

# Programme

## World Press Freedom Day 2025

Reporting in the Brave New World: The Impact of Artificial Intelligence on Press Freedom and Media

27 - 30 April 2025

Arusha, United Republic of Tanzania

**27 April 2025**

**06:00 – 14:00 | Media Fun Run**

Participants arrive, register, fundraising 5km run and bonanza.

**28 April 2025**

Time	Activity				Responsible
07:30 – 08:30	<b>Arrival and Registration</b> Participants arrive and register				Secretariat
08:30 – 08:45	<b>Welcome Remarks</b> , Paul Makonda, Arusha Regional Commissioner				Regional Commissioner
08:45 – 08:50	<b>Statement</b> , Maxence Melo, Jamii Africa				Jamii Africa
08:50 – 08:55	<b>Statement</b> , H.E Charlotta Ozaki Macias, Ambassador, Embassy of the Kingdom of Sweden				
09:00 – 09:05	<b>Statement</b> , Michel Toto, UNESCO Representative				UNESCO
09:05 – 09:10	<b>Speech</b> , H.E. Veronica Nduva, EAC Secretary General				EAC
09:10 – 09:25	Word to welcome the Guest of Honour, Gerson Msigwa, Permanent Secretary and Chief Government Spokesperson				MolCAS
09:25 – 09:40	<b>Keynote Address</b> , Prof. Palamagamba Kabudi, Minister of Information, Culture, Arts, and Sports				MolCAS
09:40 – 10:30	<b>Plenary: High Level Dialogue on Navigating AI's Impact on the Future of Journalism: Moderator, Nafisa Didi, UN Tanzania</b> <b>Hon. Dorothy Gwajima</b> , Minister of Community Development, Gender, Women and Special Groups <b>Susan Namondo</b> , UN Resident Coordinator, United Nations <b>Dr. Robert Eno</b> , Registrar of the Court, African Court on Human and Peoples' Rights <b>H.E Isaac Njenga</b> , Kenya High Commissioner to Tanzania <b>Maxence Melo</b> , Jamii Africa				Secretariat
10:30 – 11:00	<b>Break and Refreshments</b>				All
11:00 – 11:30	<b>Testimonies from Journalists – Tech &amp; AI's Impact on Journalism</b>				Secretariat
11:30 – 13:00	<b>Plenary: The Future of Media Sustainability in the Digital Era</b> Organisers: Jamii Africa, Nukta Africa, UNESCO, Oxford Policy Management				Secretariat
13:00 – 14:00	<b>Break and Refreshments</b>				All
14:00 – 15:30	<b>Empowering Tanzanian Content Creators: Monetization, Ethical Storytelling and Boosting Livelihoods</b> Organiser: JamiiAfrica	<b>Fireside Chat: Breaking Barriers – Gender, Media, and the Digital Age</b> Organiser: TAMWA, IAWRT, UNESCO	<b>Journalist's Digital Security Lab: Protect, Encrypt, Defend</b> Organisers: UTPC, MISA, OJADACT	<b>Journalism in 2040: An IMS Media Futures Workshop</b> Organiser: IMS, TWaweza	<b>Roundtable Discussion: Legal and Regulatory Framework &amp; Parliament's Role in Press Freedom</b> Organisers: LHRC, MCT, TEF
15:30 – 17:00	<b>Empowering Tanzanian Content Creators: Monetization, Ethical Storytelling and Boosting Livelihoods</b> Organiser: JamiiAfrica	<b>Media for Children: Empowering the Next Generation</b> Organiser: UNICEF	<b>2025 General Elections: The News, Media and the Journalist We Want</b> Organiser: University of Dar es Salaam School of Journalism	<b>Masterclass: AI for Journalism and Media Innovation</b> Organisers: Tech and Media Convergence, Tanzania Online Network	<b>Broadcasting for Democracy: Election Regulations Workshop</b> Organisers: MAELEZO, MCT, TEF, DW Akademie
17:00 – 18:00	<b>Summary of key takeaways</b> , Secretariat <b>Closing remarks</b> , Maxence Melo, Jamii Africa				Secretariat

## 29 April 2025

Time	Activity	Responsible
08:00 – 08:30	<b>Arrival and Registration</b> Participants arrive and register	Secretariat
08:30 – 10:00	<b>Plenary: Reimagining Media Governance in the Digital Age: A Dialogue with Regulators</b> Panelists: Ministry of Information, Culture Arts and Sports, TCRA, Data Protection Commission, <b>*Moderator:</b> Bakari Machumu, Harold Sungusia <b>Gerson Msigwa</b> , Permanent Secretary and Chief Government Spokesperson <b>Dr. Jabiri Bakari</b> , Director General, Tanzania Communications Regulatory Authority, <b>Dr. Emmanuel Mkilia</b> , Director General, Data Protection Commission <b>Mohammed Mashaka</b> , Director of ICT Systems Development and Services (DISDS) and Focal Point for National AI Readiness Assessment <b>*National Electoral Commission</b>	Secretariat
10:00 – 11:30	<b>Misinformation during Elections: the role of AI and Emerging Technologies</b> Panelists: Jamii Africa, Nukta Africa, Debunk Media, Africa Check	Secretariat
	<b>Closing Ceremony</b>	
11:30 – 11:50	Traditional dance/performance	Secretariat
11:50 – 12:00	<b>Welcome Remarks</b> , Paul Makonda, Arusha Regional Commissioner	Arusha Regional Commissioner
12:00 – 12:10	<b>Statements from Diplomats</b> H.E Isaac Njenga, High Commissioner of the Republic of Kenya H.E Ahn Eunju, Ambassador of the Republic of Korea H.E Yahya bin Ahmed Okeish, Ambassador of Saudi Arabia H.E Nicole Providoli, Ambassador of Switzerland	Diplomats
12:10- 12:15	<b>Statement from UNESCO</b> , Michel Toto, UNESCO Representative	UNESCO
12:15 – 12:20	<b>Statement from the UN</b> , Susan Ngongi Namondo, UN Resident Coordinator	United Nations
12:20 – 12:25	<b>Statement from the EAC</b> , H.E. Veronica Nduva, EAC Secretary General	EAC
12:25-12:30	Word to welcome the Guest of Honour, Gerson Msigwa, Permanent Secretary and Chief Government Spokesperson	MolCAS
12:30 – 12:50	<b>Statement from Prof. Palamagamba Kabudi</b> , Minister for Information, Culture, / and Sports	MolCAS
12:50 – 1:00	<b>Statement from the Media</b> , Maxence Melo, Jamii Africa	Secretariat
1:00 – 1:30	<b>Statement from the Guest of Honour</b> , Hon. Kassim Majaliwa Majaliwa (MP), Prime Minister of the United Republic of Tanzania	Prime Minister's Office
1:30 – 2:00	<b>Group Photos</b>	Secretariat
2:00	<b>End of Programme</b>	

## 30 April 2025

### 05:00 – 17:00 | Excursion to Mkomazi National Park

Participants arrive, register, excursion to Mkomazi National Park.

### End of Programme