



2022 ANNUAL HIGHLIGHTS

FOREWORD

2022 was an eventful year for Media Focus on Africa-Kenya (MFA-KE). It was an election year in Kenya characterized by high octane politics that typically accompanies transitional elections in Kenya. The 4th President of Kenya was retiring after serving out the maximum constitutional two-term limit for President. In this backdrop, MFA-KE produced and broadcast on national TV and on 8 radio stations, the second season of Ms President. Ms President kept the agenda of gender equality in political leadership on the airwaves and on social media while the elections campaign hit fever pitch.

Ms President continues to play the role of incubator of a new breed of female leaders ready to take on public service and peoples' representation roles at all levels. For instance, 10 Ms President season 1 and 5 Ms President season 2 alumni were candidates for election to various seats in the August 2022 election. 4 Ms President alumni are serving in the legislature at national (2) and county (2) levels.

This report highlights MFA-KE's impactful work in 2022.

We are grateful to our partners whose support is as ever critical to the success and impact of our efforts. We look forward to continue stimulating social change in 2023 and beyond.

Regions Covered by **MFA KENYA** in 2022



01.



SEASON 2

Ms President on TV

After successfully producing and airing Ms President Season 1 in 2019, Media Focus on Africa launched Season 2 in 2022. The second season was a 20 episodes series and was broadcast on both television and 7 local + 1 national radio station to ensure maximum reach and engagement with the community.



750+

applicants for
the second
season

52

joined the
Ms President
Leadership
Academy and the
TV competition

At least
1.5 million

TV viewers per week

At least
3.5 million

radio listeners per week

20 TV

episodes on weekly
prime time slot

160

radio shows (7
vernacular + 1 national
radio stations)



My experience on the Ms President show has been truly exhilarating. Not only have I had the opportunity to learn from exceptional trainers, but observing and competing with my fellow contestants has also significantly enhanced my social skills. It has been an experience of a lifetime that has left a lasting impact on me. The inspiration I derived from previous winners and participants has fueled my drive, and I eagerly anticipate what the future has in store. Since my departure from the Academy, remarkable doors have opened for me. I am humbled to have been appointed to serve on the youth advisory committee of the Dutch Ministry of Foreign Affairs, as well as being chosen as the Jubilee Political Party youth league chairperson. Another moment of great honor was the recognition I received as one of the Business Daily's prestigious top 40 under 40 women for 2023. With great anticipation, I look forward to uncovering the remarkable possibilities that the next 4 to 5 years hold for me.

~Angel Mbuthia



At a time when contemplating the challenges that come with leadership especially in the political scene in Kenya was just an ambience of imagination, the Ms President experience laid down near ideal scenarios that any leader should anticipate. From training and information gathering to exposure in public platforms and interaction with current office bearers, the show provided a synergy of information intentionally woven and worthy of catapulting any political leadership career. Since my participation, I have no doubt of my abilities to carry forward the mantle of establishing a firm leadership career with clear goals and strategies to realize success with zeal and persistence. I am already working on this journey. The show has realized a lot of potential also attributed to the amazing team that worked hand in hand to ensure that integrity and accountability is withheld. I look forward to an amazing leadership career that will contribute and shape positively the future of women as leaders of the great nation.

Nuru Muhammed



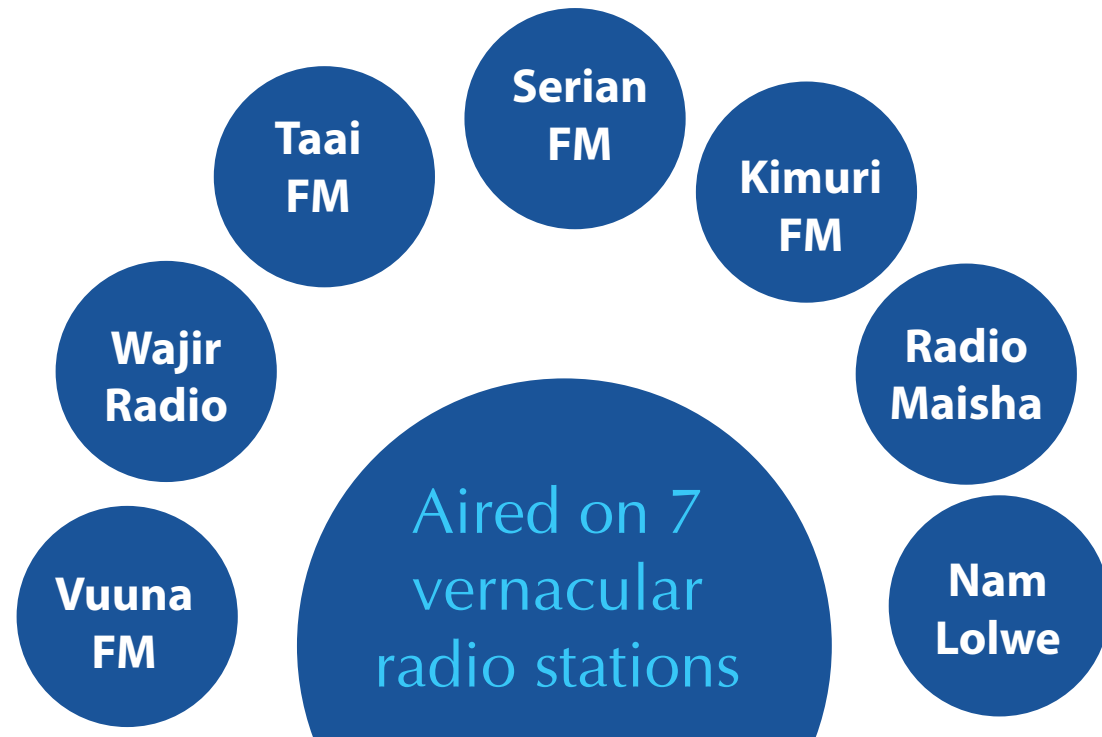
Ms President opened doors for me to push the limits, create my space in governance, and prove myself worthy of the title. Beyond the show, it honed my leadership capacity, empowered me to manage diverse teams, and made me a trusted brand in my community. Now, as a Board Chair, advisor, and speaker, I advocate for national concerns. Through Ms President, I founded Optimal Woman (Own) to address climate change, youth retrogression, and socio-political inequalities. The most exciting moment? Being on the presidential debate, thinking on my feet about real-time issues. It highlighted the vital role the media plays in positioning women for leadership.

Dr. Frida Karani

Ms President Radio Show

In addition to the TV show, Ms President was aired on seven vernacular radio stations in Kenya. The radio show was a great way to reach a wider audience and to discuss the show's themes in more depth.

The radio show was hosted by a panel of presenters and producers (16) who were trained by Media Focus on Africa. The presenters were given weekly guided topics to discuss, and they were encouraged to interview women in leadership. The radio shows helped to raise awareness and expand the reach of the show and its message.



The Impact of Ms President so far.....



Impact on contestants:

- The contestants have gained valuable **leadership, teamwork skills, and public speaking skills.**
- They have also gained great **media exposure** which has helped them to raise their profiles and build their networks.
- Some of the contestants have had **new career/leadership opportunity** open up to them e.g. Ms President Angel Mbuthia who's been appointed to the Dutch Ministry of Foreign Affairs Youth Advisory Panel and Ms President Nellie Langat who has become a regular panelist on national TV discussion important current national affairs
- 4 season 2 contestants were candidates for election as follows:
 - Annabel Njoki- Kabete constituency MP candidate in 2022
 - Dr Fridah Karani- Embu Senate candidate in 2022
 - Agatha Mukami- Huruma Ward (Uasin Gishu County) candidate in 2022
 - Gedhia Mamo- Marsabit woman representative candidate in 2022

Impact on the public:

- The show attracted at least **1.5 million weekly TV viewers and at least 3.5 million weekly radio listeners**
- A recent poll found that **70% of Kenyans** believe that women can be just as effective leaders as men.

Impact on the media:

- **34 media practitioners (18 filmmakers and 16 journalists)** have enhanced capacity to produce gender sensitive media content/films, radio shows and media coverage.
- **14 female filmmakers** have enhanced their capacity to produce gender sensitive films and contribute to engendering the films produced in Kenya as well as narrowing the gender gap in Kenya's filmmaking industry
- The Standard Group who have been the media partner for Ms. President have also launched their own initiatives to promote women leadership- **The Standard Group Women Network (SGWN)**
- Contestants like Nellie Langat, Annabel Njoki, Bina Maseno, Tabitha Ogutu, Angel Mbuthia are regular panelists on national TV analysing and discussing current affairs

Additional details:



On the occasion of the International Women's Day 2023 (8th March 2023), Ms President winner Angel Mbutia shadowed the European Union Head of Delegation to the Republic of Kenya:

- **Angel Mbutia**, the winner of Ms. President Season 2, shadowed the European Union Head of Delegation to the Republic of Kenya, Ambassador Henriette Geiger, on International Women's Day (IWD) 2023.
- During her shadowing experience, Angel accompanied Ambassador Geiger to the opening ceremony of the People's Dialogue Forum, attended a IWD luncheon at the EU official residence, and chaired a women's roundtable at the EU Delegation office.
- This was an excellent opportunity for Angel to learn more about the work of the EU in Kenya and to network with other women leaders.



NOTABLE NOMINATIONS , APPOINTMENTS & AWARDS :

NAME	COUNTY	NOMINATIONS, APPOINTMENTS AND RECOGNITIONS
Angel Mbutia	Kiambu	Advisor-International Youth Advisory Committee at Dutch Ministry of Foreign Affairs Top 40 under 40 women in Kenya, 2023
Lilian Anyango Gor	Kajiado	Member of County Assembly (MCA), Kisii - Nominated
Mary Ngina Mutula	Machakos	Tourism Ambassador, Kenya 2023 Global Peace Ambassador, Global Peace Chain
Linda Kageha Mugatsia	Nakuru	County Government Bursury Committee, Member Director, Kenya Chamber of Commerce, Nakuru
Ruth Samoei	Uasin Gishu	Chief Officer, Cooperatives and Enterprise Development
Okademi Nancy	Busia	The National Government Affirmative Action Fund (NGAAF), Siaya County Lead
Patricia Philip Mativo	Nairobi	Top 40 under 40 women in Kenya, 2023
Aisha Hussein	Isiolo	Youth Senator, Isiolo
Valentine Mugun	Kericho	The National Diversity and Inclusion Awards & Recognition (DIAR) AwardS Winner – Youth in Leadership
Dr. Frida Karani	Embu	2022 SHE Awards Winner - Social Founder of the Year



Ms President and Media Focus on Africa won two awards during the National Diversity and Inclusion Awards and Recognition (DIAR Awards) held on 3rd March 2023:

- Media Focus on Africa (MFA) was awarded the overall winner in the category of NGOs promoting gender equality because of Ms President.
- Ms President was awarded first runner up in the category of best women empowerment initiative.
- These awards are a testament to the impact that Ms President has had as an empowerment program for women and for gender equality.



Two Ms President contestants recognized among the Top 40 under 40 women in Kenya in 2023 by the Business Daily:

Angel Mbuthia and Patricia Mativo, two contestants from Ms. President Season 2, were recognized among the Top 40 under 40 women in Kenya by the Business Daily.

This is a prestigious list that recognizes women who have made significant contributions to their communities.

The recognition of these two contestants is a testament to the impact that Ms. President has had on the lives of young women in Kenya.

Coverage of the program

Ms President received extensive coverage in Kenya, both in print and online. The show was featured in major newspapers and magazines, as well as on news websites and blogs.

Some of the quotes about Ms President included:



We are excited to host the final female contestants of the Ms President show and discuss pertinent issues concerning national Security. We hope the conversation we had during this session will prepare them for future high-level public service roles, whether elective or appointive, and contribute to making this country a crime-free society

Sylvia Morwabe, Programs Director at Crime Si Poa



Why do we invest in Gender Equality? We believe that when you invest in women, you quadruple your investment

Janine Cocker, the Canadian High Commissioner to Kenya.



Endorsements

"The participation of women in our world is not just a nice thing to do, it is the key to a better future for all of us. When we empower women, we unleash their incredible potential to create real impact and transform our societies. The support provided by Canada to Ms President is not merely a gesture, it is a strategic investment in changing the world. As Ms Presidents, we are counting on you to bring about the profound change that our world needs."

Harjit Singh Sajjan, Minister of International Development and Pacific Economic Development Canada

Social Media Mentions & Impact

Ms President Season 2 had a great run on social media. The show's hashtags, #MsPresidentDebate and #MsPresidentFinale, trended on Twitter in Kenya leading conversations on women empowerment. The show was able to reach a large audience on social media, and the conversations around the show were overwhelmingly positive.



Finale

OVERALL CAMPAIGN METRICS



Over the campaign, the #MsPresidentDebate received **1.8K mentions** (mentions are counted based on the number of times terms related to the campaign uniquely appeared in posts & conversations online). All these received approximately **25.7M impressions** counted as the estimated number of viewers who saw the brand's posts around the Ms President Debate.

Conversations peaked at 8:30PM 17th November 2022

Debate

OVERALL CAMPAIGN METRICS



Over the campaign, the #MsPresidentDebate received **2K mentions** (mentions are counted based on the number of times terms related to the campaign uniquely appeared in posts & conversations online). All these received approximately **30M impressions** counted as the estimated number of viewers who saw the brand's posts around the Ms President Debate.

Conversations peaked at 9PM 10th November 2022

Indeed we are enhancing women leadership and we shall have a female President in Kenya soon thanks to the Ms President program.

Wairimu Dairy

All presidential candidates need to go through training before signing in to be President.

@njambimacgoye18

It's an enlightening and very educational program. Thank you Media focus for this. All the best to the teams.

@katimokexclusive996

This a very good leadership and governance platform to grow women leadership. The ladies portray commanding understanding on what it takes to be a president of Kenya.

@davidgitau6948

Filamu Za Kina Dada Uongozini

This is an independent film training and production workshop program (film lab) for short films brought to you under the auspices of the Ms President program. Seven pairs of female filmmakers, including directors and producers, were competitively selected in July 2022 to produce films. They embarked on a journey to follow and document the lives of seven women leaders during the previous election cycle in Kenya.

With the guidance and mentorship of accomplished filmmakers, the teams aimed to produce seven internationally compliant Kenyan documentaries. These films serve the purpose of shedding light on women in leadership and fostering a deeper understanding of their experiences. The initiative recognizes the lack of female representation in the documentary filmmaking industry and seeks to address this by identifying, training, and mentoring talented female filmmakers who can bring diverse stories and perspectives to the forefront of Kenyan films.



The 7 documentaries are as follows:

1. DONYA: Voice of The People - Dorice Aburi Ndonya (elected Woman Rep in August '22) - Kisii by Irene Mukonyoro & Debra Ngeru
2. Cheptikonyool - Cynthia Muge Rotich - (elected Woman Rep in August '22) - Nandi by Miriam Koske & Migan Kibet
3. GENOWA - Gladys Wanga (elected Governor in August '22) - Homabay by Sandra Ruong'o & Wendy Kirorei
4. Etomononi Nagol - Chief Caroline Ncharo - Kajiado by Cynthia Abdallah & Ivy Kagai
5. The Nomads Daughter - Mumina Bonaya (elected Woman Rep in August '22) - Isiolo by Ms President Gumato Denge & Ms President Aisha Hussein
6. Ma-itu - Sabina Chege (nominated Mp '22) - Muranga by Sally Ngoiri & Joan Rispa Kiragu
7. The Force Within - Cecily Mbarire (elected Governor in August '22) - Embu by Immaculate Murugi & Joan Kabugu

02.

CFLI Program for Women Aspirants in Narok, West Pokot, Kajiado and Nyandarua

In 2021, Media Focus on Africa in Kenya ran a program that supported 20 women who had interest in running for various elective seats during the 2022 general election in the counties of Narok, West Pokot, Kajiado and Nyandarua. These 4 counties have had some of the least numbers of elected women throughout Kenya's history. The support under the theme "Strengthening the democratic participation of women in Kenya" was in the form of training on Strategic Election Planning and digital/traditional media skills, as well as providing them a platform for mentorship and political networking.

The program provided the women with various leadership skills not available to them before and contributed in increasing the pool of women who became successful candidates for various elective posts in the 2022 general election. Of the 20 women reached by the program, 10 were on the ballot box – 1 for Senate, 4 for Woman County MP and 5 for Member of County Assembly. One of the candidates won while many others have gone on to secure senior influential Positions in their respective County Governments and in The National government. The others have remained active in the political space.

The Program was supported by Canada Fund for Local Initiatives (CFLI)



50%

of the beneficiaries
were on the ballot for
election in 2022.



“

The CFLI Program has been a transformative journey, equipping me with effective leadership skills, empowering me to advocate for women's rights, engage youth, promote transparency, and actively participate in decision-making processes. It has elevated my political journey, enabling me to make a meaningful impact on my community and create positive change.

Nellie Chepkemai

*MFA will continue implementing **Ms President into 2023**, as well as continue with its work of **promoting social change in the society** through other programs and strategic partnerships*

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Committed to social change