

## Dr. JOY MUENI

P O Box 58070 - 00200 Nairobi - Kenya

Email: agiftofjoy@yahoo.com

Cell: +254 722 921 817 / +254 721 717 072

### VISION STATEMENT

- To advocate for a society sensitive to the dynamics of development and personality diversities through the mass media and education.
- Working towards the achievement of an empowered society through provision of information/education to all classes of people.

### COMPETENCIES HIGHLIGHTS

#### Professional Training

Ph. D in Communication and Information Studies - University of Nairobi, 2014

M. A in Communication - Daystar University, 2005

B. A in Journalism, Literature and Public Administration - University of Mysore, 2004

**Career orientation** - Journalism; Strategic Corporate Communication; Media/Documentary Production; Report writing; Targeted Features Research and Presentation; Media Programme Design and Production; Communications and Advocacy Management; Curriculum development

#### Experience

- Twelve years of experience in journalism, media production, communications and educative media production on gender and development for both local and international media as well as academic programme delivery
- Five years of lecturing undergraduate students in media and journalism courses
- Strategic Communication Management - establishing and implementing strategies for corporate
- Research experience, particularly in facilitating forums and compiling reports
- Experience in copy editing of policy documents of continental and international development organizations
- Experienced in advocacy programme design and production on humanitarian issues such as gender balance, child welfare and poverty eradication
- Structured Researcher and Communicator with good writing and visual presentation skills

### **Technical Aptitude**

- Journalist – Feature/Opportunity Identification; Research, Analysis and Documentation
- Writing and editing of articles and undertaking research on issues of development, gender empowerment, conflict sensitive journalism, human rights and affirmative action
- Report writing and rapporteuring
- Media capacity building and initiative advocacy
- Advocacy and Communications Management
- Curriculum development and review

### **Other Attributes**

- Excellent analytical, planning and organizational skills with a very proactive approach to achieving results
- Strong interpersonal skills; excellent leader and team player in diverse and multicultural work environments.
- Successful track record of meeting deadlines

## **WORK EXPERIENCE**

### **Lecturer, University of Nairobi, St Paul's University**

#### **Lecturing Positions held;**

- **Full-time Lecturer**, University of Nairobi, June 2012 to date
- **Full-time Lecturer**, St. Paul's University – Limuru, January 2010 to May 2012

#### **Responsibilities**

- Identifying opportunities for and carrying out academic research in line with industry demands
- Making lesson plans
- Delivering lectures with the necessary teaching aids
- Continuously undertaking research to establish trends in the market
- Integrating the contents of classes within the realities of the industry
- Designing delivering and marketing assessments
- Overseeing student academic research projects
- Undertaking periodic curriculum review

#### **Courses Taught**

- Introduction to Mass Communication
- Communication and Society
- Communication Ethics
- Intercultural Communication
- Small group communication
- Fundamentals of Broadcast Communication
- Persuasion and Negotiation

- Media and Conflict Management
- News Gathering and Writing
- Public Relations Writing and Editing
- Feature writing
- Editing procedures and processes
- Newspaper production and management

**Reporter and Sub-Editor, Nation Media Group, Apr 2007 to Apr 2009**

**Responsibilities**

- Undertaking market intelligence to establish opportunities for reporting
- Identifying respondents for topical issues
- Designing and implementing interview tools
- Conducting interviews
- Writing news and feature stories
- Editing data collected and advising on its presentation

**Program Manager - Department of Social Work and Development, Premese Africa Development Institute, Aug 2006 to Feb 2007**

**Responsibilities**

- Liaising closely with different partners to ensure that the learning from the project is shared and integrated into the different projects
- Being Focal person for advocacy on the rights and protection for all categories of media practitioners
- Supporting the organization in budgeting for project activities.
- Responsible for project budgeting, disbursement of project funds
- Writing and submitting quarterly financial and narrative reports to management and donors
- Representing the work of the project to interested partners.
- Monitoring project activities
- Supporting the development of various means of advocacy materials and campaigns including the use of the media as well as the use of learning institutions schools
- Training different professionals as well as media partners
- Responsible for collecting information on media abuse and injustice for policy advocacy.

**Intern, Trans World Radio - Kenya, Aug 2004 to Sept 2004**

**Overview:** This role involved carrying out research on issues of interests, drafting coverage plans, editing content, scripting, presenting and assigned jobs

**Intern, Times of India (Mysore Branch - India), Jun to Jul 2002**

**Overview:** This role involved carrying out research on issues of interests, drafting coverage plans, editing content, scripting, presenting and assigned jobs

## INDEPENDENT PROJECTS UNDERTAKEN

### **Workshops/ Seminars Facilitated**

- **Rapporteur**, Media Council of Kenya World Press Freedom Day Convention, May 2014
- **Judge**, Third Annual Journalism Excellence Awards, Media Council of Kenya, April 2014
- **Secretary**, Film and animation curriculum development guidelines policy 2013, June 2013
- **Judge**, Adjudicating in the film bench, Kenya National Drama Festival, April 2013
- **Judge**, Second Annual Journalism Excellence Awards, Media Council of Kenya, April 2013
- **Curriculum developer**; developing a curriculum, *Journalism for peace and justice in Africa*, Twaweza Communications, January to February 2013
- **Trainer**, a three day workshop for community radio journalists on conflict sensitive journalism; Liberia, UNESCO, November 2012
- **Judge**, First Annual Journalism Excellence Awards, Media Council of Kenya, April 2012
- **Curriculum reviewer**, St. Paul's University and BMSF-NGOTI project, March 2012
- **Facilitator**, Liberia Media Centre/UNESCO (Monrovia - Liberia), August to September 2011
- **Trainer**, A three day training of trainer's workshop and a three day workshop on "*Conflict Sensitive Journalism; Strengthening Media for Transparent Elections*"
- **Facilitator**, A three day workshop on Conflict Sensitive Journalism; *Enhancing the Role of the Media in Elections*, Liberia Media Centre/ IREX (Monrovia, Liberia), September 2011

**Publication:** Kenyan Women in Music Videos: A Media Feminist Analysis of Hip-Hop Videos, Ongoing

### **Research:**

**Dissertation:** A Comparative Study on the Representations of Womanhood in Local and Foreign Soap Operas Broadcast in Kenya

**Thesis:** Gender and Communication: How the female gender is portrayed in Kenyan secular Hip-Hop music videos

## PROFESSIONAL QUALIFICATIONS

### Professional Training

- **PhD in Communication and Information Studies**, University of Nairobi 2011 to December 2014
- **Master of Arts (M. A) Communication**, Daystar University, 2003 to June 2005
- **Bachelor of Arts (BA) In Journalism, Literature and Public Administration**, University of Mysore, 2000 to July 2003

### Seminars / Workshops Attended

- **The Kenyan Elections of 2013**, Oxford University, Durham University, Warwick University and University of Nairobi, Jun 2013
- **Science Communication**, Development for Research Uptake in Sub-Saharan Africa (DRUSSA), Nov 2012
- **Science utilization and uptake**, Development for Research Uptake in Sub-Saharan Africa (DRUSSA), Nov 2012
- **Supporting the UNESCO-Excellence initiative train the trainer for media and journalism lecturers**, DW-Akademie, May 2012
- **Conflict Sensitive Journalism**, International Media Support, February 2011
- **Adapting Training for Transformation for the University Classroom**, St. Paul's University, 2010
- **Social Graces, Etiquette and Public Speaking**, Mind Your Image, May 2008
- *"Key to success, self evaluation, redesigning my destiny, fire-walk, living healthy, game of life and empowering our culture"*, Peak Performance International, April 2008
- **Camera skills, Sound Recording, Directing, Production, Research and Ethics of Journalism**, MEDEVA- Media Development in Africa, March 2007
- **Counselling skills for HIV/AIDS: HIV/ AIDS**, Embul-Bul Education and Counselling Centre, October to November 2006

### Publishing and Editorial Computer Literacy

- Microsoft Office Suite,
- Editing ; Cool Edit 2000, Pro and Adobe suite

### Basic Education

- **Kenya Certificate of Secondary Education (KCSE)**, Mbooni Girls High School - Makueni

## OTHER LEADERSHIP ROLES AND MEMBERSHIP TO GROUPS

- Member, **Association of Media Women in Kenya (AMWIK)**, 2012 to date
- Editor, *The Voice*: St. Paul's University official magazine
- Faculty Advisor, *SPU Index*: A student magazine of St. Paul's University
- Leader, **Divine Content Drama Group**, 2003 to 2005

- Member, **Acts of Victors Drama Group**, 2000 to 2003
- Editor-in-Chief: **Kenya Africa Students Association Magazine (KASA)**, 2002 to 2003

## HOBBIES

- Reading
- Theatrical arts

## REFEREES

Dr. Charles Ngugi: **University of Nairobi**; P O Box 30197-00100, Nairobi;  
Cell: +254 722 541 897; Email: [muirucngugi@yahoo.com](mailto:muirucngugi@yahoo.com)

Joy Wanjiku; **Protel Studios** P O Box 34229 - 00100 Nairobi; Cell: +254 722 240 792; Email:  
[wanjikujoy@gmail.com](mailto:wanjikujoy@gmail.com)

James N. Githinji: **Commercial Bank of Africa**; P O Box 73236 – 00200 Nairobi;  
Cell: +254 721 290 639; Email: [jnduriri@yahoo.com](mailto:jnduriri@yahoo.com)