

MEDIA, EMPOWERMENT AND DEMOCRACY IN EAST AFRICA

3rd – 5th December 2009
Giraffe Ocean View Hotel, Dar es Salaam

An open seminar hosted by University of Dar es Salaam, Tanzania in collaboration with Malmö University, Sweden and Roskilde University, Denmark

The seminar will explore the potential role of civil society-driven media and communication technologies in enhancing participatory governance processes in East Africa, particularly in Kenya and Tanzania.

The seminar will bring together eminent media and communication scholars and practitioners from around the globe to discuss issues of civil participation, empowerment, and democratic governance through media, particularly in relation to the role of youth in development. Special attention will be given to the implications of new media and to the arts as a means of empowerment.

The event will be open to media and communication students, performing arts students, development workers, civil servants, members of NGOs and CSOs, as well as scholars, practitioners and activists interested in the seminar's theme.

The seminar is co-organized by the research program 'MEDIEA' - with funding from the Danish International Development Agency, DANIDA- and Malmö University's Master program in Communication for Development - with funding from the Swedish International Development Cooperation Agency, SIDA's Civil Society Center, based in Härnösand, Sweden. The University of Dar es Salaam in Tanzania will host the event.

PROGRAM

Thursday, December 3rd - Focus on Media, Empowerment and Democracy

8.30-9.00: Registration

09.00 – 10.00 *People Speaking Back? Media, Empowerment and Democracy in East Africa (MEDIEA). Official launch.*

Master of ceremonies: Datius Rweyemamu

Short welcoming speeches by:

- (i) Introducing the research project 'People Speaking Back? Media, Empowerment and Democracy in East Africa'. Prof. Thomas Tufte, Roskilde University, Denmark
- (ii) A short speech on International Collaboration, Head of Dept of Sociology and Anthropology, Dr. A. Mvungi
- (iii) A short Welcome Speech by the Principal – College of Arts and Social Sciences, Prof. H. Mapunda.
- (iv) Official Opening: Vice-Chancellor of University of Dar Es Salaam, Prof Rwekaza Mukandala.

10.00 - 10.30 Coffee break

Morning session: *Presentations on East African Perspectives on Youth, Media, Civil Society and Democracy*

Chair: Thomas Tufte

10.30 – 10.50 Humphrey Pole Pole, Tanzania Youth Coalition, on Youth.

10.50 – 11.10 James Deane, BBC World Service Trust, UK on "*Media development in an age of political economy analysis: some insights from BBC World Service Trust experiences in East Africa*"

11.10 – 11.30 Susan Kariuki, Youth Agenda, Kenya - on Civil Society.

11.30 – 11.50 Dr Benson A. Bana, REDET (Research and Education for Democracy in Tanzania), on Democracy.

11.50 – 12.30 Debate
Moderator: Ayoub Rioba, Chairman of MISA (Media Institute for Southern Africa) Tanzania.

12.30-13.30 Lunch

Afternoon Session: *Civil Society Driven Media Platforms*

Chair: Eliza Moodley

13.30 – 14.15 Minou Fuglesang, Femina HIP, Tanzania: *Resounding Voices - Femina HIP and 10 years of communication for social change*

14.15 – 15.00 Edward Alitsi, MS Kenya and Marceline Nyambala, Association of Media Women in Kenya (AMWIK) on "*Use of Media as a Platform for Community Participation in Local Governance – Kenyan Experience*"

15.00 – 15.30 Debate
Moderator: Norbert Wildermuth.

15.30 -16.00 Coffee Break

Evening session: *Presentation of 'People Speaking Back – MEDIEA' Research Programme projects*

Chair: Benedict S. Mongula

- 16.00 – 16.15** Dr. Datus Rweyemamu, University of Dar es Salaam on
“Communication for Empowerment and its impact on Youth Sexuality in Tanzania”
- 16.15 – 16.30** Thomas Tufte, Roskilde University on *“Participatory Governance? The Role of Civil Society-Driven Media Platforms”*
- 16.30 – 16.45** Grace Githaiga, University of Nairobi on *“Appropriation of ICTs by Youthful Women in Informal Settlements”*
- 16.45 – 17.00** Associate Professor Norbert Wildermuth, Southern Danish University on *“Kenyan NGOs engaging ICT for empowerment”*
- 17.00 - 18.00** Debate: *“Youth, Media, Civil Society and Democracy Today”*
Moderator: Oscar Hemer.
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Friday December 4th - Focus on Media and Arts for Empowerment and Development

Morning Session:

Chair: Oscar Hemer

- 9.00 – 9.30** Introduction by Oscar Hemer, Malmö University
- 9.30 - 10.00** Fred Halla, Rafiki Art Trust Young Creative, on *“Arts as a Medium of Communication Towards Community Development”*
- 10.00 - 10.30** Herbert Makoye, Senior Lecturer, University of Dar es Salaam on
“Art and Performance for Social Change”
- 10.30 -11.00** **Coffee Break**
- 11.00 -13.00** Bhekizizwe Peterson, University of the Witwatersrand, Johannesburg on *“Narrative, Meaning and Power in Postcolonial Africa: Challenges from African Literature and Film”*
- 13.00 - 14.00** **Lunch**

Afternoon session: *Local Stakeholders – Government, Private Sector, Citizens and Media*

Chair: Jo Ann Tacchi

- 14.00 – 14.30** Rasna Warah, “*How Bad Governance and Poor Infrastructure Sparked an ICT Revolution in Kenya*”
- 14.30 – 15.00** Catherine Kell, Twaweza East Africa: *Triggering citizen agency for Public accountability in East Africa.*
- 15.00 – 15.30** Ernest Sungura, Tanzania Media Fund: *The Role of Quality Journalism in Engaging Citizen Agency*
- 15.30 – 16.00** **Coffee break**
- 16.00 – 16.30** Constantine Obuya, ACWICT, Kenya (the African Centre for Women, Information and Communications Technology).
- 16.30 – 17.00** Lucy Mathai, SIDAREC, Kenya (Slums, Information Development and Resource Centres): *Community Radio: Work and Experience of SIDAREC in the use of Ghetto Fm 99.9 and ICT in Empowering urban slum dwellers in Nairobi, Kenya*
- 17.00 – 18.00** Debate
Moderator: Thomas Tufte.

Evening: Free (with an option to watch an additional film by Bhekizizwe Peterson)

Saturday, December 5th

- 9.00 – 10.00** Anders Høg Hansen and Ylva Ekström, (online) on “*Research Methodologies :Field work and participatory communication in ‘Communication for Development’*”
- 10.00 – 10.30** **Coffee Break**
- 10.30 – 12.00** Anders Høg Hansen, Oscar Hemer & Minou Fuglsang - *Communication for Development students from Malmö University present and discuss their project and field work ideas.*
- 12.00 – 13.00** **Lunch**
- Afternoon: 13.00- Optional field trip to youth clubs**