

African summit examines sustainable media business models

We take pleasure in extending a warm welcome to all delegates to the ninth edition of the Africa Media Leadership Conference 2010.

This year's summit is switching focus from a broad look at understanding and doing digital media in Africa – the focus of our previous conferences – to the specifics of examining viable media business strategies in an African context, which are themselves different from country to country.

Media houses are under pressure, not only from shrinking budgets, but also from the impact of the Internet and the related evolution taking place throughout the global media industry. The 2010 AMLC provides Africa's leading media executives with a timely opportunity and platform to examine what makes media businesses sustainable in an age of continuous change brought on by rapid technological advancement.

To confront and manage these impacts effectively, media leaders cannot rely and bet on conventional strategies, as these are simply no longer adequate. As most 'old' media firms across the world begin to feel the heat, the issues of price determination, innovation and creativity have come to the fore.

As media organisations grapple with this profound shift in the media terrain, some of the best minds and emerging thought leaders from around the world have gathered here in Dar es Salaam to examine the issues around the conference theme, "Sustainable Media Business Models in the Digital Age".

The challenges, opportunities, ideas and success stories brought on by the digital world is the focus of this year's conference, and we look forward to hear how both new and traditional media outlets are using creativity and innovation to succeed and prosper in the current media landscape.



Frank Windeck
Director
KAS Media Programme
Sub-Sahara Africa



Francis Mdlongwa
Director
Sol Plaatje Institute for
Media Leadership
Rhodes University,
South Africa



GUY BERGER

Prof Guy Berger is Head of the School of Journalism & Media Studies at Rhodes University, Grahamstown, South Africa.

Under Berger's leadership, the School has been recognised by UNESCO as one of 12 institutions in Africa designated as a "potential centre of excellence". This status continued through 2010 when Berger oversaw the successful hosting of the 2nd World Journalism Education Congress at Rhodes University in July, an event attended by delegates from 54 countries worldwide.

In 1995, he founded the School's New Media Lab (<http://nml.ru.ac.za>) to do research and training into the interface of media and the World Wide Web in Africa. This in turn initiated Highway Africa, which has become the world's largest annual gathering of African journalists (www.highwayafrica.com) in partnership with the public broadcaster, the SABC. In 2008, Berger secured, for the School, a Knight Foundation "News Challenge" grant towards experimenting with articulations between cellphones and the media industry.

Berger has co-ordinated four large research projects dealing with aspects of digitization, the Internet and media in Africa, and also taken part in producing several award-winning multi-media websites (<http://journ.ru.ac.za/egazini>, www.alivingstage.org, www.tenyearson.org, and www.grocotts.co.za). His expertise in new media areas has frequently been canvassed by SABC, the SA government communication services, and the Open Society foundations. He is a board member of the Media Development and Diversity Agency.

In February 2007, he was keynote speaker at a Paris conference on "Press Freedom and New Media" convened by UNESCO, the World Association of Newspapers, and the World Press Freedom Committee.

Berger teaches postgraduate media policy, including Information Society issues in Africa, digital migration and convergence matters, and is also involved in the online strategy of Grocott's Mail, the city newspaper owned by the School (www.grocotts.co.za). He is a prolific writer, having authored numerous books on African media issues.



MURPHY MOROBE

Murphy Morobe was appointed as CEO of Kagiso Media in November 2006. Murphy has a career spanning the worlds of student activism, trade unionism, work in the non-governmental sector, politics, the public sector, conservation and the corporate sector.

Beginning his working life in 1982 after his release from Robben Island, as a Trade Unionist with the General and Allied Workers Union, he went on to work as the Publicity Secretary of the United Democratic Front in the 1980's to 1990's. From 1989 to 1994 he worked for PG Bison Ltd as Manager, responsible for Transition Affairs and later Corporate Social Responsibility.

In 1994 Murphy was appointed the first Provincial Secretary of then PWV Region in terms of the Interim Constitution, charged among other things with establishing the first Provincial Legislature of what became the Gauteng Province.

Always seeking fresh challenges, Murphy was then, in 1994, appointed as the first CEO and Chairman of the Financial and Fiscal Commission established in terms of the Constitution to make recommendations to Parliament regarding the equitable sharing of nationally collected revenue between national, provincial and local government. He remained in that post until 2004 when he joined the Presidency as Head of Communications, a role he fulfilled until 2006 – when he joined Kagiso Media. In the interim Murphy also served in various board capacities, both in the non-governmental and private sectors, inter alia, the Council on Higher Education (1999-2000); Chairman South African National Parks Board (1999-2005); Chairman Ernst & Young (SA) (2001-2005); Chairman Johannesburg Housing Company (2003-2006), etc.

Currently, Murphy is co-chair of City Year South Africa and serves on the board of Food & Trees for Africa, WWF, The Steve Biko Foundation and is also the Chairman of the board of Soweto TV.



GARY ALFONSO

Gary Alfonso is Managing Director of CNBC Africa and has honed his skills in broadcasting and business news in a career spanning 23 years in the radio and television news industries. He was part of an international project team that launched CNBC Africa in June 2007, as the first and only 24-7 pan-African business news channel on the continent. He created newsrooms and teams in South Africa, Kenya and Nigeria to tell the continent's economic and business development story from an African perspective. His strategic role includes rolling out CNBC Africa bureaus in more territories in Africa.



SALIM AMIN

Salim Amin is CEO of Camerapix, Founder and Chairman of The Mohamed Amin Foundation and Chairman of A24 Media.

Camerapix offers its clients a wide array of media services including television production, publishing and photography. Today, Camerapix employs over 30 media professionals, who operate out of its headquarters in Nairobi and an office in London.

It is also home to four million images of Africa, Asia, and the Middle East, and over 8000 hours of unique and historic video footage. The Camerapix Archive is the largest visual resource of its kind in Africa.

In December 2005, Amin began work on the launch of the first 24-hour pan-African News and Current Affairs Channel. Africa 24 Media, a precursor to the Channel and Africa's first online agency for video stills content, launched in September 2008 (www.a24media.com).

In January 2007 Amin was named a Young Global Leader by the World Economic Forum in Davos. He is a fellow of the African Leadership Initiative and a member of the Aspen Global Leadership Network.



MEAZA BIRRU

Meaza Birru is General Manager, Producer, and Part Owner of Sheger 102.1 FM, in Ethiopia. Birru started working for Radio Ethiopia while a student as a freelancer, drama script writer and producer of various programmes. She also has experience in Public Relations and has worked as an Informations Officer in different government offices, at the Ministry of Sports and Culture and as the General Director of Press and Information at the Ministry of Foreign Affairs.

Birru established Sheger 102.1 in 2006, which is one of the first private radio stations in Ethiopia.



BASIL FORD

Basil Ford has a Bachelor of Science Degree (Civil Engineering) and an Honours Degree (Transportation Engineering). Basil has previously worked in the private sector as a Consulting Engineer and a Business Development Manager for a commercial parking operator. Basil has been employed by the Industrial Development Corporation of South Africa Limited (IDC) in various capacities for the past 11 years and is currently the Head of the Media and Motion Pictures Business Unit. During his time at the IDC, Basil has facilitated IDC investments in many media businesses, including the launch of Top TV, South Africa's second pay TV operator, and funding Universal Print, the largest independent printers in SA. Basil also facilitated IDC investment in Tsotsi, the first South African film to win the prestigious Academy Award, as well as the acclaimed multi award winning film Hotel Rwanda.



OMAR EL HYAN

Omar El Hyan started blogging in 2006. The blog was mainly about open source software and was part of Maroc IT, a leading Moroccan IT portal. In 2008, Omar started a new blog (www.elhyani.net) that deals with political issues in Morocco, economics subjects and IT news. In 2010, the blog won the "Article of the year" award in the 4th edition of "Morocco Blog Awards", a national competition that rewards the best blogs in Morocco. Omar works as a strategy analyst in an investment bank in Rabat and has graduated from Mohammadia School of Engineers in Rabat and ESCP Europe Business School in Paris.



YEHIA GHANEM

Yehia Ghanem is head of the Diplomatic Department of the Al-Ahram pan-Arab edition and Deputy Editor-in-Chief of Al-Ahram Newspaper, Egypt.

Ghanem has over 25 years of experience in all lines of both print & electronic journalism. He has worked as a reporter in war stricken zones, which include the Serbo-Croatian, Bosnian, Yemeni, Afghani & Congolese wars, and has also worked as a political correspondent in different parts of the world.

Ghanem is considered to be one of the best investigative journalist reporters in the Middle East. In 2008, Ghanem was chosen by the renowned International Center for Journalists (ICT), based in Washington, to be one of their senior coaches to mid-career investigative reporters in the Arab region.



NEVO HADAS

Nevo Hadas heads up the media convergence team at Kagiso Media. His responsibilities are to grow the digital properties and assets of the group and to continuously explore how the convergence between traditional and new media can unleash new opportunities for advertisers and media owners. The portfolio covers traditional media properties as well as MSN South Africa, Hot Mail and Instant Messenger for Sub-Saharan Africa, Gloo Digital, Acceleration Media and DigitalMark.

Prior to Kagiso Media, Hadas worked extensively in telecommunications, founding a software business that provided ISP solutions to mobile and fixed line operators and developing mobile content portals for operators in Nigeria and South Africa.



RAINER KURLEMANN

Dr. Rainer Kurlmann (44) has his PHD in Chemistry. While working at the university, he started writing as scientific journalist. In 1998 he became an editor at the “Rheinische Post”, Germany's second biggest regional newspaper, based in Düsseldorf. Since 2006 he has been responsible as editor-in-chief for the Website, RP Online, and member of its managing board. RP Online has three million users per month and several features for users to deliver content for the website.



NAZEER AZIZ LADHANI

Nazeer Aziz Ladhani is a Senior Advisor with the Aga Khan Development Network (AKDN). Ladhani currently serves as the Project Director for three graduate professional schools under development in East Africa by the Aga Khan University (AKU): the Graduate School of Media and Communications, Graduate School of Management, and Graduate School of Leisure and Tourism. Prior to his appointment with AKU, Ladhani served as the Director-General of the University of Central Asia, a unique, internationally chartered higher education institution in the process of establishing programmes and purpose-built campuses in Kazakhstan, Kyrgyzstan and Tajikistan. He was also the founding CEO of Aga Khan Foundation Canada (AKFC), which he guided from a start-up to to a 'premier private international development agency' with a strong organizational culture; a dedicated, multi-skilled team of professional staff, consultants and resource bases; a solid financial base; and a reputation for quality, excellence and probity. While at AKFC, Mr. Ladhani led efforts to establish the Global Centre for Pluralism in Canada.



NDESANJO MACHA

Ndesanjo Macha is a digital activist, blogger, social media trainer and consultant in Sub Saharan Africa. He is the Sub-Saharan Africa Editor for Global Voices Online, a global citizen media organisation.

He is the Co-Founder and New Media Advisor for Namibia Legal Information Institute. He was the assistant editor of the journal Perspectives on Global Development and Technology in the US where he also lectured and led a program teaching new media to young people in North Carolina. He was Panos (Londo) Media Fellow (2005), Pop!Tech Fellow (2005) and TedAfrica Fellow (2007). He received Kaybees Blogging Award for pushing boundaries in 2006. He was the keynote speaker at the Digital Citizens Indaba in South Africa (2007). He was instrumental in the growth of Swahili Wikipedia and Swahili blogosphere in Tanzania. His academic background is in social informatics (USA), law and journalism (Tanzania).



FRANCIS MDLONGWA

Francis Mdlongwa has been head of Rhodes University's Sol Plaatje Institute for Media Leadership since 2004, taking charge of Africa's only university-level institute that specifically trains graduates and editors in media leadership and management.

Mdlongwa distinguished himself as an international desk editor, bureau chief and senior roving international correspondent of Reuters, the world's leading news agency, which employed him in several world capitals, including London, Nairobi, Johannesburg and Harare, in the 1980s and 1990s. He also worked for the news agency in the US. He has headed several leading African news organisations in a career spanning more than three decades.



CHARLES J.K. NJOROGE

Charles J.K. Njoroge is the Director-General and CEO of the Communications Commission of Kenya (CCK). He was appointed to the position on 21st July 2008.

An accomplished Economist with over 25 years' experience in the ICT sector, Mr. Njoroge, was until his appointment, the Director in charge of Competition, Tariffs and Market Analysis (CTMA). He joined CCK at its inception in 1999 at the level of Assistant Director, and rose through the ranks to head the economic regulation function in 2005.

Prior to joining CCK, Mr. Njoroge worked for the defunct Kenya Posts and Telecommunications Corporation as a Senior Telecommunications Economist.



ISIS NYONG'O

Isis Nyong'o is a Business Development Manager at Google based in Kenya. She's responsible for developing partnerships across various sectors including education, government and media and mobile in key markets in Africa. Isis has built her career in Africa having working for a tech start up in Kenya and MTV Networks Africa where she developed the network's commercial strategy for the continent. She has extensive experience in Angola, Ghana, Kenya, Nigeria, Uganda, Rwanda, South Africa and Tanzania. Isis holds a BA from Stanford University where she held various leadership roles for the Stanford African Students Association and an MBA from Harvard Business School where she was president of the Africa Business Club. Isis has been named as one of the Business Daily's 'Top 40 Women under 40' in Kenya for several years and among Kenya's rising business leaders in various publications.



GEORGIA POPPLEWELL

Georgia Popplewell is a media producer, writer and blogger from Trinidad and Tobago. She has worked in independent television, print journalism and new media since 1989. In 2005, she started Caribbean Free Radio, the Caribbean's first podcast. Popplewell's activities in the area of new media have taken her in recent times to events in the USA, India, Spain, Hungary, Austria, Egypt and South Africa. Popplewell is Managing Director of Global Voices, an international citizen media project founded at Harvard Law School's Berkman Center for Internet & Society.



DIBUSSI TANDE

Dibussi Tande is the leading Cameroonian blogger who publishes the award-winning blog, Scribbles from the Den. A former Associate Editor of Cameroon Life Magazine and Cameroon Today, Tande currently writes for a variety of print and online journals, including Pambazuka, the authoritative pan-African electronic weekly newsletter. He holds a Bachelor's degree in Public Law from the University of Yaounde, and Masters Degrees in Political Science and Instructional Technology from Northeastern Illinois University and Northern Illinois University respectively. He recently published a book on politics and collective memory in Cameroon.



FERNANDO VELOSO

Fernando Veloso is an Internet Marketing Specialist and works with several global strategists in building and developing effective Search Engine Optimization (SEO) marketing techniques for search engines and new ways of making money on the Internet. He is the author of several Internet Marketing systems sold worldwide, including Offline Cash Cow, released in 2009.



KANJA WARURU

Kanja Waruru started his professional career as an Insurance broker before moving into the media world in 1999. In 1999 he joined STV Holdings Limited as the General Manager. STV was an innovative free-to-air television station broadcasting in all major urban areas in Kenya. STV was the first TV station in partnership with TVAfrica to bring into Kenya popular Nigerian Movies and the English Premier League amongst other major sports and comedy. In January 2010, he joined Mediamax Network Limited, as head of Marketing. Mediamax operates Kameme FM, the first vernacular private radio station in Kenya. It also operates K24, a national television station, and runs a national daily newspaper The People Daily.



DAUDI WERE

Daudi Were is recognised as one of the most influential African citizen journalists. His blog, Mentalacrobatics, covers issues such as the relationship Africans have with their political leaders and with each other; the growth of citizen media and technology and good information as a powerful resource for empowerment and development. In 2004 he started the Kenyan Blogs Webring (KBW) to bring individual bloggers together into a community of bloggers.



PETER WHITEHEAD

Peter Whitehead is Director of Communications for the Media Development Loan Fund, which provides affordable financing and business assistance to independent news outlets in transitional countries. He has more than 20 years' experience in international media support, journalism and law. He has worked closely with many news outlets in Africa, Asia, Latin America and Eastern Europe on press freedom, editorial and business issues.



FRANK WINDECK

Frank Windeck has been the Director of the Regional Media Programme for Sub Saharan Africa, of the Konrad Adenauer Foundation (KAS), since the beginning of 2006. Before that, he worked for KAS's Journalism training programme and helped set up the foundation's Journalistic Academy. He has been working in the media industry since the late eighties, first at a newspaper, then later for radio and television. Besides his work as a TV journalist he produced on air promotion campaigns and worked as a media trainer. His academic background lies in the fields of political sciences, history and geography.



JUSTIN ARENSTEIN

Justin Arenstein is International Fellow 2010, Publisher and CEO. Justin is also the co-founder of the sub-continent's first rural-based independent investigative newswire agency, African Eye News Service (AENS). Ten years later, he diversified by co-pioneering the first 'city magazines' in South Africa through the HomeGrown Magazines stable and spearheaded the establishment of Mpumalanga's first commercial radio station, MPowerFM. Arenstein is on the board of the Press Council of South Africa, the Open Democracy Advice Center, and a number of other media industry bodies.



MIKE DAKA

Mike Daka is Owner and Managing Director of Breeze FM, a community-based commercial radio station located in Chipata, the provincial capital of Eastern Zambia.

Mr. Daka has media experience spanning close to 40 years. He worked for the Zambia News Agency (ZANA) for 17 years as a reporter, senior reporter, News Editor and rose to the highest position of Editor-in-Chief.

For 13 years he served as Director and Chief Executive of ZAMCOM, the Zambia Institute of Mass Communication, a Lusaka-based in-service media training centre.

He established and has been managing Breeze FM radio station since 2002. Breeze FM is a hybrid radio station. It is privately-owned, community-based and has a public service mission.



RICHARD FRANK

Richard Frank is the head of web development at Flow Communications, a leading South African communications company. A geek at heart, Richard heads up most of Flow's website design and coding, and new media production with his team of six full-time programmers. He has lead the development of more than 30 websites in non-profit, media and corporate sectors. He has taught short courses in online journalism at the University of the Witwatersrand, where he graduated with a BA Hons in Journalism.



LINUS GITAHI

Linus Gitahi is Group CEO of the Nation Media Group, the largest independent media house in East and Central Africa. He joined NMG after a long career as a senior executive with Pharmaceutical giant GlaxoSmithKline.

Gitahi is also a director of the Federation of Kenya Employers, a director at Property Development Management (PDM) and Governor at the Kenya Private Sector Alliance.

Gitahi also serves as Chairman of the Africa Investment Bank, a trustee of Street Families Rehabilitation Trust, a trustee of the Africa Leadership Initiative (ALI) and Chairman of the Media Owners Association (MOA).



SUBASH GOBINE

Subash Gobine is Senior Editor and Research Development Coordinator at Le Defi Media Group, a media company which owns three mainstream weeklies and the most popular radio station in Mauritius, Radio Plus.

He is currently developing the multimedia platforms of the media house. Gobine, who holds a first degree in social sciences and a Master's degree with distinction in Telecommunications Regulation and Policy, has held a series of senior editorial positions in Mauritius. He has also been involved in the liberalisation of broadcasting and telecommunications in the island state.



ANDREW KANYEGIRIRE

Dr. Andrew Kanyegirire is the Acting Head of Communications at the NEPAD Planning and Coordinating Agency in Midrand, South Africa. Andrew holds a PhD in Journalism and Media Studies from Rhodes University, South Africa. Before joining NEPAD he was a Senior Researcher at the Institute for Security Studies in Pretoria, South Africa. As a journalist - he has practised as a deputy Business Editor at The New Vision in Kampala, Uganda and his work has also appeared in publications in East and Southern Africa and the UK. His areas of research interest include: business journalism, new media, African journalism and C4D.



IZAK MINNAAR

Izak Minnaar is a journalist and editorial manager with print, broadcast and new media experience in various newsroom leadership roles.

He is currently Head of News Research at the South African Broadcasting Corporation (SABC), responsible for news and current affairs content planning and development. His unit runs the SABC's News intranet – featuring editorial resources for radio, TV and online editors and journalists.

He regularly presents courses in computer-aided journalism covering topics such as web searching, online tools for journalists, social media and electronic information management in the newsroom; as well as courses on election coverage and election results analysis.



CHRIS ROPER

Chris Roper has an extensive background in print and online. He is the founding portal manager of Vodacom World Online, responsible for the launch of the South African portal for Dutch company World Online (later Tiscali). He then moved to MWEB, where he was portal manager for SA's biggest ISP, and for a long time the biggest website in South Africa. He has also worked with 24.com, in its various iterations, for nearly ten years, filling various roles. He has been portal manager for MWEB Africa, Editor Social Media at 24.com, and Editor-in-Chief at 24.com. He is currently the Editor of the Mail & Guardian Online and blogs on www.chrisroper.co.za.



ABEER SAADY

Abeer Saady is Board Member of the Egyptian Journalist Syndicate (EJS). Saady heads the EJS's training department and has worked as a journalist in various Egyptian and Arab newspapers for more than 18 years.

Saady is currently the Deputy Editor of the Foreign Affairs desk at Al Akhbar Daily and Akhbar El Yom Weekly newspapers, and also specialises in Science Affairs and the economic impact of Information and Communication Technologies (ICT).

Since mid-November 2007, Abeer has been head of the EJS training committee. Last year year (February 2008 to February 2009), she oversaw the organization of 37 training courses, covering topics from interviewing techniques and investigative journalism and online journalism, media law and ethics, to language courses and courses for illustrators, cartoonists and photographers.



KATE SENYE

Kate Senye is the CEO of the Southern Africa Media Development. Fund (SAMDEF) and is an experienced financial and business management expert.

She is currently also providing leadership to the Board and Trustees of the MISA Trust Fund Board (TFB) in developing a model for the sustainability of the institution.

As an economist working for the Botswana Government, Senye was actively involved in managing development and consultancy projects mostly for international organizations, in fund raising for the development of media in Southern Africa, development financing sector in the region, formulating strategic alliances with international and regional media, development finance institutions and allocating resources to a wide spectrum of media enterprises throughout the region.



GEORGE WAITITU

George Waititu is currently the Group Managing Director of Synovate pan-Africa (formerly the Steadman Group). Waititu has more than 15 years experience in media research and is the Immediate President of the Pan Africa Media Research Organization (PAMRO).

In the last 12 years, Waititu has built up PAMRO to be the largest market research company in Africa. As president of PAMRO, Waititu was instrumental in the formation of the Kenya Advertising Research Foundation (Karf).



AMADOU MAHTAR BA

Amadou Mahtar Ba is the CEO of the African Media Initiative (AMI), an unprecedented Pan-African effort aimed at providing the continent's media owners and practitioners with the tools they need to play an effective role in their societies.

Ba is also a co-founder and President of AllAfrica Global Media, Inc, an international multi-media content service provider, systems technology developer and the largest distributor of African news and information worldwide. Prior to starting AllAfrica, Mr. Ba served from 1996 to 2000 as Director of Communications and Marketing for BICIS Bank, a subsidiary of the French banking group BNP Paribas.

Ba is a member of the World Economic Forum's Global Council for the Future of Journalism, Advisory Board Member of the Reporting Developing Network Africa, as well as a member of the Advisory Committee of the Knight International Journalism Fellowship administered by the International Center for Journalists (ICFJ).



MAHAMADOU LAMINE BARRO

Mahamadou Lamine Barro is a journalist and currently works as a correspondent for both the Senegalese general information dailies "Le Matin" and "Rewmiquotidien" in Kédougou, a region in the South-Eastern part of Senegal. Barro is also Publication Director of Kedougounews, and has participated in several training programmes, including 'The Role of Journalists in Conflict and Cross-boarders Areas'.



NICHOLAS DAWES

Nicholas (Nic) Dawes is currently the Editor-in-Chief of the Mail & Guardian. Dawes began his career as a freelancer for a wide range of local publications, and for television, before becoming News and Finance editor at one of the country's early web portals, World Online.

He left World Online to become Managing Director at Maverick Interface Design, a digital communications agency that helped companies to develop their internet and mobile strategies, but ultimately decided to return to journalism.

After a stint as Cape Business News editor, and political columnist at the now-defunct broadsheet ThisDay, he joined the M&G in 2004 as associate editor, focusing principally on public policy and economics and investigations.



IBRAHIMA FAYE

Ibrahim Faye has been a journalist for over 10 years in the Senegalese media landscape. He has worked as a coordinator at “Society” and “La Pointe”, both newspapers of the print group, Almadies (Predal). In 2002 Faye moved to another media group, Sud Communications. In October 2008 he left the daily newspaper Sud Quotidien in order to specialize in ICT and launch the online newspaper PressAfrik. He has taken part in several ICT training workshops, both in his country and abroad. Faye’s area of interest lies in the wrestle against the digital fracture between urban and rural.



PETER KURIA

Peter Kuria is the founder and Managing Director of Adensil Group Limited, which owns Greystar and Adensil Online.

Greystar is a publishing company that owns various print and web media-based publications while Adensil Online is a web solutions company that provides domain registration, web hosting and digital marketing consultancy services.

Apart from managing Adensil Group Limited, Mr. Kuria is a director in several other companies that are involved in advertising, education and real estate.



THEOPHIL CHRISTIAN MAKUNGA

Theophil Christian Makunga is Group Managing Editor of Mwananchi Communications Ltd. Before joining Mwananchi in 2006, Makungu was Consulting Editor at Taifa Leo newspaper for the Nation Media Group, Nairobi, Kenya.

Makunga has also been Managing Editor of Mwananchi and Mwanaspoti Kiswahili newspapers (May 2000-2003); Chief Editor, Majira Daily Swahili newspaper (1997 – April 2000); News Editor Majira Daily Newspaper (February 1995 – 1996); and Editor at Tujifunze Monthly Zonal newspaper under Rural Press Project Ministry of Education Southern Zone (1989 – November 1994).



VICTOR NGEI

Holds a Bachelor of Commerce (marketing) from Kenyatta University, Kenya. I am the General Manager of Television, Nation Media Group since July 2009. I previously served as General Manager of NTV Uganda, subsidiary of the Group, which I started in 2006 and previously worked in various roles within the Group in the Kenya and Uganda. I am serving in various Boards in schools around the country



JOHN MASUKU

John Masuku joined Radio Voice of the People, VOP (www.radiovop.com) as Executive Director in 2002 after working for the then Zimbabwe Broadcasting Corporation (ZBC) in various operational and managerial capacities for 26 years.

At ZBC John started off as an announcer/producer at the then African Service of the Rhodesia Broadcasting Corporation (RBC) where he did a variety of programmes including early morning shows, soccer commentaries and moderating discussion programmes on political, socio-economic and cultural topics.

John also produced and presented Radio Newsreel as well as current affairs programmes like The World This Week for the then Radio One and television version for the then ZBC-TV.



JOHANNA MAVHUNGU

Johanna Mavhungu works as a media researcher at the Sol Plaatje Institute for Media Leadership (SPI) at Rhodes University. In her research she looks at trends in Media Management, producing data and knowledge that helps in developing the training of Media Management courses.

Johanna attended the University of the Witwatersrand where she achieved a first class in her honours studies. She worked with Ochre Media as a researcher for broadcast television programmes such as Soul City. At the SPI she has worked and collaborated on research projects with the International Research and Exchanges Board (IREX), the Open Society Foundation for South Africa (OSF-SA) and the Media Development and Diversity Agency (MDDA).



SINTHA MKUZIWADUKA

Sintha Mkuziwaduka is currently the Deputy Editor of one of the Blantyre Newspapers Limited's (BNL) weekly publications. She holds a Bachelor of Arts in Journalism obtained from the University of Malawi, and a Postgraduate Diploma in Media Management at the Sol Plaatje Institute for Media Leadership, at Rhodes University, South Africa.



RIYAZ PATEL

Riyaz Patel has been a journalist for over 10 years. He began his career with a brief spell at the Star Newspaper. In 1998 he joined the South African Broadcasting Corporation (SABC) where worked on the International and Political Desk. He moved to Ireland in 2005 and was instrumental in establishing Ireland's first multi-ethnic radio station, Sunrise FM. From 2005-2009 he worked as a news editor for Radio Telefís Éireann (RTÉ), the national broadcaster of Ireland. In 2008 he was awarded the prestigious Mary Holland Scholarship, and completed his MA in International Journalism at the Dublin Institute of Technology (DIT) in 2009. He is currently the programme co-ordinator for Konrad Adenauer Stiftung's media programme for sub-Saharan Africa.



OMAR MAHMOUD SAMY

Omar Samy is head of Al-Ahram IT Development Projects, appointed to this position in October 2009. His responsibilities include re-innovating Al-ahram's websites, portals and restructuring the internal computer networks; transforming the main newsroom into a multimedia platform to support different mediums like internet, mobile, podcasting and broadcasting; and providing IT training to Al-Ahram's journalists and technical support staff through the Al-Ahram Regional Press Institute. Before joining Al-Ahram, Samy was an IT Specialist at Management System International (MSI), a USA-based Company, providing IT consulting to the Egyptian media organizations.



MONIQUE L'ORÉAL SENEKAL

Monique L'Oréal Senekal is Head of Training Programmes, Marketing and Communications at the Sol Plaatje Institute for Media Management (SPIML), Rhodes University. She holds a BA in Journalism & Media Studies, Radio Journalism and Drama from Rhodes University, and an honours-level Postgraduate Diploma in Media Management, also from the SPIML. Monique has also worked for the South African Broadcasting Corporation (SABC) radio news service as a student news/features reporter. Her other interests include leadership for sustainability, youth empowerment, arts and entertainment.



TEBOHO SENTHEBANE

Teboho Senthebane currently a lecturer in the Faculty of Media & Communications Limkokwing University of Creative Technology, Lesotho. Senthebane hold a Postgraduate Diploma in Media Management and a master's degree in Journalism and Media Studies, both from Rhodes University. Her professional interest areas include tabloid journalism, media convergence and political economy of news production.

Senthebane has worked at Lesotho Television as Programmes Manager and talkshow host; and at Radio Lesotho as a senior news reporter and anchor. She is a founding and active member of Media and Arts Watch Association (MAWA) and has published extensively in trade and academic journals on HIV/ &AIDS, gender violence & inequality, social justice and the media.



RICHARD SHABA

Mr. Richard Shaba is the Team Leader for Konrad Adenauer Stiftung, Tanzania Country Office [KAS Tanzania].

KAS Tanzania commenced operations in 1964. KAS promotes democracy and good governance at the grassroots level. Great strides have been made in enhancing inner party democracy; strengthening civic education at secondary schools; and promoting political and religious tolerance.

Mr. Shaba gained vast media experience when he was the Country Manager for Nation Media Group in Tanzania. NMG is the largest media house in East and Central Africa. To maintain link to the media fraternity, Mr. Shaba is involved in print media monitoring.



JOHN YARNEY

John Yarney is the Editor of the startup Ghanaian magazine – Business World. Yarney has led his team in the last two years to present a refreshing, credible perspective on Ghanaian business and business people on that platform. Yarney studied Media Management at the Sol Plaatje Institute for Media Leadership (SPI) at Rhodes University's School of Journalism and Media Studies in South Africa.

Africa Media Leadership Conference 2010

“Sustainable Media Business Models in the Digital Age”

SUNDAY, SEPTEMBER 26

Arrival of delegates and registration (throughout the day)

18:30 - 19:00

OPENING DINNER

Welcome Remarks: Resident Representative of the Konrad-Adenauer-Stiftung

MONDAY, SEPTEMBER 27

08:00 - 08:30

Registration

08:30 - 08:45

Welcome Remarks: Francis Mdlongwa, Director of Sol Plaatje Institute for Media Leadership, South Africa

08.45 - 09:00

Welcome Remarks: Frank Windeck, Director of KAS Sub-Sahara Africa Media Programme, South Africa

08:30 - 09:30

Opening Address: Guy Berger, Head, School of Journalism & Media Studies at Rhodes University

09:30 - 10:30

Keynote Address: The Business of Journalism and The Future Of News In An Age Of Digital Media
Murphy Morobe, CEO, Kagiso Media, South Africa

10:30 - 10:45

Coffee/Tea Break

MEDIA'S SURVIVAL: SEEKING ALTERNATIVE SOURCES OF REVENUE-HYBRID BUSINESS MODELS IN THE DIGITAL AGE

Session Chair: Teboho Senthebane, New Media Lecturer, Lesotho

| | |
|---------------|---|
| 10:45 - 11:15 | Fernando Veloso, Consulting Internet Marketing, Expert SEA, SEM and SEO, Mozambique |
| 11:15 - 11:45 | Salim Amin, Founder and Chairman of A24 Media, Kenya |
| 11:45 - 12:30 | Discussion on presentations |
| 12:30 - 14:00 | Lunch Break |

CASE STUDIES OF SUSTAINABLE MEDIA BUSINESS MODELS

Session Chair: Abeer Saady, Board Member of the Egyptian Press Syndicate

| | |
|---------------|---|
| 14:00 - 14:30 | Kanja Waruru, Group Marketing Director at Kameme FM and K24 TV, Kenya |
| 14:30 - 15:00 | Yehia Ghanem, Deputy Editor-in-Chief of the Al-Ahram Newspaper, Egypt |
| 15:00 - 15:30 | Discussions on presentations |
| 15:30 - 16:00 | Coffee/Tea Break |

CHALLENGES AND OPPORTUNITIES OF A DIGITAL WORLD

Session Chair: Subash Gobine, Le Défi Media, Mauritius

| | |
|---------------|--|
| 16:00 - 16:30 | Georgia Popplewell, Managing Director, Global Voices |
| 16:30 - 17:00 | Rainer Kurlemann, Online Editor, Rheinisch Post, Germany |
| 17:00 - 17:45 | Discussions on presentations |
| 18:00 - 19:00 | Opportunity To Network |
| 19:00 | Individual Dinner |

TUESDAY, SEPTEMBER 28

NEW WAYS OF DOING MEDIA BUSINESS

Session Chair: Justin Arenstein, Publisher and CEO, South Africa

| | |
|---------------|--|
| 08:30 – 9:00 | <i>It's The Content, Stupid!</i> Gary Alfonso: Chief Operating Officer, CNBC AFRICA |
| 09:00 – 09:30 | <i>Exploiting the 'Weaknesses' of Technology and the Potential of Radio</i> Nevo Hadas, Managing Director at Kagiso Media Convergence, South Africa |
| 09:30 - 10:00 | Discussions on presentations |
| 10:30 – 10:45 | Coffee/Tea Break |

MODERATOR: Dr. Andrew Kanyeirire, Communications Manager, Nepad, South Africa

| | |
|-------------|--|
| 10:15–12:30 | Panel discussion/Debate: Is The Blogosphere The New Public Sphere, And What Should The Role Of The State Be, If Any? |
|-------------|--|

Panelists:

Charles J.K. Njoroge. Director-General and CEO of Communications Commission of Kenya (CCK)

Prof. John S. Nkoma, Director General of Tanzania Communications Regulatory Authority (TCRA)

BLOGGERS:

| | |
|--------------------------------|------------|
| Daudi Were | - Kenya |
| Ndesanjo Macha (Global Voices) | - Tanzania |
| Dibussi Tande | - Cameroon |
| Omar El Hyan | - Morocco |

| | |
|---------------|-------------|
| 13:00 – 14:00 | Lunch Break |
|---------------|-------------|

Session Chair: Chris Roper, Editor of Mail & Gaurdian Online, South Africa

14:00 – 15:30 | **WORKSHOP SESSIONS**

WORKSHOP 1: Information Literacy for Journalists: Online Tools in the Newsroom

Facilitator: Izak Minaar – Head Of Research SABC News, South Africa

WORKSHOP 2: RSS Feeds, You Tube, Newsreaders, Twitter, Flickr, Facebook, LinkedIn, Etc. What Does It Mean? How Does It Work? How Can It Be Used?

Facilitator: Richard Frank: Web Developer At Flow Communications, South Africa

WORKSHOP 3: Measuring Audience Engagement: What You Need To Know.

Facilitator: George Waititu, Group Managing Director, The Synovate Group, Kenya

15:30 – 15:45 | Coffee/Tea Break

15:45 – 16:30 | Workshop leaders report back to plenary

16:30 – 17:00 | Discussion and feedback on workshop

17:30 – 1900 | **Opportunity To Network**

19:00 | **Dinner**

WEDNESDAY, SEPTEMBER 29

Session Chair: Linus Gitahi, Group CEO of Nation Media

THE FUTURE OF JOURNALISM IN AFRICA

08:30-09:00 | "Broad Market" Journalism Training IS Dead: Journalism Training for Specific Media Clients
Professor Guy Berger: Head, School of Journalism & Media Studies at Rhodes University, South Africa

09:00-09:30 | Harnessing G-Maps, G-Streetview, Mobile, Online Video Etc.
Isis Nyong'o, Business Development Manager, Google Africa

09:30-10:00 | Discussions on presentations

10:00 – 10:15 | Coffee/Tea Break

Session Chair: Teboho Senthebane, New Media Lecturer, Lesotho

THE ROLE OF TRAINING AND DEVELOPMENT IN SUSTAINING NEW AND EXISTING BUSINESS MIODELS: THE VIEW FROM EAST AFRICA

| | |
|-------------|--|
| 10:15–10:45 | Nazeer Aziz Ladhani, Senior Advisor, Aga Khan Development Network (AKDN) and Project Director, AKU Graduate School of Media and Communications , Kenya |
| 10:45–11:15 | Meaza Birru, Founder of Sheger 102.1 Radio, Ethiopia |
| 11:15–11:45 | Discussions on presentations |

Session Chair: Kate Senye, CEO, Southern African Media Development Fund (SAMDEF), Botswana

INVESTING IN TOMORROW'S MEDIA

| | |
|--------------|---|
| 11:45-12:15 | Basil Ford, Head of IDC Media & Motion Pictures Business Unit, South Africa |
| 12:15-12:45 | Peter Whitehead, Director of Communications, Media Development Loan Fund, USA |
| 12:45-13-15 | Discussions on presentations |
| 13:15- 13:30 | Closing Remarks |
| 13:30-14:30 | Closing Luncheon |