussion w/ Researcher>>

- IFPRI researcher presents recent work related to an issue in reducing hunger/malnutrition
- Journalists have at least 30 minutes for Q&A interaction

3:45 – 4:00 <<Coffee Break>>

4:00 – 5:00 <<FAO Presentation and Discussion w/ Technical Expert>>

- FAO technical expert presents recent work related to an issue in reducing hunger/malnutrition.
- Journalists have at least 30 minutes for Q&A interaction

5:00 – 5:30 <<Discussion and Final Q&A>>

- Discussion on emerging trends in journalism and how research can help