



Konrad
Adenauer
Stiftung

PROGRAMME

“Soccer World Cup 2010 -

A Mass Event and its influence on South Africa”

15th – 29th Juni 2010

Johannesburg, South Africa

Conference Venue:

**Deutsche Schule Johannesburg
11 Sans Souci Road
Parktown
Johannesburg
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Workshop Office:

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Tuesday, 15th June 2010

Arrival of participants

- 19h 00 **Opening dinner at The Grill House, Sandton**
Introduction
Frank Windeck (Director KAS Media)
- 21h00 **Departure to accommodation**

Wednesday, 16th June 2010

- 09h00 **Welcome, registration and opening**
Frank Windeck
- 09h15 **Introduction of the participants/ Participants' expectations of the workshop**
- 10h00 **The Sub- Sahara Media Programme**
Frank Windeck
- 10h15 **Seminar Outline, Perspectives**
Jochen Markett (KAS Journalistic Academy)
- 10h30 TEA/ COFFEE
- 10h45 **State of South Africa: Discussion**
Dr Werner Boehler
Elizabeth Sidiropolous: Director - South African Institute of International Affairs
- 12h00 **Introduction: The website project with Deutsche Welle**
Christian Jacubetz: Online Journalist, Germany,
Pamela Schobess: Project Manager Africa Division, DW
- 13h00 Collect Lunch packets and depart for Constitution Hill
- 14h00 **Constitution Hill**
– Visit the South African Constitutional Court
– Visit the former prisons
- 16h00 Leave for DSJ
- 16h30 **Speed chatting, an opportunity for delegates to get to know each other.**

- 17h30 **Departure to Black Steer in Rosebank**
- 18h00 **Dinner at The Black Steer**
- 20h30 **Match: South Africa – France (Viewing at The Black Steer)**
- 22h30 Departure to accommodation

Thursday, 17th June 2010

- 09h00 **Press review**
- 09h10 **Team Building 1**
*Christian Jakubetz, Daniel Kalinaki (Editor Daily Monitor, Uganda),
Jochen Markett*
- 10h30 TEA/ COFFEE
- 10h45 **South Africa's Media Landscape**
Prof Franz Kruger: Wits University Radio
- 12h00 **How are SA's sports pages reporting the World Cup**
*Marjolein van der Stadt: Sondag Sports Ed
Niren Tolsi: Mail & Guardian
Matshelane Mamabole: The Star, editor of the daily soccer edition*
- 13h00 Lunch
- 14h00 **Editorial Meeting KAS– Possible story ideas**
Objectives/ Planning
KAS Trainer Team
- 15h45 TEA/COFFEE
- 16h00 **1. Overall Editorial Meeting of the Multimedia Newsroom**
All participants for newsroom meeting
- 17h30 Braai and get-together with KAS and DW at DSJ, with speed networking

Friday, 18th June 2010

- 09h00 **Press review**
- 09h10 **Economic implications of the 2010 World Cup– job motor or just another sports event?**
Marius Bosch: Reuters Bureau Chief Southern Africa
- 10h30 TEA/ COFFEE
- 10h45 **Strategies for foreign market engagement in South Africa**
Frank Aletter: German Chamber of Commerce, Johannesburg
- 12h15 Lunch
- 13h15 **Approaching a story in online and print media**
KAS Trainer Team
- 14h45 Tea / Coffee
- 15h00 **Building of intercultural Teams / setting the final topics**
KAS Trainerteam
- 17h30 **Reception at DSJ**
- Panel Discussion: South African Media and the World Cup**
Ferial Haffajee: Editor City Press
Nic Dawes: Editor Mail & Guardian
Horatio Motjuwadi: Acting Editor of the Sowetan
Chair: *Anton Harber: Head Wits University Journalism School*
- 20h00 Catered supper at DSJ
- 22h00 Transport back to accommodation

Saturday, 19th June 2010

- 09h00 **Press review**
- 09h10 **The preparations for the World Cup and the expectations in South Africa - a résumé after 2 months in the country**
Amelie Herberg
- 10h00 **Foreign Correspondents and their work in Africa**
Corinna Arndt talks about her field work in South Africa

11h00 Tea and coffee

11h30 **Interview – Preparation, techniques, good questions**
KAS Trainerteam

12h30 Collect lunch packets

13h00 Leave for Maropeng

14h30 Arrive Maropeng

17h00 Leave Maropeng

18h30 Arrive Mellville for evening at own leisure

22h00 Leave for accommodation

Sunday, 20th June 2010

09h00 **Departure to Soweto from accommodation**

09h30 **Soweto Tour**
- Visit of Nelson Mandela House
- Visit of Hector Pietersen Memorial and Museum

13h00 Lunch at Winnie Mandela's restaurant in Soweto

14h00 **Departure to Apartheid Museum**

14h30 **Visit of Apartheid Museum**

17h00 **Departure to accommodation**

Followed by individual Dinner and free evening

Optional Public Viewing: Brazil – Ivory Coast

Monday, 21th June 2010

09h00 **Press review**

09h10 **Design and Layout of the Magazine**
Tara Turkington (Flow Communications)

10h30 Coffee Break

- 10h45 **Creating a story by pictures / our equipment**
Anthony Kaminju (Photojournalist, media trainer)
- 13h30 Lunch
- 14h30 Depart for Sandton Convention Centre
- 15h00 **Tour of SABC broadcasting facility for 2010 World Cup**
- 17h00 **Overall editorial meeting KAS - DW**
- 19h00 **Feedback and Summary of the day**

Individual Dinner

Tuesday, 22st June 2010

- 09h00 **Press review**
- 09h10 **Surprising and remarkable facts and figures about Africa**
Jana Hauschild
- 10h00 **Editorial Meeting followed by:**

Research, Writing, Editing.

Lunch in the field
- 18h00 **Feedback and Summary of the day**

Individual Dinner

Optional Public Viewing: Nigeria – Korean Republic

Wednesday, 23nd June 2010

- 09h00 **Press review**
- 09h10 **German development aid to South Africa – the work of GTZ**
and
other major German organizations
Julia Völker
- 10h00 **Editorial Meeting followed by:**

Research, Writing, Editing.

Lunch in the field

- 17h00 **Overall editorial meeting KAS - DW**
- 18h00 **Feedback and Summary of the day**
- 19h00 Departure to Soccer City / Individual Dinner
- 20h30 Soccer City: Match Germany – Ghana (TBC)**
- 22h30 Departure to accommodation

Thursday, 24rd June 2010

- 09h00 **Press review**
- 09h10 **The importance of soccer for Africa – the Ghanaian example**
Franziska Harich
- 10h00 **Editorial Meeting followed by:**
Research, Writing, Editing.
- Lunch in the field
- 18h00 **Feedback and Summary of the day**
- 19h00 **End of Programme and individual dinner**
- Optional Public Viewing: Cameroun - Netherlands**

Friday, 25th June 2010

- 09h00 **Press review**
- 09h10 **The coverage of the German Press beforehand on the question:
What will be the benefits of the World Cup for Sub-Saharan
Africa?**
Matthias Mockler
- 10h00 **Editorial Meeting followed by:**
Research, Writing, Editing.
- Lunch in the field

17h00 **Overall editorial meeting KAS - DW**

18h00 **Feedback and Summary of the day**

19h00 **Further editing and designing**

Individual Dinner

Saturday, 26th June 2010

09h00 Press review

09h10 **Sports journalism in Germany - embedded or independent?**
Mareike Zeck

10h00 **Editorial Meeting followed by:**

Research, Writing, Editing.

Lunch in the field

17h00 **Feedback and Summary of the day**

18h00 **Overall editorial meeting KAS - DW**

19h00 **Further editing and designing**

Individual Dinner

Sunday, 27th June 2010

09h00 **Press review**

09h10 **Intercultural social responsibility – the case of Sithabile orphanage**
Selina Rust

10h00 **Editorial Meeting followed by:**

Research, Writing, Editing.

Lunch in the field

17h00 **Feedback and Summary of the day**

18h00 **Overall editorial meeting KAS - DW**

19h00 **Further editing and designing**

Individual Dinner

Monday, 28th June 2010

09h00 **Press review**

09h10 **Editorial Meeting**

Followed by last round of writing

Individual Lunch

15h00 **Final Deadline!!!**

15h30 **Tea /Coffee**

15h45 **The World Cup 2006 - how it brought back patriotism to the Germans**

Christian Papesch

16h00 **Last editorial meeting with DW-Team**

17h30 **Departure to Melrose Arch**

18h00 **Free time to explore Melrose Arch**

20h30 **Closing Dinner at Meat & Company**

22h30 Departure to accomodation

Tuesday, 29th June 2010

09h00 **Evaluation of Workshop**

10h30 TEA/COFFEE

10h45 **Screening of Workshop Productions**

- Feedback

- Analysis

12h30 **Farewell to DW Team**

13h00	Lunch
14h00	Certificates
14h30	Closure of workshop / Departure of participants
