



ANNUAL HIGHLIGHTS

2018



Word From the Board

This year has been one of consolidation, with MFA building on previous projects and strengthening its presence in the field of media and social justice. MFA continued to implement media programmes for social change and empowering community members.

In Uganda, MFA pursued its work with community members in Northern and Northeastern Uganda through additional community dialogues based on the story of Yat Madit. MFA is excited to announce that Yat Madit has been brought to Western Uganda where it is in the process of being adapted and translated for the Rwenzori region. MFA-Uganda further extended its scope of work in two ways. Firstly, it worked with journalists and other media practitioners on improving security for female journalists. Secondly, it brought together a group of young refugees from West Nile to produce ten short movies on the reality of being a refugee.

Laurence Caron
Head of Programmes

Crispin Kaheru
Media Focus International Board Member

In Kenya, MFA continues to empower women to take leadership positions. P♀WER2017 was successfully implemented, with eleven women elected as Members of County Assembly (MCAs) and one as deputy governor. Ms President TV reality show was launched and received more than 1000 applications. Furthermore, MFA launched its first edition of the Kenya Media Week. The Kenya Media Week was a big success, with more than 200 participants engaging in constructive dialogue about the financial sustainability of journalism, democracy and media, and the hot topic of fake news and disinformation.

The results of MFA's work in 2018 are presented in this report. We are grateful to all our partners who contributed to amplifying the voice of community members through the media. We look forward to continue stimulating social change and development in 2019.

MFA at a glance – 2018

UGANDA

More than

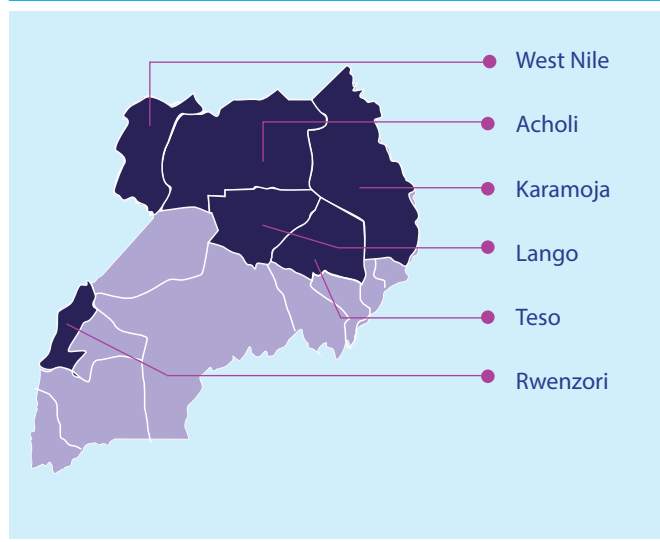
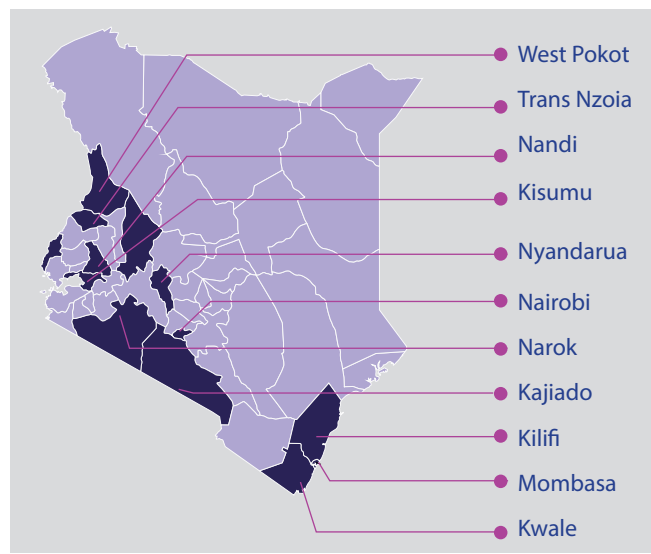
2.5 million
listeners per week

968 community members
engaged in intercultural
dialogues

57 media practitioners
engaged in discussion
about the security of
female journalists

18 CSOs &
29 media practitioners
trained in peacebuilding
and reconciliation, script
writing and edutainment

20
youth trained in
film production



KENYA

200+
media practitioners
engaged in a
discussion about
the sustainability of
media

12 elected women
participated in
a mentorship
programme

71 applicants
shortlisted for the
final auditions

20 media practitioners
trained in gender-
sensitive TV production

1035
applications for
Ms. President TV
reality show

MFA-Kenya

Two main focuses:

■ Empowering
women leaders

■ Media
strengthening



Empowering women leaders

a) POWER 2017

From 2016-2018, MFA implemented a project aiming to increase women's political participation. More specifically, it aimed to increase the number of women elected as MCA in eight counties. As a result of this project, ten women got directly elected. In 2018, MFA supported elected women through a short mentorship programme. The goal of the mentorship programme was to increase the confidence of these women and to build their capacity so that they can dispense their duties more effectively and efficiently.

RESULT

12

elected women participated in a mentorship programme.

IMPACT

Women were more equipped to fulfil their obligations as an elected candidate.

Women had the opportunity to share their knowledge and experience with each other. This included barriers to their political participation such as family duties and religious factors:

“

My children have identity cards but they could not even start a social media movement to support me. Even on the day of voting they were reluctant to come out and vote for me, only because they were afraid of losing me as their mother. They did not want to share me with the Ward. If your own youthful children are not in the forefront, you become a hard sell.

Mentorship Programme Participant

“

Muslim women simply cannot lead. In addition to all the issues that women have explained, we have the addition challenge of religion.

Mentorship Programme Participant

“

Ultimately, P♀WER2017 has allowed women to position themselves as leaders and to increase their visibility and strengthen their network:

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.

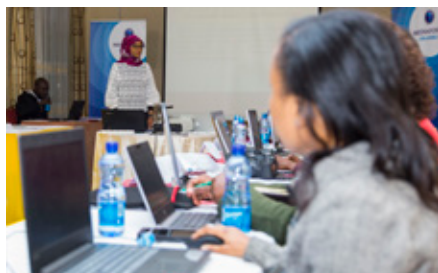
Immaculate Shamala, 2017 election aspirant in Trans Nzoia County and participant of Ms. President

b) Ms. President

RESULT:

Women leaders have gained skills and visibility.

In 2018, MFA launched a new programme called Ms. President. Ms. President is a 26-episode reality TV show where women run for election to become the first female "President" of Kenya. The audience will ultimately be requested to vote for their preferred candidate.



Timeline:

5 June
2018

Launch of the call for applications. Together with its partners, MFA launched the call for applications for women to express their interest in participating in the show.

6-10
August
2018

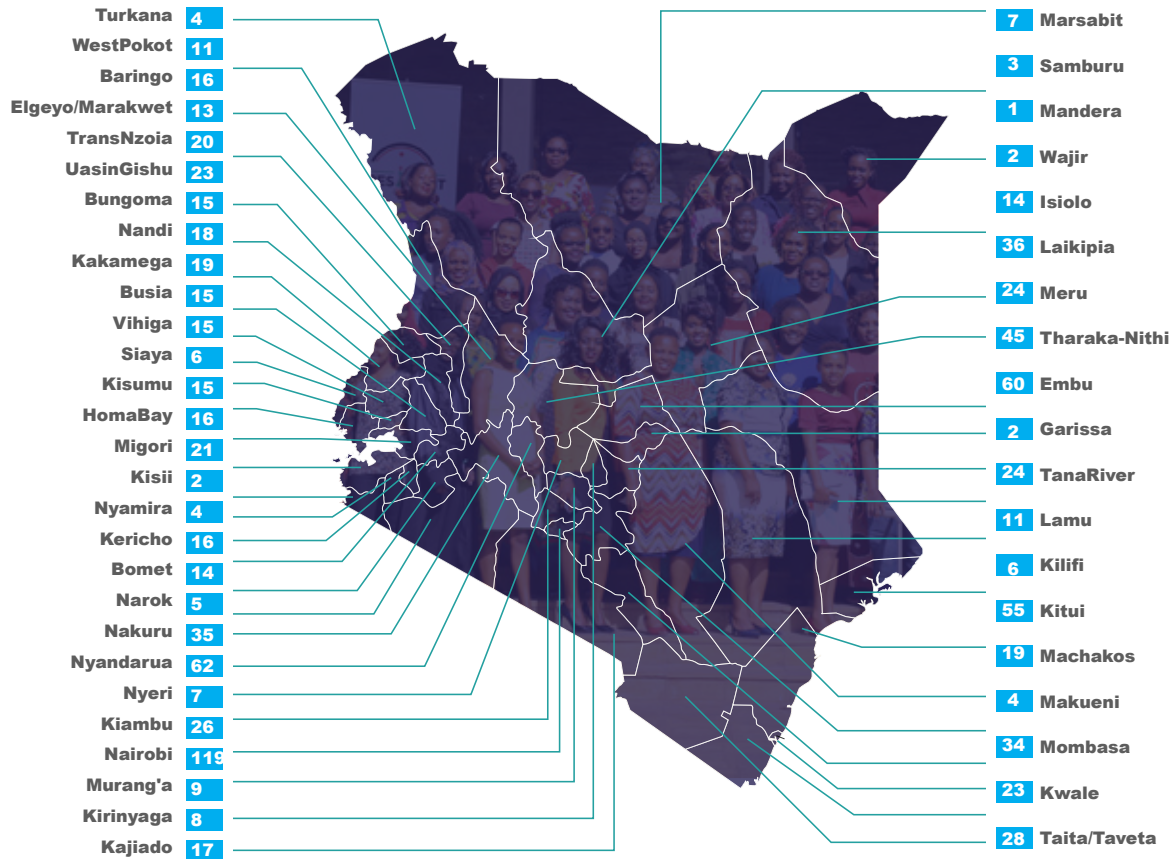
Media practitioners (20) gathered to discuss gender equality, violent extremism and TV production. Ma'an TV, MFA Palestinian partner, travels to Kenya to share their experience in producing The President, the Palestinian version of Ms. President.

10 August
2018

Closing of the call for applications. MFA received 1035 applications from the 47 countries.

12
November
2018:

MFA starts the first round of auditions in 5 locations: Kisumu, Nakuru, Nyeri, Mombasa and Nairobi. More than 200 women made it to the auditions.



2

Media strengthening

Kenya Media Week

Over the past few years, traditional media has dominated the public sphere. However, with increasing access to internet and mobile phones, that is changing fairly quickly. The traditional media outlets need to adapt and respond to this changing landscape. Despite their efforts to do so, media outlets are facing major challenges such as economic sustainability, the increase of fake news and interest-driven journalism.

This raises serious questions on the role of journalism in democratic societies and the erosion of democracy in societies where professional journalism is threatened.

In 2018, MFA launched its first edition of the Kenya Media Week to tackle these different issues. Four activities were organised:

a) Roundtable 1: Sustainability of business models

Journalists, media scholars and other stakeholders participated in the discussion aimed at understanding the issue in detail and providing innovative and practical solutions.



“The shift is that the media no longer has a monopoly of sharing news. Take Netflix for instance. Anyone, anywhere in the world can access the best content produced anywhere in the world for as little as Ksh1, 100 per month. This has changed the content landscape. The traditional media is losing talent to platforms like Netflix which is providing the very best in content.”

Mr John Allan Namu, Investigative Journalist and Co-Founder of Africa Uncensored

Whereas content has moved online, the media is facing challenges in transforming online audience traffic to money..

Dr. Booker; Senior lecturer at Aga Khan Graduate School of Communication



“

The issue of numbers was not for the journalists. Circulation and sales was[sic] somebody else's headache but the journalist is now at the center of discussions on effective business models.

”

Mr. Andy Kaigua from the Standard Media Group

b) Roundtable 3: Fake News

As long as it is the public and our audiences that consume this news, there is a duty for mainstream media to debunk fake stories.”



c) Roundtable 2: Media and Democracy



From the panel discussion, there were various challenges faced by journalists that emerged. These included:

The Kenya Media Sector Working group was urged to be more vigilant and provide a path way forward for the embattled media practitioners.

There seemed to be disagreement among participants that 2002 was still not the zenith or golden year for the media in Kenya. Many felt that the media has not proactively defended its spaces and have appeared to take political sides rather than strive to report in the interest of the public.

the need for journalists to more deeply interrogate issues rather than take matters at face value. Ms Okwara said: "The glamorization of the media needs to be discussed, we need to discuss what it really takes to be a journalist that it is not just about lights and camera. But about critical and analytical thinking."

'Parachute journalism' where legacy media considered more mainstream moves into a community and quickly moves out without fully understanding the context. The issue of content/context and analysis is no longer considered a tenet of good journalism.

The issue of training has been a common thread throughout the media roundtable and in this particular meeting, a participant raised the issue of revisiting the kind of journalists that are graduating from various institutions.

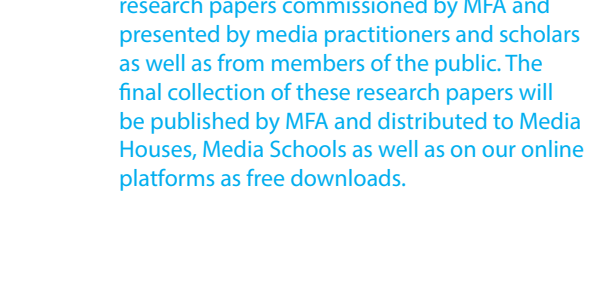
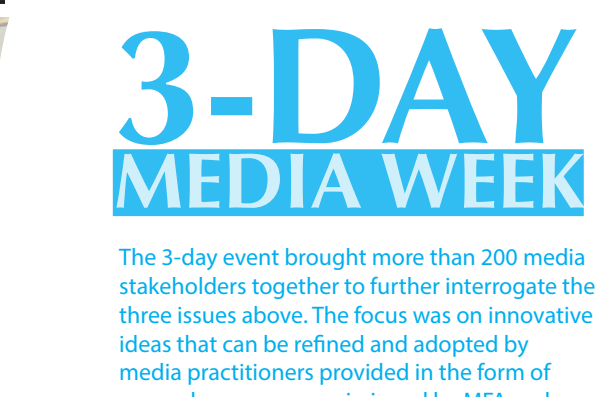
The dominance of commercial legacy media to the exclusion or marginalization of smaller, alternative voices such as community broadcasting outlets.

Social media has been another common thread. The need to put in place checks and balances to ensure that social media does not destroy that gains that the media has done is still a priority.

The impact of advertising on the type of content that is published or broadcast, and the possible censorship that takes place to avoid offending an advertiser

The need for media to be unencumbered by commercial and political interests, and to be protected by both employer and government.





d) Kenya Media Week

3-DAY MEDIA WEEK

The 3-day event brought more than 200 media stakeholders together to further interrogate the three issues above. The focus was on innovative ideas that can be refined and adopted by media practitioners provided in the form of research papers commissioned by MFA and presented by media practitioners and scholars as well as from members of the public. The final collection of these research papers will be published by MFA and distributed to Media Houses, Media Schools as well as on our online platforms as free downloads.

MFA-Uganda

Two main focuses:

- Peacebuilding and reconciliation
 - Media strengthening
-



Peacebuilding and reconciliation

1.1

Peacebuilding and reconciliation in Rwenzori region

In the past decades, the political climate in the Rwenzori sub-region has been volatile. Since the first political outburst in 1961 in the current districts of Ntoroko, Kasese and Bundibugyo in Western Uganda, anything can trigger the unstable political temperament that has affected the area. Recently, ethnic violence broke out between the Bakonjo and Bamba, caused by divergent views about the Bamba Kingship being formed. Despite growing tensions between different factions in the region, this region is often forgotten by the Ugandan authorities and international organizations, who focus their interventions in Northern and Northeastern Uganda.

To address the conflicts in Rwenzori region, MFA has launched a new initiative to promote intercultural dialogue and demonstrate alternative ways of dealing with conflict that can lead to more social cohesion and sustainable peace.

RESULT 1

20

media practitioners from Voice of Toro and Kasese Guide were professionally trained by senior script writers in a 16-day writing workshop.

IMPACT

Media professionals have gained skills in peacebuilding and reconciliation.

“

I have been able to benchmark and incorporate the knowledge of peaceful co-existence as a sign of building everlasting peace. And I have also been able to realize that the primary prevention of conflicts starts at household levels to the community.

Businge Benedet, Presenter on Kasese Guide Radio



RESULT 2

The Yat Madit script was adapted to the Rwenzori region, now titled: 'At the Fireplace.' The script is available in Rukonzo and Rutooro and production will start in 2019.

Did you know that?"

'At the Fireplace' – Origin of the Title
In Rwenzori, the elders and other members of the community sit around a fireplace to talk about everything that is happening in the community. It also acts as a community court where the elders have the final say. For both Batooro and Bakonzo, disagreements are discussed at the fireplace. 'At the Fireplace' is directly translated to Rukonzo as Hamukekera and to Rutooro as Owamukekera.

1.2

Peacebuilding and reconciliation programmes in Northern and Northeastern Uganda

Northern Uganda has been plagued by ethnically driven, politically manipulated violence, of which the Lord Resistance Army (LRA) war has been the most devastating. Twenty-two years of war resulted in multitudes of people who lost their homes, property, lives and sources of livelihoods. Northern Uganda now enjoys a state of relative calm and over 90% of the formerly 1.8 million displaced people have returned home. However, life in the camps destroyed the social, political, moral and cultural fabric of the communities, diminished cultural expressions and affected social cohesion. The newly acquired peace is fragile, with new problems that emerged as a result of the war threatening it.

As a response to this threat, in 2015 MFA launched its peacebuilding in reconciliation programme in Northern and Northeastern Uganda. The programme includes the use of a TV drama series – Yat Madit – to stimulate intercultural dialogues in Acholi, Karamoja, Lango and the Teso sub-regions. In 2018, MFA has continued to engage with community members from these regions to promote intercultural dialogue and demonstrate alternative ways of dealing with conflict, leading to more social cohesion and sustainable peace.

RESULT 1

2.5 million

people weekly listened to Yat Madit on radio

130 shows were aired on radio

700 callers engaging in discussion on the radio

IMPACT

People from Acholi, Karamoja, Lango and the Teso sub-regions have gained skills in peacebuilding and reconciliation.

“

....Returnees should be supported when they return home because people need to know where they come from.’ Evelyn, Speak FM caller from Layibi

“

...The Yat Madit program should continue because the community does not know what they should do with former captives and returnee.’ - Owan, Speak FM caller

“

‘The abuse and chasing of Michael by Opiyo is very bad. Former bush returnees should be equally treated like everyone else who were not forced to the bush.’ - Hilda, Speak FM caller

“

‘Elders advise should be taken seriously before choosing a marriage partner to avoid the challenges of illegal/ early marriages...’ - Voice of Karamoja caller



RESULT 2

968

community
members engaged in
intercultural dialogues

IMPACT

18% Participants increased their capacity to solve
intercultural problems

91% understood their role to uphold and respect
human rights

10% participants increased their commitment to
improving intercultural relationships in their
community

“

“It has helped me to seat people down when people have issues. We have solved a lot of land issues. As a leader I have learnt how to unite people. I use (the) Yat Madit knowledge during our local council meeting especially when it comes to tribal conflict. I always refer to characters in the drama.” -

Mary Aolikol, participant and Local Council Leader, Tsiai Island, Kumi District

“

“I have been actively participating in the mediation in the community to help with some other problems. During the mediation I have also been advising people on how important it is to solve problems within themselves before taking the matter forward to the legal authorities like the magistrate court. I have also been working hand in hand with religious leaders to help guide people in the spiritual understanding and life so that people grow that heart of forgiveness and they also breed peace within themselves.” -

Mr. Kilama James Okwera, participant and Deputy Chairperson Local Councilor III

Amplifying Effect

MFA has trained CSOs and media representatives in peacebuilding and reconciliation. As a long-term result, CSO representatives have been including peacebuilding and reconciliation in their programme and have used their newly acquired skills to mitigate intercultural conflicts in a non-violent way.

“

“(The project) has helped me to become a better mediator both at the place of work and at home/community. It has also helped me in developing educative blocks in the programs and also to derive content for the (radio) program.” -

Hellen Aguyo Okello, Kyoga Veritas and Yat Madit radio producer/presenter

“

“(The project) has improved my facilitation skills especially on inter cultures. I have used the Yat Madit drama and intercultural dialogues in other projects of COU-TEDDO in different locations and the approach can mobilise, educate and brings lasting solutions to conflicts because it is collaborative.” -

Akello Dinha, COU-TEDDO



2.1

Capacity- building of youth refugees and host community members to produce films

Media Strengthening

The most recent armed conflict in South Sudan has led to an influx of refugees in Uganda, with close to 1.1 million verified refugees currently living in the country. The majority of the refugees are South Sudanese living in over 48 refugee settlements in Uganda's West Nile region. While Uganda's refugee open-border policy is considered very friendly and hospitable, the unprecedented number of refugees who have flocked into Uganda from South Sudan has put further strain on the Ugandan government who have already struggled with addressing the challenges faced by the refugees and their host communities.

Media representation of refugees is often produced by third parties and reflects their own opinion and agenda. Refugees are portrayed as victims or perpetrators of war, and as a group getting special treatment. Negative framing of refugees in media has partly contributed to the strained relationship between the host communities and the refugees. There is relative absence of images that show individual refugees with recognizable faces and instead they are seen as threats to sovereignty and security. The dehumanizing visual patterns endorse political fear and explain why refugees' plight doesn't generate a compassionate political response.

In order to create a platform for more refugees and host communities to raise their voices, Media Focus on Africa, in partnership with Impact Unified, implemented a project called One Minute. The aim was to provide media skills to young refugees and host community members to produce, and distribute new narratives by putting a human face to the refugee crisis and related wars.

RESULT 1

20

youths have been
trained in film
production, media
and communication

IMPACT

Participants have increased their skills and knowledge in:

43%

Script writing

58%

Editing

73%

Filming

65%

Media and
communication

“

I am very grateful with this training. In it I have learnt many things like editing films, writing scripts and how to direct a film. Hopefully, it is going to help me in my future to earn a living and become a better person.

Abaasiku Fred, participant

“

My favourite topics were how to edit, how to make a script, and how to shoot. My film was so educative and I really liked it. I am going to show it to my friends.

Monica Swati Charles Bimo, participant

RESULT2

8

short films were produced¹



¹Link to the short films: <https://www.youtube.com/channel/UCfroTb2I0k0IX90XRZ940Hw/videos>

2.2

Trainings and roundtables with media practitioners on security of female journalists

While safety for all journalists is an issue of concern, UNESCO has recently reported a rise in deaths of female journalists while on duty. Locally, female journalists attest to various challenges that put them at risk online and offline including cyber bullying, hacking, sexual harassment and brutality by security forces. Therefore, there is need for a concerted effort to engage different stakeholders to identify the key issues and agree on workable solutions to address them.

In partnership with UMWA and UNESCO, MFA has led media roundtables to identify key issues about safety and discuss practical solutions that can be implemented immediately to minimize threats that female journalists are exposed to as they go about with their professional duties.

RESULT

57

journalists in Arua, Jinja and Masaka have developed solutions to security of female journalists



Media Focus on Africa: International Events



1

April 2018 – Social and Behavioral Change Communications Summit – Nusa Dua, Bali

MFA was invited to present the results of two of its projects on an international platform: the Yat Madit project and the impact it had on communities, and POWER2017 and how it has empowered women



2

Capacity Building Workshop – Munich, Germany

MFA attended a capacity building workshop from the 15-20 April 2018 at the BMW Group headquarters in Munich, hosted for the recipients of the 2017 Intercultural Innovation Awards. This training was the first of two and focused on topics of communication, strategy, and design thinking.

Media Focus on Africa: International Events



3

Capacity Building Workshop – Melbourne, Australia

The United Nations Alliance of Civilizations and the BMW Group hosted the second workshop for the winners of the 2017 Intercultural Innovation Award in Melbourne from the 22-27 July 2018. The workshop focused on the topics of leadership, measuring impact, organizational culture and managing change.



4

UNAOC 8th Youth Global Forum:

Partnerships for Prevention and Sustaining Peace in New York
MFA attended the UNAOC 8th Global Forum held at the United Nations Headquarters. In attendance were ambassadors and high level UN officials. The Global Forum took Place from 18th to 20th November 2018 in New York.



Looking Ahead to 2019

MFA-Uganda

1

Around the Fireplace – Yat Madit in Rwenzori

Production will be completed and At the Fire Place will be aired on two radio stations.

2

Supporting journalists and youth in West Nile

MFA, in partnership with Impact Unified, will continue its work with youth in West Nile. MFA will provide media, communications and film production trainings to young refugees.

3

Uganda Media Week

The first edition of the Uganda Media Week will be launched in 2019.

4

Yat Madit Season II

The production of a second season of Yat Madit will be launched.

5

Support the security of female journalists

Together with UMWA and UNESCO, MFA will continue increasing safety and security of female journalists.



Looking Ahead to 2019

MFA-Kenya

1

Ms. President

MFA will launch its TV series and start broadcasting the series on KTN. By the end of 2019, Kenya will have its first female president. Stay tuned!

2

Kenya Media Week – Second Edition

In response to the high level of participation during the first Kenya Media Week, MFA will organise a second edition together with NED. This edition will emphasize digital media.

3

Mentorship Programme for Female Politicians

As a follow up to POWER2017 and Ms. President, MFA will launch a more comprehensive mentorship programme for female politicians. MFA has built a strong network of women leaders and will continue providing support to these leaders until they reach their goals.

MFA team

Staff

Head of programmes: Laurence Caron

Uganda

Project Manager: Jan Ajwang
Project Officers: Ruth Nagudi
Peter Wagona
Oscar

Kenya

Project Manager: Harrison Manga
Project Officers: Simon Gicia
Frenny Jowi
Communications Officer: Fridah Mlemwa
Finance Officer: Dominic Mutute
Administrative Officer: Innocent Timothy
Office Assistant: Virginia Njoki

Board members

International Board Members

Paul van Leeuwen
Mburugu Gikunda
Ineke Aquarius
Crispy Kaheru

Advisory Board Kenya

Paul van Leeuwen
Mburugu Gikunda

Advisor Uganda

Paul van Leeuwen
Mburugu Gikunda
Diana Apio
Barbara Kaija

Thank you to all of our partners

Implementing partners

- FIDA-Kenya
- Muslims for Human Rights (MUHURI)
- Ma'an TV network
- Daystar University
- Dreamcatcher
- Standard Media Group
- Kenya Bloggers Association
- Signs TV
- Kwani Trust
- Baraka FM
- Kenya Audience Research Foundation
- United Nations High Commissioner for Refugees (UNHCR)
- United Nations Alliance of Civilizations (UNAOC)
- Office of Prime Minister
- West Nile Press Association (WENPA)
- Arua One
- Impact Unified
- Uganda Media Women's Association (UMWA)
- Media Challenge Initiative
- Maisha Film Lab
- Kasese Guide
- Voice of Toro
- 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
- Global Affairs Canada
- Hivos
- Doen Foundation
- United Nations Educational, Scientific and Cultural Organization (UNESCO)
- Swedish Institute and Swedish International Development Cooperation Agency
- National Endowment for Democracy

www.mediafocusafrica.org

NETHERLANDS

Asterweg 19-D3
1031 HL Amsterdam
The Netherlands

tel: +31 (0)6 42 99 01 49

UGANDA

Design Hub Kampala, Plot 3 Bata
Close, 5th Street Industrial Area
P. O. Box 22051
Kampala, Uganda

tel: +256 755 146 541

KENYA

Green Valley Estate
Convent Drive, off J.Gichuru rd
P.O. Box 660-00606
Nairobi, Kenya

tel: +254 711 403 555 | +254 20 267 1585

..... info@mediafocusafrica.org

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