



Media & Citizen Engagement – experiences from Kenya and Tanzania

Dates: 7-8 May 2014

Venue: Southern South Mayfair, Parklands Rd, Nairobi, Kenya

It is hereby our pleasure to invite you to attend the concluding seminar from the MEDIEA research project '*People Speaking Up? Media, Empowerment and Democracy in East Africa*' (2009-2014), supported by Danida (for further information on MEDIEA see <http://mediea.ruc.dk/> and on the Ørecomm Centre for Communication and Glocal Change see <http://orecomm.net/research/>).

In 2009, six researchers from Tanzania, Kenya and Denmark, embarked together on the Danida-supported research project '*People Speaking Up? Media, Empowerment and Democracy in East Africa*'. Our common interest was in exploring, through in-depth empirical studies, how East Africans were making use of the media and communicative ecologies that were part of their everyday lives, and with particular attention given to young marginalized girls.

Both in Tanzania and Kenya the research project's attention has been on media and communication practices of urban populations, exploring questions of causal relations between media use and processes of empowerment, specific civil society experiences with media platforms for enhanced accountability and transparency, and explorations of the complex relations between youth aspirations, media and communication opportunities and visions of change. The research has been carried out in a time characterized by a dynamic media development, but also by significant political changes.

Throughout these changes the project has kept its focus on trying to understand the altering relations between media use, citizen engagement and societal changes.

This concluding by-invitation-only, seminar is organized to report on our findings, and bring them into dialogue with leading academics, media practitioners and opinion leaders in Kenya and Tanzania. We welcome you to Nairobi on 7-8 May 2014!

Winnie Mitullah

and

Thomas Tufte

University of Nairobi

Roskilde University



Program Wednesday 7 May:

Facilitator: Peter Da Costa

08.30-09.00 Registration – Tea/Coffee

09.00-09.30 Welcome, by Winnie Mitullah

Introducing the MEDIEA Program, by Thomas Tufte

09.30-10.30 Keynote Speaker: Timothy Waema, Associate Professor, University of Nairobi

Youth, Media and Citizenship

10.30-11.00 Coffee break

11.00-11.30 Being young in Nairobi in 2014: Key challenges

By Jane Kanyiva, Mathare Pioneer Youth Group

11.30-12.30 Panel 1: Youth and ICT: the challenges of digital media for civic engagement

Navigating the information highway: Uptake of ICTs by young women in Mathare Informal Settlement

By Grace Githaiga, PhD-Student, University of Nairobi

12.30-13.30 Lunch

13.30-14.30 Panel 1 (continued)

Transcending ICT Gender Barriers in Mathare: Revisiting Practices and Policies

By Winnie Mitullah, Director, IDS, University of Nairobi

Respondent: Raphael Obonyo

14.30-15.00 Coffee break

15.00-16.00 Roundtable discussion on Youth and ICT4D:

Minou Fuglesang, Executive Director, Femina

Barrack Otieno, Chairman of Internet Society, ISOC, Kenya Chapter

Tom Mboya, Koch FM



Kevin Osido, Friedrich Ebert Stiftung (FES)

Program Thursday 8 May:

Facilitator: Peter Da Costa

08.30-09.00 Arrival tea/coffee

09.00-09.10 Welcome by Peter da Costa

09.10-09.30 Being young in Dar es Salaam in 2014: Key challenges
By Mwanaisha Salum Ismail, Kigamboni Community, Tanzania

09.30-10.30 Keynote Speaker: Agnes Hanti, Open Society in East Africa, Country Manager, Tanzania Office

Youth and Citizen Engagement

10.30-11.00 Coffee break

11.00-13.00 Panel 2: Young Girls, Media Use and Processes of Empowerment

Empowering Youth through Health communication Messages

By Datus Rweyemamu, Senior Lecturer, University of Dar es Salaam

Issues Flanking Youth Women's Media Use

By Rose Reuben, Ph.D. student, University of Dar es Salaam

Respondent: tba

13.00-14.00 Lunch

14.00-16.00 Panel 3: Media, Empowerment and Social Change

ICTs for empowerment and democratic change: Employing civic election and social accountability platforms in Kenya

By Norbert Wildermuth, Associate Professor, Roskilde University

Changing Roles of Civil Society: From Service Providers to Advocacy Communicators

By Thomas Tufte, Professor, Roskilde University



Respondent: tba

16.00-17.00 Round table discussion on future scenarios for civic engagement in East Africa Region

Amabilis Batamula, Media Director Femina HIP

Winnie Mitullah, Associate Professor and Director of IDS, University of Nairobi

Datus Rweyemamu, Senior Lecturer, University of Dar Es Salaam

Anthony Wafula, HIVOS Kenya

Charles Abugre, director, UNDP Millenium Campaign Africa (to be confirmed)

Practical information:

The conference is free of charge

Registration by e-mail to Project manager Marie Brobeck brobeck@ruc.dk.

Deadline for registration: 2 May!

You find more information about the venue Southern South Mayfair [here](#)

For more information about the project MEDIEA please visit or [webpage](#)