



# EAST <sup>2022</sup> Festival

Local Change, Global Impact:  
Building Informed And Thriving  
Communities Through Journalism

## FESTIVAL PROGRAMME



In partnership with:



A pandemic that has become endemic, the climate crisis, the war in Ukraine and the attendant economic turbulence. In a world that is essentially a global village, the risk and the dire consequences affect us all and global solutions emanate from local solutions. Informed local communities are thus critical for building thriving communities that then contribute to a better world. The role of a vibrant, viable and dynamic media in helping communities address local challenges as they globalize the local and localize the global best practices cannot be gainsaid. The EAST Festival 2022 therefore aims to ask how journalism in East Africa can sustain productive public conversations, nurture responsible civic responsibilities and, most importantly, help the citizenry address challenges they face and seize the opportunities they have. The festival will celebrate redefined roles of journalism in the region, interrogate media structures and routines in the wake of the complex and disrupted media ecology and explore the emergent storytelling that innovatively involve communities.





## Wednesday 9th November, 2022

### 8.00 - 9.00: Technical check & Registration

#### 9.00 - 9.40: Surprise Show of LAM sisters

**Niaje East Festival show | Music & Entertainment**

**Moderators: Edith Kimani & Ben Mwine | DJ Sal & Kamanzi**

East Fest 2022 opens with a celebration and showcase of African talent (DJ, performing Artistes)

#### 9.40 - 10.50: Opening Remarks & Panel

**DWA/AKU Representative: Abaas Mpindi - Official welcome & HouseKeeping, Dr. Nancy Booker - AKU, Julia Gering - DWA**

#### **Keynote Panel - Geopolitical conflicts, climate crisis and pandemics: is our journalism still good enough?**

Our keynote panel aims to ask how journalism in East Africa can sustain productive public conversations, nurture responsible civic responsibilities and, most importantly, help the citizenry address challenges they face and seize the opportunities they have. For this, journalists need to ask themselves how to better listen to communities and how to explain complex topics to their audiences. Do media need to rethink how to report the news, and what about new trends of reporting like constructive or climate journalism?

**Keynote: Nancy Kacungira**

**Moderator: Edith Kimani**

**Panel discussion to explore the theme (each 5' min statement) | Panelists: Nancy Kacungira, George Nyabuga, Asha Jaffer**

### 11.00 - 12.00: FESTIVAL HOUR (Break Out Sessions)

#### **Breakout 1: Presentation/HowTo workshop**

**The SWICHI toolkit for diversifying revenue streams - Creating viable local media structures for informed communities**

**Trainer: Jumanne Mtambalike**

#### **Breakout 2: Skill Workshop**

**Youtube for Journalists - AU Fellow Yasser Machat (Tunisian influencer)**

**Moderator: Ben Mwine | Sheila Sendoyo - Debunk**

#### **Breakout 3: Introduction into Cartoon story telling or use of illustration in story telling in media**

**Ssentongo Jimmy Spire - Ugandan Cartoonist**

#### **Breakout 4: Playground**

**Wellness for Female Journalists - Barbara Among**

**Activity / Meditation/Detox/De-Stress - Mildred Apenyo**

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**12:00 - 13:00: Lunch**

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**13.00 - 14.00: Fireside Chat**

**Damn I hate that - why do young people avoid legacy media - and what to do against it/Voices of the youth**

The way young audiences are consuming media is rapidly changing. The use of Social Networks like Tiktok is booming, at the same time classical media struggle to not lose the young audiences. A worrying trend: more and more young people are avoiding the news, because they perceive them as depressing. What are our ways out of this? In this engaging and interactive session young media professionals debate on how to create meaningful formats for young audiences

**Core Facilitator: Benson Githaiga & Edith Kimani**

**Mini research input on young people & media (teaser)**

**Input givers: Hesbon Owilla**

**Discussion: Panelists: Canaan Arinda - Solutions Africa now, Methia Nabawanda - Youtube Content Creator**

**Uganda, Faiza Salima - content creator, radio show host**

**2 groups (1 in plenary & 1 in training room)**

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**14.00 - 15.00: World Café Format**

**World Café Format: Damn I like that! - My wish list for young audiences:**

Audience is split up in up to 5 smaller groups and come up with a wishlist on how to reach young audiences.

**Facilitators: Benson Githaiga & Edith Kimani**

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**15.00 - 16.00: Debrief: Talk about results in the plenary & Tweet & participative discussion with audience**

**Moderator: Benson Githaiga & Edith Kimani**

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**16.00 - 16.15: Comedic Rant on Media Topic (related to "Damn I hate that", max. 5 minutes)**

**Comedian/Speaker: Andrew Onen | Poet: Angel Kabera (spoken word)**

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**16.15: Closure and Musical Hangout**

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Thursday 10th November, 2022

**8.00 - 9.00: Technical check & Registration**

**9.00 - 9.40: Surprise Show of LAM sisters**

**Niaje East Festival show | Music & Entertainment**

**Moderators: Edith Kimani & Ben Mwine | DJ Sal & Kamanzi**

East Fest 2022 opens with a celebration and showcase of African talent (DJ, performing Artistes)

**9.40 - 11.40: Research Launch**

**The Launch of the State of Innovation and Media Viability in East Africa: From In-depth Media House Surveys**

This session will focus on the launch of the findings of the above research project which is the second phase of a larger research project on Innovation for Media Viability in East Africa. The research project sought to investigate the state of innovation and media viability in Kenya, Uganda and Tanzania and analyzed news media organizations as units of analysis. The report presents insightful findings on the state of innovation, financial trends, organizational capacities of media houses and journalism quality, among other aspects.

The aim of the session is to launch the research findings and have robust discussions on how the findings will improve media practice, inform policy, enhance media development initiatives and help academicians and other stakeholders identify future research areas of focus. The keynote speakers will set the tone for the discussion and the panel discussion will delve deeper into the interplay between findings, practice, policy and future research.

**Moderator: Dr Rose Kimani**

**Keynote Presenter: Nancy Booker - Interim Dean, Graduate School of Media and Communications, AKU (virtual)**

**Keynote Speakers: Moses Watasa - Commissioner, Communication and Information Dissemination, Ministry of ICT, Paulo Ekochu - Media Council Representative, George Lugalambi - Director - Africa Centre for Media Excellence**

Five minutes keynote address from each

**Panel Discussion**

**Ministry rep. , Joseph Kigozi, Dr Adolf Mbaine - Professor - Makerere University , Dr George Lugalambi - Africa Centre for Media Excellence, Amelia Martha Nakitimbo**

**11.40 - 12.40: Panel**

**Would the world look different if the news were told from a female perspective - do we need feminist journalism?**

**Moderators: Ben Mwine | Panelists: Emily Maratcho- Researcher Uganda Christian University Mukono, Josephine Karungi - Journalist and Media Consultant, Laura Ekumbo, Edith Kimani - DWA**

**12.40 - 13.40: Lunch**

**13.40 - 14.40: Panel - Battle the audience**

**Dealing with Disinformation, Fake News, and Propaganda: Empowering communities to sort fact from fiction in the age of first-speed-traveling information**

**Moderators: Ben Mwine - Intro / Prof. George Nyabuga**

**Allan Cheboi - Code4Africa: Building a culture of double fact checking and verification in an age of information overload**

**Odanga Madung - Mozilla foundation: How are giant internet platforms dealing with political weaponization of fake news**

**Rukia Nabbanja - Debunk Media Initiative: Building capacities of our communities to sort fact from fiction**

**Jeniffer Kaberia - Mtoto news**

**14.40 - 15.40: The podcast and plenary session**

**Moderator: Ben Mwine**

**Contributors: Cecilia Maundu (AU Fellow) & Edith Kimani to do a live podcast** - podcast on how to produce podcasts; involve other podcasters

Hosts will run the session while they invite and engage fellow podcasters like LAM Sisters and the MCI Podcasters In Residence participants.

**15.40 - 16.40: Festival Hour (Break Out Sessions)**

**Breakout 1: Gym: Mental Health in Journalism**

**Halima Athman - Journalist**

**Breakout 2: Lab space: How is AI changing journalism in East Africa?**

**Panelist: Sara Namusoga**

**Breakout 3: Workshop: Intro to Climate Journalism**

**Presenters: Fred Mugira**

**Breakout 4: Behind the Stories**

A conversation with the 2022 East African Photography Award and Uganda Press Photo Award. Panelists will share insights into their shortlisted work

**Moderator: Marsella Ariso | Panelists: Amanuel Sileshi (Ethiopia), Gordwin Odhiambo (Kenya), Ericky Boniphace (Tanzania), Andrew Kartende (Uganda)**

**16.40 - 17.00: Break****17.00: Games by UTALII & Cocktail reception**

**Friday 11th November, 2022****8.00 - 9.00: Technical check & Registration****9.00 - 9.40: Surprise Show of LAM sisters****Niaje East Festival show | Music & Entertainment****Moderators: Edith Kimani & Ben Mwine | DJ Sal & Kamanzi**

East Fest 2022 opens with a celebration and showcase of African talent (DJ, performing Artistes)

**9.40 - 10.50: Panel Discussion****Historical uncomfortable Truths and Blind spots: Decolonising the media in Africa and changing the narrative****Moderator: Ben Mwine | Panelists: Larry Madowo - International Correspondent-CNN, Moky Makura - ED Africa No Filter, South Africa, Solomon Serwanja****11.00 - 12.00: FESTIVAL HOUR (Break Out Sessions)****Breakout 1: Plenary****Gender Gap in the Media - How to overcome the gender gap in media.**

Employment (Hiring - Different skills), Leadership Positions, Education, What is the place of governance in media house for this topic and the role of policy makers

**Moderation/Welcome: Edith Kimani****Speakers: Jan Ajwang - Media Focus on Africa, Rachael Mugarura, Sheila Sendeyo - DeBunk Media (KE)****Mobile journalism trends and a quick how to session (Workshop Style)****Trainer: Emmanuel Yegon****Breakout 3: Collaborative life writing workshop****Intro by: Benson Githaiga****The LAM Sisterhood's Collaborative Life Writing workshop**

Participants explore a unique and creative approach to writing, while honoring African storytelling techniques, using both detailed research and imagination to fill in the gaps of writing, and writing collaboratively.

**Facilitators: Aleya Kassam, Laura Ekumbo, Anne Moraa****Breakout 4: The Gym**

The media innovator gym - go and practice cutting-edge journalism. Innovators showcase some of the innovations in the Gym. People go through boxing sessions before they reach the innovators stalls.

**12:00 - 13:00: Lunch**

**13.00-14.30**

**Interview & Town Hall Discussion**

**Who tells the stories (and who doesn't) – how to make the mainstream media agenda more inclusive?**

**Moderation / Introduction: Edith Kimani - Interviewer**

**Dr. Nancy Booker - Interviewee**

**Input (on stage) on *What is Media Inclusion?***

**Short interview with Dr. Nancy Booker AKU (10 Minutes)**

**What is media Inclusion ? | Why should we care about it? | What can we do to make it a reality ?**

**Focal points for town hall**

**Gender balance, Minorities | Community Reporting, Media Inclusion – creating content for the deaf/Sign language**

**Susan Mujjawa, Simon Eruko - Signs TV Uganda, Florence Kyohangirwe - Minority Africa, Bait FM, Afya Toon**

**14.30 - Festival Hour (Break Out Sessions)**

**Breakout 1: 10**

**Facilitated by: Aleya Kassam, Benson Githaiga, Clare Mogere (virtually)**

**Breakout 2: Discussion**

**Challenges of Community Journalism in East Africa – and possible ways to deal with them**

**Said Mmanga (TZ MVC), Joseph Akiiso (UG MVC), Alex Teremwa (AKU)**

**Breakout 3: Innovation exhibition**

**All 3 Innovators in Residence cohorts and related tech industry**

**Moderators Coach | Facilitators: Ann Gitari (KE), Michael (UG)**

**Breakout 4: Mtoto News: Redefining children and media in Eastern Africa**

Africa's population is majorly made up of persons below the age of 18 years, however, there is little or no representation of children in media and especially their voices, where children are seen either on emotive issues or entertainment and yet the future of humanity depends on them. This session aims at challenging the status quo where children are seen and not heard and have a conversation on why meaningful involvement of children is important.

Jennifer Kaberi (Kenya), Children-trained journalists from Kenya and Uganda, children media experts, Hadija Mwanje, Omar Gombo Mohamed, Collins Orono, Brian King

**15.30 - 16.30: Closing session - The Whole Picture or I Care for Good Journalism**

**Spoken Word | Poet: Nsubuga Ishaka**

**16.30: Ndere Troupe | Cocktails**



**Ben Mwine** is a highly talented, versatile and creative individual with over 20 years of experience in Broadcasting, Business leadership, Marketing and Communications. He provides supervision and management for projects and events, offering clients over 20 years of experience as a moderator and business leader.

A creative individual with deep knowledge and experience in Business management, Ben has spent most of his career in the broadcast industry with a remarkable track record; his leadership has sparked impressive growth and turn around everywhere he has been and he is recognized for putting faith-based radio on the mainstream map in Uganda as MD at Power FM as well as leading Sanyu FM and KFM into top ratings with short turnaround time. He has built a strong reputation for being a strategic thinker and leading exciting innovations that have made him a highly sought after leader and consultant working with and for some of the biggest brands in the Ugandan FMCG market.

A principled leader with well-known integrity, passion for innovation, and growth, Ben has consistently been rated as one of the most recognizable business managers in Uganda. As a manager, Ben is a 2-time top 100 mid-sized company Award winner, and celebrated public speaker and event Host.

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**Edith Kimani** is a journalist and media personality currently working with Germany's international Broadcaster, DW. She is currently the East African correspondent and host of the station's Africa flagship programme, the 77%. With over a decade's experience, Edith has covered a wide range of topics, particularly on the continent of Africa. The Kenyan born journalist is passionate about the environment and was part of a delegation selected to cover the effects of the warming seas and melting ice sheets in the arctic. She is also a seasoned moderator and speaker who has led high level discussions at the World economic forum, the G20 summit as well as the World trade organisation. Recently, Edith was named as one of Africa's most influential people.



**Larry Madowo** is an International Correspondent at CNN primarily covering Africa. He is also a fill-in anchor who has presented CNN International programs from Atlanta and Dubai. In a groundbreaking career that has taken him to several dozen countries, he has interviewed numerous presidents, prime ministers and other prominent global figures. He was previously a North America Correspondent for the BBC based in Washington, DC. He covered the summer of protests following the murder of George Floyd, the 2020 US presidential election and the inauguration of Joe Biden. He also anchored BBC World News America, a flagship program that is also syndicated on PBS stations across the US.

Madowo was named a Young Global Leader of the World Economic Forum in 2020 and has twice been selected among the Most Influential Africans by NewAfrican magazine. He was a Knight-Bagehot Fellow at Columbia University where he also earned a master's in Business and Economics Journalism. He previously served as the first BBC Africa Business Editor, hiring a diverse team across the continent and launching several syndicated shows. He started his television career aged just 20 at KTN Kenya before moving on to NTV Kenya and CNBC Africa.



**Prof. Nancy Booker** is an Associate Professor and the Interim Dean at the Graduate School of Media and Communications. She has had a distinguished career as an academic, teacher, researcher, administrator, leader and media practitioner with over 20 years' experience. wProf. Booker specializes in broadcast journalism, multimedia storytelling, media management and health communication and research and has several academic publications in these areas. She has also been trained in leadership at Harvard. Prior to joining AKU-GSMC Nancy was head of the Department of Journalism and Communication at Multimedia University of Kenya and was actively involved in teaching, mentorship, research, and curriculum development. She previously taught at Daystar University and at ABC University in Liberia where she set up the Media and Communication Department in post-war Liberia. She had stints at the national broadcaster, KBC, and later Nation Media Group's flagship, NTV, where she honed her skills. Today she is a regular commentator on local TV stations.



**Nancy Kacungira** is a multi-award-winning journalist championing diversity, balance, and nuance in narratives about the global south. She began her career in Uganda and Kenya, and is now based in London, where she anchors BBC World News bulletins. Her impactful documentaries and TedX talk on African narratives saw her named as one of Africa's 100 most influential young people in 2019, and again in 2020. Nancy has worked in media since 2003, holding various roles including radio presenter, TV anchor, business correspondent and social media editor.

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# PARTICIPANT PROFILES



**Aya Kassam** is a Kenyan feminist, storyteller, writer and performer. She loves to play with the ways people experience story - from page to stage, screen to speaker, micro fiction to memory poems, docu theatre to participatory filmmaking, blogs to twitter threads.

Her work explores the spaces between imagination and memory, often using ritual as a way to access those realms. Her writing has been performed and published around the world, from Nairobi to New York, Kigali to Stuttgart.

She is also 'The A', and co-founder of the award-winning content studio, The LAM Sisterhood, which fills the world with stories for African women to feel seen, heard, and beloved, such as the stage show Brazen, and the new children's podcast KaBrazen.

**Allan Cheboi** is Code for Africa's Senior Investigations Manager at Code for Africa's iLAB & ANCIR, and is based in Nairobi, Kenya. He manages a team of forensic data scientists/analysts and technologists who develop disinfo investigations tools and conducts network analysis investigations into disinformation and influence operations in Africa.



Until April 2022, **Amelia Martha Nakitimbo** worked as the Head of News and the Current Affairs Department at SEE TV, a recently launched TV station in Kampala, Uganda. In that position, she stirred the channel towards launching news programmes and safely led a team of 30, mostly young journalists, amidst a COVID-19-induced lockdown and curfew.

Before that, Amelia was the News Coordinator of Africanews - part of Euronews Group - working directly with at least 80 multilingual correspondents across Africa and beyond.

In her over seven years' journalism practice, she has taken on assignments in Uganda, Congo Brazzaville, Dubai, South Africa and Côte d'Ivoire as a reporter, TV and radio news anchor and producer.



**Andrew Onen** is a Ugandan Humor Journalist, Stand up Comedian, Events Host, Voice Over Artist, Branding Guru and Engineer. He holds a Bachelor of Science in Telecommunications Engineering and is a 2020 Media Challenge Fellow.

Onen is the brain behind THE NEWS LAUGHS, a comical news show that started in the wake of COVID19 and broadcasts via his Youtube Channel, Andrew Onen. He hosts JOKES ASIDE, an interview show that brings on board celebrities, politicians and change makers in communities.

Andrew Onen is a celebrated Radio News Anchor and a voice over artist who has voiced adverts for corporate companies like MTN, Airtel, Stanbic Bank, DFCU Bank, Nile Special, Bell Lager, Coca-Cola, Pepsi among others.

**Kabera Angel Amahoro:** I am a soet; a spoken word artist telling people's stories through a fusion of music and poetry. My intention is to bridge communication gaps between people from varying walks of life. I am disrupting the industry by fusing the creative arts with corporate communication. As a student of Journalism and Communication, I am using the knowledge I acquire from this degree to add value to my Soetry (Song-poetry). I am deeply leaning toward advocacy for minority groups especially women, children, and differently-abled people. Art will survive but artists won't, so the goal is to create art that will speak thousands of years after I am gone. Besides Soetry, I am a writer, freelance Youth Engagement Consultant, full-time sister and daughter, guitarist, Sexual and Reproductive Health Rights Activist, and spokenword coach.



**Ann Gitari** is a renowned enabler in Africa's startup ecosystem working in collaboration with accelerators, incubators, and innovation hubs in the African region supporting them in the areas of Program Design, Delivery and Evaluation.

As a business trainer, coach and mentor, Ann is well known for designing adult learning programs with result-oriented outcomes. Her work is guided by the principles of Adult Education, Human Centered Design and Gender-Smart Entrepreneurship Education & Training.

Ann holds a degree in Communications & Business Administration from Daystar University, Kenya, as well as a mini-MBA in Entrepreneurship from Acton College, Texas. She is also a member of Global Learning Partners, Canada.





**Anne Moraa** is Kenyan feminist writer, editor, and performer. She is the M in the LAM Sisterhood, an award-winning story company that fills the world with stories for African women to feel seen, heard, and beloved. Her writing can be found in Catapult, The Meridians Journal, The Elephant, The Wide Margin and so on, while her performances have taken her from Kenya through to South Korea and Scotland. A founding member and Editor at Jalada Africa, she is at work on her debut novel all while eating copious amounts of chilli-lemon crisps.

**Asha Jaffar** is a 2011 KGSA Alumna. She is a journalist and communications professional. She has contributed to international and local media and in 2014 won the Special Award of the Haller Prize for Development Journalism. She has also worked as an assistant producer, translator and editor for Clear Water Productions and for the Foreign Correspondents' Association of East Africa. Asha, was Born and raised in Kibera and currently managing the award winning initiative, Kibra Food Drive, an initiative I started to provide food for the needy during these times of Covid. She was also recently awarded the Africans Rising Activist of the Year Award.



**Baraka Daniel Kiranga** (32 years) is a media leader with 9 years of extensive experience in data analytics, business development, and communication innovation management. In April 2020, Forbes Africa listed Baraka as one of 30 African youths under 30 years of age with a track record of building scalable media businesses impacting human development in Africa. Currently, Baraka is the founder and managing director of Hamasa Media Group, a consulting firm that provides groundbreaking communication services and analytics consultation to local and international organizations working in Tanzania, such as the Japan International Agency and the World Health Organization. He is the brain behind the first local business intelligence cloud-based software that connects all areas of the media house and produces analyzed data insights that enhance the design of the relevant business models in the media house.



**Benson Mutahi Githaiga** is responsible for community needs and the creation of a vibrant, diverse and dynamic Media Innovation Centre. As the face of the centre, he supports operations as well as building partnerships. He has over 11 year's working and has experience in public relations, human resources, project and account management and innovation and as an online show host (iHub News).

**Brian King** (17yrs) is a Kenyan child who is passionate about fighting for the rights of children and fighting against anything that might deter children from accessing these rights. I am the resident guest in the let's talk about it Discussions, a writer for the Shajara Magazine, and a host for the Toto on Podcast. I'm outspoken on ending harmful cultural practices which are very rampant in my country as they not only threaten to end their education but also have adverse effects on children's physical, emotional and psychological self, and as such, I believe it is of critical importance that we prioritize ending harmful cultural practices like FGM, Early Marriage and Child Abuse so we can make a better Africa for African children.

I have always been outspoken and through the help of my parents, I have been able to join other kids and continue to push for the rights of the African child in whatever small way we can. For I say that just because as a child I might be small that doesn't mean my rights are small and insignificant



**Canaan Arinda** is an award winning journalist, Meme Lord and social media personality with a passion for telling stories and entertaining people in an innovative way. He has a special love for critical systems thinking and a touch of sarcasm, debate and humor to go with it. He graduated with a bachelor's degree in Mass Communication at Uganda Christian University and currently works with Solutions Now Africa. He also volunteers at cinema Ug as the Human Resource Manager. He is an inspiring actor, singer and rapper with a dream of creating international standard yet local centric African content for the world to enjoy.



**Cecilia Maundu** is a broadcast journalist, a digital rights researcher and a digital security trainer. She works at the intersection of journalism, technology and human rights, with a focus on countering online abuse against women journalists while protecting freedom of expression online. She is also a podcaster. She has a podcast called “Digital Dada Podcast.” “Digital Dada” is a podcast focused on gender and technology. It aims to change the narrative and perceptions that women are “technophobia.” The podcast steers conversation from online gender-based violence to digital security to Artificial intelligence. The podcast aims to cultivate in the citizenry of the world, a culture of digital security and encourage healthy conversations online for the advancement of a safer and a feminist internet.”

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**Collins Orono** is a multimedia storyteller, child journalist’s trainer, and mentor. Collins has trained over 200 children on storytelling and online safety. He has also produced a number of stories around child protection. He believes Media plays a critical role in advancing the rights of the child. He is currently the head of News and Training at Mtoto News.



**Dr. Adolf E. Mbaine** obtained a doctorate (DLitt et Phil) in Journalism from the University of Johannesburg, South Africa in 2019. Prior to that he attended Rhodes University, SA and Makerere University, Uganda. He worked as a print media journalist for five years in Uganda, mostly as Editor of National Analyst Magazine. He has been teaching at the Department of Journalism and Communication at Makerere University since 1996 where he has taught thousands of journalists and communication professionals in Uganda and the Eastern Africa region. He has since completing doctoral studies supervised six MA students to completion; and is currently supervising 3 MA and 2 PhD students. He specializes in Media policy and regulation, media history, writing and editing, and communication strategy design and evaluation. In August 2016, he was named on a seven-person ministerial committee to carry out an investigation on the Uganda Broadcasting Corporation (UBC) that submitted a Report in December, 2016.





**Edwin Luguku** is a medical doctor, creative designer and innovator working with a Medical media company; MEDTOON that is working around the next best step to innovating the product used to deliver health information and the methods used to deliver it among the Tanzania and East African community, pioneering the digitalization of health content by the use of visual arts.

**Emily Comfort Marachtho** is the Director Africa Policy Centre and Senior Lecturer of Journalism and Media Studies, at Uganda Christian University (UCU). She has previously headed the Department of Journalism and Media Studies at UCU and taught at Makerere University for several years.

Marachtho holds a Ph.D. in Cultural and Media Studies of the University of Kwa Zulu Natal, South Africa; Masters in Communication, Daystar University-Kenya; Masters in Development Studies, Uganda Martyrs University; and Bachelor of Development Studies, Makerere University. She has post-graduate certificates in environmental journalism, Multi-Method Research, and Pedagogical Leadership in Africa.

Marachtho is a researcher and media trainer, whose work straddles media, democracy and development, with special interest in women's participation in public life.



**Emily Banya** is the co-founder of Utalii Creative, a company whose mission is to rebrand Africa using gamification, souvenirs and media. Emily believes that Africans can solve their own problems because they understand their own context but the only thing that stops us from this is the inferiority complex.

A BBC Africa featured brand that believes that Africans can solve their own problems because they understand their own cultural nuance and local context best. Utalii Creative currently has five(5) main market tested value propositions with clients like Uganda Marketer's Society and Uganda Development Bank to name a few: Gamification, Game Based Learning, Games Activations/ Experiences, Developing Customised Games for Brands and Developing and Selling Utalii Branded Games/ Souvenirs.





**Emmanuel Kipkemoi Yegon-Ng'etich** is a multi-media Storyteller and the Co-founder & Communication Director at Mobile Journalism Africa. A mobile Journalism trainer and digital communications consultant. He holds a Bachelor's in Communications Public Relations from Moi University. Trained young journalists from across Africa on mobile journalism in Accra Ghana 2018. He has trained journalists and content creators here in Kenya on smartphone storytelling.

Also worked with the US Embassy Nairobi in training American Corners staff on social media and storytelling at the Nairobi Embassy. Worked with UNDP Kenya in training their Amkeni Wakenya partners on smartphone storytelling. He has written an award winning animation film - Tishala, a story based on the need to end Female Genital Mutilation. Tishala was among the three winners in the UN Women's Generation Equality Film Festival in Mexico, April 2021.

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**Faiza Salima** alias faizafabz is an outspoken, creative individual and media personality who uses her brand on digital spaces and mainstream media to create Platforms and space to start up conversations that drive society transformations While staying relevant and engaging with her youthful followers. She believes true Journalism should be accessible by all and uses her journalistic skills to deliver stories that are of human interest and drive social growth and justice.

A writer who uses the power of the pen to drive awareness to social justice stories and create impactful change with her published stories.

A digital lifestyle influencer and content creator that speaks and connects to a collective audience of over 70k followers growing across her digital platforms namely Twitter, Instagram, Facebook and TikTok. She is forever educating herself on emerging trends of content delivery to provide the most comprehensive package that works for each of her individual client's needs while addressing brand concerns and solutions.



**Florence Kyohangirwe** is the Sexual Minorities Editor as well as Special Projects Editor at Minority Africa. She is a PR manager, communications specialist, and journalist based in Kampala, Uganda. She has leveraged her role in the communications field to be a point person for civil society advocacy initiatives and the creative industry of Uganda, founding The EA Scene as a platform to promote East African arts. Florence has also been tirelessly involved in advocacy for gender equality and empowerment of the LGBTIQ+ community across the entirety of her career, furthering causes of social justice and equality through her position as a catalyst for the creative sector of Kampala. Currently she is leading the gender based violence reporting project in partnership with the French Embassy.

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**Fredrick Mugira** founded Water Journalists Africa, a non-profit media group that brings together journalists in 50 African countries to report on water-related issues. He co-founded InfoNile, a geojournalism project in the Nile Basin, and founded the Big Gorilla Story project, dedicated to conserving endangered mountain Gorillas through journalism. A Bertha Challenge fellow, National Geographic explorer, Pulitzer Center Grantee, and editor with Uganda's Vision Group, Fredrick has received various accolades, including the CNN/Multichoice African Journalist award and the 2020 Fetisov Journalism Award for outstanding investigative reporting.

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**Prof. George Nyabuga** is an Associate Professor of media and journalism at The Aga Khan University's Graduate School of Media and Communications and the coordinator of the Executive Masters in Media Leadership and Innovation (EMMLI) programme. He taught at the University of Nairobi for more than 12 years before joining The Aga Khan University. Prof. Nyabuga has also taught journalism, and media and cultural studies at the University of Worcester, and international media and communication, and comparative politics at Coventry University both in the United Kingdom. He worked as a journalist before joining academia. His last positions in the media were Managing Editor in charge of Weekend Editions, and Managing Editor, Media Convergence, at the Standard Group.



**Halima Athumani** is a digital and broadcast journalist based in Kampala, Uganda. She began working as a reporter covering politics, health, human rights and social affairs in 2010. Previously, she anchored a newscast on 93.3 KFM in Kampala. Her work appears on Voice of America, The Washington Post, Al-Jazeera, the BBC, NPR and SciDev.Net. Halima graduated with a degree in mass communication from the Islamic University in Uganda, Kampala Campus.

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**Hesbon Hansen Owilla** works at The Aga Khan University's Graduate School of Media and Communications (GSMC) as the Research Associate. As part of the GSMC team at the Media Innovation Centre (Media Futures EA), Hesbon works with the team in researching innovations and Media Viability.

**Jennifer Kaberi** is a child development specialist and an international development work professional with a passion for children. Her vision is to transform Africa's story through empowering children to speak for themselves, data-driven solutions, and technology that is Afrocentric. She believes this will result in a positive outcome in Africa that touches not only socioeconomic development but also humanity. Jennifer has spent over 10 years working in the child development sector on an array of community, district, national and international projects. In 2017, Jennifer founded Mtoto News, an online platform to improve the lives of children through technology. Mtoto News uses the power of media and data to provide a platform for children to participate in developing solutions to the challenges that face them. Jennifer is a Harvard Law School Fellow at the Institute of Rebooting Social Media, YALI Eastern Africa Fellow she holds a B.A. in Sociology and Communication from the University of Nairobi and an M.A. in Child Development from Daystar University.



**Jimmy Spire Ssentongo** is the Head of the Department of Philosophy and a Lecturer in the Department of Philosophy, Makerere University. He is also an associate Professor of Ethics and Identity Studies at Uganda Martyrs University (UMU). At UMU, he has variously served as Associate Dean of the Faculty of Arts and Social Sciences; Associate Dean in Charge of Research and Publication at the School of Postgraduate Studies and Research; and founding Chair of the Center for African Studies. He has edited two book volumes and widely published in peer-reviewed journals, book volumes, and monographs. With a strong belief that academics should be actively engaged in their communities, he has been a Columnist and Editorial Cartoonist for the Observer Newspaper since 2006. In 2021, he was the first winner of the national Janzi Award for Outstanding Cartoonist, and was also nominated for Outstanding Non-Fiction Writer. He holds a PhD from the University for Humanistic Studies (Holland).



**Joseph Akiiso** is a Journalist and media consultant with 13 years of media management experience, Teams leadership, and programming. Joseph has been involved in media training especially on content and audience needs, sales and marketing, gender and media, human rights and media and community journalism. Joseph has high interest in community journalism and has been involved in training community journalists. He is currently a station manager with the Vision group and a private consultant with the media viability project.

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**Josephine Karungi** is a seasoned journalist and Communication specialist. She is also a student of Media, Leadership and Innovation.



**Jumanne Mtambalike** is an innovator, author, early-stage investor, futurist, entrepreneur, and technology enthusiast who is optimistic about the future of Africa. Best known for championing the building of stable innovation ecosystems in Africa, he is a co-founder and Chief Executive Officer of Sahara Ventures. A company dedicated to building a sound innovation technology and entrepreneurship ecosystem in Africa. Among many notable achievements, he is best known in innovation circles as the first Buni Innovation Hub Manager and champion of Silicon Dar, Tanzania's first organically formed technology district in the country's financial capital, Dar es Salaam. For two successive years, in 2017 and 2018, he was voted the most influential Tanzanian in science and technology. His mantra is the use of innovation, technology, and entrepreneurship to solve Africa's most complex challenges.

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**Laura Ekumbo** is a storyteller. She delights in the journey of discovery, and the process of making. Laura is deeply interested in people and human connections, and the things that linger when people interact with the world around them, and then move on. She is the L in The LAM Sisterhood, a content studio filling the world with stories for African women to feel seen, heard, and beloved.

Kenyan-born and Nairobi-based, Laura has performed poetry, acted, sang, danced, spoken, read, and hosted events on over 40 stages in 5 countries across 3 continents. Her work explores complex perspectives and is governed by empathy and inquisition. Laura loves chips, the ocean, and forests.

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**Lydia Methia Nabawanda** Methia Nabawanda is a Ugandan content creator/digital influencer and YouTuber passionate about women empowerment. She has worked with a number of reputable brands curating content seeking to educate, create awareness and drive sales as she actively engages her digital audience on a daily basis.



**Michael Niyitegeka** is the Director Refactory Limited. He is passionate and practices Leadership Development, Business Technology Strategy and Business Advisory services primarily through coaching and mentoring. He holds an MBA from MsM/ESAMI Business School and is a Franklin Covey Certified Facilitator. He possesses 20 years of working experience in both the private and public sectors.

Michael is passionate and devoted to human capital development for the ICT sector in Uganda. Refactory is his flagship project that he has nurtured. In the last four years Refactory has trained over 400 junior developers with an 88% placement rate in the ecosystem.

Michael was a member of the ICT Technical Working Group of the Presidential Investor Round Table and the Advisory group for the Government of Uganda on the 4IR Technologies.

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**Moky Makura** was born in Nigeria, educated in England and has lived in London, Johannesburg and Lagos. She has been a TV presenter, producer, author, publisher and a successful entrepreneur in her own right. She is currently the Executive Director of Africa No Filter, a donor collaborative focused on shifting the African narrative.

Moky started her media career as the African Anchor and field reporter for South Africa's award-winning news and actuality show – Carte Blanche. She conceptualized, co-produced and presented a lifestyle TV series for the pan African pay TV channel MNet called "Living It", which focused on the lifestyles of the African continent's wealthy elite. She also played a lead role in the groundbreaking and popular MNet Pan-African drama series Jacob's Cross.

Her book Africa's Greatest Entrepreneurs with a foreword written by Richard Branson, featured on the top 10 best-selling business books in South Africa when it launched. Moky has since compiled and published a number of non-fiction titles under her imprint MME Media.

**Monica Nerima** is a media professional based in Kenya. She is one of three founders of Muyambo Media Solutions Ltd – a digital health content company based in Budalangi, Busia County, Kenya. Muyambo currently sensitizing the public on HIV/Aids matters through radio dramas. Monica's role at Muyambo focus on photography, scripting, audio and video editing, audience engagement and expert interviews.

Before co-founding Muyambo, Monica worked as a radio journalist for Bulala FM, a community radio station in Budalangi. Armed with her experience as a radio presenter and reporter, Monica decided to commit her journalistic skills to address the rising HIV/ Aids rates in her locality. Together with two of her colleagues, she founded Muyambo Media Solutions Ltd.



**Odanga Madung** is a journalist, fellow at the Mozilla foundation and co-founder of Odipo Dev. Over the years, he's developed a deep understanding of media and information systems. This has seen his investigations into social media companies lead them to make significant changes to how they operate in Kenya and the wider African continent. You can find his byline in The Guardian, WIRED, BuzzFeed, Quartz and The Daily Nation.



My name is **Omar Hemed** I am a 17 year old boy from Kenya, I'm a podcaster, singer, writer, and actor, but most importantly I am a child journalist, a children's advocate, and also the head of the children's department at Mtoto News. I am incredibly passionate about children's rights, child safeguarding, and the protection of all children in Kenya and in Africa. I am outspoken when it comes to child participation, especially in the law-making process. Children are usually silent due to a lot of adultism, which hinders them to speak about their rights and the challenges that they go through.

I host News insights and the Let's Talk It shows where I moderate weekly children's discussions where we give children an opportunity to speak about the challenges they go through and also they get to send messages to the alignment and the society at large.

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**Professor Peter Kimani** is a Kenyan author, journalist and editor. He has published four books—including *Dance of the Jakaranda*, a New York Times Notable Book of 2017. He has taught at Amherst College, Duke University and the University of Houston. He's Professor of Practice at Aga Khan University's Graduate School of Media and Communications and a Research Associate at University of Witwatersrand's Creative Writing Programme and Centre for Journalism.



**Princely Glorious** is an award-winning Tanzanian digital storyteller working at the intersection of design, brand communications, mobile video and emerging tech. He has recently returned from a digital storytelling residence in Somaliland as a pioneer fellow of the East Africa Media Lab.

Together with Tulanana, he is building OnaStories: an Africa-first, mobile-first, visual-first platform for storytelling. He has been selected to The Africa List three years' running (2015- 18), is an SGN Fellow, and has won awards in film, photography and writing. He is passionate about good design and good storytelling, and how they can reshape Africa's narrative and propel the continent forward.

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**Rukia Nabbanja** is a fact-checker, head of the production and co-founder of Debunk Media Initiative, a fact-checking organization in Uganda where she has dedicated most of her time to doing developmental journalism and making sure that factual information is accessible for people to make informed life decisions. She is the producer, script and video editor behind a debunk product dubbed the debunk show where together with the team, they demystify fake news and misinformation by creating content that counters the information that is spreading mis- and dis-information on social media and in our local communities. Rukia is a fellow and graduate of the Media challenge fellowship program class of 2022. She is also a Constructive Journalism Fellow under the DW Akademie.

**Said Mmanga** is currently Content Editor of an online television Fresh TV Tanzania. He is also deputy Secretary General of Journalists Workers Union of Tanzania (JOWITA) an organization that supports the right and welfare of journalists and media workers in Tanzania, member of Dar es Salaam City Press Club and Media Institute of Southern Africa Tanzania chapter (MISA-TAN), Prior to that, he was Managing Editor of Tanganyika Tanzania newspaper for one year (September 202 – September 2022), Radio Station Manager for a community radio Uyui FM radio (2019 -2020), News editor and later editor of Changamoto newspaper for six years (2006 – 2012) and reporter for various media outlet including Abood TV and Radio for three years (1999 -2001).



**Salmah Peace** popularly known as SAL DEEJAY is a Ugandan female deejay, radio host and film maker who has been doing radio for the last 12years working with Radiocity 97fm based in Bugolobi, Kampala in Uganda. She is also a film maker who has worked on two feature films as an assistant director and three Television commercials and countless scripts for television and Adverts. Sal has been a Deejay for the last four years playing on numerous events, bars, radio, clubs, festivals, weddings and corporate events. She is very interested in creative spaces where people can discover their creativeness and how to take that forward and break grounds in which creative arts can improve their societies and empower them in themselves and how to turn that into success stories and financial independence.



**Sara Namusoga-Kaale** is currently a lecturer in the Department of Journalism and Communication. She holds a PhD in Cultural and Media Studies from the University of KwaZulu-Natal, a Masters in Journalism and Media Studies from Rhodes University and a Bachelor of Mass Communication from Makerere University. She teaches print and digital/multimedia journalism courses at both undergraduate and postgraduate levels. Sara previously taught at Uganda Christian University's Faculty of Journalism, Media and Communication. She has also worked as online sub-editor at New Vision as well as a Hansard editor in the Pan-African and Ugandan parliaments. Her work is aligned to media policy, print and digital journalism/communication as well as digital pedagogy.

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**Sheila Sendeyo** is the Audio- Visual Editor at Debunk Media. She has over 14 years experience in broadcast journalism, with finely - honed skills in television production, reporting, scripting and newsroom management. For the last 4 years, she's been a News producer and Editor at one of Kenya's leading TV stations - NTV, writing, editing for and producing the Prime time newscast, NTV Tonight. She is also an award-winning journalist who has risen to lead teams and set the news agenda. She has extensively covered issues around Science, health, Current affairs and Politics, including the high- profile criminal case against Kenya's President Kenyatta and his deputy William Ruto at the International Criminal Court, but with a key reporting interest on the environment.



**Simon Eroku** is a Team Leader at SignsTV Uganda. Simon is an zealous innovator & advocate for ICT4Inclusion with over 6 years working in the ICT and disability innovation ecosystem. He curated various award-winning innovations that are transforming the way persons with disabilities access social services.

As a Deaf person and an avid sign language user, Simon's career began in the Deaf community, where he held key roles in several organizations for Persons with Disabilities. He left his most recent role as Head of Advocacy and Information at Uganda National Association of the Deaf in December 2019 to embark on building his startup OpenSigns Impact Innovation.

As an Innovator, Simon has put his energies building resilience among Deaf communities through tech, curating various Innovations such as SignTapp – A Mobile App that enables Deaf persons to access Sign Language interpreters with ease and Usign App – A mobile app for learning Ugandan Sign language.

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**Susan Mujjawa Ananda** is a co-founder of SignsTv Uganda an online platform that broadcasts information in Sign Language to cater for Deaf People to make information accessible to all.

She has over 10 years of experience as a professional Sign Language Interpreter which skill she has used to develop the company. Her experience working with NTV Uganda, Spark TV and WBS TV has immensely helped her to manage her current position as the co-founder at signs tv.

Susan has built teams that are resilient, creative and professional to deliver quality for signsTV audiences.

Susan's vision is to empower persons with disabilities, especially the deaf to be informed to make informed decisions for personal development.

**Tulanana Bohela** is a journalist, filmmaker, co-founder of Ona Stories digital content producer, news media reporter, and immersive media producer. Bohela worked with digital content production and African storytelling. She used media to improve the development of African societies, specifically in technology, business and social enterprises. Tulanana is a conference speaker, often addressing technology. She advocated banning early marriage in Africa by highlighting problems related to the practice.

Earlier in her career she co-founded Snap Productions and produced two seasons of 'Mgahawa' on East African Television

Bohela is a virtual reality producer. Most of her work concerns mobile technology and how it changes the way digital content are created and shared in Africa.



**Yasser Machat** is a Digital Communication Specialist with 3 years of experience working with media agencies and international NGOs. He is also a content creator with more than 300.000 followers across different social media platforms, where I share educational videos.

He participated in three different academic international programs: Erasmus + at METU University in Ankara, Global UGRAD at Utica College in New York, and currently doing my Masters as an Erasmus Mundos Student in Digital Communication Leadership at Aalborg University in Copenhagen.



**Nsubuga Ishaka aka Bigboy Shaque** is a radio show host and producer, spokenword poet, events host, voice-over artist and fashion enthusiast.

Having featured in some of the eminent poetry plays and productions at the National theatre, Bayimba Festival of the Arts and other performance spaces in Uganda, Bigboy Shaque is surely one of the most significant and thriving young poets in the country. He is currently working with MCI Radio, the biggest online station in Uganda as a presenter and show producer.

Bigboy Shaque is passionate about Storytelling for positive change. This is because through stories, people draw inspiration to live and learn to become.

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**George W. Lugalambi, PhD**, is the executive director of the African Centre for Media Excellence, coordinator of the Uganda Media Sector Working Group, and national facilitator for the SIDA-sponsored International Training Programme on Media Development in a Democratic Framework. A journalist and newspaper editor in his early career, Dr. Lugalambi moved into academia in media and communication at Makerere University, and eventually into media development. In the last decade, he initiated and managed media projects in Uganda, Ghana, Nigeria, Tanzania, Myanmar, Guinea-Conakry, and Lebanon.



**Barbara Among** has worked as a journalist for 15 years now, focusing on conflict in the Great Lakes region, human rights, terrorism, Politics, Business reporting as well as focusing on health and environment. She is now a media trainer. Previously, she worked as Media Trainer for the International Women's Media Foundation and Editor-in-Chief, Uganda Radio Network. She has been News Editor at the Daily Monitor publication, under the Nation Media Group (NMG) Uganda and also as Diplomatic Affairs Editor. She also worked with East Africa's most respected regional publication The EastAfrican and national publications the New Vision newspaper. Barbara Among has covered conflicts of different levels of intensity across Uganda and other Great Lakes countries. She has considerable experience of covering the civil war in Northern Uganda, Somalia, DR Congo and South Sudan.

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