

# Africa Media Leadership Conference

# 2009

**“Learning from the Future: Africa’s Media Map in 2029”**  
*October 4-7: Accra, Ghana*



**Konrad  
Adenauer  
Stiftung**

# Learning from the future to manage the unknowable

We warmly welcome all delegates to the eighth edition of the Africa Media Leadership Conference 2009.

Unlike in previous years when our summits have focused on the 'now' questions of media's survival and sustainability in Africa, this year we leap into the future to anticipate its exciting moments and unprecedented challenges.

We do this because it is clear that orthodox prescriptions for success such as the usual business plans, business maps and strategies are no longer adequate to address the frenetic, complex and ambiguous challenges of our era of profound and rapid change.

We need to break away from the dominant management thinking and literature which has conditioned us to lead media enterprises in conditions of stability, predictability, regularity and harmony. This is because our real world out there is no longer stable, certain or predictable.

The traditional solutions of trying to replicate and imitate successful companies and of hoping to learn from their 'magic' maps and strategies are dead. This is because we live in an age increasingly bounded by chaos and some semblance of order.

Today's media leaders must therefore seek out novel maps, novel routes and novel destinations

that mark business success by managing the unknowable.

Systems analysts are increasingly calling for a new thinking which allows workers in companies the freedom to innovate and make mistakes as they seek out novel solutions to hitherto unknown crises.

“A manager will use the instability and crisis in a positive way to generate new perspectives and provoke the continual questioning and organisational learning through which unknowable futures are discovered and created,” notes systems analyst and author Ralph D Stacey.

This is what this year’s Africa Media Leadership Conference is all about. It seeks to peer into the unknown 20 short years from now as rampant media technologies dramatically re-define who we are, our media business and our journalism.

It is perhaps fitting that we should mark this landmark summit by gathering in this historic West African nation of Ghana, Africa’s first independent country, as we seek to configure how -- as media leaders -- we can imagine and discover our future role and live and thrive in uncertainty and irregularity.

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

*Frank Windeck*  
*Director*  
*KAS Media Programme*  
*Sub-Sahara Africa*

# Directors



**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.



**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.

# Speakers



**Alex Okosi** is Managing Director and Senior Vice President, MTV Networks Africa. He helms the pan-African business operations of MTV Networks International's (MTVNI) Emerging Markets Group. In this role, Okosi, is responsible for managing the growth and development of MTVNI's multichannel entertainment portfolio, spanning 48 countries in sub-Saharan Africa with iconic kids and youth brands MTV, MTV base, VH1 and Nickelodeon. Under Okosi's stewardship, MTV Networks Africa has grown into a fully-fledged network reaching in excess of 90 million viewers across Africa with a combination of pay-tv and terrestrial programming partnerships in key African markets including Nigeria, Ghana, Kenya, Tanzania and Uganda.



**Dawit Bekele** is the manager of the African Regional Bureau of the Internet Society. Prior to joining the Internet Society, Dawit worked at Addis Ababa University on teaching and research positions in computer science, since 1994. He also established and managed for more than 4 years a private company that provides Internet related services. Moreover, in the last ten years, Dawit has worked as a consultant for major international organizations such as United Nations Economic Commission for Africa (UNECA), UNESCO and the World Bank. Dawit is an Ethiopian citizen. He received his undergraduate, Masters and Ph.D degrees from Université Paul Sabatier in France, all degrees in Computer Science.



**Khaya Dlanga** has been awarded more than 15 advertising awards, amongst them are Gold Cannes Lion. His videos on the YouTube have been seen more than 4.5 million times, putting him in the top 5% most viewed and subscribed users in the world. He asked then senator, now president Barack Obama a question on YouTube which he answered on camera. Jeremy Maggs, named Dlanga as one of the 100 most influential people in media, in his book, The Annual 2008 on Advertising, Media and Marketing. He currently works as a Strategic Creative Planner at Metropolitan Republic.



**Dr. Amos Anyimadu** is a Political Scientist. He holds a Ph.D. in Political Theory and Institutions from Flinders University and B.A. (First Class) in Political Science with Sociology from the University of Ghana.. He is the Coordinator of Africa Next Knowledge and Interaction; Founder and Convenor of AfricaTalks, an on line and off line facility for the discussion of African and Global Development; and a Fellow of African Security Dialogue and Research. Dr. Anyimadu is currently organizing the Fourth Mobile Ghana conference, which would focus on Mobile Payments with a pre-conference workshop process on mTKokompe, a networking facility for artisanal fitters.



**Linus Gitahi** is the Nation Media Group's Group Chief Executive Officer. He joined NMG after a long career as a senior executive with Pharmaceutical giant GlaxoSmithKline in East and West Africa, the Middle East and Europe. Gitahi graduated with a Bachelor of Commerce (Accounting major) and later earned a diploma in management, he also holds an MBA. He has been Managing Director of GlaxoSmithKline for West Africa since 2003,

based in Lagos, and served the company previously in Nairobi as General Manager for Consumer Healthcare for East Africa and the Indian Ocean Islands. He was also head of African Consumer Marketing and has held other marketing posts in the company. Gitahi is the Chairman of the Media Owners Association (MOA).



**Subash Gobine** is Senior Editor and Research Development Coordinator at Le Defi Meida Group, a media company which owns three mainstream weeklies and the most popular radio station of Mauritius. He is presently developing the multimedia platforms of the media house. Gobine, who holds a first degree in social sciences and a Master's degree in Telecommunications, 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.



**Herman Heunis** was born and grew up in Namibia and graduated from Stellenbosch University with a B.Comm degree, later studying Datametrics at the University of South Africa. He started his career as a software engineer in 1980 and in 1990 set up his own ICT consultancy firm. Since 1994 he has specialized mainly in the telecommunications industry and in 1998 he started Swist Group Technologies primarily developing software for mobile operators.

As CEO of Swist Group Technologies, he invested heavily in R&D and the predecessor of MXit was born during 2002/ 2003, and after numerous evolutions, MXit was finally launched in May 2005.



**Chantell Ilbury** is one of South Africa's leading scenario strategists and facilitators, working both locally and internationally. She specialises in managing strategic conversation; and believes passionately in the power of scenario thinking as the most operative form of business strategy in the new economy. She holds a BSc in Chemistry, a post-graduate Higher Diploma in Education and an Executive MBA from the University of Cape

Town; and has also studied strategic negotiation at Harvard Business School in Boston. Together with Clem Sunter she is co-author of the best-selling books *The Mind of a Fox – Scenario Planning in Action*, *Games Foxes Play – Planning for Extraordinary Times* and *Socrates and the Fox – A Strategic Dialogue*.



**Timothy Kasolo** is an ICT and New Media Consultant with engineering background. Timothy Kasolo is also a blogger and new media pioneer. He is the co founder of [www.lusakatimes.com](http://www.lusakatimes.com). He has been part of the Highway Africa News Agency (HANA) and has won various innovative new media, and ICT awards. He carries out consultancy assignments and works on expertise in the following areas: telecomms infrastructure, internet connectivity and bandwidth costs, technical business planning, sectoral and market assessments, feasibility and technical studies. His other interests lie in development of web 2.0, social media, online publishing.



**Klaus D. Loetzer** is an Urban Planner working in Africa since 1979 for the following organizations, German Development Service ded (Botswana), German Agency for Technical Cooperation GTZ (Saudi Arabia, Egypt, Ethiopia), European Union EU (Somaliland, Liberia). He is currently Konrad-Adenauer-Stiftung (KAS) Representative in Ghana, since 2006. Under KAS he has worked in Nigeria, Uganda, Francophone Africa: Benin, Togo, Côte d'Ivoire, Mali, Burkina Faso, Niger. He has also worked as a Freelance Consultant in a number of other African countries.



**Mesfin Negash** is currently, the Managing Editor and co-founder of the leading current affairs weekly newspaper, Addis Neger, in Ethiopia. Addis Neger, one among the few newspapers launched in the post 2005 election crisis, is established in October 2007 and became the first newspaper to galvanize popularity within a short period of time. In addition to four years of experience working with local and international NGOs, I have been working as an independent journalist for the last 10 years. I am a post graduate candidate in Political Science and International Relations at the Addis Ababa University, focusing on religion, politics, conflict and democracy.



**Ray Hartley** worked in the administration of South Africa's constitutional negotiation body, Codesa, before covering boxing for the then Weekly Mail newspaper. He then worked as a political reporter before starting a long career at the Sunday Times, where he covered the Nelson Mandela presidency as political correspondent before going on to be political editor, national news editor and deputy editor. He was the founding editor of The Times, a daily newspaper with a circulation of 141 000 in 2007, the first newspaper in South Africa to fully integrate print and online.



**Assane Diagne** is currently the deputy editor of Agence de Presse Sénégalaise (APS), the state-run news agency of Senegal. Before that position, he worked at the private daily, The Populaire where he was editor from 1999 to 2002. Diagne holds a master's degree from the School of Journalism, Media and Cultural Studies (JOMEC) of Cardiff University (Wales, United Kingdom). He attained a BA in journalism from CESTI, the school of journalism of Cheikh Anta Diop University of Dakar and a master's in English from Gaston Berger University of Saint-Louis.



**Moagisi Letlhaku** holds a BA in Journalism and Politics from Rhodes University and an honours degree-level Postgraduate Diploma in Media Management from the Sol Plaatje Institute for Media Leadership, also at Rhodes University. She currently works for Highway Africa (HA), programme of Rhodes University's School of Journalism. Moagisi heads up HA's Future Journalists Programme, an exciting national project targeting journalism students at South African institutions. The programme serves as a training, mentorship, networking and experiential learning platform where the students also grapple with ICTs and their integration into journalism.



**Diane Macpherson** is the current news editor at East Coast Radio, a regional radio station based in Durban, South Africa, with close to 2-million listeners. She has more a decade's experience in radio (Capital 604, SABC and ECR) and has also worked as an online editor, blazing the trail in the digital arena and helping to merge traditional media with new media. Diane has, among other things, set up and run three of ECR's most successful blogs - one of which won a SA Blogger Award for Best New Blog of 2007.



**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.





**David Smith** is a Director of Johannesburg-based Okapi Consulting, a media consulting agency working primarily with media projects attached to the UN and the African Union. Smith is a specialist in media projects in conflict and post conflict zones. His entry into the media field was in the newsroom of the now defunct Transkei-based Capital Radio. After teaching in rural Zimbabwe, a move to Johannesburg for a one month radio training course turned into a career spanning more than two decades. He has launched Radio Okapi in the Democratic Republic of Congo.



**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.



**Yehia Ghanem** is the assistant editor in chief of Al Ahram news paper, associate editor of diplomatic desk and senior writer in Al Ahram Pan-Arab edition. Mr. Yehia was a war correspondent for Al Ahram newspaper in Bosnia, Yemen and former Yugoslavia.

# Chairing delegates



**Ibrahim Afif** joined the Seychelles Government Information Services as a Radio Producer and later appointed as Head of Radio News. For two years from 1986 he headed the Seychelles School of Media Studies offering basic training in journalism and broadcast techniques. He returned to broadcasting in 1988 as Head of Radio & Television News of Radio-Television Seychelles (RTS). In 1992 when Seychelles

embraced multiparty politics, the Seychelles Broadcasting Corporation (SBC) was created to replace RTS as an autonomous and editorially-independent public service broadcaster. Afif was appointed as its first Managing Director. He is currently mandated to create the first Seychelles Media Commission which will act as Ombudsman for the print and electronic media in the country.



**Mike Daka** is the Owner and Managing Director of Breeze FM, a community-based commercial radio station located in Chipata, the provincial capital of Eastern Zambia. Daka has media experience spanning more than 30 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. He has also served

as Director and Chief Executive of the Zambia Institute of Mass Communication (ZAMCOM), a media training centre, for 13 years. He established and has been managing Breeze FM radio station since 2002. Mr. Daka is a holder of a Masters degree in Journalism Studies from the University of Wales in Cardiff, United Kingdom.



**Michelle Kirby** heads e.tv's Group Marketing and Corporate Social Investment division. She is based in Johannesburg, South Africa. Kirby started her career in events and sports production in 1992, after which she became involved in trade and consumer marketing. Since joining e.tv in 2005, Michelle has spearheaded the marketing campaigns for the launches of GBC in Botswana, e.tv Ghana in Accra, and Africa's first

Independent African News channel, eNews Channel. In addition, she has played an integral part in the growth of e.tv's CSI portfolio that aims to assist Aids orphans, homeless children, abused and abandoned animals, and early childhood development in poor communities.



**Sandra Gordon** was born and educated in Johannesburg. Her academic training and work experience covers media, marketing, advertising and public relations. During her media career she has launched over 17 publications. Gordon has served as a board director of Primedia Ltd and Sasani Ltd. Her latest entrepreneurial venture is Wag the Dog Publishers. The company publishes two

print titles - The Media and Strategic Marketing and on-line sites marketingweb and themediaonline. Gordon has served on numerous industry bodies and is currently a judge of journalism and marketing awards. She is also the CEO of the Iconic Group of companies.



**Teboho Senthebane** currently a lecturer in the faculty of communications and media at Limkokwing University of creative technology, Lesotho campus. Senthebane hold a postgraduate diploma in media management and Master of Arts in journalism and media studies both obtained at Rhodes University. My research focus for MA was on newsroom convergence and its implications on gatekeeping

at one of Lesotho's media companies. My professional interest areas include tabloid journalism, media convergence, political economy of news production. I have worked at Lesotho Television as Programmes Manager and talkshow host; Radio Lesotho as a senior news reporter and anchor. I am a founding and active member of media and arts watch association MAWA, Lesotho. I have published extensively in trade and academic journals on HIV/ &AIDS, gender violence & in/equality, social justice and the media.



**Kate Senye** is an experienced financial and business management expert working as a development economist and investment analyst. She is currently playing a role of 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 Botswana Government she was actively involved in managing development

and consultancy projects mostly for international organizations. in fund raising for the development of media in Southern Africa, networking within the media and development financing sector in the region, formulating strategic alliances with international and regional media and development finance institutions and allocating resources to a wide spectrum of media enterprises throughout the region.



**Sherry Meyer** is a Catholic missionary from the United States of America. She has lived and worked in the West Nile region of Uganda since 1991. In her 18 years of ministry in Arua Diocese, she has worked in the pastoral field, developing materials and teaching methods for catechesis and liturgy. For the past eight years, she has been instrumental in the initiation and development of Radio Pacis, an FM station with

two frequencies and 48 hours of broadcasting per day. A value-based radio, Radio Pacis is an award winning radio, broadcasting in English and several local languages since 2004.



**Audrey Gadzekpo** is Senior Lecturer and Director of the School of Communication Studies, University of Ghana. She has more than 16 years experience of university teaching and research in the areas of media, gender, development, politics and governance, and more than 25 years practical experience as a journalist, working variously as a reporter, editor, contributor, columnist, talk show host, socio-political commentator, and

magazine publisher/editor.



**Omar Samy** is an IT specialist in Management System International (USA company). Omar Samy's role is to provide IT consulting to the Egyptian media organizations such as newspapers, academic institution, NGOs, state media authority and local media outlets. He also designs the IT plan for major media training centers in Egypt.



**Robert Kabushenga** joined The New Vision as CEO on January 1 2007. Prior to that, he worked as Legal and Administration Officer of the Monitor Publications Ltd. He later joined The New Vision where he first worked as Legal Officer. Robert also worked as Executive Director of the Uganda Media Center. He is a holder of a Bachelor of Laws degree from Makerere University and a Post Graduate Diploma in Legal

Practice from the Law Development Center, Kampala.

# Conference delegates



**Soumahoro Ahamed**, widely-known as SOUM SAINT FELIX, Professional journalist, media producer and programmer. I attended ESJ (high school of journalism in PARIS, the famous journalism training school of Paris (in FRANCE). As a designer and producer, I have presented many TV and radio programs like (Numeric, Fotamana, Panache Music Show and the national first channel morning show called "MATIN BONHEUR" (happy morning). I'm leading the main project of an international TV and radio in French speaking countries in Africa (AIRTV). In addition, I'm the label manager of TIT-COM (an enterprise which is performing in TV programs, media production and events organization).



**Alassane Diallo** graduated in journalism and communication from Dakar University. After studying, I began my career as a journalist at two daily newspapers in Dakar "Matin" and Info 7. I am currently the General Secretary of the journalism online association called "Association des professionnels de la presse en ligne/Sénégal" (Appel) and member of "Conseil des diffuseurs et éditeurs de presse au Sénégal" (Cdeps). I am the former director of Senegalese daily called "L'Actuel".



**Kibnesh Chala** holds a masters degree in Journalism and Communication and a post-graduate diploma in computer science. She has studied the Ethiopian online media landscape, analysing how it is using the new technology. Kibnesh started her career in the non-profit sector, working in communications, fundraising and public relations with a range of international organizations such as SOS Children's Villages and MSF. She is currently researching the impact of new media platforms on the work of non-profit humanitarian organisations.



**Ingo Capraro** graduated with a Bachelor of Social Sciences and honours in Journalism. He began his career as a reporter for Die Beeld and then Die Burger newspapers in South Africa. He is currently the founding editor of Sondag. Before taking up the position, he was bureau chief and then senior assistant editor at Die Burger.



**Betty Dindi** possesses a Masters Degree in Journalism Studies and have over 15 years experience in broadcasting media. My career started with the Kenya Broadcasting Corporation where I was employed as a reporter. I moved to Nation Media Group, forming part of the pioneer team that started 'Nation TV' now 'NTV Kenya', rising through the ranks to become a senior editor. I was later seconded to Uganda where, I was part of the pioneer team that set up and launched the group's second TV station, 'NTV-Uganda'. My key role was to set up the news department while providing leadership and strategic direction.



**Dave Duarte** is a internet and mobile marketing specialist, and is founder and programme director of two Executive Education courses: Nomadic Marketing and Mobile Marketing at the UCT Graduate School of Business, also lecturing on the Executive MBA programme. Dave is a partner in Huddlemind Labs; co-owner of Muti.co.za; Public Lead for Creative Commons South Africa; Dean of the Digital Media Faculty at The Maharishi Institute of Management; Co-Founder of 27dinner. Dave won the "Best Business Blog" category at the 2009 SA Blog Awards. He is rated as one of the Top 100 Most Influential Media and Advertising people in South Africa.



**Semegn Gizaw** is an editor in chief of the Amharic magazine Zemen. She has been editor of Efoyta magazine and Addis Zemen daily which focus on various aspects of life for more than eight years. Semegn is well known for her articles that brought tremendous change in the life of many Ethiopians. She enables especially women and children to get access to education and shape their future. Semegn is the first female Ethiopian who succeed to get the post of Editor in chief in the patriarchal government media of Ethiopia.



**Yann Hazoumè**, after four years as Institutional Development Officer, in charge of programs/projects design and fundraising in a regional media support NGO, Panos Institute West Africa, based in Dakar, Hazoumè launched his own business since end 2006. As a freelance Consultant and manager of People Development, he also assisted since 2007 in the development and fundraising strategy of Ouestafnews ([www.ouestaf.com](http://www.ouestaf.com), winner of the 2008 UEMOA NET-com Awards in the category of best information portal category).



School, England.

**Maria Kiwanuka** is the Founder and General Manager for two radio stations in Uganda. Her previous work experience includes working as a financial analyst and economist for the World Bank in Washington DC and later focusing on East Asia and Southern Africa for several years. She is a board member of Makerere University, Nkumba University and Uganda Development Bank. She holds an MBA from London Business



**Fernando Lima** has been a journalist by profession since 1976. I have a Law Degree and several post-grad degrees in journalism, development, management and political science. In 1986, I attended Harvard University as a Nieman Fellow. I am currently working on a dissertation for a Master's degree in Communication, Culture and Information Technologies. I am the Chairman of Mediacoop's Board of Directors, a leading Mozambican independent media organization. Mediacoop has several publications and a radio station, including market successes, such as the daily media FAX journal and the weekly SAVANA newspaper. In 2008, I was awarded the CNN Multichoice African Journalist of the year for news in the Portuguese language.



**Malik Séibou** is the executive manager of group of press Fraternité which is composed of a television channel named Chanel3 Broadcasting from Cotonou, a radio (Fraternite fm) from Parakou and a newspaper (Fraternite). I am also the president of CNPA an association of press groups' owners. On the football side, I am the vice-president of Beninese Football Federation.



**John Yarney** is the Editor of CIO Business World, a monthly business technology magazine based in Ghana. Yarney has several years experience as a journalist, he served as a staff reporter for the Public Agenda newspaper until January 2002 when he left the staff of Public Agenda to concentrate solely on ICT reporting. He edited the Computer and Technology News (CTN) and freelanced, reporting on emerging ICT trends on the continent. Yarney was also a correspondent of the IDG News Services. 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.



**Eugénie Aw** is Director at the School of Journalism in Cheikh Anta Diop University in Dakar. She also teaches on environmental, gender and security issues whilst her focus area is on ICTs. She has been a journalist for more than 20 years. She has also been the executive secretary of the African Association of Media Professional Women and working for several development institutions; president

of the World Association of Community Broadcasters and regional coordinator of the UNDP Africa 2000 Network (local capacity building in environment for 15 countries in Africa). Aw holds a PHD degree from the University of Quebec at Montreal.



**Ibrahima Faye** has been a journalist for the past 10 years in the Senegalese media landscape. He has worked as a coordinator at "Society" and "La Pointe", both newspapers of the press group Almadies (Predal). In 2002 Faye moved to another media group, "Sud" communication. In October 2008 he left the daily newspaper "Sud Quotidien" in order to specialize in ICT and launch the online newspaper WWW.PRESSAFRIK.COM.

He has taken part in several workshops of training on ICT both in his country and abroad. Faye's area of interest lies in the wrestle against the digital fracture between urban and rural.



**Laila Hafez** is the writer and foreign news analyst in Al Ahram newspaper. Ms. Laila was the bureau chief of Al Ahram bureau in Paris, France and the head of department of foreign news investigation.



**Germain Nama** holds a degree in Philosophy. He has spent three years at 'L'Indépendant', a weekly journal in Burkina Faso before starting his own publication 'L'Événement'. Nama's work is focused primarily on civil society activism. From 1995 to 1998 he worked as Secretary for the collective Independent Observation of Elections in Burkina Faso. He sits on several publication boards and the Poverty National Committee.





**Alaa Sabet** is the head of the educational department in Al Ahram Al Masay. Mr. Alaa also writes for Nos Al Donia magazine and Al Ahram Strategic File and he is on the board of Egyptian Press Syndicate. He was journalist for Al Nour News paper, Al Watany Al Kewiteya.



**Edward Boateng** is the Executive Chairman of Global Media Alliance (GMA) and Chairman of the Silverbird, Africa Group. GMA's media assets include radio, TV, corporate advisory work and event management. The Silverbird Group is sub-Saharan Africa's leading and biggest entertainment Company. Edward is responsible for growing the business outside Nigeria. Prior to GMA, Edward worked with Turner Broadcasting System (TBS), then parent company for CNN, Cartoon Network etc, where he led the drive to establish brands such as CNN, Cartoon Network and Turner Classic Movies into household names in Africa. He also initiated the weekly 'Inside Africa' Program that still runs on CNN and founded the CNN African Journalist Awards, now the CNN Multichoice Journalist Awards.



**Ibrahim Awal** is Managing Director of Graphic Communications Group Limited, the biggest and most influential media house in Ghana. He is also Managing Director of G-Pak, a subsidiary of Graphic Communications Group Limited which manufactures labels, skillets, packaging materials and books. He started his career as a reporter with the Daily Graphic and rose through the ranks to become Features Editor and Metropolitan Editor. He also served as Adverts and Business Development Manager as well as General Manager, Marketing & Public Affairs of the Graphic Group. He has over twenty years of media experience.

# Conference Programme

Sunday, October 4 Arrival of delegates (throughout the day)
18:30 for 19:00: Dinner for delegates hosted by KAS Ghana
Welcome Remarks: Klaus D. Loetzer, Resident Representative of the Konrad-Adenauer-Stiftung in Ghana
<b>Monday, October 5</b>
08:00: Welcome Remarks: Francis Mdlongwa, Director of Rhodes University's Sol Plaatje Institute for Media Leadership, South Africa
08:15: Welcome Remarks: Frank Windeck, Director of KAS Sub-Sahara Africa Media Programme, South Africa
08:30: Opening Address: Vice President of the Republic of Ghana, H.E., the Honourable, John Dramani Mahama
09:30: Keynote Address: Engaging the Viewers of the Future: MTV Networks Africa as a Case Study Speaker: Alex Okosi, Senior Vice President and Managing Director, MTV Networks Africa
10:00: Discussion on Keynote Address
10.30-10.45: <a href="#">Coffee/Tea Break</a>
Session Chair: Kate Senye, CEO, Southern Africa Media Development Fund, Botswana 11:00: Growth of Broadband and Mobile Phone in Africa: Opportunities and Threats Speaker: Dawit Bekele, Regional Manager for Africa, Internet Society (ISOC), Ethiopia
11:30: Is Mobile Content the Answer to the Needs of Africa's Digital Natives? Speaker: Linus Gitahi, Group Chief Executive Nation Media Group Limited, Kenya
12:00-12.45: Discussions on presentations
13:00-14:00: <a href="#">Lunch Break</a>

Session Chair: Sandra Gordon, Publisher, The Media Wag the Dog Publishers, South Africa  
14:00: MXit Up: Innovation, Youthful Fun and Connectedness - A Case Study from Southern Africa  
Speaker: Herman Heunis, Founder and CEO of MXit, South Africa

14.30: What Content do Youthful Audiences Consume and Why?  
Speaker: Ray Hartley, Editor, The Times and www.thetimes.co.za, South Africa

15:00-15:30: Discussions on presentations

15:30-16:00: [Coffee/Tea Break](#)

Session Chair: Teboho Senthebane, New Media Specialist, Lesotho  
16:00 pm: Operating In the Age of Discontinuity: Be agile and Nimble  
Speaker: Chantell Ilbury, Leading Scenario Planner & Author, Mind of a Fox, South Africa

16:30-17:30: Discussions on presentation

17:30: Informal networking

18:30: [Dinner](#)

**Tuesday, October 6**

Session Chair: Sherry Meyer, Station Manager, Radio Pacis, Uganda

08:30: Media's Role in Educating Digital Natives Brought UP on Diet of Hip – A Case Study from West Africa

Speaker: Amos Anyimadu, Coordinator, Africa Next Knowledge Brokerage and Interaction, Ghana

09:00: Media's Role in Educating Digital Natives Brought UP on Diet of Hip – A Case Study from Maghreb Region

Speaker: Yehia Ghanem, Deputy Chief Editor, Al-Ahram Newspaper, Egypt

09:30-10:30: Discussions on presentations

10:30-11:00: [Coffee/Tea Break](#)

Session Chair: Michelle Kirby, GM: Group Marketing & Corporate Social Investment, e-TV, South Africa

11:00: Youth Participation in News Generation: A Case Study from Southern Africa

Speaker: Moagisi Letlhaku, Coordinator Future Journalists Programme, Highway Africa, South Africa

11:30: Youth Participation in News Generation: A Case Study from East Africa

Speaker: Mesfin Negash, Managing Editor, Addis Neger Newspaper, Ethiopia

11:30-12:45: Discussions on presentations

13:00-14:00: [Lunch Break](#)

Session Chair: Omar Samy, IT Specialist, Media Development Programme, Egypt  
14:00: User Generated Content: Friend or Foe? A Case Study from Southern Africa  
Speaker: Timothy Kasonde Kasolo, Editor, Lusaka Times, Zambia

14:30: User Generated Content: Friend or Foe? A Case Study  
Speaker: Diane Macpherson, News Editor, East Coast Radio, South Africa

15:00-15:30: Discussions on presentations

15:30-16:00: [Coffee/Tea Break](#)

Session Chair: Ibrahim Afif, Head, Seychelles Media Commission, Seychelles

16:00: Embracing Social Networking and Citizen Media Platforms: Meeting the People Where They Are - A Case Study from Southern Africa

Speaker: Khaya Dlanga, Strategic Creative Planner, MetropolitanRepublic, South Africa

16:30: Embracing Social Networking and Citizen Media Platforms: Meeting the People Where They Are - A Case Study, Global Voices

Speaker: Georgia Popplewell, Managing Director, Global Voices, Trinidad and Tobago

17:00-18:00: Discussions on presentations

18:00: Informal networking

18:30: [Dinner](#)

### Wednesday, October 7

Session Chair: Robert Kabushenga, Chief Executive Officer, New Vision, Uganda

08:30: News is now FREE: Who Will Pay for Journalism?

Speaker: Assane Diagne, Deputy Editor, Agence de Presse Sénégalaise, Senegal

09:00: Discussion on presentation

#### 10:00-10:30: Coffee/Tea Break

Session Chair: Mike Daka, Managing Director of Breeze FM Radio, Zambia

10:30: Measuring and Monetising Digital Media Audiences: A Case Study

Speaker: Assane Diagne, Deputy Editor, Agence de Presse Sénégalaise, Senegal

11:00: Innovative Uses of Mobile Phones, Internet by Media: A Case Study

Speaker: Christopher Roper, Editor: Online, Mail & Guardian Online, South Africa

11:30-12:30: Discussion on presentations

#### 12:30-14:00: Lunch Break

Session Chair: Audrey Gadzekpo, Media Trainer, School of Communication Studies, University of Ghana

14:00: Counting Our 'Losses': The Impact of New Technologies on Our Ordinary Daily Lives

Speaker: David Smith, Director, Okapi Consulting, South Africa

14:30-15:00: Discussion on presentation

15:00: Closing Remarks: Frank Windeck, Director of KAS Media and Francis Mdlongwa, Director of SPI

#### 15:30: Coffee/Tea Break

16:00 Informal Networking

18:30: Dinner

## END OF CONFERENCE PROGRAMME

# Konrad Adenauer Foundation – Media Programme

For over 40 years now, the German Konrad Adenauer Foundation (KAS) has been engaged with Africa. Named after Germany's first democratic chancellor after World War II, the foundation has worked at its many offices around Africa to strengthen democracy, build good political governance and buttress a free media. To reach these goals, KAS runs programmes in over 100 countries around the world.

Since 2002 the foundation has added a regional media programme for sub-Saharan Africa, which is based in Johannesburg. The major task of this programme has been the building and strengthening of independent news media in the region. To achieve this goal, KAS media offers a variety of courses, training workshops, publications and conferences.

**Contact:**

Director: Frank Windeck

Tel.: 011-214 29 00

Email: [frank.windeck@kas.de](mailto:frank.windeck@kas.de)

[www.kas.de/mediaafrica](http://www.kas.de/mediaafrica)





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