



PROPOSED ADVOCACY, COMMUNICATION AND OUTREACH MEDIA PLAN FOR

2014 YEAR OF AGRICULTURE

Activities of the sub-committees on communication

(Draft, version 0)

The African Union Assembly of Heads of State and Government, during its 19th Ordinary Session, held from 15-16 July in Addis Ababa, Ethiopia declared the year 2014 to be the year of Agriculture and Food Security in Africa, marking 10th Anniversary of the adoption of the Comprehensive Africa Agriculture Development Programme (CAADP).

The Africa Year of Agriculture and Food Security will be commemorated across Africa, in Member States, Regional Economics Communities, Continental Organizations, and of course at the AU Headquarters in Addis Ababa, Ethiopia. It will be a year that gives opportunities to communities, state and non state actors in Africa to interact express their voices on what workers and chart the focus and targets for the next decade. The process will facilitate for this voices to contribute towards setting the agenda for sustaining the CAADP momentum, which forms the basis for African leaders to recommit themselves towards realizing the vision set out in 2003.

The first institutional joint meeting, namely Steering Committee, on 2014 Year of Agriculture convened its first meeting at the African Union headquarters, on October, 2013 to craft the way forward for the formal body that is tasked to make preparations at different level. On its first meeting the Steering Committee agreed to form three different sub-committees to undertake different activities inline with 2014 year of Agriculture major events.

The SC will guide the roles and responsibilities of each sub-committee and further requested to delegate a chair person to each of the three sub-committees.

The meeting established three Sub-Committees composed of:

1. Technical Sub-Committee
2. Communication Sub - Committee
3. Logistics

All communication Sub-Committee's members are urged all to work on this draft proposal, revise and / or enrich its content by integrating some others ideas and initiatives to be submitted to the Steering Committee for consideration and approval.



2014 Year of Agriculture and Food Security

Draft Media Strategy plan

FOCUS AREA 1: ADVOCACY					
No.	Activity	Proposed action	Agencies Resp.	Est costs in USD	Timeline
1.	High-Level Dialogue on major activities of 2014 Year of Agriculture	- Secure venue - Identify, invite speakers - Identify, invite moderator - Secure media team for coverage - Announce to the media (posters, promotional materials)	AUC DREA/DIC, Social Affairs, UNICEF, WFP, FAO, NEPAD		
2.	Prepare an opinion piece (Op ed) to be co-authored by High personalities and published in regional and international newspapers. (Madam Dlamini-Zuma)	- Technical committee to draft - Comms committee to review - Validate final copy and translate into AUC languages - Contact news outlets for publication	Technical Committee		
3.	Establish a contact list of key national and international print, electronic and digital journalists with known interest in the subject.	Consolidate existing lists (CAADP Network of Journalists)	Communications committee		
4	Organize five high level television debates covering all the five AU	Select high level panellists including Presidents, Prime Ministers, the AUC	Communications committee		

	Regions	Chairperson, Heads of Agencies and Institutions, Heads of top Private Sectors, African food and nutrition champions - Seek support and moderation from top media, including Al Jazeera, BBC, CNN, SABC, AFP, etc, - Ensure Live-streaming of the debate through the media and through social media, AUC website and others.			
5.	Print and distribute facts sheets and <i>Best Practices</i> on related initiatives in each region of Africa	Determine nature and formats of fact sheets; establish rules for what is a <i>Best Practice</i>; select brochures for publication	Technical committee to prepare as a matter of priority fact sheets, which will be reviewed by the Comm Committee		
	Sub total cost:				
FOCUS AREA 2: COMMUNICATION					
No.	Activity	Recommended Actions	Agencies Resp.	Est costs in USD	Timeline
1.	Sponsor reporters from major regional news outlets (for special coverage of major activities under the supervision of the communication sub committee	Identify reporters to be invited	Comms committee		
2.	Continuous coverage in English /French /Arabic for online	Prepare, issue joint media advisories and	Comms committee and		

	distribution	press releases on ongoing activities	specific to events happening		
3.	Special News Bulletin-twice a year	• Make arrangement to issue a bulletin • To agree on the frequency	DIC to design; comms committee for the content		
4	Create major activities special web page	• Identify web designer • Propose content	Comms committee		
5.	Pitch story ideas and set up media interviews for the leadership, the Chief Executive Officers, experts and government officials who can present Africa on the different issues		Comms committee		
6.	Organize press conferences and media briefings on themes to be decided	- Secure briefing Room - Identify panellists	Comms committee		
7.	Produce a documentary on Africa's Year of Agriculture • Produce videos (short video-clips) • Identify issues; identify producers;	-Propose content -Identify producer	Comms committee		
			Sub total cost:		
FOCS AREA 3: OUTREACH					
No.	Activity	Recommended Actions	Agencies Resp.	Est. costs in USD	Timeline

1.	Develop Key Messages on Agriculture	- Propose content/ messages	Technical committee	
2.	Print posters for the year of Agriculture major events / Produce outreach materials, including T-Shirts, pens, bags, etc; 2014 Year of Agric and Food security folders to contain fact sheets	- Design the posters - Select printers - To produce promotional items - Gadgets and souvenirs items to be used to communicate African Year of Agriculture, such as mouse pads, calendars, posters and pens. - Decide on joint production of gadgets.	Comms committee	
4.	Organize an exhibition during major events	- to identify the exhibition products - invite Member States to participate with their products	DREA/ other organisations as need arises	
5.	Social media	- Create pages, sites on Facebook, create twitter hash tag for 2014, flicker, tumblr, facebook, youtube, etc - Suggested hashtag - #2014YearOfAgriFoodSecurity	DIC/DREA; comms committee	
		Sub total cost:		
		GRAND TOTAL COST		