



Journalist Workshop - Paris, France  
 Wednesday, 15 October 2008

Salle Mistral, Maison du Poumon,  
 66, Boulevard St-Michel  
 75006 PARIS

### Agenda

Time	Topic	Speaker
13:00 – 13:30	Welcome and introductions	Judith Mandelbaum-Schmid, Stop TB Partnership Roxanne Van Gelder, Union
	The Impact of the Media in TB Control	Lee Reichman, GTBI
13:30 – 14:15	Panel session 1: <ul style="list-style-type: none"> <li>• Global burden of TB</li> <li>• TB basics</li> <li>• New tools for TB</li> </ul>	Amy Piatek, GTBI Lee Reichman, GTBI Peg Willingham, Aeras Global TB Vaccine Foundation
14:15 – 15:00	Panel session 2: <ul style="list-style-type: none"> <li>• Malawi experience</li> <li>• Patient/advocate experience</li> <li>• Panos experience</li> </ul>	Brian Ligomeka, Blantyre Newspaers Limited (tbd) Johanna Hanefeld, Panos Global AIDS Programme
15:00 – 15:30	Tea/coffee break	
15:30 – 16:30	Case Studies <ul style="list-style-type: none"> <li>• Strengthening skills in medical and public health reporting</li> <li>• Framing TB stories for editorial boards</li> </ul>	Judith Mandelbaum-Schmid, STB
16:30 – 16:45	Conclusions and final thoughts	Lee Reichman, GTBI