

**Curriculum Vitae**  
**George Gathigi, Ph.D**  
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**Profile Summary**

Fourteen (14) years experience working in Higher Learning Instruction, Communication and Development, Behaviour Change Communication, Applied Research, and Training.

**EDUCATION**

- Sept 2006-  
August 2009                      School of Media Arts and Studies Ohio University,  
Ph.D., Mass Communication  
Advisor: Prof. Steve Howard  
Dissertation: "Radio Consumption Habits among Rural Audience In Kenya: An Ethnographic Study of Kieni West Division in Central Kenya". A media reception study that explores the place of radio in everyday life of a rural population.
- Sept 2004-  
August 2006                      Center for International Affairs, Ohio University  
M.A. in International Affairs,  
Communication & Development Studies
- Oct 1996-  
August 2000                      College of Humanities & Social Sciences,  
University of Nairobi  
B.A. in Linguistics and Political Science
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**TEACHING EXPERIENCE**

- September 2012- Present: Lecturer, School of Journalism, University of Nairobi*  
Instruction at PhD, Masters and undergraduate level. Teaches courses in media theory, research methods, journalism and development communication.
- September 2012- December 2013 Lecturer, Journalism and Mass Communication, Multi Media University*  
Teaching Development Communication and Marketing Communication courses.
- July 2012- Present, Trainer, AMREF International Training Center, Nairobi, Kenya*  
Teaching Behavior Change Communication, Monitoring and Evaluation, and Qualitative Research Methods
- Sep 2009-August 2012: Andrew Mellon Post-Doctoral Fellow, African Expressive and Material Arts, Hampshire College, Amherst MA*  
Teaching media studies and popular culture courses as well as promoting East Africa studies in the Five Colleges.
- June 2011-Aug 2011: Lecturer, St. Paul's University, Limuru, Kenya*  
Teaching Media Campaigns Management and Development Change courses

Jan – June 2009: *Instructor, School of Media Arts and Studies, Ohio University.*

Taught Global Media Systems course, an upper level class for communication and media majors

Sep 2005-June 2009- *Instructor, African Languages, Center for African Studies and Linguistics Department, Ohio University.*

Teaching Swahili and Kikuyu languages at Elementary, Intermediate and Advanced levels.

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## PUBLICATIONS

Gathigi, G.W. (in Press) FM Radio Broadcasting in Local Languages Triggering Rural Empowerment in Kenya. In *Jahazi Journal of Arts and Culture*.

Gathigi G.W. & Mariki. B. (In press). Using popular expression to address HIV and AIDs among the youth: Lessons from *Shuga* Drama. In N. Wildermuth and W. Mitullah. *People Speak Back: Media, Empowerment in East Africa*

Gathigi, G.W. & Waititu, E.M. (2012). Coding for Development in the Silicon Savannah: The Emerging Role of Digital Technology in Kenya. In Chukwuka Omwechili (Ed) *Re-Imagining Development Communication*. Lexington Books

Gathigi, G.W. (2012) Inventing East African hip-hop: Youth and music convergence in East Africa. In T. Falola and T. Fleming (Eds.), *Music, Performance and African Identities*. New York: : Routledge

Gathigi, G. W. & Brown, D. (2010). The new public-sphere: Radio and democratization process in Kenya. In C. Nwokefor and K. Langmia (Eds), *Media and technologies in emerging African Democracies*

Wright, K., Satti, M., Gathigi, G., Vidyakina A., & Medie, P., (2007). "Prevention through Reggae: A Campaign Proposal for the Use of Reggae Music in Promoting HIV/AIDS Prevention in Jamaica." *Black Praxis (Special Edition): Soundscapes, vol. 1(3) 236-259*

Kabura, M., Muriithi, L., & Gathigi, G., (2005). *Ushikwapo Shikamana: Increasing Dialogue in Communities*. In Njogu, K. (Ed.) *Culture, Entertainment and Health promotion in Africa*, Nairobi: Population Communications International

### Book Review

Gathigi, G.W (2010). "East African hip-hop: Youth, culture and globalization" by Mwendwa Ntarangwi, in *African Studies Review*, 53 (2).

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## PROFESSIONAL EXPERIENCE

*July 2007 Communication Expert, Makgabaneng Project, Gaborone, Botswana*

Makgabaneng is a social and behavior change program that has projects across Botswana using broadcast, print and interpersonal channels. Worked on storyline plotting and script review of an HIV/AIDS prevention radio drama, Makgabaneng. Made field visits with the Makgabaneng project team, targeting populations for the outreach program.

*2004, 2006 Coordinator, Africa-Asia InterAction on HIV/AIDS*

The East African network includes community organizations from Tanzania, Uganda, and Kenya working on HIV/AIDS, and related fields. Worked on research and development of communication training materials covering the themes of communication within the family, challenges and solutions in HIV/AIDS management, policy and implementation mechanisms, de- stigmatization and care for HIV/AIDS positive children.

*December 2005, Communication Expert, Uganda Teens Mag Project- , Nairobi Kenya*

Worked on an education comic strip addressing reproductive health and targeting teens (12-19 years) in Uganda for the UNFPA-Uganda.

*March- June 2004 Sudan Basic Education Program- Nairobi, Kenya*

Worked on production of education materials that included radio programs on HIV/AIDS for out-of-school and primary schoolteachers.

*July 2003 to August 2004 Program Officer, Twaweza Communications, Nairobi, Kenya*

Headed public relations and marketing functions for Twaweza Communications. Developed various mass media and educational programs including a radio soap opera, comic strips, and other life-skills materials on reproductive health, communicable diseases and HIV/AIDS and educational issues using social and behavior change communication approach; Helped implement New Leadership Project in East Africa funded by the Ford Foundation to equip young people with skills to improve effectiveness in their daily work.

*March 2002 to June 2003 Program Assistant, Population Communication International, Nairobi, Kenya*

Actively participated in the production of a popular radio serial drama, *Ushikwapo Shikamana*; Responsible for research on the content of the program including reproductive health, HIV/AIDS, and communicable diseases; Member of the creative writing team developing employments and scripting and worked closely with the program producer during the production of the program; Worked with independent research team that conducted field monitoring coordinating field research logistics in different parts of the country; Attended various seminars and workshops and worked as a liaison between collaborators in the field.

*November 2000 to Dec 2001 Program Assistant; Feed the Children, Nairobi, Kenya*

Headed the Stara Orphans Rescue Centre in Nairobi's Kibera Slums, taking care of over 100 destitute children, an integrated child development and care program incorporating education, and health. Specific duties included ensuring that the children had access to nutrition, identify those that needed special assistance and connected them with our collaborators. I supervised teachers and support staff at the center.

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## CONSULTANCY WORK

1. December 2014. Technical Advisor, Anglican Overseas Aid- *The Road Less Travelled* Maternal Health Project in Samburu and Laikipia Counties. Advising and mentoring on the implementation Social and Behaviour Change Communication Strategy.
2. November/December 2014. Documentation Consultant. Kenya Community Development Fund. (KCDF).  
Documentation of KCDF supported project using written narratives and digital photography and production of 28 stories of change in the communities and groups.
3. October 2014. Action Aid International Kenya  
Technical review and Editing of ActionAids's strategic plan 2015-2017.
4. September/October 2014. World Aids Campaign. Consultant, Developing 5-Year Strategic Plan.  
Developed Strategic Plan for World Aids Campaign capturing the five years programming areas (2015-2020) through a consultative process with partners in different at regional (Africa) and global levels as well as stakeholders across Africa in HIV/Aids, Primary health and Sexual and Reproductive Health.

5. September /October 2014. Consultant Facilitator, UNICEF/Ohio University/University of Witwatersrand Global C4D Training Workshop  
Facilitation of two-weeks training workshop held at University of Witwatersrand targeting UNICEF professional officers on C4D Strategies around planning, research strategy development, monitoring and evaluation, and social norms. Led sessions on qualitative research and social norms. Also led a team project in developing Communication Strategy for Gauteng Children Rights Committee in the Diepsloot Township Project, Johannesburg.
6. August/October 2014. Consultant, Mid-Term Review, Inter-church Organization for Development Cooperation (ICCO)  
Conducting mid-term evaluation of ICCO Programme activities in Kenya and Projects evaluation of six partners in the country to assess the current state of affairs in implementing the MFS II funded projects in Kenya, Uganda and Ethiopia. This entails establishing program relevance, effectiveness, efficiency, sustainability, accountability, impact; results of primary health and HIV/AIDS beneficiaries in accessing rights, establishing the role of Theory of Change with attention to gender, adults/youth's rights, programme quality of M&E, and Institutional capacities for six projects in six Kenyan counties.
7. July/September 2014. Communication Specialist, Uraia/Danida Project  
Took lead in capacity building on communication, mentorship and development of Communication Strategies for four community Based organizations-- Centre for Human Right and Civic Education (CHRCE), Pastoralists Women for Health and Education (PWHE), Friends of Lake Turkana (FoLT), Merti Integrated Development Programme (MIDP) and Transform Empower for Action Initiative-- all implementing a Rooting for Democracy through Informed Citizenry.
8. May 2014. Consultant. Land Rights Campaign Communication Consultant- ActionAid International Kenya, Land for Communities and Women Campaign  
Worked on Land for Campaign Activities targeting women and communities from eight (8) Kenyan counties. Developed Communiqué involving 10-point demands for Rural Women Assembly on land issues that captured the challenges faced by women and actions that should be taken by different actors. Produced daily media briefings and wrote report on various activities including public debates, exhibition and meeting with Journalists.
9. *March 2012- Present. Consultant Trainer, AMREF International Training Center, Nairobi, Kenya.*  
Trains health and other professionals various courses including Monitoring and Evaluation, Behaviour Change Communication and Strategic Leadership in AMREF short courses.
10. *March 2014. Consultant, ActionAid International, Kenya.*  
Reviewed and edited Final Report: Stop Violence Against Girls in School (SVAGs); prepared a popular version of the report.
11. *July 2013- April 2014. Consultant Communication Advisor, United Nations Office on Drugs and Crime (UNODC), Seconded to National Police Service Commission (NPSC)*  
Worked in Police Reform Programme with the NPSC. Developed the Communication Strategy, Trained members of the NPSC and the relevant staff on the communication strategy, advised on the corporate branding and monitoring and measuring the impact of the communication strategy and led communication of the Police vetting process.
12. *November 2013. Consultant, Africa Network for Protection and Prevention Against Child Abuse & Neglect (ANPPCAN) Kenya*  
Reviewed the final report titled-- Review of Laws and Policy Affecting Deaf Children in Kenya.

13. *November 2013. Consultant, ActionAid International, Kenya.*  
Documented the workshop on Social Protection and Unpaid Care Work held with women representatives in Kenyan Senate, National Assembly and women leaders. Prepared a publication on the role of Women Leadership in legislation and creation of unpaid care among the elderly and vulnerable population and people living with disabilities.
14. *July 2013. Consultant. Uwezo East Africa*  
Reviewed and edited the final document of Uwezo East Africa Yearly Report- “Are our Children Learning”.
15. *June-August 2013. Consultant Researcher. Embassy of Sweden. Mid-term Evaluation, of Changia Rasilimali Facility, Act Kenya.*  
As a researcher in team, successfully conducted f Midterm Evaluation for the ACT! Changia Rasilimali Program that supports grantees in four thematic areas in Environment and Natural Resource Management –Climate Change, Water, Agriculture, Environment and Land. The evaluation targeted a total of 54 grantees in 42 Kenyan Counties.
16. *April – June 2013. Lead Consultant, Maternal Health Communication Strategy Anglican Overseas Aid (Anglicord)*  
Successfully developed Communication Strategy on Maternal and Child Health for The Road Less Travelled Project, implemented in Laikipia and Samburu Counties targeting the Maasai and Samburu pastoralist community using participatory process.
17. *January- March 2013. Consultant, ACT Kenya, Wazi Campaign*  
Successfully conducted Impact Assessment *Wazi Campaign*, a public awareness campaign promoting peaceful coexistence amongst different ethnicities in Kenya implemented through a partnership of five Kenyan television and online platforms.
18. *January –February 2013. Consultant, Article, Eastern Africa Office.*  
Successfully conducted Mid-Term Review of East Africa Defence Programme implemented in five African countries- Rwanda, Ethiopia, Eritrea, Somalia and Ethiopia, by taking stock of project implementation, formulation project improvement strategies and identifying lesson learned for future planning of Article 19’s projects.
19. *February - May 2013. Consultant, Actionaid Kenya, Comic Relief Project*  
Effectively documented the Comic Relief project, a project that was implemented in four districts in Western Kenya targeted People Living With HIV/Aids, training institutions and school management, HIV orphans and vulnerable children and community elders. I produced five thematic short videos (I-stories) a 60-page full colour publication and digital photography presentation.
20. *October 2012. Lead Consultant. Kenya Network of Religious Leaders Living with HIV (KENERELA+)*  
Successfully conducted research on Gender dynamics in relation to HIV positive women leaders and clerics in congregation for KENERELA targeting different faith based groups and organization and wrote and presented report on the state of leadership in faith-based organizations in Kenya.
21. *August 2012 to September. Reviewer: Sikika Hasa Peace Campaign, Centre for Media and Leadership*  
Successfully conducted National Review of Sikika Hasa peace building Campaign implemented by OXFAM GB, PeaceNet Kenya and Poverty Eradication Network (PEN) targeting organizations working in seven Kenyan counties that have experienced violent conflict.
22. *June-December 2012. Lead Expert, Internews in Kenya/Multimedia University Online Health Journalism Collaborative Program.*  
Led and completed the design of a collaborative program for health reporting targeting journalists, current students at Multi Media University of Kenya and health workers. I

- designed training programme, facilitated workshop to come up with program structure, and identified appropriate online platform, content, and timelines.
23. *January 2012- May 2012. Online Facilitator, Social & Behaviour Change Communication Ohio University/FHI 360 C-Change Project.*  
Facilitated the Creative Module for The Change Project that trains senior international development practitioners in developing parts of the world working in the area of health.
  24. *January 2012. Internews Kenya, Researcher*  
Successfully conducted research On Effective ways to engage Community Health Workers and Traditional Birth Attendants and other stakeholders using mobile technology to disseminate information. Research was conducted in the informal settlement of Korogocho in Nairobi and Matungu District in Western Kenya.
  25. *November 2011-February 2012. Researcher. Internews in Kenya/ World Health Organization*  
Led a research on the Review of Kenyan Newspapers Reportage of Road Safety as a Public Health Issue. Designed the methodology, oversaw data collection and wrote final report.
  26. *Jan 2011- Sept 2011. Lead Online Training Expert, Internews in Kenya*  
Successfully design and implementation a pilot Health Journalism Online Training Program for Internews Kenya and instruction targeting journalists working in print and electronic media. Oversaw the development of content and implementation of the online platform as well as successful training of 15 journalists.
  27. *Aug 2010. Researcher, Human Science and Social Research Council (HSCRC) Pretoria, South Africa*  
Conducted fieldwork for a *Comparative Study of Community Engagement and Food Security in Urban Contexts*. Led qualitative data collection in Kibera, Kenya.
  28. *July 2010. Rapporteur, ActionAid International- Kenya*  
Rapporteured and wrote a report of a two day Constitutional Forum held in Nairobi Kenya bringing together wide range of stakeholders as part of the Kenya's constitution making process.
  29. *July 2010. Africa Civil Societies Platform on Principled Partnership. Nairobi, Kenya*  
Rapporteured and wrote report and draft strategy document for the ACPSP Strategy Meeting held in Nairobi Kenya. The meeting brought together Civil Society participants from 20 African countries working.
  30. *June 2010. Researcher, Twaweza Communications, Nairobi Kenya:*  
Conducted a study and wrote a report titled *Journalists' Competency and Preparedness in Kenya* capturing electronic and print journalist's working in rural areas aptitude and preparedness in covering democracy and governance issues.
  31. *May 2010. Reviewer of Online language learning materials, Five-Colleges Language Center, Amherst, Massachusetts.*  
Reviewed language and multimedia content including usability and relevance of the online learning Swahili language learners at elementary, intermediate and advanced level.
  32. *March 2008. Program Reviewer, Macro International Inc. Washington DC.*  
Reviewed 20 segments of VOA radio programs to Africa with emphasis on language, presentation, balance in continental coverage and appropriateness for ICF-Macro International Inc.
  33. *October 2008. Course Materials Reviewer, Ohio University Without Borders*  
Reviewed and updated materials on *Participatory Communication and Strategic Communication in Development* course, part of Ohio University Communication and Development training for practitioners of development work in developing countries

## PRESENTATIONS

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### **Refereed Conference Presentations**

- George Gathigi. Using Film to Provoke HIV & AIDS Dialogue: Messaging for Condoms Use in African Contexts. Health and Development Communication Conference. Nairobi, Kenya. July 2012.
- George Gathigi. Kikuyu FM radio and repositioning of cultural discourse. A paper presentation at the 96<sup>th</sup> annual National Communication Association convention, San Francisco, California, October, 2010.
- George Gathigi. “Re-Learning to Greet”: Experiences in conducting ethnographic study in Kieni West. A paper presented at the International Congress of Qualitative Inquiry, University of Illinois, Urbana-Champaign, May 2010.
- George Gathigi. The role of local-language radio stations and rural development in Kenya. A paper presented at African Language across the Disciplines Conference, Harvard University, April 2010.
- George Gathigi and Evan Mwangi. “The virtual language discourse of a transnational public sphere: A case study of Kenyan online population”. A paper presented at the Global Fusion Conference, University of Texas, Austin TX, October 2009.
- George Gathigi. Students and violence: A case Study of 2008 secondary schools riots in Kenya. A paper presented to the 10 Annual African Child Conference, Ohio University, Athens, March 2009
- George Gathigi. “Surfing Soweto”: American popular culture images and Sowetan male teens’ identity. The 8th Global Fusion Conference, Ohio University, Athens, OH, October 2008.
- George Gathigi. “Elements of East African hip-hop re(production)”. A paper presented at African and African-American Popular Culture Conference, Plymouth State University, New Hampshire. October, 2007
- George Gathigi. “Challenges of education access among the marginalized communities in Kenya.” A conference paper presented at Africa and Educational Research Network, Ohio University, Athens, OH, April 2007
- George Gathigi. “Inventing East African hip-hop: Youth and music convergence in East Africa.” A conference paper presented at Africa popular cultures conference, University of Texas at Austin, Austin TX, March 2007
- George Gathigi. “Indigenous practices and health care delivery in Africa: A case study of Kenya, South Africa and Uganda”. A conference paper presented in Africa and Diasporas health & wellness conference. University of South Florida, Tampa Bay, FL, October 2006
- George Gathigi. “Tiny Prints: Representation of children in Kenyan newspapers”. A conference paper presented in the Media and the African Child Conference. Ohio University, Athens, OH, June 2006
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### Invited Presentations

- Africanizing' Electronic Media: Re/introducing Kenyan Memory and Language. Africa and African Diaspora Lecture Series. Boston College. April 2012.
- Moving Spaces: *Matatu* culture and popular expression. A paper presented at Triggering Change, Hip Hop and Community Empowerment at Hampshire College, Amherst MA, April 2010.
- Radio and popular culture in Kenya. A presentation at the Symposium on youth and urban culture in East Africa, University of Iowa, Iowa City, April 2010
- Challenges on Reproductive Rights in Kenya. A presentation at the Civil Liberties and Public Policy Conference on Reproductive Rights and Freedoms at Hampshire College, Amherst MA, April 2010.
- Local Languages Broadcasting and Rural Audience in Kenya: Opportunities and Challenges. A presentation at the African Studies Brown Bag Series. Ohio University, May, 2010.
- Student experiences in education abroad program: A case of Botswana HIV/AIDS study program. A panel presentation at the Ohio Counselors Conference. Columbus, OH. November, 2007
- Body Maps: Understanding People Living with HIV/AIDS. A conference paper presented at the Communication and Development Graduate Student Conference, Ohio University, Athens, OH, April 2007.

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### SELECTED GRANTS WON

Five Colleges Consortium Technology Instruction Grant	Five Colleges Inc., Spring 2012
Moodle Course Design Grant	Hampshire College, Spring 2010
Graduate Student Senate Dissertation Grant	Ohio University, Fall 2009
W.S. Howard African Research Travel Grant	Ohio University, Summer 2008
Graduate Research Initiative Grant	Ohio University, Summer 2007
Graduate Student Senate Travel Grant	Ohio University, Fall 2007
College of Communication Travel Grant	Ohio University, Fall 2007
School of Media Arts and Studies Travel Grant	Ohio University, Fall 2007

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### OTHER SKILLS

- Research skills, qualitative and quantitative
- Grant Writing skills
- Basic Media production skills, audio and video, script writing and directing.
- Familiarity with audio production Software such as NETIA and Cool Edit Pro;
- Video production skills and use of Final Cut Pro software.
- Translation including technical content from and to English, Swahili and Kikuyu.

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### LANGUAGE PROFICIENCY

Fluent in English, Swahili and Gikuyu  
Conversation Kamba; beginner French and Maa