



GUIDELINES

**URBAN
JOURNALISM
ACADEMY**

Turning Urban Development into News

Nairobi, 16 April 2015





BACKGROUND

The Urban Journalism Academy is a pioneering and innovative initiative to train journalists and media professionals who are already interested or involved in urban development with reference to social, economic and economic issues facing cities in the 21st Century.

The Academy aims to meet the following objectives:

- To strengthen journalists and media professionals' capacity to analyze the overall process of urbanization by sharing with them substantive knowledge about the main issues of planning and management of cities, as well as by providing them technical expertise in gathering and examining urban data and indicators. A selection of interesting examples of sustainable urban transformation projects will also be presented.
- To make urban development issues and challenges clear and accessible to the general public, beyond the professionals, researchers and public authorities, bringing the urban debate closer to the average citizen.
- To encourage and facilitate for the media to participate, disseminate and actively and consciously follow up the global discussions towards a 'New Urban Agenda'.

URBAN JOURNALISM ACADEMY IN NAIROBI

Africa is the fastest urbanizing continent and Kiambu is Kenya's fastest urbanizing county. Using Kiambu as the launch pad, the workshop will seek to address the challenges and opportunities for the rest of Kenya's 47 counties.

We will hear from senior officials from the Nairobi County Government on the implementation of the Nairobi Master Plan and how it will affect the city residents.

Citiscop, a United States based news organisation specializing in city innovations, will lead an interactive session with the journalists on how to improve their coverage of urban issues as well as possible areas of collaboration with individual journalists.

The Academy will run on the margins of the Second session of the Preparatory Committee for the Habitat III Conference and the 25th Session of the UN-Habitat's Governing Council.





PROGRAMME

Thursday, 16 April

08:30 – 09:00 Registration

09:00 – 09:30 Introduction and Opening Remarks

Welcoming remarks by Grace Lubaale, UN-Habitat

Overview of the Academy by Jeanette Elsworth, UN-Habitat

Remarks by David Ohito, Union of Journalists

09:30 – 12:00 Presentations (Part I)

Urbanization in Kenya, by Axumite Gebre-Egziabher, UN-Habitat

The Nairobi Master Plan

Urban Journalists Partnerships, by Greg Scruggs, Citiscope

12:00 – 13:30 Lunch break

13:30 – 14:30 Side Event on 'Media and Habitat III' (Part II)





PRACTICAL INFORMATION

Address

United Nations Office at Nairobi
Gigiri – UN Avenue
P.O. Box 67578
Nairobi, Kenya 00200
(MEDIA CENTRE)

Accreditation

All media interested to attend the Urban Journalism Academy must be accredited as Media Participant of the PrepCom2 for Habitat III.

There will be a dedicated media desk in the accreditation area. Please report directly to this desk.

All participants must show the following items:

- 1 A recognised national or international press association card
- 2 A corresponding national identification card

For freelance journalists or those unable to provide item 1 above, please also provide:

- 3 Two (2) examples of their work from the last 12 months, AND
 - 4 A letter on headed paper from their place of employment outlining their role, OR
- For freelance journalists, a letter from a recognised media organisation outlining their intention to consider the material gathered for broadcast.

