



MEDIA FOCUS
ON AFRICA



ANNUAL REPORT

Word of the Board

Media Focus on Africa celebrated its 10th anniversary this year. 10 years of using media to bring social change in Eastern Africa. And 2016 has been an exciting year for Media Focus on Africa. In Kenya the coming election has pushed organisations and donors to find ways to increase the inclusion of women in politics. Again MFA emphasized on the importance of media as a tool of social inclusion. In February 2016 MFA launched its programme POWER2017: strengthening women political participation - Kura Kwa Mama, Kura Kwa Ustawi! In addition to this promising initiative, MFA has pursued its important work with journalists to increase access to information to citizens and hold county government accountable. In Uganda, MFA continued the production of Yat Madit – a drama series presenting the struggles, challenges and achievements of a small

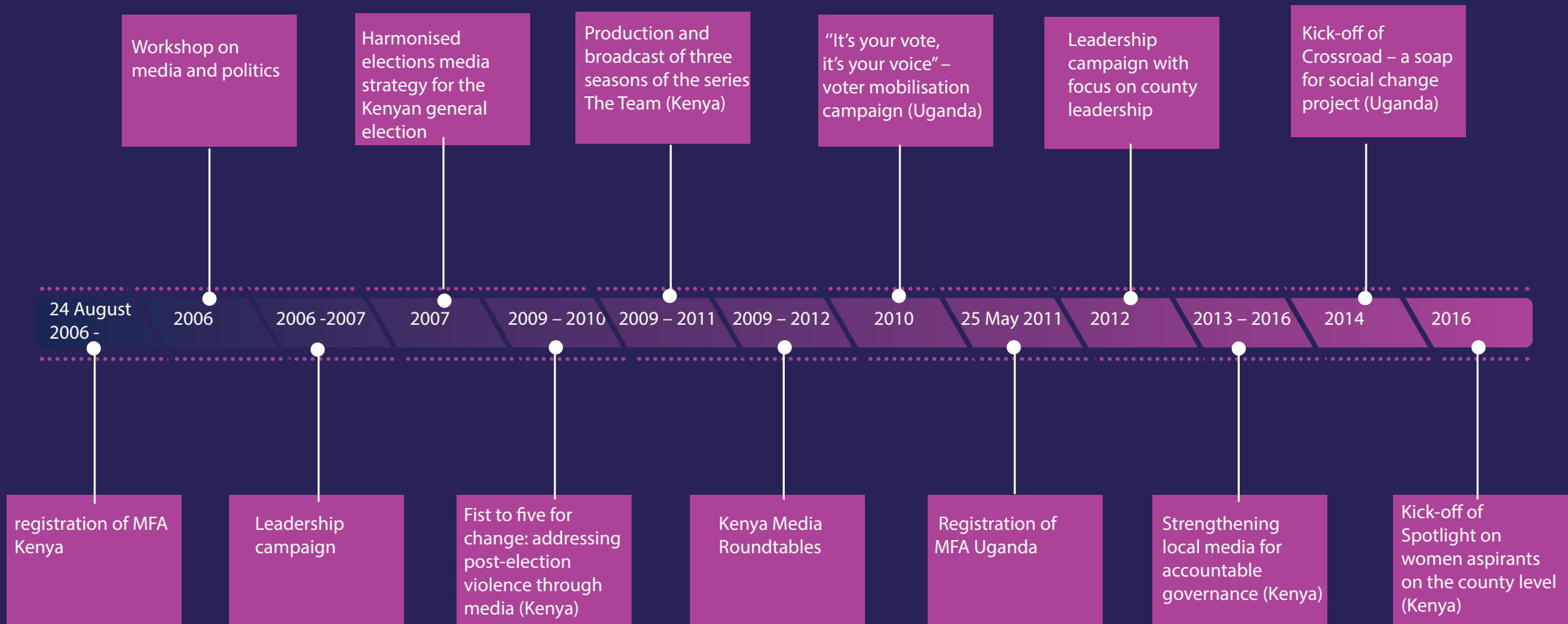
community living in post-conflict region. The series was successfully launched and the premiere took place on 8 December 2016 on NTV.

2017 will be another thrilling year. We will continue the broadcast of Yat Madit in Uganda and start the intercultural dialogues. In Kenya, the election results will tell us if our efforts have increased women's political participation. We look forward to this new year, to building new partnerships, working with more journalists and media practitioners, producing more media content that are relevant for communities and consequently extend our commitment to social change.

Mburugu Gikunda and Paul van Leeuwen

MFA before 2016

MFA is proud to publish its first annual report. Here is an overview of its key achievements since its foundation in 2006.



MFA at a glance – 2016

64

Number of
journalists trained

150

people present at the
premiere

9

politicians from
Nyandarua and Taita
Taveta

5

Radio presenters

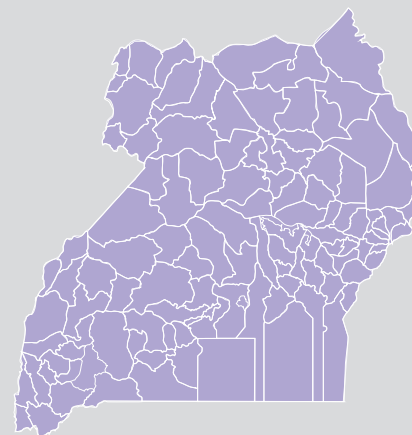
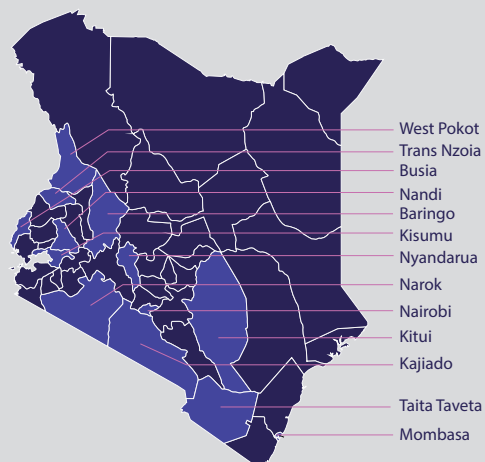
84

Number of women
trained

24

CSO representatives
trained

OUR FOCUS COUNTIES



Lango, Teso, Acholi and
Karamoja and national



Production of Yat Madit (continuation)

Average of
1.1 million
viewers the first 2 weeks
of the TV show.

Average of
2.5 million
listeners the first 3 weeks
of the radio show.



MFA-KENYA: Two main focuses of 2016

“

The training on legal time lines for aspirants has also made me move with speed to acquire necessary documents.

Janet Ogot – MCA Aspirant, Kisumu

“

It has given me courage and skills to engage with media houses and reporters. I ask that you extend it to other aspirants that more people may benefit.

Abby Sande - MCA Aspirant, Mombasa County

“

Your engagement has helped me to communicate with my community without making false promises.

Naima Achieng - MCA Aspirant, Mombasa County

1 Increasing the capacity and enable the environment of women aspirants in 8 Counties: towards the 2017 election.

Activities:

A. Mobilizing Women Leaders in the Counties:

We went around the 8 Counties encouraging women who hold different leadership positions in their communities to run for elective positions.

Results:

153 women came out and applied for the programme. We reviewed their applications and qualifications and ended up with

84 women aspirants.

B. Training 84 women aspirants on media skills and basic requirement to be candidates at the election



Communication skills:

13% decrease among respondents who rated their communication skills fair or poor which was affecting their campaigns



Fundraising Skills:

19% increase in fundraising skills.



Social Media Skills:

50% increase in social media skills among respondents who had none and

13% increase among those who had some skills and experience



Media Skills:

31% increase in media engagement skills knowledge among those who did not have any prior to the capacity building sessions, and

13% increase among those who had some knowledge and experience



Legal Knowledge:

38% increase in legal knowledge on aspirant's requirements for the MCA position among those who reported to have some knowledge and

6% increase among those who did not have any knowledge.

2 Strengthening the capacity of journalists to report on county budget and hold their government accountable.

Activities:

2
roundtables

with **33** news and features editors of the major media houses on budgeting and devolution.

1
editors' and Finance CECs consultative forum

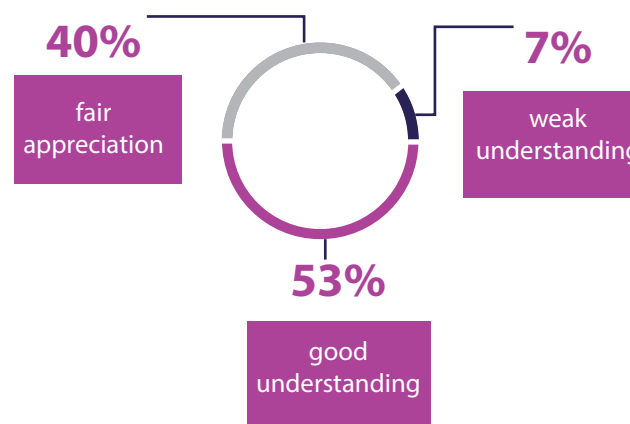
on prioritization of budget and public finance management stories from the counties in the media.

12
roundtables

featuring a **1100** participants including **2 County Finance Executives** from Busia and Kitui, **1 Chief of Staff** from the Busia Governor's office, 1 County budget director from Baringo, **1 budget officer** and **2 MCAs from Kisumu** as well as other county and civil society officials and journalists on public participation in the budget making process.

Results:

Independent project evaluation revealed the following about journalists understanding of public participation



Within the life of the project, trained journalists did

10 print stories & **5** radio programs

relevant to the objectives of the project

“

Through the training I learnt how to write good business stories. As a result I was selected to join Strathmore University Business College through a partnership of my employer Nation Media Group and Safaricom.

Ruth Mbula

“

The stories we are doing are now changing the thinking of the people and causing them to take action. The many stories I have been writing on the Auditor General's report for 2013/2014 has caused people to start asking for accountability from the county government. There was a recent demonstration in Ol Kalou town that was inspired by the stories.

Munyeki James



MFA-UGANDA:

Main focus: Accelerating reconciliation between communities in North and Northeast Uganda

1

Finalising the production

In 2016 first half year MFA and its partners finalised the shooting and postproduction of the series

40 actors and production staff were on set.

2

Getting Yat Madit ready for radio: translation and recording

Yat Madit script was adapted and translated in three languages: Luo (Acoli and Lango), Ateso and Nga' Karimojong. The series was recorded and played on four vernacular radio stations: The Voice of Karamoja, Mega FM, Etop and Unity.

3

Building the capacity of partner CSOs to facilitate the dialogues and radio hosts to answer calls from the public

In 2016 MFA trained CSO representatives and radio hosts. CSO representatives were trained on edutainment, conflict transformation and facilitation skills. They will be leading the intercultural dialogues in their own regions and were invited to radio shows.

Radio hosts were also trained on edutainment and conflict transformation as well as media and interview skills. They started the radio programme at the end of 2016 and facilitated the call in sessions and discussion with guest speakers.



“

In Yat Madit, I was pleased to play the role of Logit, an alcoholic and disillusioned man who has failed to recover from the loss of his family wealth of cattle during the war. Logit, who hails from Karamoja is married with two daughters and depends on the support of his wife Beatrice who works at a market stall. I love the idea of Media Focus on Africa using film to inform people. I am an actor and I know that many people love watching movies and series. Edutainment is the best form of entertainment because in not only entertains, but also informs and educates.

Edwin Mukalazi,
Actor playing in Yat Madit

”

“

I am a radio presenter and a news reader on Etop fm. I moderated the Yat Madit season one radio play. I usually present radio plays but Yat Madit is the first educational drama I moderated because all the others have all been purely entertainment. When we got into partnership with Media Focus on Africa, I was immediately sent for a two-day capacity building workshop in Kampala. I benefitted in such a way that I was prepared psychologically and physically for the show so both positive and negative responses from the listeners were easy to handle. This drama opened up people's eyes on how to solve conflict in the society without being violent.

Patrick Oluk,
Radio presenters at Etop FM

”

“

My name is Steven Balmoi, am 32 years old, a Health and development professional currently working as the Producer and presenter at Mega fm. I was the presenter/moderator for Yat Madit radio play on Mega fm. Media Focus on Africa ensured that I was well prepared for this show. We underwent intensive training for two days in which I acquired more knowledge on interaction with the radio callers especially responding to their complex questions. We were also given User guides which summarized the play and contained questions for discussion.

Steven Balmoi,
Radio presenters at Mega FM.

”

Launch and premiere

8 Dec 2016

The first episode of Yat Madit was broadcast

150

people assisted to Yat Madit premiere.

More than

1.1 million

viewers per week

2.5 million

radio listeners per week for the first episodes of Yat Madit



Looking ahead 2017

Kenya Election on 8 August 2017

In 2017 MFA Kenya will be focussing on:

- Supporting and building the capacity of women who will have been nominated as candidate;
- Increasing the quantity and quality of media coverage of these women through the trainings of radio hosts on gender-sensitive interviews; roundtables with editors; and the airing of 120 radio shows featuring women candidates;
- Raising awareness on women leadership through roundtables with community leaders and dialogues with students.

MFA Uganda will finalise the broadcasting of the series both on TV and radio and will start its intercultural dialogues in Lango, Teso, Acholi and Karamoja. The series will also be available on DVDs in English, Nga Karamoja, Luo, Iteso. In 2017 MFA will run a project evaluation and will be able to determine if its interventions have increased intercultural dialogues and built social cohesion.

MFA staff

International Board Members

- Paul van Leeuwen
- Mburugu Gikunda
- Ineke Aquarius
- Crispy Kaheru

Advisory Board Kenya

- Paul van Leeuwen
- Mburugu Gikunda

Advisory Board Uganda

- Paul van Leeuwen
- Mburugu Gikunda
- Linda de Koening

Teams

- Head of Programmes: Linda de Koening/Laurence Caron

Kenya

- Projects Manager: Harrison Manga
- Project Officer: Frenny Jowi
- Communications Officer: Simon Gicia
- Finance Officer: Dominic Mutute
- Office Assistant: Virginia

Uganda

- Projects Manager: Jan Ajwang
- Project Officers:
- Ruth Nagudi
- Peter Wagona

Thank you to all our partners

Implementing partners

- FIDA-Kenya
- International Budget Partnership Kenya
- Kenya Parliamentary Journalists Association
- ICCO cooperation
- NTV Uganda
- Take 5
- Theatre Afrique Continental
- Kitgum Women Peace Initiative
- Acholi Religious Leaders Peace Initiative
- Gulu District NGO Forum
- Facilitation for Peace and Development
- Uganda Change Agents Association
- Teso Initiative for Peace
- COU-TEDDO
- Uganda Joint Christian Council
- Kotido Peace Initiative
- Pentecostal Assemblies of God - Karamoja Integrated Development Programme

Funding partners

- Delegation of the European Union to Kenya
- Delegation of the European Union to Uganda
- Doen Foundation
- National Endowment for Democracy
- Ford Foundation
- ICCO cooperation

