



**EAST 2021**  
**Festival**

Authentic stories  
through innovation:  
Past Present Futures



## East Africa Story Telling Festival 2021

Authentic stories through innovation: Past Present Futures

**Virtual Event: October 13 – 16, 2021**



In partnership with:



## WELCOME TO EAST FESTIVAL 2021

The Covid-19 crisis has proved in EAST Africa that the public interest media is more crucial than ever for explaining our complex world, fact-checking information, and holding the powerful to account. New technologies have brought immense possibilities for media to publish stories and engage with audiences. At the same time, the media faces existential challenges. Journalism urgently requires new and fresh ideas to deal with the myriad problems and opportunities to which there are no simple answers.

The EAST Festival is a four-day hybrid conference to reinvent storytelling and journalism in East Africa. It will bring together the brightest minds on media innovation and media viability from the three East African countries: Uganda, Tanzania, and Kenya. A broad range of stakeholders – academics, innovators, media managers and practitioners, bloggers, donors, and entrepreneurs – will share their expertise and debate on topics like new ways of storytelling, journalism education, audience development, business models, and the newsroom of the future. It will also present key results of an exciting one-of-a-kind research project on Media Viability in East Africa.

The event offers a unique festival experience with a very diverse program of inspirational talks, interactive workshops and meetings, exhibitions, and performances about everything relating to media innovation in East Africa. The EAST Festival is proudly hosted by the Media Futures East Africa Project (Aga Khan University and DW Akademie) in partnership with Ennovate Hub and Uganda's Media Challenge Initiative."

### Strategic Objectives of the Conference



Setting the media agenda



Policy and advocacy



Knowledge sharing & learnings



Reporting & Accountability Development



Partnership development & collaborations



## DAY I - Wednesday October 13th

### ★ 09.00 - 09.40: Morning Show

#### Niaje EAST Festival

Get the EAST festival vibe with our daily kick-off led by our moderators in the three countries. Every morning they will set the ground to get you prepared for the day. Meet amazing guests, engage in mind-blowing conversations and be part of an immersive virtual experience.

- 👤 Edith Kimani
- 👤 Hannah Mbago
- 👤 Ben Mwine
- 👤 Prof. Lawrence Pintak
- 👤 Dr. Njoki Chege

### 👤 09.40 - 10.20: Signatory Keynote

#### Digital media entrepreneurship and technology in the 21st Century

Eager to learn about the technologies that East African media can leverage for storytelling, audience engagement and revenue generation? Then join Prof. Elijah Bitange Ndemo as he shares insights on how young media innovators from the region can access and capitalize on these opportunities. In this session, you will learn more about the nexus of technology and education and what needs to change in our educational system to ensure that no student is left behind.

- 👤 Edith Kimani
- 👤 Prof. Bitange Ndemo

### 💬 10.20 - 11.20: Listen and debate

#### Innovating for the 21st Century: Lessons from Media Innovators in EA: Lessons from Media Innovators in East Africa

Hundreds of journalists have recently lost their jobs in EAST Africa as media companies try to cope with the disruption and uncertainty amid the Covid crisis. But their struggle to redefine their role in a highly dynamic information ecosystem is not new and started long before the pandemic. However, it's not all doom and gloom. The EAST African media landscape is distinctively fascinating due to a whole new generation of storytellers and media entrepreneurs building a vibrant and optimistic future for journalism. Skilful, innovative minds share their ideas and lessons on building a new golden media age for EAST Africa in our inaugural session.

- 👤 Edith Kimani
- 👤 Solomon Serwanja
- 👤 Carol Ndosi
- 👤 Asha Mwilu

### ☕ 11.20 - 11.30: Break

### 🔗 11.30 - 12.30: Meet and connect

#### Journalists' mental health during the pandemic (Parallel session 1)

Amidst the pandemic, many journalists face challenges and issues that affect their working environment. Job losses, salary cuts, and reduced content production have taken a toll on the mental health of many reporters. In this session, you will meet journalists that have managed to thrive and succeed during the pandemic. They will share their strategies on how to survive the pandemic and excel in your work.

- 👤 Catherinerose Barretto
- 👤 Leonard Mubali
- 👤 Joseph Muraya Mwakazi
- 👤 Robert Sempala

### 🧪 11.30 - 12.30: Lab Space

#### Disinformation Influencers for hire (Parallel session 2)

Is it true or not? We all face the challenge of misinformation and disinformation, particularly when it comes to politics. Odanga Madung gives insights into a growing industry for paid political propaganda on social media. An investigation done for the Mozilla Foundation shows how influencers are hired to spread disinformation in Kenya.

- 👤 Benson Githaiga
- 👤 Odanga Madung

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 12.30 - 13.30: Break

 13.30 - 14.30: Listen and debate (Research)

COVID-19 and journalism in East Africa: Impact on news Media Viability (Parallel session 1)

 Edith Kimani

How has the COVID-19 pandemic been covered by the media, and what impact has it had on news media viability? Moderated by an experienced journalist, this panel, featuring a seasoned media scholar and media viability training consultant, will discuss three papers on COVID-19 and data smog, solution journalism and coverage of COVID-19 against the backdrop of the risk of contagion.

 Anita Chepkoech Tesot  
 Chrystal Onkeo  
 Rebecca Mutiso

Discussants for this session are: [Dr Sam Kamau](#) and [Robi Koki Ochieng](#)

 13.30 - 14.30: East skills workshop

What journalists can learn from TikTok (Parallel session 2)

 Benson Githaiga

TikTok has overtaken Facebook as the world's most downloaded app. This session focuses on all you need to know to shine on the platform, from High-Density Content to Multi-Layered Storytelling. You will also learn how DW, Germany's International Broadcaster, uses TikTok to reach new audiences.

 Marcus Bösch  
 Chukwurah Flourish

 14.30 - 15.30: Community hang out

Lean Back

Recaps, Shoutouts and What's on Tomorrow!

Participants get a chance to speak and be seen as they give feedback.

 Edith Kimani  
 Hannah Mbago  
 Ben Mwine

 LAM Sisterhood

## DAY II - Thursday October 14th

### ★ 09.00 - 10.00: Morning Show

#### Niaje EAST Festival

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👤 Edith Kimani  
👤 Hannah Mbago  
👤 Ben Mwine

👤 Joseph Elshaddai  
👤 Caleb Asmos Desmond  
👤 Noah Omuya  
👤 Annika McGlennes  
👤 Ali Kakembo  
👤 Kiyimba Reagan

### 💬 10.00 - 10.40: Listen and debate

#### Skilling Journalists of the Future

How should universities and training institutes best prepare students for the market as the media industry rapidly evolves? This session will bring together an academician, a media manager, and a journalism student from Uganda to understand journalism universities' challenges. Learn how curriculums and training institutes must pivot to nurture the next generation of journalists.

👤 Ben Mwine

👤 Joseph Beyanga  
👤 Marion Apio  
👤 John Imokola

### ☕ 10.40 - 10.50: Break

### 🔗 10.50 - 11.30: Meet and connect

#### Journalism Curriculum for the Future

Guests worldwide will join panellists to "theorise" new topics that could form the journalism curriculum of the future. Under the clock, they must work together to design the new ideal journalism curriculum for East Africa. Join the Zoom conference and contribute to this 'race against time' to build a reform framework for the journalism sector.

👤 Ben Mwine

👤 Harriet Anena  
👤 Noah Omuya  
👤 Antonio Kisembo  
👤 John Imokola  
👤 Joseph Beyanga  
👤 Marion Apio

### 🧪 11.30 - 12.00: Lab Space

#### Blogs, podcasts, vlogs and the rise of journalist-influencers (Parallel session 1)

With the growth of internet accessibility and social media usage there has been an increase in the number of blogs, podcasts, vlogs and other informal media from individuals and institutions trying to address areas they don't feel mainstream journalism is adequately addressing. This has led to a creator economy trend where individuals are commercializing their content on their own. This session will explore these trends and what opportunities they present.

👤 Ernest Bazanye

👤 Prudence Nyamishana  
👤 Wamathai James  
👤 Namcheja Maghembe

<p> 11.30 - 12.30: Listen and debate (Research)</p> <p>The digital disruption and revenue models: Subscription models in Uganda, Video on Demand uptake in Kenya and radio revenues (Parallel session 2)</p> <p>In the wake of digital disruption, news media revenue has become a critical topic among media managers and researchers. This session will discuss the viability of paid subscriptions in Uganda, the uptake of Video on Demand (VOD) in Kenya and radio revenues.</p> <p>Discussants for this session are: <a href="#">Prof Ann Hollifield</a> and <a href="#">Dennis Reineck</a></p>	<p> <a href="#">Patience Nyange</a></p> <p> <a href="#">Alex Taremwa</a></p> <p> <a href="#">Njaro Joan Wetumi</a></p> <p> <a href="#">Shitemi Khamadi</a></p>
<p> 12.30 - 13.00: Break</p>	
<p> 13.00 - 14.00: East skills workshop</p> <p>Solutions Journalism (Parallel session 1)</p> <p>The traditional theory of change of journalism has always been that journalists play their watchdog role, act as whistleblowers and expose evil. The assumption is that pointing out or exposing social problems will spur social change. However, experience has shown that it is not enough for journalists to simply uncover what is wrong and hope for society to change. Human nature and societies need credible responses to problems to cause or even hope for social change. Journalists must therefore do more than just play the WatchDog role but also be Guide Dogs to vigorously cover evidence based responses to social problems in their communities. This workshop will offer a deep dive into understanding solutions journalism, formats of SOJO and how to use SOJO to improve storytelling and challenge narratives.</p>	<p> <a href="#">Abaas Mpindi</a></p>
<p> 13.00 - 14.00: Enlightening talk</p> <p>Creative genius - Unpacking the storytelling of the future (Parallel session 2)</p> <p>What is the difference between a good story and a great story? The answer lies in combining what is of interest with what is truly important to your audience. But it's easier said than done. So what are content creators experimenting with, and what does it say about the current trends in storytelling? In this session, we dive into the world of exceptional and inspiring content creators from EAST Africa. Join the conversation about the trends shaping the future of storytelling.</p>	<p> <a href="#">Hannah Mbago</a></p> <p> <a href="#">Fredrick Mugira</a></p> <p> <a href="#">Hannah Mwandoloma</a></p> <p> <a href="#">Brian Otieno</a></p> <p> <a href="#">Tulanana Bohela</a></p>
<p> 14.00 - 15.00: Meet and connect</p> <p>New Tech, Gear, Platforms for New Media: What Journalists need to know (Parallel session 1)</p> <p>In a world of technology, what are the must-have gadgets for the 21st-century journalist? In this studio sit-down chat with a media-tech guru, we shall analyze new tech, gear, and platforms that journalists must invest in to create content for today and the future. Learn how to research, produce and publish stories on your mobile phone.</p>	<p> <a href="#">Ben Mwine</a></p> <p> <a href="#">Ogutu Daudi</a></p> <p> <a href="#">Antonio Kisembo</a></p> <p> <a href="#">Agaba Mutabazi</a></p>

 14.00 - 15.00: Listen and debate

The use of cartoons to deliver information to the society (Parallel session 2)

It is said that a picture is worth a thousand words. So how are cartoonists using graphics and technology to reach out to new audiences? And how has technology affected the use of cartoons and animations in information delivery. Do not miss this great opportunity to engage with cartoonists and animators to learn how they successfully engage their audience through their fantastic, creative, and imaginative work.

 Sarah Ijangolet

 Masoud Kipanya

 Ian Tarimo

 Dr. Jim Spire Ssentongo

 15.00 - 15.30: Community hang out

Lean Back: How to find the best talents?

Recaps, Shoutouts and What's on Tomorrow!

Participants get a chance to speak and be seen as they give feedback

For the first time ever, Media Challenge Initiative (MCI) shares the secrets of the trade in what makes the Next-Gen-Journalist Program, a journalist/leader maker. In a riveting documentary reveals their talent development model and game-changing mentorship programme for developing the next generation of reporters.

 Edith Kimani

 Hannah Mbago

 Ben Mwine

 Abaas Mpindi

 15.30 - and open end: Social Event

Cartoon Exhibition and Cocktails

A cocktail evening to celebrate the work of cartoonists in East Africa as they exhibit some of their top 5 works published on COVID-19.

Exhibitions by:

 Jim Spire Ssentongo

 Chris Ogon

 Mr Ras

 Masoud Kipanya

 Ian Tarimo

## DAY III - Friday October 15th

★ 09.00 - 10.00: Morning Show

### Niaje EAST Festival

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#### The role of Comedy In Media Industry

The panel discussion that will be more fun and engaging, as well as connecting it with the Conversation with local community members

👤 Edith Kimani  
👤 Hannah Mbago  
👤 Ben Mwine

👤 Princely Glorious  
👤 Tulanana Bohela

👤 Joseph Nalimi  
👤 Moses Kiboneka

💡 10.00 - 11.00: Enlightening talk

### Living stories - Immersive Journalism (Parallel session 1)

Immersive journalism is. type of journalism, which uses immersive(VR/AR) technologies for production and dissemination of information.

Unlike other platforms the news audience forms a direct impression of the ambience of the story. With initial projections leaning towards bringing in more interactivity into the media/news industry. With many newsrooms in the region shifting to digital;do these technologies have space adapted in African News rooms; are audience markets ready? and what kind of content do we see coming out of the region?

Panelists Tulanana (TZ) Brian (KE) and Gerald (UG) will share their insights from the region and discuss possibilities for the future of Immersive journalism in the region.

👤 Edith Kimani

👤 Princely Glorious  
👤 Tulanana Bohela  
👤 Brian Afande  
👤 Gerald Busingye

💬 10.00 - 11.00: Listen and debate

### Data journalism - How can you use data to create new ways of storytelling? (Parallel session 2)

The COVID-19 pandemic has shown that data journalism is not a niche discipline anymore. Data is critical and necessary to break down complex stories. In this panel, leading experts on data journalism in EAST Africa give insights into how content creators can use data for compelling storytelling. They will also discuss the latest advances in the field. Learn how to access relevant public data and what is needed to become an outstanding data journalist.

👤 Hannah Mbago

👤 Zahara Tunda  
👤 Peris Gachahi  
👤 Blanshe Musinguzi

☕ 11.00 - 11.10: Break

💬 11.10 - 12.15: Listen and debate

### Community powered journalism - How to build informed communities

One of the key pillars of Media Viability is building and sustaining an informed community. This panel discussion will show different innovative approaches and practical examples on successfully engaging with the community and what is needed to support and foster a constructive public dialogue. In addition, panelists will focus on how the media should address the specific needs of people in rural areas and how to ensure that their voices are heard.

👤 Dastan Kimanzi

👤 Maxence Melo  
👤 Wilson Akiiki Kaija  
👤 Media Innovators from Mwanza

 12.15 - 13.00: Lab Space

Audience Development - tools, how to? (Parallel session 1)

If you are struggling with developing proper audiences, you don't want to miss this session. Experts from different backgrounds will share with you different ways and tools that you can use to develop and grow a loyal audience.

**TIP: Don't forget to prepare questions and situations you have faced in your work areas for clarifications during the session!**

 Hannah Mbago

 Leonard Mubali  
 Chiku Lweno  
 Danze Edwin

 13.00 - 14.00: Break

 14.00 - 15.00: Listen and debate (Research)

Fake News, misinformation and disinformation in an evolving digital world (Parallel session 2)

The traditional practices of ascertaining the truthfulness of news sources are now threatened by an evolving digital world and the attendant proliferation of fake news. This session present findings from empirical studies on fake news during campaigns and elections and disinformation during breaking news.

Discussants for this session are: **Dr Ruth Owino and Dr Erneo Nyakundi Nyamboga**

 Edith Kimani

 Anthony Kuria Wanjiru  
 Mary N. Kulundu

 14.00 - 15.00: Listen and debate

What media can learn from the innovation / tech / start-up scene across East Africa? (Parallel session 2)

Media innovation has become a trending word. But what exactly does it mean? Get to learn from innovators with different backgrounds and tech-related experts with startup development backgrounds. In this panel session, you will learn new innovative approaches that journalists, content creators, and storytellers can improve within the media industry.

 Sharron Nsule

 Jumanne Mtambalike  
 Sharon Kakai  
 Joseph Manirakiza  
 Rahim Mngwaya

  15.00 -16.00: Meet and connect Listen and Debate

Perspective in the Media Industry and the role of women in the past, present and Future.

Learn, share and have an opportunity to discuss the development and growth of women in the media industry.

Are you interested to know what it takes to become a successful female media personality? Meet four different women in Tanzania's media industry to discuss issues regarding women in the news business. From the challenges they have faced to the solutions they took to get where they are now. Through the session, discover the challenges women face and ways to improve and support each other's growth in the sector.

 Faraji H Emily

 Meena Ally  
 Geah Habibu  
 Joyce Kiria  
 Rose Haji Mwalimu  
 Edda Sanga

 16.00 - 18.00: Break

 18.30 - 21.15: Award Show

Stories of Change: Citi-zen Journalists as agents of change in Tanzania

An Award ceremony by Jamii Forums to recognize Outstanding Tanzanian Citizen Journalists who have written Stories meant to drive change in Tanzania in social, economic, cultural, and political spheres. The awards act as a recognition of the efforts of citizens in creation of quality online content as well as promotion of the importance of online platforms in fueling change and development.

 Katrin Bornemann

## DAY IV - Saturday October 16th

### ★ 09.00 - 10.00: Morning Show

#### Niaje EAST Festival

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- 👤 Edith Kimani
- 👤 Hannah Mbago
- 👤 Ben Mwine

### 💬 10.00 - 11.20: Listen and debate

#### Innovate or die? The future of legacy media in East Africa

Big media houses have invested heavily to adapt to the new challenges of a rapidly changing information ecosystem. Paywalls and subscription models are now becoming a norm, but not without hurdles. At the same time, they need to rethink the distribution platforms for their content to avoid losing their audiences. What are the lessons they have learned so far, what are the challenges that remain unresolved? This panel discussion will discuss strategies for digital transformation and asks the question: What is the innovation we need to make quality media sustainable?

- 👤 Ben Mwine
- 👤 Maina Muiruri
- 👤 James Otieno Jowi
- 👤 John Allan Namu
- 👤 Victor Bwire
- 👤 Daron Bartlett
- 👤 Alice Munyua

### ☕ 11.20 - 11.30: Break

### 🔥 11.30 - 12.30: Fireside chat

#### Fact Checking (Parallel session 1)

Since the beginning of the Covid-19 pandemic, the flood of mis- and disinformation targeting societies worldwide has made the need for fact-checking more imperative than ever before. In Africa, fact-checking has grown dramatically fueled by concerns about misleading information circulated on social media during the past years. In this fireside chat, we will tackle the challenges Africa is facing regarding “fake news”, how these impact the work of journalists, and how debunking false information works.

- 👤 Hannah Mbago
- 👤 Bella Twine
- 👤 Joseph Elunya
- 👤 Nuzulack Dausen

### ⚙️ 11.30 - 12.30: East skills workshop

#### The art of podcasting (Parallel session 2)

Podcasts! Podcasts! Podcasts! How many times have you heard that word lately? Is podcasting the “new radio”? And is it a viable venture? Join us in this session to uncover the how to's of podcasting and the potential it holds for reaching audiences. You will receive practical tips on creating podcasts and how you can use them to increase your audience.

- 👤 Josephine Karianjahi
- 👤 Adelle Onyango

 12.30 - 13.30: Listen and debate (Research)

Media Futures Research Team present research agenda, publications so far and the research products to look out for

Don't miss out on this very insightful discussion as the Media Futures Research Team presents research agenda and various products on Innovation for Media Viability in East Africa. This session will see the research team present preliminary findings on data collected from more than 300 media houses in Kenya, Uganda and Tanzania. The discussion will be on the overview of the media, finances and estimated likelihood of survival, journalism quality, capacity of news media organisations, innovation culture and the COVID-19 and business resilience. The panel will then engage in robust debate the implications of these findings on the industry, practitioners, media educators, innovators and the media landscape.

Discussants for this session are: [Prof Nancy Booker](#), [Dastan Kimanzi](#) and [Dr Erneo Nyakundi Nyamboga](#)

 [Hannah Mbago](#)

 [Hesbon Owilla](#)

 [Rose Kimani](#)

 [Ann Hollifield](#)

 [Dennis Reineck](#)

 13.30 to 13.45: Break

 13.45 - 14.00: Signatory Keynote

Why does ethical storytelling matter?

Africa - the continent of conflict, crisis, poverty, illness, failing democracy and corruption. Where do all these harmful and often stereotypical narratives about Africa originate? And what could an ethical approach to African storytelling look like? How can we tell authentic African stories that the East African region, the continent and all of us should be listening to? In this keynote, [Natasha Kimani](#), Strategy & Research Lead of 'Africa No Filter', shares her insights and thoughts on how we can change outdated and biased images of the African continent and open ourselves for diverse, authentic and new surprising stories.

 [Edith Kimani](#)

 [Natasha Kimani](#)

 14.00 - 15.00: Listen and debate

How to write ethically about Africa

Are you genuinely neutral, objective and unbiased in your storytelling? This panel discussion will pick up on how to overcome unethical storytelling. It will invite you on a journey to analyse your own beliefs and attitudes and your professional expertise and experiences. Brace yourself! Because it may reveal prejudices and assumptions, you did not even know you had at all, pushing you right out of your comfort zone. Come along!

 [Edith Kimani](#)

 [Natasha Kimani](#)

 [Wanjeri Gakuru](#)

 [Chrispin Mwashagha Mwakideu](#)

 [Jackline Kemigisa](#)

 14.45 - 15.00: Closing Ceremony

 [Edith Kimani](#)

 [Hannah Mbago](#)

 [Ben Mwine](#)

**Hannah Mbago** is a multi-talented young woman in journalism, media, and communication. She is also a Media Challenge Fellow alumna, class of 2019, from the Media Challenge Initiative program (MCI). In her career as a journalist, she has worked in print, television as well as on the radio for various media houses, and as such, considers herself to be a one-woman-army kind of journalist. She strongly believes in versatility and some of her passions outside of journalism include travel, music, and gastronomy. She is currently working as a presenter and producer of a weekly radio show called "Tuyajenge" at BBC Media Action Tanzania, in Dar es Salaam.

**Edith Kimani** is a young African journalist with years of experience. In 2015, she joined DW as the East Africa correspondent and host of DW's Eco@Africa. Two years later, she moved to Berlin where she worked as a reporter and News anchor. With a passion for environmental issues, she has moderated two DW debates at the World Economic Forum for Africa on renewable energy. Edith has also hosted a number of high level discussions including the Global Media forum as well as the G20 compact for Africa meeting with several heads of state. She is a self confessed lover of elephants and curious to discover the vast continent of Africa which she is traversing through the 77 percent show.

**Ben Mwine** is a renowned and highly talented media consultant and guru with almost 2 decades experience in the Ugandan broadcast industry. A creative individual with deep knowledge and experience in Business management, Sales and marketing, events management and organizational leadership, 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 a short turnaround time.





**Abaas Mpindi** is the CEO and co-founder of the Media Challenge Initiative, a youth-driven non-profit building the next generation of journalists in Uganda. He believes that good journalism can make the world a better place through the stories journalists tell. His story has been published in the Huffington post, CNN African Voices and highlighted by President Barack Obama in his #Mandela 100 lecture in South Africa. Mpindi is a 2018 Obama Leader, a Tony Elumelu Entrepreneur and a Young Emerging Leaders Program Fellow. Mpindi's educational background is in Adult and Community Development, Journalism and Mass Communication and he holds two Masters in International Relations/Diplomatic studies and International Development.



**Alex Taremwa** is a Consulting Editor for UNICEF Uganda and a Graduate Teaching Assistant at Aga Khan University's Graduate School of Media and Communications (GSMC). He is passionate about media viability, monetization and media business models in the current digital media landscape with a special interest in the East African Media.



If you are involved in public policy issues as they relate to Information Communication Technology then you know Alice Munyua.

**Alice Munyua** is the Director of Africa Innovation at Mozilla. She leads Mozilla's Innovation and Public Policy portfolio for the Africa region. She served as a member of the board of the Kenya Communications Regulatory Authority, led African Government engagement in the African Union Commission Dot Africa initiative, represented both the Kenya government and the AUC at the Internet Corporation for Assigned Names and Numbers Governmental Advisory Committee (GAC), while there she served as vice chair for 2 years and founding chair of the GAC Public Safety and Under-Served Regions Working Groups. She has been involved with the internet society in different capacities, including as a member of the board of trustees for 3 years. She is the founder and convenor of the Kenya ICT Action Network (KICTANet) is a multistakeholder network of people and institutions interested and involved in ICT Policy and regulation.

**Asha Mwilu** is the founder and managing partner of Debunk Media an independent digital media outlet based in Nairobi, Kenya. The Debunk team combines the expertise of journalists, filmmakers, data scientists, illustrators, animators and other creatives to create public interest content through compelling storytelling. Asha is a talented journalist with over 10 years worth of experience covering complex stories in Eastern Africa. Skilled in Investigative Reporting, News Writing, Documentaries, Editing, and Journalism.



Bella Twine is the team lead at Tuli Concepts, where unique shows, podcasts and Ad concepts are created. She is also a champion of African voices through one of their solutions for African voice artists which is the Tuli Voice Bank. Bella will be hosting the Morning Show at the East Festival talking to innovators about the media innovation space and storytelling in Kampala.

Bella and the DEBUNK Team are part of the new cohort of the Innovators in Residence Program at the Media innovation Centre!!!



**Amos Desmond** is a multimedia journalist, highly skilled in digital journalism, and online content production. His career quest is to initiate or participate directly in positive journalism (Solutions Journalism) ventures premised on fomenting (homegrown) ideas to the challenges that bedevil our society, as a way of creating possibilities.

He is currently working the Editor of Uganda Oil Journal, a non-profit digital publication on Uganda's oil and gas sector, which I started in 2017. He is a researcher and media development enthusiast.



**Antonio Kisebo** is co-founder of the Media Challenge Initiative, the premier media organization in Uganda specializing in building the next generation of Journalists. Antonio is an award winning multimedia journalist and a media trainer with a wealth of practical experience in Multimedia production, Training and digital Communication.



**Anita Chepkoech** an award winning, self-driven journalist with eight years' field experience. She is passionate about human interest reporting and solutions journalism. Anita has written several news and feature stories on business, environment, governance, agriculture and development issues which have been widely published across the Nation Media Group's platforms (nation.africa). A Graduate of Aga Khan University's Graduate School of Media and Communication, Anita won the AJEA, the Development Reporting Award category.



**Prof Ann Hollifield**, PhD is a DW Akademie Research Consultant and Professor Emeritus at the University of Georgia. Prof Hollifield is an experienced researcher who is widely published in the areas of global media viability and analytics, media management and economics.



**Annika McGinnes** is a data expert at the Media Challenges Initiative and cofounder of InfoNile.



**Anthony Kuria** is a journalist, creative writer and media consultant. He has studied at the University of Cambridge, the Aga Khan University and the University of Nairobi.



**Blanshe Musinguzi** holds a Master of Science in Data Journalism Degree from Columbia Journalism School. He is a writer for the Africa Report and Uganda Radio Network. His works have been published by Pulitzer Center, Rest of World and he has also contributed to reporting in the New York Times.



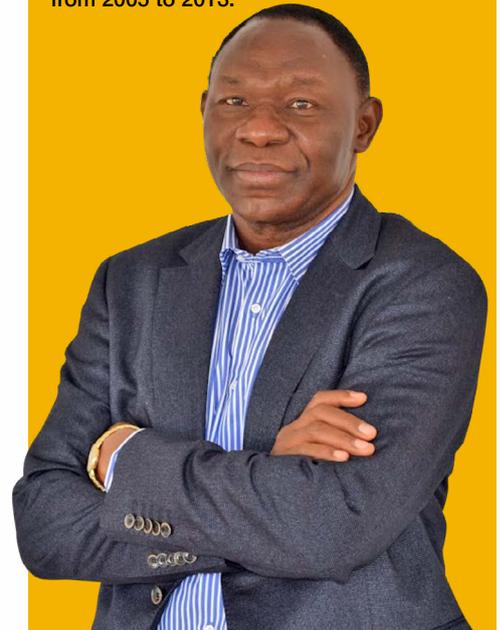
**Brian Afande** is Co-founder & Managing Director BlackRhino VR Member. Established in 2015, BlackRhino is an award winning Kenyan based Extended Reality (XR) agency located in Nairobi. They are specialize in creating bespoke Virtual & Augmented Reality content and solutions that are adaptable and relevant to the African market with a global appeal. The team has established the language and conventions of a new form of creating compelling content that is engaging and Immersive.

Storytelling that connects with people and pushes the bounds of empathy. Our African cultural stories are meant to amplify the voices of those who are often unheard, particularly Africa's most vulnerable that will inspire change and improve people's lives.



**Brian Otieno** is a freelance photojournalist and documentary photographer based in Nairobi, Kenya. His deeply committed to sharing stories from his community and his country that rarely make it into the international news. Since 2013, Brian has dedicated his time and energy to bring to light the unseen side of his hometown - Kibera, often portrayed as a place of poverty, violence, and disease. Through his project Kibera Stories, he focuses his lenses on a broader spectrum of life where hope, resilience, ambition and a sense of community prevail. Brian is committed to depolarizing and humanizing the traditional narrative that distorts how underprivileged communities are perceived and defined.

**Prof Elijah Bitange Ndemo** is an ICT champion, academician and respected columnist with the Daily Nation and its sister publication, the Business Daily. As Professor of Entrepreneurship at the University of Nairobi's Business School, Prof Ndemo teaches and researches entrepreneurship and research methods, with most of his research work focused on ICT in small and medium enterprises and their influence on economic development in Kenya. He is a former Permanent Secretary in the Ministry of Information and Communication, where he served from 2005 to 2013.



**Benson Githaiga** is the Media Innovation Centre's Community Manager and is responsible for community needs, assists the vibrant, diverse and dynamic innovators, fosters ideas and communities to converge and supports interpersonal and partnership relationships. As a dynamic person, his multi-skilled nature makes him a unique and valuable asset to the centre and AKU. Prior to working at MIC, Benson worked as a Community Manager at the globally recognized innovation hub and hackerspace, iHub.



**Cnaan Arinda** is passionate about the use of entertainment, creativity and critical thinking to revolutionize humanity through the lens of Psychology and Evolutionary biology. He is the host of a radio show "Talk the trends" on MCI Radio; A show that looks at and breaks down daily social media trends while offering a fun and critical edutainment aspect to it.

He possesses a Bachelor's degree in Mass Communication and a certificate in Multi Media journalism from the Media Challenge Initiative.



**Carol Ndosu** is a social and business entrepreneur, a development advocate, a SDG Global Champion among many other things.

Currently, Carol functions as the co-founder of The Launch Pad Tanzania, a Comprehensive & High Quality Professional Guidance Hub. The hub seeks to build youth's employability and entrepreneurship skills.

She is also a co-project manager for the Women at Web Tanzania that promotes online participation of women through digital literacy and digital citizenship.

Carol is popularly known for the Nyama Choma festival, one of the biggest bbq festival in Tanzania if not East Africa.



**Chrispin Mwakideu** is a journalist, playwright, actor and puppeteer. His skills have taken him to many events around the world, starting with home country Kenya, Argentina, Brazil, Ecuador, Spain, Finland, Austria, Belgium, Iran, Poland, and Germany.

Mwakideu has been an active writer for the Learning By Ear project since its inception. In 2009 he won the International Broadcasting Award for his play "Family Affairs - How to become a political player".

Mwakideu says writing for Learning By Ear is like sharing his childhood memories with other African children. "It is a great honor to take part in shaping African future through radio drama."



**Dastan Kamanzi Raphael** is a Media Expert, coach and mentor who has worked and contributed much in the media development in Tanzania. He is currently Acting Executive Director of Tanzania Media Foundation (TMF) a Nongovernmental Organisation that works to promote a vibrant, independent, responsible and diverse media sector in Tanzania that serves public interest. He holds master's degree in Mass Communication from St. Augustine University of Tanzania and BA (hons) in Archaeology, Philosophy and Fine Arts from the University of Dar es Salaam.



**Dr. Dennis Reineck** is a senior consultant at DW Akademie, responsible for research and evaluations. He conducts studies and evaluations in developing countries. His fields of interest include Media and Information Literacy, Media Viability, audience studies, research on the quality of journalism and empirical methods. Reineck has worked for TV company ProSiebenSat.1 as an audience researcher, before becoming a researcher and lecturer at the University of Hamburg, specializing in journalism research. He joined DW Akademie in 2014 and has since been involved in extensive research, focusing on the media sector and media consumption in the Global South.



**Dr Erneo Nyakundi Nyamboga** is an advocate of the high court and a former associate legal editor who currently teaches journalism and public relations at Moi University. He is a member of the Ethics and Media Freedom Committee of the Kenya Editors Guild, and a Media Council of Kenya accredited Media Law and Ethics trainer. He is formerly Associate Editor-Legal and columnist for the Standard Media Group. He is Author of a University-level book, *Journalists and the Rule of Law* (2011) and; Editor & Reviewer of *A Guide to Court Reporting in Kenya* (2020).



**Edda Sanga** is a Non Executive Director at Tanzania Media Women's Association



**Faraji H Emily**, Ennovate Hub manager in Tanzania, passionate about innovation and business development, worked with different startups, facilitating and supporting development within their portfolios, contributed to the growth of the ecosystem. Through out my experience I managed to support youth development through cross-cultural international experience also different companies in the field of technology. My experiences are based in the fields of Public relations, Marketing, business development, sales, Human resources, Project management and leadership in general. Through my experience and interests in innovations I have gained passion for business and human development. I also provide consultancy services to companies in the areas of business and innovation as well as different projects.

**Chrystal Onkeo** is a TV producer with newsroom and TV production experience. She has produced stories for Reuters' Africa Journal for a Pan-African audience. She has also produced live and recorded current affairs shows, a series of short environmental stories, and timeless human-interest stories for KTN News. She holds a Master's degree in Digital Journalism from Aga Khan University's GSMC and is currently a freelance journalist and producer in Kenya for Africa Films Network.



David Ogutu is a seasoned, multifaceted creative and cultural enabler and broadcaster with over 12 years of experience working in the creative and cultural industries as an audio engineer, graphics designer, concert manager, radio and television broadcaster, and producer, photographer, talent manager, MC, and digital content creator.

He is the co-founder and team lead of Kafunda Kreative, a start-up seeking to skill, tool, and grow top creative talent on the African continent connecting them to valuable work.

David wants to live in a world where everyone can live up to their full potential, where everyone from every race, tribe, creed, and background is given the opportunity to be the best version of themselves.

As Co-Founder and Team Lead, he wants to give at least one person the opportunities he never had as a creative coming up. Knowing the impact a vibrant creative and cultural sector can have on the community is his number one motivation.



**Fredrick Mugira** is an award-winning water and climate change journalist, media trainer and development communication specialist. He founded Water Journalists Africa, a non-profit media group that brings together over 700 journalists in 50 African countries to report on water-related issues. He is also co-founder of InfoNile, a GeoJournalism platform for journalists that maps data on water issues in the Nile River basin and overlays them with journalism stories to promote transboundary peace. In addition, Fredrick works as an editor with Uganda's leading multimedia house—Vision Group.

A National Geographic Storytelling explorer, and a Pulitzer Center Grantee, Fredrick has reported from various countries in Africa, Europe and Asia and the United States. Among his accolades are the prestigious CNN/Multichoice African Journalist award and most recently, the Fetisov Journalism awards for outstanding investigative reporting.



**Gerald Businge** is multi award winning Multimedia Journalist, communications specialist, entrepreneur and ICTs specialist in Uganda. He is the Team Leader at Ultimate Multimedia Consult and Yaaka Digital Network -a platform and set of tools for digitalizing teaching and learning online and offline. He facilitates the learning of Multimedia Journalism and Digital Communications at Makerere University's Department of Journalism and Communication and other organizations partnering with UMC.

An alumni of Makerere University and UC Berkeley Graduate School of Journalism, Gerald Businge is certified trainer of UMC, DW Akademie, Internews Europe, the Hague Academy and Word Bank.

**The LAM Sisterhood**, an award-winning story company, fills the world with stories for African women to feel seen, heard and beloved. Our product is story, and we let the needs of the story dictate the medium. For this reason, our portfolio boasts a multimedia approach to telling, teaching, and tailoring story. The LAM, that is (from the left) Aleya and Laura and Anne.





**Hesbon Hansen Owilla** is a research associate at the Graduate School of Media and Communications, Aga Khan University. His research interest is in media studies and political communications.



**Harriet Anena** is a Ugandan writer and author. She's a 2021 graduate of Columbia University's MFA Writing program. In 2018, she was joint winner of the Wole Soyinka Prize for Literature in Africa for her debut poetry collection, *A Nation In Labour*.



**Ian Tarimo** is a passionate youth leader who believes that education is a powerful tool for solving the existing community challenges and shaping the future. He holds a Bachelor of Science in Information Technology. He has over 9 years of experience in social entrepreneurship working in community project management, enterprise development, and leadership. Collaboration, creativity, humility, diversity, and integrity are key values that guide Ian's leadership style. He is currently an Africa Visionary Fellow and a member of the Global Shaper Community (established under the World Economic Forum). In 2021, he received the Impact Leadership Award from YALI (A program funded by the US State Department). He was also among the top ten young people who received the Builders Africa Future Award by the African Diaspora Network.

**Daron Bartlett** is currently a media personality working with XFM and Urban tv as a show host of Business and Current affairs shows, and also works as a Digital Strategist at Vision Group. He's worked as Digital Strategist Banking Brands under Blu Flamingo Managed Next Communication, a digital agency under Next Media LTD

Daron has a bachelor in Laws from Islamic University of Uganda, a post-graduate diploma in Law from the Law Development Centre, a diploma in Philosophy from Franciscan University of Steubenville. He's attained digital training from Google Africa in Analytics, strategy, content marketing, and content creation, a certificate in content development from Webgrowth, media training from BBC and Voice of Africa.



**Edwin Danze** is currently the Head of Digital Marketing at Next Media Services. Part time TV Host NBS TV on Another Round Ug.

He's worked for various brands such as The Sylvia Owori, African Woman Magazine as a social media manager, Digital Manager at Fireworks Advertising, Brainchild Burson Marsteller in 2017 he joined NBS Television as the Head of Digital Marketing.

Danze is trained in Digital Marketing, content marketing, media buying and storytelling by Deutsche Welle BBC World Service, Voice of America – U.S Agency for Global Media and studied Industrial and Fine Arts from Makerere University.



**James Otieno Jowi** is the principal education officer at the East African Community (EAC) Secretariat where he coordinates the development and implementation of regional education programs. He is the founding executive director of the African Network for Internationalization of Education (ANIE), a pan-African organization focused on internationalization of higher education in Africa. Jowi is currently a member of the ANIE Board and chairs the research committee. Before joining the EAC, he was a senior lecturer at the School of Education, Moi University, Kenya, where he taught comparative and international education. Jowi sits on several international boards including the Inter-University Council for East Africa (IUCEA), Austrian Partnership Programme in Higher Education & Research for Development (APPEAR), Norwegian Partnership Programme for Global Academic Cooperation (NORPART), Association of Studies in International Education (ASIE), the technical committee of AUs Committee of Ten Heads of States on Science & Technology, and the IAU Expert Committee on Internationalization. He has published extensively on internationalization in Africa and undertaken several studies and consultancies on higher education in Africa. Jowi holds a BEd and a master's in linguistics from Moi University, Kenya; a master's in comparative & international education, University of Oslo, Norway; a PhD from the Centre for Higher Education Policy Studies (CHEPS), University of Twente, Netherlands.



**Jackline Kemigisa** is the co-host Wuliral and a feminist journalist, podcaster and researcher. She is fascinated by the intersections of technology, media and women. Areas of interest: feminisms, media, history, decolonization, democracy, and governance.



**Jimmy Spire Ssentongo** is an Associate professor of Ethics and Identity Studies at Uganda Martyrs University and a lecturer in the Department of Philosophy at Makerere University. He holds a PhD in Humanistic Studies from the University of Humanistic Studies in Holland; Masters in Ethics and Public Management (Makerere University); Master of Science in Education for Sustainability (London South Bank University); BA in Philosophy (Urbaniana); and a Diploma in Philosophy and Religious Studies (Apostles of Jesus Philosophicum, Nairobi).

His latest books include *What I Saw When I died* and *Quarantined*. He has also edited two book volumes: *Decolonisation Pathways: Globalisation, Postcoloniality, and African Development* and *Higher Education for the Challenges of the 21st Century*. He has published several journal articles and book chapters. He is the founding Chair of the Center for African Studies at Uganda Martyrs University and is Associate Dean in charge of Research and Publication under the School of Postgraduate Studies and Research. Here he is as well the Editor of the generic *Journal of Science and Sustainable Development* and of the Uganda Martyrs University monograph series, *Mtafiti Mwafrika* (African Researcher). He is also a columnist and editorial cartoonist with *The Observer* newspaper in Uganda.



**John-Allan Namu** is a Kenyan investigative journalist and the co-founder of *Africa Uncensored*. He has been a journalist for 14 years, based out of Nairobi, from where he has reported on issues and events in Kenya and the region. He has interviewed high-level politicians and power brokers from across the region, and investigated crimes committed in the highest reaches and lowest rungs of African society. John-Allan is the 2015 and 2017 joint journalist of the year Annual Journalism Excellence Awards, a 2015 Global Shining light award finalist, and the 2009 CNN African Journalist of the Year. He is a 2009 CNN fellow and a 2017 Archbishop Desmond Tutu Fellow. He holds a BA in Journalism from the United States International University – Africa

**Ernest Bazanye** is best known for his weekly humour column “Ernest Bazanye’s Bad Idea,” which ran in Uganda’s best selling newspaper, *Sunday Vision*, for fifteen years. He has also contributed columns weekly to *Nilepost*, *The New Times of Rwanda* and the *Sunday Monitor*. Bazanye worked as a screenwriter for Urban Television and NBS TV as well. He wrote for and produced the news satire programmes *Business Unusual* and *Directorate Of Civil Intelligence* for those TV stations respectively. He is the author of three children’s books, one of which, *I Will Miss Mr Kizito*, was awarded *Book of The Year* on Uganda Book Week. His children’s writing was also selected for 2020’s *Kuonyesha Arts Fund*. The project was called *Wakayima Goes To School*. His short fiction has been published across the internet, too, because he writes a whole lot. Bazanye has been blogging since 2005 and was one of the founders of the popular “collab log” *Urban Legend Kampala*, a humour and current affairs satire blog run by five writers. It is now defunct, sadly. It was really good and if you did not read it, you missed some great stuff. Ernest Bazanye writes a lot. He writes everything. The only thing he cannot write well is a proper profile of his writing career.



Flourish Chukwurah is a DW correspondent covering breaking news and human interest stories around West-Africa. She is also part of a small team of colleagues from Lagos and Berlin that launched and currently run DW's first news TikTok account- DW News Africa. Its a platform that presents the news to young people in a fun and exciting way. In less than a year, the channel has grown organically to more than 11 thousand followers. Flourish is passionate about experimenting new digital forms storytelling.



**John Baptist Imokola** is an Assistant Lecturer in the Department of Journalism and Communication at Makerere University and an Andrew Mellon PhD Fellow in the College of Humanities and Social Sciences, Makerere University. He is also the Grants and Fellowships Officer at the African Centre for Media Excellence, ACME. Imokola is also a lecturer of Journalism in the School of Social Sciences, Nkumba University.

He has been a journalism trainer since 2008, with teaching stints at International Institute of Business and Media Studies, Muteesa 1 Royal University and Multitech Business School. John is an experienced journalist, growing through the ranks of a News Reporter, News Anchor, and News Editor, News Producer to heading two national Television newsrooms. He has previously worked with Record TV Network - Uganda, WBS Television, NBS Television, and Uganda Radio Network. While carrying out these tasks, he gained a lot of experience in Television Production including script writing and editing, camera work, video and audio editing, control room operations, online broadcasting, live broadcast, and media management in a Television setting.

Currently, he is venturing into the use of communication and media for community empowerment. He is Board chairman, Integrated Rural Communities Empowerment (IRUCE) in Kigezi, and co-founder of Media for Community Empowerment, both local NGOs.

John holds an MA in Journalism and Communication from Makerere University, and a Hons Bachelor's Degree from Makerere University. But he has also attained several certificates in different fields to further his experience and training.



**Joseph Beyanga** is the Head of Radio, at the Nation Media Group, where he manages the programming, content strategy and profitability of 933 KFM and Dembe FM. He has worked with the radio for 20 years in different roles, including as producer, production manager, production coordinator and now his current role as the head. He has also worked with other radios within the NMG group but out of the country, such as KFM in Rwanda which he helped set up, and Easy FM (now Nation FM) in Nairobi where he was the programmes controller.

Joseph is also the Secretary-General, at the National Association of Broadcasters, and his work includes running the affairs of the NAB secretariat, establishing and harmonising policies and broadcasting guidelines, and engaging the various stakeholders countrywide.



**Joseph Elunya** is the founder of Reality Check Uganda and co-founder The Centre for Investigative Journalism Uganda. He's a 2018 US State Department on Demand Investigative Journalism Fellow and a former Africa Correspondent for Radio Netherlands Worldwide-Africa Desk. He trained in Fact-Checking from George Washington University and currently works as a trainer and media consultant.



**Jumanne Mtambalike** (Born 1988) is a Tanzania born entrepreneur and technologist. Jumanne is best known for champion building stable innovation ecosystems in Africa. He is a founder of Sahara Ventures, the parent company of Sahara Sparks event, Africa's largest event on innovation and technology entrepreneurship, Sahara Accelerator, a corporate-sponsored and venture-backed accelerator. He is mainly known in Tanzania as the first hub manager of Buni Innovation Hub and the champion of Silicon Dar, Tanzania first naturally formed technology district in the country's financial capital Dar es Salaam. For two successive years 2017 and 2018 he was voted as the most influential Tanzanian in a science and technology on public voting facilitated by Avance Media.



**Kiyimba Reagan** is a journalism major currently at Makerere University. He is a Media-Challenge Initiative Fellow graduate with exceptional mobile journalism skills, ability to conduct interviews, fact check, and audio-visual news reporting. He is a presenter, researcher and producer involved in camera operation and editing. He is also skilled in working with infographics for data presentation and has great potential to host and moderate for small and large groups of people. He is a YouTube content producer and voiceover artist.



**Leonard Mubali** Multimedia Journalist and Producer at BBC World Service

**Hannah Mwandoloma** - With over 15 years of professional experience in the field of communications working in different sectors including the Media, Policy Research for Development, Agriculture, Land and Innovation, Hannah Mwandoloma has always been passionate about storytelling for change. As a communications consultant and a former communications specialist for HDIF, she supported over 43 grantees of innovation projects to come up with success stories. Hannah also runs a platform called @fungukawithhannah where she creates awareness to the society on parenting with purpose and the importance of health relationships among parents.



**Joseph Elshaddai** is a multimedia journalist who participated in the 2019 Media Challenge Expo and scooped two awards on the awards night. He is also a Media Challenge Fellow, 2020 Cohort. He is currently working with Spirit TV the biggest Christians TV station in Kampala Uganda and also works with MCI Radio.



**Maina Muiruri** is the Chairman of the Media Council of Kenya. He is a career journalist with over 25 years' experience working in the mainstream media in Kenya. He developed his early career in journalism at the Standard Group and later moved to the Mediamax Network Limited's People Daily as the Managing Editor, where he headed an editorial department that transformed the publication into Kenya's first free national newspaper, in 2014. He lectures part-time at the Riara University Journalism School and at the Aga Khan University's Graduate School of Media and Communication. He has been a trainer in journalism workshops organised by the Media Council of Kenya and other media organisations. He is a holder of a Masters in International Studies and a Bachelor of Arts degree - Political Science, both from the University of Nairobi, a Diploma in Mass Communication from Kenya Institute of Mass Communication and a Certificate in Leadership from School of Leaders, Nairobi Lighthouse Church.



**Marcus Bösch** explores how emerging technologies can best be used for telling stories and transferring knowledge. He works as researcher and consultant. Marcus publishes a leading subscriber newsletter Understanding TikTok. He co-founded the game studio the Good Evil and the augmented & virtual reality studio Vragments. Marcus has worked as public broadcasting journalist with ARD for more than ten years. Currently he is working as a TikTok researcher for Mozilla Foundation investigating #BTW21. Besides running a workshop series on crisis podcasting for Deutsche Welle Akademie with partners in Kenya and Malawi.



**Marion Apio** is a graduate with a Bachelor's degree in Journalism and Communication from Makerere University. Currently the Communications and Advocacy Lead at Pollicy - Uganda-based feminist organization working at the intersection of data, design, and technology. She is well-grounded in journalism and media work with practical experience and training by the Media Challenge Initiative as a multimedia journalist. She has exceptional skills in all phases of creating video/audio content and the ability to research, write and edit stories that provide meaningful insights into the subject matter. She is also a fact-checker with the Debunk Show which is the first-ever video fact-checking show in Uganda. Marion is the founder of Girls Alive Uganda, a non-profit providing training, reusable sanitary towels, and support for high school girls. The project meets the high rate of menstrual-related absenteeism among the vulnerable girls who have no access to sanitary towels. She is a Resolution Fellow Council Member and an Award Winner for her outstanding dedication to making positive change and helping others in her community, empowering girls to continue their education and transform their lives.



**Mary Kulundu** is a Kenyan fact-checker/digital journalist. A graduate of Aga Khan University's Graduate School of Media and communications, Mary ventured into the world of fact-checking in 2018 when I pioneered the Fact-Checking desk at Agence-France Presse's (AFP) Nairobi Bureau. She has extensively researched fact-checking in the digital era, focusing on the Kenyan media.



**Meena Ally** is a Tanzanian radio, television presenter and actress known for her radio program Niambie, hosted by BBC Media Action, which addresses youth issues and influences engagement of young people in development. She is an advocate for youth and women rights in Tanzania. She has worked on an infotainment evening drive show "Amplifaya", alongside popular media personality and news reporter Millard Ayo. She now works for a youth entertainment program on Clouds "XXL" in which she has managed to reach a young audience and interview various international artists such as Rema, Joe boy, Korede Bello, John Amos from Coming to America, Patoranking, Dj Maphorisa and many Tanzania A-list artists as well. She also hosts a television show on Clouds TV "Washa Kideo" which usually has different Tanzanian artists performing live and live interviews with Meena Ally and co-host Kenedy the Remedy. In 2020, Meena won most preferred female media professional of the year at the Tanzania Consumer Choice Awards.



**Namcheja Maghembe** is a media professional with experience in podcasting and radio. Currently, Namcheja is co-producer and editor of the award-winning podcast 'Bad' Behavior, which explores how women live bravely outside of societal or gendered expectations. She has previously worked in public radio stations in South Africa and Australia, in Public Relations and the development sector. Namcheja is passionate about world politics and exploring women's experiences from around the globe.

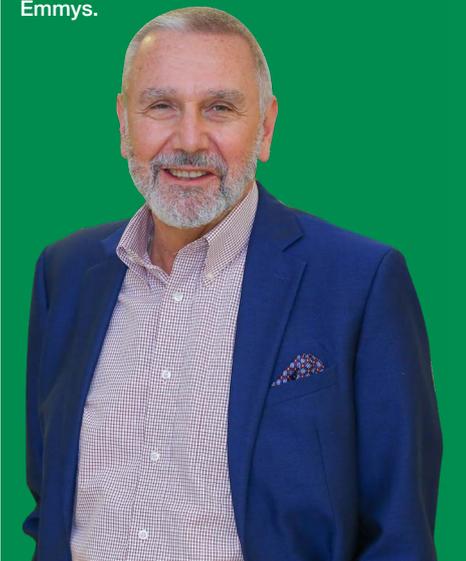
**Josephine Karianjahi (She/her)** is a celebrated connector, experienced international development consultant, social change maker in residence and podcaster from Nairobi. She brings people together and as co-lead of Africa Podfest brings the best of Africa in podcasting to the world. She speaks to audiences around the world about using their research, voice and platform to create community change. Using film and mixed media, she has led other innovative projects in the African advocacy space mobilising new media to bring community partners together for women and girls' empowerment. She is on the Board of The Action Foundation Kenya focused on inclusive education for children and young people living with disabilities. As a podcaster, she hosts and produces the This I Can Do podcast focused on creativity and impact.



**Lawrence Pintak, PhD** is an award-winning journalist and media development expert who has reported from four continents and led media development projects in the Middle East, South Asia, Africa and the Caucuses. He is dean of the Graduate School of Media and Communications at The Aga Khan University in East Africa and was previously the founding dean of The Edward R. Murrow College of Communication at Washington State University (2009-2016).

In the years leading up to the Arab Spring, Dr. Pintak directed what was then the pre-eminent journalism training center in the Middle East, at the American University in Cairo. Dr. Pintak also helped develop Karachi's Centre for Excellence in Journalism.

A former CBS News Middle East correspondent, Dr. Pintak reported on the birth of modern suicide bombing and the rise of Hezbollah in Beirut, the Iran-Iraq War, the Israeli invasion of Lebanon and a variety of other stories across the Middle East. His career extends from the Carter White House to the Indonesian revolution, the Armenian-Azerbaijan conflict to Zimbabwe's independence war. He has won two Overseas Press Club awards and was twice nominated for international Emmys.



**Natasha Kimani** is a strategy and research lead at No Filter Africa. Natasha is passionate about the amplification of African voices and strongly believes that shifting harmful narratives will lead to increased positive attitudes, perceptions and beliefs about the endless possibilities and opportunities within the continent.

Before joining Africa No Filter, Natasha was the Head of Partnerships and Programmes at Shujaaz Inc. Prior to this, she was an Academy Fellow at Chatham House, the Royal Institute of International Affairs where she focused on gender-responsive devolution in Kenya.

She has also held senior positions at the Kenya Law Reform Commission and the Commission for the Implementation of the Constitution.

A lawyer by profession, Natasha has extensive experience in public policy, constitution implementation, devolution and governance in East Africa. She holds a Master's degree in Public Economics, Law and Politics and a Bachelor's Degree in Law (LLB).

Natasha currently serves on the boards of Akili Dada and Mzalendo Trust.



**Njaro Joan Wetumi** is an audiovisual content and news producer with over 10 years experience. A digital content producer certified by the United States Agency for Global Media.

Hold a Masters degree in Digital Journalism from the Aga Khan University Graduate School of Media and Communication.



**Noah Omuya** is the founder and CEO of Aica Media. He is a multimedia journalist with specialized training in writing for mainstream and online media, broadcast media and youth participatory radio.

He has also worked with Government of Uganda as a Communications Assistant at the Ministry of ICT & National Guidance between 2020 and 2021, and later resigned after one year of service to focus on his journalism career.

Omuya is a two time winner of the Media Challenge Awards (The best feature story writer- 2018 and the best Climate Change Photography Award- 2019). He is also an alumni for; British Council Future News Worldwide Fellowship- 2020, Climate Tracker Energy Reporting Fellowship- 2020, InfoNile-Code for Africa Data Journalism Fellowship- 2020, the Media Challenge Fellowship, 2019 and British Council East Africa and Africa Writers Trust Master Class in Creative Writing- 2019.

He is very much interested in sustainable development communication.



**Nuzulack Dausen** is the CEO and Executive Editor of Nukta Africa. He is multi-awarding-winning Tanzanian journalist specialising in business, data and technology reporting where he reports for Nukta Habari, a Swahili data-driven news website and Thomson Reuters. For nearly 10 years, he has covered both local and international assignments including the US Elections in 2016.

A holder of B.A Political Science and Public Administration from the University of Dar es Salaam, Dausen has pioneered Data Journalism and Fact checking in Tanzania's media industry by training and mentoring other journalists and editors. He has successfully defended his Master of Arts in Mass Communication's Thesis on Data Journalism Practice in Tanzania's Print Media at the University of Dar es Salaam's School of Journalism and Mass Communication (SJMC). He previously worked with local and international media, mining and risk management organisations including Mwananchi Communications Ltd, Code for Africa and Assaye Risk and he is currently researching data journalism and media viability in Tanzania.

**Moses Kiboneka** is a Ugandan Automotive Engineer, Actor, media personality and content creator. Talking content creation, Moses Kiboneka represents the new breed and touch of content curation and production and this is evident in his latest YouTube productions that are gathering incredible reviews because of the unique insight and humor on different issues as he does Ugandan social commentary.



**Nancy Booker, PhD** is an Associate Professor and the Associate Dean at the Graduate School of Media and Communications. She has had a distinguished career as an academic, teacher, researcher and media practitioner with over 18 years teaching and academic administration experience. Prof Booker specializes in broadcast journalism, multimedia storytelling, media management and health communication, and has several academic publications in these areas. She has also been trained in leadership at Harvard. Nancy was head of the Department of Journalism and Communication at Multimedia University and was actively involved in teaching, mentorship, research, and curriculum development. She previously taught at Daystar University and ABC University in Liberia. She had stints at the national broadcaster, KBC, and later Nation Media Group's flagship, NTV, where she honed her skills. Presently, she is a regular commentator on local TV stations.



**Odanga Madung** is a fellow at the Mozilla foundation where his focus is shining a light on the impact the internet has on African communities. He does this by researching and reporting on the dynamics of internet shutdowns, disinformation and media manipulation on the continent. Odanga is also the co-founder of Odipo Dev, a data consultancy based in Nairobi that serves clients across East Africa, carries out research and executes innovative media projects. You can find his byline at Wired, BuzzFeed News and Quartz.



**Peris Gachahi** is an award winning Kenyan reporter, producer and fact checker currently working for Nairobi-based independent investigative media house, Africa Uncensored. She is passionate about digital investigations and human interest stories, especially on sexual and gender-based violence, told through in-depth documentaries, data stories and digital storytelling.



**Patience Nyange** is a media and communications practitioner with sixteen years of experience in various communications fields, including broadcast journalism, international public relations and communications, social media management and mentorship for young journalists and PR practitioners. She recently got appointed as a Delegate-at-Large representing Africa at the Executive Board for the Global Alliance for Public Relations and Communication Management.

Patience is a member of the Chartered Institute of Public Relations (CIPR, UK), Public Relations Society of Kenya (PRSK) and Association of Media Women in Kenya (AMWIK). She is very passionate about women and girls' rights, specifically in advancing women's voices and empowerment. She has been at the forefront in advocating for gender-sensitive reporting in Africa. She is also the founder of #KenyaWomenSeries, a platform to curate incredible, inspiring, powerhouse Kenyan women and what they are doing to change the world in their own small and big ways. She helps women hoot their trumpet.



**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.



**Prudence Nyamishana** is a Ugandan woman who leverages the power of the internet to speak truth to power. Her work covers the intersections of digital media, human rights, and development. She has been an author at Global Voices since 2013 and Africa Blogging. She runs a blog (prunyamishana.org). She is a host of Nyamishana's Podcast a podcast that covers human rights, feminism, development, and social issues in Uganda and beyond she is the co-founder of the [www.stories4humanrights.com](http://www.stories4humanrights.com) website that is dedicated to telling Human rights and social inclusion stories in Uganda. Nyamishana has extensive experience in strategic communications consultancy work in Uganda and worldwide; Forum for Women in Democracy, Centre for Public Interest law Uganda, Civil Rights Defenders, AIDS Healthcare Fund - Uganda and Never Again Rwanda providing technical assistance with strategic communication tools. She is currently working with HIVOs under the Voice.global Programme as the Internal Amplifier



**Rebecca Mutiso** is a Kenyan-based journalist with a passion for solutions journalism and human interest stories. She works at The People Daily newspaper and is the co-founder of Impacthub media, a start-up that focuses on telling solutions stories and highlighting people who are making an impact in their communities. She holds a degree in Communication and Political Science from the University of Nairobi. Rebecca is currently pursuing a Masters of Arts Degree in digital journalism at the Aga Khan University Graduate School of Media and Communications.



**Robi Koko Ochieng** is an experienced Communication Trainer with a demonstrated history of working in the higher education industry. Skilled in Corporate Social Responsibility, Journalism, Corporate Communications, Social Media, and News Writing. Strong media and communication professional with a Doctor of Philosophy (Ph.D.) focused in Communication and Media Studies from University of South Africa/Universiteit van Suid-Afrika.

**Dr Njoki Chege** is the Director, Innovation Centre at the Graduate School of Media and Communications- Aga Khan University. The Innovation Centre is aimed at enhancing media viability in East Africa. Based in Nairobi, the center provides training, coaching and mentorship to media innovators in Kenya, Uganda and Tanzania. Njoki has over 9 years' experience in the media as a journalist, columnist and editor. As the Editor, Lifestyle (Pishi) at Nation Media Group, she was responsible for Pishi, an innovative lifestyle content project. Her research interests focus on media innovation and sustainability.



Rahim Mngwaya is a Tanzanian-based filmmaker who has produced multiple successful commercials, documentaries and short films in the past three years. He is the creative producer and cinematographer who is constantly working to improve his skills in film directing and production. He is also engaged with building communities through video partnerships, empowering youth and communities to tell their own stories being the founder and program director of Orio films a media company for creative storytelling, advertising and entertainment from Tanzania since 2018. Rahim aims to bring the best people and companies together to create meaningful visual content to satisfy curiosity and make a difference in people's lives.



**Dr Rose Kimani** is a communication and research expert at DW Akademie. Previously, she has been a communication and media lecturer at Chuka University, Kenya. She has a vast experience in community media research, lecturing, program support and media production.



**Rosebell Kagumire** (She/Her) is a writer and editor at African Feminism. She works at the intersection of media, gender and development. She recently co-edited a book: *Challenging Patriarchy: The Role of Patriarchy in the Roll-Back of Democracy*. She's most outspoken on social accountability, active citizenship, women's rights, migrants and refugee rights, and social justice. Rosebell was recently recognized by Avance Media as one of the 100 most Influential Women in Africa for 2021 edition.

She was honored with the Anna Guèye 2018 award for her contribution to digital democracy, justice and equality on the African continent by Africivistes, a network of African activists for democracy. The World Economic Forum recognized Rosebell as one of the Young Global Leaders under 40. She holds a Masters degree in Media, Peace and Conflict Studies from the UN-mandated University of Peace in Costa Rica. She has done short term studies in nonviolent conflict at the Fletcher School and Global Leadership and Public Policy at the Harvard Kennedy School. Her undergraduate degree is in Mass Communication from Makerere University, Uganda.



**Rose Haji Mwalimu** is a multiple media award winning Gender and Media Consultant. Rose worked with the Media Institute of Southern Africa (MISA TANZANIA) as National Director for 9 consecutive years where she established a gender desk now known as Gender and Media Southern Africa Tanzania chapter (GEMSAT); carried advocacy work in and around media freedom movement, and attended and facilitated several human rights, gender and media training workshops inside and outside the country. Rose is a seasonal journalist/broadcaster in radio and digital media has previously held various positions ranging from Shift Leader, News Editor, Sub Editor to Acting Chief Editor among others.



**Ruth Owino** PhD (Daystar), MA (Daystar), BA Journalism (Busoga) is a media and communication lecturer at Kabarak University. She is a distinguished Academician, Researcher, Trainer and Communication Analyst, with over eight years' experience in various academic institutions and corporate organisations. She has previously been an Examiner and Curriculum Developer in Daystar, Egerton, Laikipia and Kabarak Universities. Dr Owino has published in highly regarded peer-reviewed journals including Taylor & Francis, Humanities and social sciences. Dr. Owino specialises in Media Management, Government communication, Broadcast Journalism, and Strategic communication.

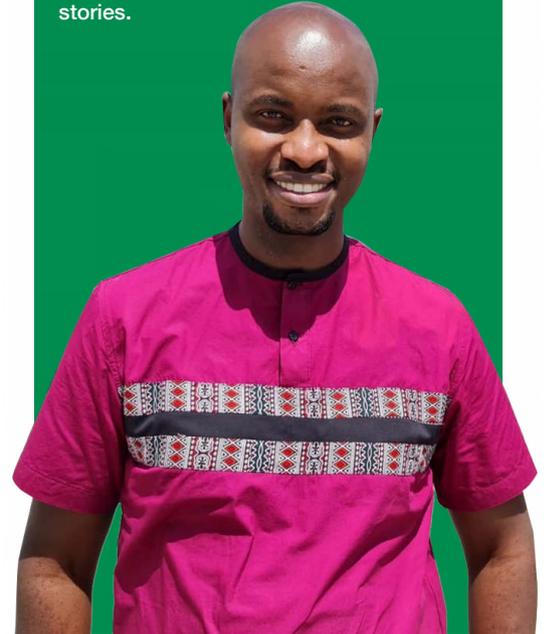


**Sarah Ijangolet** is an illustrator and graphic designer from Kampala, Uganda. She has a Bachelor's in Industrial & Fine Art from Uganda Christian University. After graduation, she began to freelance, and developed her skills in digital illustration and art where she began to specialize as a vector artist. She likes to explore the topics of afro-futurism and likes to depict women in her artwork. She is also fascinated with African mythology, specifically Ugandan myths and legends, and is interesting in telling Ugandan stories with her artwork. She currently works with The Citizen Report as a graphic designer.



**Sharon Kakai's** expertise, which focuses on both managing strategic change as well as overseeing daily operations has continually proved instrumental in driving organisations forward. As such, throughout her career, she has developed an adept faculty for communications, building relationships, stakeholder management as well as developing and implementing robust and cost-effective functions and processes, all of which have contributed to the establishment proven track record of achieving objectives. A member of the CIPR (Chartered Institute of Public Relations) and a Postgraduate in Business Administration, Sharon has a bachelor's degree in mass communication majoring in public relations from a reputable university with 10 years' practical experience in marketing communications. Sharon is well versed with the Uganda media environment and has supported organisations in the development sectors, private and public sectors across Africa, giving her an ability to align various stakeholder's vision, strategy and activities in different sectors.

**Dr Sam Kamau** is an Assistant Professor at the Aga Khan University's Graduate School of Media and Communications. Prior to joining AKU, Sam taught at the University of Nairobi, School of Journalism for 8 years where he also headed the BA programs. He holds a PhD in Communication Studies specializing in social media and political communication. He is also a product of the prestigious Uongozi School based at the University of Dar-es-salaam. He has a specific interest in the intersection between politics and communication, with an emphasis on information power, persuasion and influence, especially on digital spaces. He has been involved in professional communication and media training for the last 14 years. He has also worked as a communication advisor for the Government and regional intergovernmental bodies and leads a Think Tank that specializes in Strategic communication. He is former Director of the Social Accountability Media Initiative (SAMI), a program of the World Bank that supports CSOs Advocacy and Media engagement strategies as well as working with the media to tell social accountability stories.



Sharron Nsule is passionate about development, technology disruption and Innovation. In her current role at Smart Lab as the Senior Program Associate, she manages innovation programs such as university outreach programs, talent programs, skills development programs and as well as managing startups in contributing to the growth of the innovation ecosystem. Prior to Smart Lab, Sharron has worked in several other organizations to provide centric business solutions like FINCA Microfinance Bank as Office Manager and National Housing Corporation as a Sales & Marketing Personnel. Sharron holds a Bachelor of Commerce from the University of Dar es Salaam. She seeks to drive company culture initiatives, identify new revenue streams and manage client relationships in order to grow businesses. She is huge on team work to meet a common objective.



**Shitemi Khamadi** is a Kenyan journalist with interest and extensive experience in media development. He is also a budding researcher in media and communications. He holds a Masters Degree in Digital Journalism and a Second Masters Degree in Conflict Management.



**Solomon Serwanjja** is the Executive Director of the African Institute for Investigative Journalism, (AIJ) a home of investigative journalism. Mr. Serwanjja is also an award winning investigative journalist and broadcaster with over 13 years of experience. He has worked with a number of media organisations with in East Africa including NBS TV where he was the lead anchor for the prime news bulletin NBS LIVEAT9 as well as an investigative reporter. He has also worked with several news organisations including UBC, NTV, NBS, KTN and the BBC.

Mr. Serwanjja is the 2019 BBC World News Komla Dumor Award winner, a prestigious award that celebrates journalists that have excelled in Africa. He is 28-time award winning journalists with accolades from ACME, Association of International Broadcasters (AIBs), Uganda Gender Media Awards, Radio and Television award, Makerere University among others.



**Wanjeri Gakuru** is a freelance journalist, essayist and filmmaker invested in gender parity and social justice. A cross-section of her writing has appeared in Transition Magazine, The Africa Report, The Elephant, LA Times Magazine, CNN and The Sunday Times among others. Between 2018 and 2020, Wanjeri served as Managing Editor of Pan-African writers' collective, Jalada Africa. She is a 2021 Baraza-Fringe Graph Data Storytelling Fellow



**Victor Bwire** is the Deputy Chief Executive Officer and Programmes Manager in addition to be a trainer at the Media Council of Kenya and a private media and communications consultant. He is an experienced journalist, who has done several assignments including journalist mentoring, training, and development of media training modules, event workshop facilitation, training, management, paper presentations and policy paper formulation in Kenya.

He has worked in workshop facilitation, training, media relations and advocacy as a trainer and consultant for Media Council of Kenya, Deutch Welle Academy, UNDP, Nation Media Group, Standard Group, Royal Media Services, UNESCO, US Embassy in Nairobi, Media High Council of Rwanda, ARTICLE 19, IREX, International Media Support (IMS-Denmark), Journalists for Human Rights, Union for Journalists for South Sudan (UJOSS), East African Journalists in Distress Network and Kenya National Commission on Human Rights.



**Zahara Tunda** is a Data Analyst with Code for Africa based in Dar es Salaam, Tanzania. She works as Code for Africa's academy trainer and coordinator of Wanadata and Hacks Hackers communities in Tanzania. She previously worked as an Innovation and Social Affairs writer at Nukta Africa, a digital news outlet in Tanzania. She won the African Union Free Trade Sustainability award in 2019. She is a WHO Bloomberg Road Safety fellow of 2017.

**Tulanana Bohela** is a committed broadcast journalist for television and radio and digital platforms. Thrives in telling the African story, with pride and historical truth, whilst streamlining new ways to shape our future. She is an #innovateAFRICA 2017 winner exploring the intersection of Mobile-first content and digital video with an Africa-first perspective.

Formerly the digital lead in Tanzania, as Senior broadcast journalist/producer for the BBC World service.





The MiC supports young upcoming media entrepreneurs who are devising unique start-ups driven by exciting forms of storytelling. We offer tailor-made training, mentorship, coaching and start-up grants of up to \$20,000 (€17,800) to assist media entrepreneurs transform their ideas into the next big thing.

We aim to build a strong community across eastern Africa which comprises media innovators and practitioners, investors, techies, journalism students, academics, NGOs and government regulators with a passion for quality journalism.

To achieve this, the MiC organizes a wide range of events, such as Fireside Chats, Bootcamps, Masterclasses, online training and Meetups, in which we invite eminent persons to share their vision for the future of journalism in East Africa.

The MiC is part of the Media Futures EA Project and is fully funded by the German Development Bank (KfW Entwicklungsbank). The key objective of the project is to strengthen the long-term viability of quality media in East Africa.



THE AGA KHAN UNIVERSITY

*Graduate School of Media and Communications*

The Media Innovation Centre- Aga Khan University, in partnership with our project partners, Deutsche Welle (DW) Akademie, Tanzania Media Foundation (TMF), and Media Challenge Initiative (MCI) in Uganda supports the next generation of media innovators finding unique solutions to the most pressing challenges of the media industry working on unique ideas.



DW Akademie is part of Deutsche Welle. As a strategic partner of the German Ministry of Economic Cooperation and Development, DW Akademie carries out media development projects that strengthen the human right of freedom of opinion and promote free access to information. They enable individuals to form their own opinions based on reliable facts and encourage people to take part in public debates and defend their opinions. This is how they can actively participate in societal developments and improve their living conditions.



Media Challenge Initiative is a youth-driven nonprofit based in Kampala, Uganda dedicated to building the next generation of journalists in Uganda and Africa who are skilled in knowledge and solutions-based journalism. MCI envisions an empowered generation of critical journalists who advance positive development and social change through their journalism.



Ennovate Hub is born out of the desire to support emerging young entrepreneurs by supporting them with proven tech-driven business development methodology; from ideation, idea validation and developing minimum viable product and launching in the market.

We are an innovation hub that is known for grooming entrepreneurs from idea stage until they start gaining sustainable business traction for their product.

We are guided by distinctive values of integrity, excellence, sustainability, futuristic and dynamics to enable us remain as a top player and admirable brand within our industry



The Media Innovation Centre is fully funded by the German Development Bank (KfW Entwicklungsbank) within the context of the Media Futures East Africa (MFEA) project. The key objective of MFEA is to strengthen the long-term viability of quality media in East Africa, making a demonstrable contribution to the quality of and access to media in East Africa.



**East Africa Story Telling Festival 2021**  
Authentic stories through innovation: Past Present Futures  
**Virtual Event: October 13 – 16, 2021**



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