



MFA HIGHLIGHTS 2017

Word From the Board

MFA's approach to use media for social change has continued to strengthen media in Kenya and Uganda while providing space for women and men to voice their aspirations on issues of leadership and governance, free and fair elections, peace building and nationhood.

MFA Kenya has made it possible for women candidates to be elected during the last election. This is due to its intensive programme targeting female candidates, college students, community leaders as well as media practitioners. MFA Kenya worked with journalists, radio hosts, radio producers and editors to demonstrate the unbalanced media coverage by gender. This continuing effort has contributed to the election of ten female politicians, including one deputy governor. MFA Kenya will continue supporting female politicians to use media as a tool for social change.

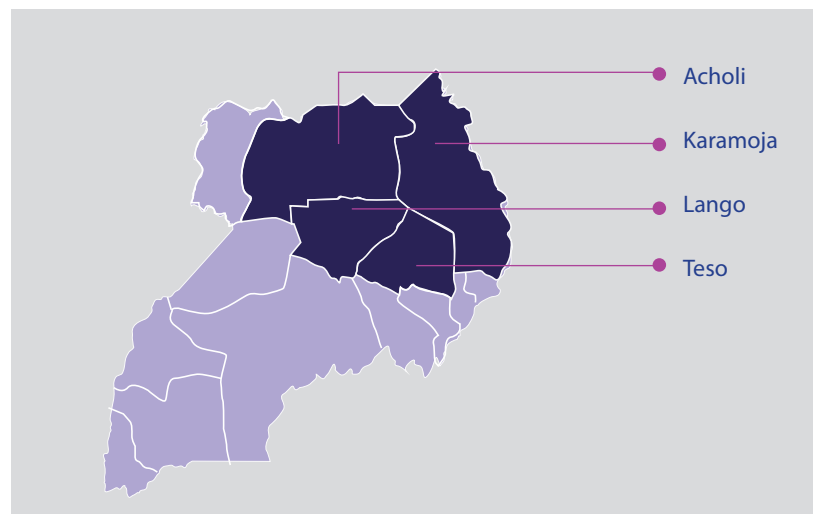
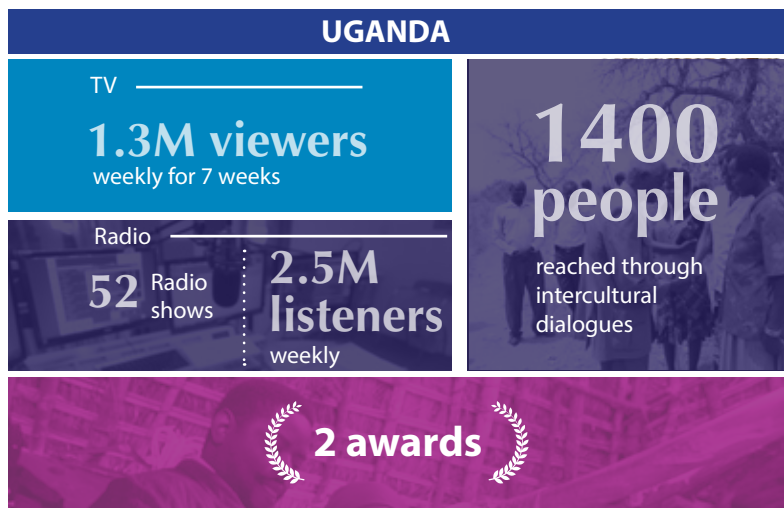
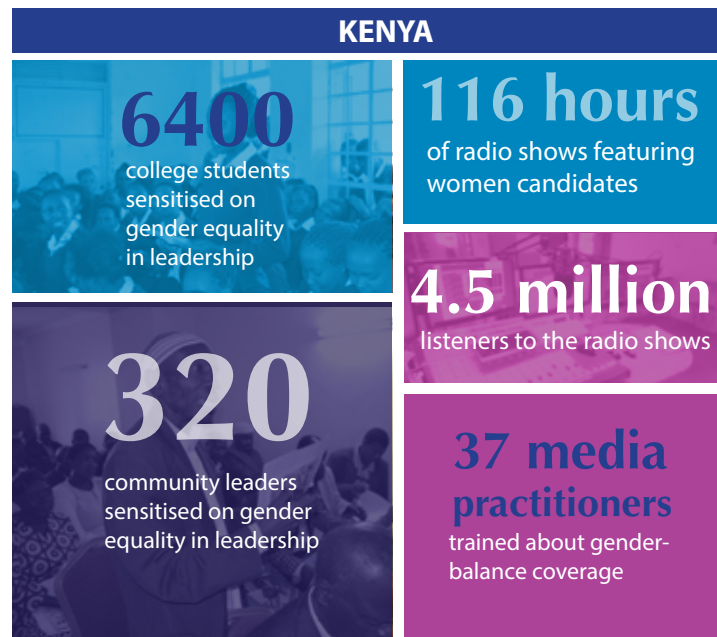
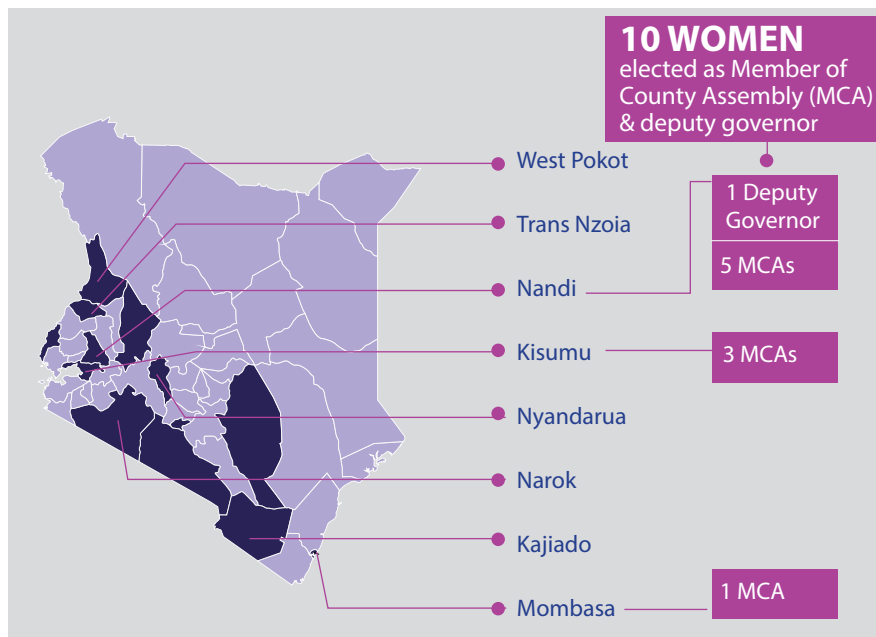
Mburugu Gikunda
MFA Kenya Board Member

Barbara Kaija
MFA Uganda Board Member

MFA Uganda has completed its Cross Road programme. All Yat Madit episodes were broadcast and intercultural dialogues brought together more than 1400 community members from different ethnic background. Yat Madit has even won awards nationally and internationally. MFA Uganda will build on this success and continue promoting social cohesion and reconciliation in North and Northeastern Uganda as well as in other regions in Uganda.

This success is certainly founded on our partnerships: our supporters, implementing partners and civil society. It is with them that MFA is able to reach out to everyone and build societies that are better informed on priority issues of democratization and human development. It is with them that MFA can stimulate social change and development through the media.

MFA at a glance – 2017



MFA-Kenya

Three main focuses

1) Radio production and broadcast

a) Production of radio skits

Eight drama skits were produced – below is an excerpt of the script:

PHONE CALLING: Rrrrrring... Rrrrrring... Rrrrrring...

MORAA: Office of the County Commissioner how can I be of assistance? No....

Yes....The Deputy Commissioner in charge of operations and finance is here. Would you like to speak to her? Yes Her. Just a minute. Stella...line two.

STELLA: Good afternoon, this is Stella, Deputy Commissioner in charge if Operations and Finance how may I assist you. (Pause) Yes. That can be done. Thank you. I will get back to you. Moraa where are the procurement files?

MORAA: Here. Do you think they are sending a replacement soon? He will have to come before the end of the financial year.

STELLA: He?

MORAA: He! Yes.

STELLA: Why, 'he' not she?

MORAA: County Commissioner, here in an operation zone?

STELLA: Kwani?

MARK: Stella you do not think that they will send a lady County Commissioner here with all that pang'anga'a that has been happening?

MORAA: Plus you are already a 'she' Deputy.

STELLA: Can there not be a Commissioner and deputy both ladies? Are there not so many places where there are men in both positions?

MARK: Cannot happen.

STELLA: Why?

MORAA: Just like that. Not that I do not think that a woman can do the job, you have been doing yours very well, it's only that it has not happened and will not.

STELLA: Why not?

MORAA: Hawawesmake.

This radio skit and the additional seven can be found in the 'Radio Section' of our Website: www.mediafocusafrica.org

b) Getting women candidates ready for elections

83

female aspirants and candidates for MCA, Governor, Senator and Female Representative Seats participated in a six-day capacity building programme covering media, communication, and campaign skills.

13

elected female MCAs and one Deputy Governor participated in a 3-day mentorship program.



"...besides enhancing women visibility, the project while working with the media has strengthened the women's self-esteem" – Toepista Nabusoba, Kenya Broadcasting Corporation

"Women aspirants who had been trained by MFA were clear right from the beginning of the show on what they wanted to communicate to the constituents, compared to those who had not attended the trainings" – Beatrice Wasonga, a radio presenter with Radio Nam Lolwe in Kisumu County

"The aspirants that were trained were so confident during the show compared to those who were not trained." – Rhoda Cheruto, a radio producer from Imani FM in Kitale

"the training by MFA aided me in developing a clear agenda that resonated with the target electorates. – Judith Ogaga the newly elected MCA for Kisumu Central Ward

c) Getting radio hosts ready

15 current affairs radio show hosts and producers were trained in legal, cultural and popular issues around female leadership. There was specific focus on how to lead a non-gender-biased interview.

I always understood women as vulnerable and thus should only be subjected to questions on 'soft issues' in the society. The training helped me to view women as having the ability to respond to any form of questions relating to the community just like their male counter parts. This made the radio shows more interactive with the target electorates"

- radio from presenter in Kalya FM, West Pokot County

d) Airing of the show

116 hours

of radio time only for women candidates.

4.5 million+

people listened to the radio shows.

The program by MFA explored an avenue that had not been exploited by other organizations; that of profiling women aspirants through the media. This left a significant impact in the aspirant's quest for political space" Immaculate Shamalla, Trans Nzoia County.

MFA radio partners



2) Sensitising media practitioners on gender-biased media coverage



4

roundtables were held to discuss media's responsibility for both equal and positive media coverage of female candidates in the 2017 election.

23

editors of different media platforms in Kenya participated in these discussions.



3) Outreach programme with community leaders



a) To engage community leaders in a dialogue about female leadership:

24

round tables were held in target counties

320

community leaders participating.



b) College students debates:

23

debates were organised for college and university students in target countries

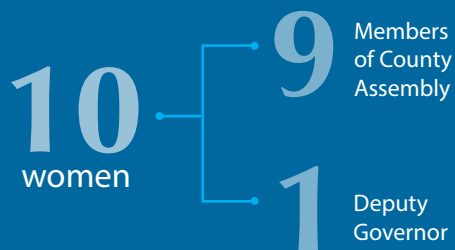
over

3200

students participating.

1) Results of the election:

The interventions conducted by MFA led to the election of



POWER2017 contributed to the election of

47.6%

of all the elected women in the target counties

Nationally, MFA/FIDA Kenya project contributed

6%

of all elected women during the 2017 election

The elected women are:

1.Dr. Yulita Mitei	Deputy Governor	Nandi County
2.Faith Mwende	MCA	Kipevu ward, Mombasa County
3.Prisca Misachi	MCA	Nyalenda Ward, Kisumu County
4. Judith Ogaga	MCA	Kisumu Central ward, Kisumu county
5. Pamela Akinyi	MCA	Manyatta B ward, Kisumu County
6. Jostine Chepnyango	MCA	Songhor/Soba ward, Nandi County
7.Magdaline Rono.	MCA	Koyo/Ndurio ward, Nandi County
8.Milka Chumba.	MCA	Kipkaren ward, Nandi County
9.Cynthia Jepkosgei.	MCA	Kilibwoni ward, Nandi County
10. Rael Jeptoo Rotich	MCA	Kipsimotwo ward, Nandi County



Dr. Yulita Mitei being sworn in as Deputy Governor

2) Change in perception on women leadership

Media practitioners

"Sidai FM has taken up and currently runs women focused issues" - Dennis, Sidai FM, Narok county.

"The roundtables have revived the discussion on gender. When it comes to issue of gender, it tends to be seen as a tired issue. Therefore it is set aside. The roundtables have played the role of bringing back the gender agenda to the discussion table even for editors and journalists themselves"- According to one editor.

"The roundtables challenged the media practitioners to bring more balanced stories while making them conscious of in their everyday work. During the elections, I was more conscious of the women who were going for various positions – Governors, Senators, and MPs (outside of Women Representative seat which is reserved for the women already). I was more interested than I would always be"- according to another editor.

The majority of community leaders acknowledged the profound impact of the roundtables held by MFA with regard to gender equality and leadership within politics.

Community leaders

"the project has enlightened us to view women as having leadership ability plus they are more accountable..... we've been able to sensitize the community to give women a chance"

"we came to the realization that women in our community have been serving in the public service and have also taken up their ascribed gender roles very seriously. They therefore can serve in political leadership as well. That is why we advocated for their election in various positions." – community leader from Nandi county

Youth participants

"Culture has been changing and harmful behaviors are being abandoned. Girls for example have been allowed to go to school and therefore men should not be afraid to also give them leadership positions."

"Women can lead but have been overshadowed by men. They are not asking for favors but for an equal opportunity to prove their potential"

3) Improvement in women's capacity and self-confidence to run for leadership positions

“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

“Although I did not win my election bid, I have become a point of reference for media houses including Baraka FM radio station where I have been invited on several occasions to give my opinion on matters relating to women and political leadership among other issues. Such engagements make me reach out to millions of listeners and can therefore provide a platform to enhance my envisioned political interests, thanks to MFA for their trainings on media.” - Grace Oloo who was an aspirant for a MCA seat in Mombasa County

“I was the only Muslim woman who dared to vie for an elective post in Kisumu. This kind of a move was against the expectation of many Muslims who hardly associate women with political leadership. However, MFA gave me an opportunity to voice my political agenda through the radio shows that I participated in. Although I did not win in 2017, I consider myself as an instrument for change and am looking forward to engaging in such programs, particularly the media to empower aspiring women politicians towards actualizing their goals” - Farida Salim MCA Candidate Kisumu County

MFA-Uganda Two main focuses

1) Broadcast of Yat Madit on TV and radio

"I think reconciliation helps to bridge the gap between the two or more communities that was once fallen apart and favours peace and development to really greater heights for both the communities." -a WhatsApp message in response to one of the episodes.

All
13 episodes
broadcast on NTV

An average of
1.3 million
viewers weekly

All aired on
4 local radio
stations

An average of
2.5 million
listeners weekly

2) Intercultural dialogues in North and North Eastern Uganda:



60

dialogue
sessions

12

different
locations

1400

community
members

95%

Increase in skills
and knowledge in
collaborative problem
solving

10%

Decrease in difficulties
in engaging people
from other ethnic
groups

7%

Increase in
willingness to
work on building
interethnic
relationships

8%

Increase in
understanding of
human rights

10%

Increase in feelings of
personal responsibility
to uphold and respect
human rights

80%

Increase in skills
for producing
edutainment

CHANGE STORIES

An increase in self-confidence and courage to take action to build interethnic relationships:
"But ever since this program came up, the division talk amongst Karimojong and the Iteso, that kind of talk where they call Iteso "Ikumama" or call a Karimojong "Eloket" (two examples of abusive language) it is no more! The community is now peaceful."

I work as a radio presenter/producer at Etop radio Soroti. In Yat Madit, I was especially touched by Opios character. Most people really acknowledged on air during the airing of the episodes that such characters exist in society. It was new to me how the whole drama series was organized to depict peaceful co-existence after a conflict. It transformed my mind on how to look at conflicts and also gave me a new approach on how to harmonize society from post conflict scenarios.

'I used Yat Madit on our human rights activities in Katawi and Karamoja where we screened episodes of the TV Drama Series in Ateso. After watching the episodes, the participants would come up with good ideas to solutions of some of the problems in their communities and families. What they watched inspired them. The drunkards reduced drinking, husbands started sharing domestic work with their wives to help reduce on Domestic Violence which is high in their communities. They started sharing family responsibilities like taking care of children together and digging together' - Vickie Ariokot, CSO representative, Church of Uganda-Teso Diocese Planning and Development Office (COU-TEDDO)

It transformed my
mind on how to
look at conflicts

After watching
the episodes,...
husbands started
sharing domestic
work with their
wives



This Yat Madit
drama show
and sessions
have taught me
to forgive

"I am 28 years old and married with 3 children, living with my husband in Omoro district. I sell locally made pan cakes around my home area market, schools and health center. When I came back from the bush in 2006, my family warmly received me and gave me a piece of land to construct a house. I constructed a small house and lived there for some time till I met my husband and started living together. He is also a formerly abducted child. We have faced a lot of stigmatization from the communities around us, even our own relatives. They call us names like "Kony, Rebel, Killer" and sometimes when I go to fetch water I am discriminated by some women. This Yat Madit drama show and sessions have taught me to forgive people who have done bad in order to live a better community life. It is important in my life, being a formally abducted person. People here stigmatize and traumatize you like a nobody, so these sessions have healed me emotionally. I cannot abuse them back or respond to their abusive languages anymore after watching this Yat Madit drama. In Yat Madit also I have learnt how to deal and cope up with trauma, this is because me and my husband attended the sessions and when we are home and he starts to quarrel or fight, I just simply say "Yat Madit, what did you learn from there?" and he stops his action immediately." – Female participant, Ngai Oyam, Lango region

I feel that this
experience
has put me
at the center
of promoting
reconciliation

"I am a young man from Uganda. I am a 22 years old Acholi and a school dropout. I am filled with great hope and ambitions for the future. I was one of the participants of the community dialogues under the Yat Madit project. The most significant change after the project for me is that I now have the strong feeling of empowerment. After taking part in the dialogues, I got the courage to engage with the communities including other tribes. This happened because I got the skills to sensitize other people on how to resolve problems that usually arise among them. I now possess the ability to discuss matters with other tribes and also communicate to the community about how to address issues like gender-based violence. This change is very important because it is helping me to remind the people to forget the past and focus on correcting the present situation, by solving problems in a good manner. I feel that this experience has put me at the center of promoting reconciliation in my community." – Male participant, Lakwana subcounty, Omoro district, Acholi region.

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AWARDS



Awardee, 2017



Best TV Drama
Best Actress TV Drama
Best Actor TV Drama



The Yat Madit TV drama series won the award for Best TV Drama Series at the 2017 Uganda Film Festival (UFF). Two actors in the series also won awards for Actress of the Year and Actor of the Year in a TV Drama, UFF.

The Crossroads Project won the United Nations Intercultural Innovation Award 2017 hosted by the UN Alliance of Civilisations and the BMW Group.

LOOKING AHEAD

KENYA

Ms. President TV series



A Peacebuilding Initiative for Kenya

The goal of this project is to empower Kenyan women for effective peacebuilding, conflict management and crisis preparedness.

1

Production and broadcast of a 26-episode TV reality show 'Ms. President' - featuring female leaders who will "campaign" to become the new Ms. President;

2

Screenings of Ms. President and roundtables with women from three violence-prone counties (Kilifi, Kwale and Mombasa) to empower and encourage them to assume leadership roles to counter violent extremism;

3

Capacity building within civil society organisations to encourage female leaders to counter violent extremism and to use edutainment as a tool of intervention;

4

Advocacy with local government and civil society actors from the three violence-prone counties to increase their engagement, collaboration and dialogue in order to be better able to offset divisive narratives and discourse.

LOOKING AHEAD

KENYA

Kenya Media Week



In partnership with the National Endowment for Democracy, MFA will organize a National Media Week that aims to promote the critical role of traditional media in advancing and sustaining democratic governance in Kenya.

1

To create awareness about the future of professional journalism (traditional media) in Kenya through a facilitated public dialogue in the face of the disruption of the journalism business model and the rise of fake news and interest-driven journalism;

2

To generate consensus among media practitioners, journalists, media scholars, regulators and students on how to respond to the threats and opportunities confronting traditional media in Kenya and document the consensus in a publication.

MFA will organize three roundtables prior to the Media Week to gather inputs from key actors. The topics of the roundtables will be: economic sustainability, fake news and interest-driven journalism and the future of journalism and democracy. MFA will also launch a call for papers for innovative journalism ideas.

The Kenya Media Week will bring together representatives from media houses, journalism schools, government bodies, journalists and independent associations. It will consist of a three-day event inviting senior keynote speakers to discuss the roundtable topics in more detail.

LOOKING AHEAD

UGANDA



1 **CrossRoads: Phase II**

The Delegation of Europe to Uganda has recently expressed its commitment to support expanding the intercultural dialogues to eight new locations in North and Northeastern Uganda. The dialogues will be held in the subcounties of Tapac, Rupa, Ongino, Ngariam, Ogur, Laminwida, Pabbo and the parish of Okuri. Concurrently, the series will be aired on four new radio stations targeting these areas.

2 **Yat Madit in Rwenzori**

In partnership with Doen Foundation, MFA will bring Yat Madit to Rwenzori. Together with Maisha Film Lab, MFA will adapt the Yat Madit script to the realities of Rwenzori region, translate it into two local languages and record the 13 episodes in the two selected languages. MFA aims to build the capacity of local radio producers in drama production for peacebuilding and reconciliation. The recorded episodes will be broadcast on two local radio stations, followed by related talk shows.

3 **Supporting journalists in West Nile**

The Doen Foundation has also offered to support MFA's expansion into the West Nile region. MFA aims to build the capacity of South Sudanese journalists who are now living in settlements. In 2018, MFA will start with a needs assessment in the region, with the aim to implement the full program in 2019.

4 **Yat Madit - Season II**

With 1.3 million viewers, 2.5 million listeners weekly, four awards won and thousands of followers on social media, Yat Madit must come back for a second season! MFA is putting a huge effort into finding new partners to make a second season possible. Want to come on board? Contact us.

MFA staff

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- Paul van Leeuwen
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- Projects Manager: Jan Ajwang
- Project Officers: Ruth Nagudi and Peter Wagona

Thank you to all our partners

Implementing partners

- Muslims for Human Rights (MUHURI)
- Ma'an TV network
- 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
- ICCO cooperation

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Committed to social change