

**Kaiser International Health Journalism Fellowship Program**  
**Journalists' briefing sessions in advance of the XVII International AIDS**  
**Conference, Mexico City, Mexico**  
**Thursday, July 31/Saturday, August 2, 2008**

**Sponsored by the Henry J. Kaiser Family Foundation**

Location: Crowne Plaza Hotel de Mexico

Dakota #95 esq. Altadena

**WEDNESDAY, JULY 30**

All day: Arrival in Mexico City

7:00pm: Informal dinner at the Crowne Plaza Hotel de Mexico

**THURSDAY, JULY 31**

Meetings in Mexico Rooms 1-2, 2<sup>nd</sup> floor, Crowne Plaza Hotel de Mexico

8:00am: Coffee/Buffer breakfast

8:30am: Welcome, Introductions and Expectations:  
Introduction of journalists and faculty members; highlight key  
goals of briefing sessions  
**Penny Duckham**, Executive Director, Kaiser Media Fellowships  
Program, Kaiser Family Foundation

9:00am-11:00am: Understanding the Data:  
A how-to guide for reporting on HIV/AIDS &  
Briefing on the latest data and trends  
**Jennifer Kates**, Vice President and Director of HIV Policy,  
Kaiser Family Foundation, Reporting on HIV  
Presentation followed by Q&A

Break

11:15am-12:15pm: Real Stories: Living with HIV Around the World  
**Marvelyn Brown** (United States)  
**Ainsley Reid** (Jamaica)

12:30pm-2:00pm: Break out into smaller groups for lunch and discussion:  
Stigma, Language and the Challenges of Reporting on  
HIV/AIDS:  
- Use of language and the vocabulary of HIV/AIDS;  
- Ethics;  
- The use of photographs/video  
Group Leaders:  
**Greg Branch**, former Managing Editor, BET News  
**Dr. Allyson Leacock**, Executive Director, Caribbean Broadcast Media  
Partnership against AIDS (CBMP)  
**Zied Mhirs**, Blogger/AIDS physician/researcher (Tunisia)  
**Vernon Smith, Jr.**, former Deputy International Editor, *The Dallas  
Morning News*  
**Linda Villarosa**, Contributing Writer, *The New York Times*; former  
Editor, *Essence Magazine*

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**PAGE 2**

2:15pm-3:30pm: Rolling out ARV treatment—The Botswana experience and its implications for Africa and the Caribbean  
**Dr. Ernest Darkoh**, Chairman, BroadReach Healthcare; former director of Botswana's National AIDS Treatment Programme  
Presentation followed by Q&A

Break

3:45pm-5:00pm: How to Report on an IAS conference:  
--How to read Medical Abstracts, the science of AIDS/reporting on an IAS conference  
--How to interview scientists  
--How to structure reporting over a week of conflicting events  
**Dr. Allyson Leacock**, Executive Director, Caribbean Broadcast Media Partnership against AIDS (CBMP)  
**Linda Villarosa**, Contributing writer, the *New York Times*; former Editor, *Essence Magazine*  
**Alejandro Brito**, Editor-in-Chief, *Letra S*

5:00pm-6:30pm: Wrap-up Day One & Break

7:00pm: Dinner at **La Strega Restaurant**  
Maricopa No. 11  
Colonia Napoles, C.P. 03810

**FRIDAY, AUGUST 1**

Meetings in Mexico Rooms 1-2, 2<sup>nd</sup> floor, Crowne Plaza Hotel de Mexico

8:30am: Coffee/Buffer breakfast

9:00am-10:30am: Goals of the XVII AIDS Conference  
**Pedro Cahn, M.D.**, President, International AIDS Society;  
President, Fundación Huesped (Argentina)

Break

10:45am-12:00pm: Prevention of HIV/AIDS  
**Judith Auerbach, PhD**, Deputy Executive Director for Science and Public Policy, The San Francisco AIDS Foundation  
Presentation followed by Q&A

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**PAGE 3**

- 12:00pm-1:00pm: Working Lunch (in Crowne Rooms 1-3):  
Reporting on migration issues and HIV/AIDS  
**Ceci Connolly**, Staff Writer, *The Washington Post*, Mexico City bureau
- 1:00pm-2:00pm: HIV/AIDS in Mexico and Latin America  
**Dr. Enrique Bravo-García**, Associate Director of Research Models, National Center for Prevention and Control of AIDS (CENSIDA), Ministry of Health, Mexico
- 2:15pm-3:15pm: HIV/AIDS in Jamaica and the Caribbean  
**Dr. Robert Carr**, PhD, MSW  
Senior Lecturer/Head Graduate Programmes Unit  
Caribbean Institute of Media and Communication  
University of the West Indies, Mona Campus  
Jamaica
- Break
- 3:30pm-5:00pm: Women, Children and HIV/AIDS  
**Madhu Deshmukh**, Director, Global HIV/AIDS Activities, CARE USA  
**Jim Yong Kim**, Director, FXB Center for Health and Human Rights, Harvard University, former Director HIV Department, WHO
- 5:00pm – 5:30pm Final group session—Questions, Thoughts  
Moderator: **Penny Duckham**
- 5:30pm – 7:00pm: Break
- 7:00pm: Depart Hotel for Restaurant
- 7:30pm: Dinner at **El Sabor del Tiempo**  
Altadena No. 8, Colonia Nápoles  
Delegación Benito Juárez C.P. 03810

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**PAGE 4**

**SATURDAY, AUGUST 2**

8:00am: Buffet breakfast  
9:00am: Depart for Coyoacan  
10:00am-12:00pm: Tour of historic neighborhood/farmers' market with opportunity for reporting/B-roll footage  
12:30pm – 2:30pm: Lunch at the home of **Ceci Connolly**, staff writer, *The Washington Post* and **Manuel Roig-Franzia** (Mexico City Bureau Chief, *Washington Post*)  
2:30pm-4:00pm: - Continue reporting/gathering B-Roll  
- Frida Kahlo Museum  
5:00pm: Return to Hotel  
5:00pm – 6:00pm: Break  
6:00pm: Depart Hotel for Restaurant  
7:00pm: Dinner at **La Terraza Restaurant** at the Hotel Majestic  
Av. Madero #73, Colonia Centro

**SUNDAY, AUGUST 3**

8:30am-1:00pm: **Caribbean LIVE UP Television Journalists only:**  
Morning workshop about LIVE UP: The Show with Jackie Judd  
The Mexico Room, 2<sup>nd</sup> floor, Crowne Plaza Hotel de Mexico  
• Other Caribbean journalists/African/U.S. Journalists: Free time  
1:00pm ALL journalists: Bus departs from Hotel to Convention Center for advance registration and guided tour of the media center facilities  
4:00pm: Caribbean/African television journalists' meeting in the media center with satellite partners to develop schedule for conference  
Evening: Opening Ceremony

**MONDAY, AUGUST 4/FRIDAY, AUGUST 8**  
International AIDS Conference

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## **PARTICIPANTS**

### **AFRICA**

1. Ms. Agnes Asiimwe, *The Independent*, Uganda
2. Mr. Zoumana Coulibaly, *Le Jour Plus*, Cote D'Ivoire
3. Mr. Kennedy Gondwe, freelance radio reporter, Zambia
4. Mr. Edwin Kumah Drah, Radio Ghana, Ghana
5. Mr. Erick Kabendera, *The Citizen*, Tanzania
6. Mr. Ayub Kakaire-Kirunda, *The Monitor*, Uganda
7. Ms. Anna-Maria Lombard, Health-e News, South Africa
8. Mr. Boaventura Massango, Instituto de Comunicao Social (Radio), Mozambique
9. Ms. Esther Mbono, Media Development in Africa (MEDEVA), Kenya
10. Ms. Charity Mboozu, freelance reporter, Zambia
11. Mr. Fredrick Muriithi, freelance radio reporter, Kenya
12. Ms. Esperance Ndayisenga, Radio et Television Nationale du Burundi, Burundi
13. Mr. Hopewell Rugoho-Chin'Ono, Television International, Zimbabwe
14. Mr. Abel Ticha, Cameroon Radio and Television (CRTV), Cameroon
15. Ms. Chinyere Uzomba, Spectrum Broadcasting, Ltd., Nigeria
16. Ms. Roseline Wanyiri, Nation Broadcasting Division, Kenya
17. Mr. Mohammed Yahia, IslamOnline.net, Egypt

### **CARIBBEAN**

18. Mr. Leroy Adolphus, Caribbean Media Corporation, Barbados
19. Ms. Andrea Allan, freelance producer, Barbados
20. Mr. Tito Andino, Univision, Puerto Rico
21. Ms. Namela Baynes-Henry, HBTv, Guyana
22. Mr. Dwayne Berbick, JNN, Jamaica
23. Ms. Stacia Brathwaite, Starcom, Barbados
24. Mr. Reagan Des Vignes, Gayelle, Trinidad
25. Ms. Vera Edwards, Toco Radio, Trinidad
26. Mr. Carl Fayette, Radio Kiskeya, Haiti
27. Mr. Leopold Junior Fenelon, CECOSIDA, Haiti
28. Ms. Marjorie Gordon, CVM, Jamaica
29. Ms. Lisa Lorde, Caribbean Broadcasting Corporation, Barbados
30. Ms. Gennike Mayers, Caribbean New Media Group, Trinidad
31. Mr. David Rodrigues, Univision, Puerto Rico
32. Mr. Frantzy Sainte Juste, Telemax, Haiti
33. Mr. Christopher Satney, NTN, St. Lucia
34. Mr. Vario Serant, TeleHaiti, Haiti

### **United States**

35. Mr. Greg Branch, former managing editor, BET News
36. Mr. Grant Clark, BET News
37. Ms. Ceci Connolly, *The Washington Post*
38. Mr. Fruto Corre, BET News
39. Ms. Sharon Egiebor, freelance journalist
40. Ms. Czerne Reid, *The State*
41. Ms. Renata Simone, independent documentary filmmaker
42. Mr. Vernon Smith, Jr., former deputy international editor, *The Dallas Morning News*
43. Ms. Martha St. Jean, BET News
44. Ms. Linda Villarosa, *The New York Times*

**Invited presenters**

45. Dr. Judith Auerbach, San Francisco AIDS Foundation, USA
46. Dr. Enrique Bravo-Garcia, CENSIDA, Mexico
47. Mr. Alejandro Brito, *Letra S*, Mexico
48. Ms. Marvelyn Brown, HIV Author/Consultant, USA
49. Dr. Pedro Cahn, Fundación Huesped/IAS, Argentina
50. Dr. Robert Carr, University of West Indies, Jamaica
51. Dr. Ernest Darkoh, Broadreach Healthcare, South Africa
52. Ms. Jennifer Kates, Kaiser Family Foundation, USA
53. Dr. Jim Yong Kim, Harvard University/Partners in Health, USA
54. Dr. Allyson Leacock, Caribbean Broadcast Media Partnership against AIDS, (CBMP), Barbados
55. Dr. Zied Mhirsi, AIDS Physician/Researcher, Tunisia
56. Mr. Ainsley Reid, Caribbean Council of Churches, Jamaica
57. Ms. Madhu Deshmukh, CARE USA

**Kaiser Family Foundation staff**

58. Ms. Miya Drucker
59. Ms. Penny Duckham
60. Ms. Erica Frenkel
61. Ms. Jackie Judd