

Dr. Wambui Kiai

Director, School of Journalism and Mass Communication and
Senior Lecturer

University of Nairobi

P.O. Box 30197 (00100), Nairobi, Kenya

Phone: 254-020- 2229168 **OR** 0733-734318

E-mail: wkiai@uonbi.ac.ke **AND:** wamkiai@yahoo.com

SUMMARY OF PROFILE

A dynamic leader and scholar who provides strategic managerial and academic guidance in the field of Communication and Media Studies. Successfully spearheaded the revitalization of the School leading to its identification by UNESCO in the year 2007, as one of the top 12 training institutions in communication and media in Africa. It is the only UNESCO potential Centre of Excellence in Kenya. Developed new curricular that provides students with rigour and challenge in their education, as well as the tools and confidence to build successful careers. Influenced a near complete process at the Media Council of Kenya to formulate a common curriculum for a Diploma in Journalism and an Inspection process to strengthen quality in training at this level. Co-authored two books **Communicating with Adolescents about AIDS: Experience from East and Central Africa** AND **Understanding Environmental Communication in Kenya**, which are reference texts for students at the undergraduate and postgraduate level, and which are referenced extensively by students working on their graduate theses.

KEY COMPETENCIES

- **Leadership and Management:** Transformative leader, who inspires and works as a team player with the ability to think strategically and to steer and manage implementation. A focused leader who delivers excellent

results. Excellent intuition and people skills. Held leadership positions at the University, the Media Council of Kenya (MCK), and the African Council for Communication Education (ACCE)- Kenya Chapter.

- **Vision:** Played a pivotal role in the restoration and eventual transformation of the School, thereby reclaiming its premier position in Kenya and the region. This included an increase in student enrolment from 50 to 1,600 and three additional programmes: two at the undergraduate level and a PhD (Communication and Information Studies) programme. All of the programmes have a trans-disciplinary approach and there is comprehensive participation of faculty and trainers from industry and other disciplines in the Humanities and Social Sciences. Currently leading the process of the revision of the Masters programme (Communication Studies) to be completed by May 2013. Instrumental in the development of the M.A. (Human Rights) programme and in the development of the concept to establish the Centre for Human Rights and Peace (CHRP) which is awaiting Senate approval, where the School is a key participating unit.
- **Teaching and Training:** Successfully strengthened the teaching of Specialised Writing and Broadcasting in the School (to include more practical training) and participated in the training of these courses. Popularised and taught Information, Education and Communication (IEC); Communication and Gender; and Communication and Conflict.
- **Scholarship, Research and Training:** Served as a Principal Researcher; co-Principal Researcher and Researcher in various research projects and organizations at the International, Regional and National levels.

- **Consultancy:** Worked in diverse agencies as a project advisor; conference convenor and organizer; rapporteur and evaluator.
- **Collaboration:** Led the process of expanding the partnership network of the School to include: The Ministry of Information and Communications; the Kenya Institute of Mass Communication (KIMC); the Media Council of Kenya; UNESCO; the Ford Foundation; the UNDP; the African Network for Strategic Communication in Health and Development (AfriComNet); Volda University in Norway; Media Focus in Africa: the Editors' Guild in Kenya; the Media Institute; and the Kenya Correspondents' Association. Well regarded by University Management; the University community; the communication and media industry; and international, regional and national organizations.

EDUCATION

PhD in Anthropology (2009)

University of Nairobi, Kenya. (Emphasis- HIV and AIDS Communication)

M.A. (Journalism) (1990)

University of Western Ontario, London, Ontario

Postgraduate Diploma in Mass Communication

(Distinction)- (1988). University of Nairobi, Kenya.

B.A. (Upper Second Class, Honours) (1987)

University of Nairobi, Kenya.

RESEARCH

Assistant Coordinator of Research Project and Researcher on
Women in Public Space(s) (2011-2012)

Basic Research as co-Principal Researcher on: ***Voices of Media Veterans: Reflections over 70 Years on Communication and Media in Kenya (2011).***

Basic Research on: ***Media Developments and Uses in the Colonial Era (2011)*** in George Nyabuga & Wambui Kiai (Editors) (2011)- ***Media Contents: Evolution, Effects and Challenges in the Kenyan Context.***

Doctoral Research: ***An Analysis of Planning and Implementation of HIV and AIDS Communication Interventions by NGOs in Kenya (2004-2007).***

Basic Research on: ***The Challenges of Communication and Media Education in East Africa.*** (May-September, 2009).

Study commissioned by the Association of African Women in Research and Development (AAWORD-Dakar). ***“The Challenges of Communicating with Female Adolescents on HIV and AIDS.*** (April 2003).

Research on: ***HIV/AIDS and the Land Issue in Kenya.*** (November 2001-March, 2002).

Care-giving and People Living with HIV and AIDS in Nairobi for AAWORD (Sept-Dec, 2001).

HIV/AIDS and Communication Among the Youth in Nairobi for AAWORD-Kenya (2000).

Research on: ***Culture, Communication and Development***, leading to a Medium-Term Strategy for the African Itinerant College on Culture and Development, Dakar, Senegal. (Oct-Dec, 2000)

Research on: ***Evaluation of Civic Education Programmes in Kenya***, conducted through the African Council for Communication Education (ACCE), for Ford Foundation in 1998.

Research Analysis of Population IEC in Kenya for JHU/PCS) with Magadi M. & Odallo D. Evaluation research report presented for the National IEC Strategy preparation for the NCPD. (1996)

Research Associate, Women and Law in East Africa (WLEA) on: ***Inheritance and Women and Resource Management***.

The Political and Legal Empowerment of Women in Kenya and on: ***The Information Needs of Women Politicians in Kenya*** (1995-2000) for WLEA.

Research Associate, Centre for Law and Research International (CLARION). Conducted research on ***Media and Corruption***.

Media and Wildlife Conservation. (in 1994/5 for Clarion)

PUBLICATIONS

Co-author: ***Media Developments and Uses in the Colonial Era:*** a Chapter in a book: George Nyabuga & Wambui Kiai (Editors) (2011)- ***Media Contents: Evolution, Effects and Challenges in the Kenyan Context.***

Co-Author: ***Voices of Media Veterans: Reflections over 70 Years on Communication and Media in Kenya*** (forthcoming in August 2012).

Attaining Excellence in Media Training in East Africa

(2009). Chapter in a book on the Challenges of Media Training and Practice in East Africa.

Communicating with Adolescents about AIDS:

Experience from East and Central Africa (1996) co-authored with Nduati Ruth. The International Development Research Centre (IDRC) Ottawa, Canada.

Understanding Environmental Communication in Kenya

with Karembu Margaret, (eds.). The African Council for Communication Education (ACCE) –Kenya Chapter. Nairobi, 1999.

The Challenges of Communicating with Female Adolescents: A Case Study of Kenya (with Susan Kiuna and Njeri Muhoro-2004), ***Gender and HIV/AIDS in Africa.***
AAWORD-Dakar

Communication and Conflict in Mwangi Makumi, Munene Macharia & Karuru Njeri (eds.) **Understanding Conflict and Its Management**. Centre for Conflict Management, Nairobi, 1999.

Media and Conflict in Mwangi Makumi, Munene Macharia & Karuru Njeri (eds.) **Understanding Conflict and Its Management**. Centre for Conflict Management, Nairobi, 1999.

Folk, Interpersonal and Mass Media: The Experience of Women in Africa, with Adagala E. in **Women Empowering Communication** (Eds.) Gallagher Margaret & Quindooza-Santiago Lilia. A resource book published by the World Association for Christian Communication (WACC-London), Isis International (Manila) and the International Women's Tribune Centre, (New York). (1994)

Women in Journalism Education: An Overview of the Kenyan Situation in Women in Journalism Education: Prospects, Problems and Priorities. The Commonwealth Association for Education in Journalism and Communication (CAEJAC). (1995)

An Overview of the Women's Movement in Kenya, with Kameri-Mbote P., in Njiru E. & Khasiani S. (eds.) in **The Women's Movement in Kenya**. AAWORD, Nairobi, 1993.

Reporting for Rural Reporters. A training module with Karuru N. and Mboroki G. Interlink Rural Information Service (IRIS). (1995)

TEACHING AND TRAINING

Courses Taught

Information, Education and Communication (IEC)

Communication and Gender

Communication and Conflict

Specialised Writing

Broadcasting in Radio

Project in Development Communication

Trained in workshop and seminars on the topics listed above

SUPERVISION (JOINTLY)

PhD Theses

Mogambi Hezron (2011): “Patterns of Production and Consumption of Local Language Radio in Kenya: A Comparative Study of Rural Audiences”.

Ndeti Ndati (2011): “The Role of Interpersonal Communication in Shaping and Influencing Behavioural Responses to HIV and AIDS Among the Youth in Nairobi”.

MASTERS RESEARCH PROJECTS SUPERVISED AND CO-SUPERVISED

- 1 **Kamotho Kihumba (2011):** Interpersonal Communication Approach to HIV and AIDS Prevention and Management: Strategies and Challenges for Kenya Network of Positive Teachers Psycho-Social Support Groups.
- 2 **Monicah Wanjiru Muriuki (2011):** An Assessment of Knowledge and Attitudes of Nairobi Residents Towards Malaria Prevention and Treatment and their Communication Needs.
- 3 **Wycliffe Matwere Tongi (2011):** A Comparative Analysis of Health Information Needs Among Youth and Health Communication Programs on Television in Nairobi.
- 4 **Mwangi Mercy Wanjiru (2010):** An Investigation of Faith-Based Communication Initiatives in Response to HIV and AIDS in Kenya: A Case Study of Murang'a County.
- 5 **Eboi Anne Anjao (2010):** "The Role of Media in Highlighting and Publishing the Problem of Keratoconus so that Patients may get Help"
- 6 **Ombidi Wilkister Atieno (2010):** Media Coverage of the Determinants of HIV Infection Among Women in Kenya: A Content Analysis of the 'Daily Nation' and 'Standard' Newspapers for January-December, 2005.
- 7 **Oria, Prisca A. (2009):** The Portrayal of Women in the Daily Nation Saturday Magazine: Empowerment or Subjugation?
- 8 **Orina, Grace Kemunto (2008):** A baseline needs and assessment for the training of women Print Journalists in Kenya: The case of people and Kenya Times.
- 9 **Kareithi, Godfrey M. (2008):** An assessment of factors influencing media training in the 21st century in Kenya: A study on public and private level colleges in Nairobi.
- 10 **Kinuthia, Moses Kariuki (2007):** "The role of Women initiated Anti-alcoholism campaigns in Kenya (A case study, Kawangware)"
- 11 **Musau, Eunice Mumbi (2007):** Repositioning of Public Relations: The relevance and future of Public Relations in organizational management in Nairobi, Kenya.

- 12 Oronje, Rose Ndakala (2007) :** “ Coverage of reproductive Health issues in Kenya's Print Media: A case of two Kenyan Dailies.
- 13 Oyaro, Gladys Kwamboka (2007):** “Do the Kenyan Media violate children's rights? An assessment of select content in the Daily Nation and Nation Television against the existing conventions and laws on children's rights”.
- 14 Apamo, Peter Barnabas (2006):** “The place of HIV infection trends in Kenya: A case study of Makina location in Kibera slums of Nairobi”.
- 15 Mokuu, Tom Mogeni (2006):** “An evaluation of Malaria Communication strategies in Nyamira District”.
- 16 Katiambo, David Mukopi Jesse (2005):** “Coverage of female athletes in the Kenyan Print Media”.
- 17 Chege, Mukami Miriam (2004) :** “The evaluation of Public Relations management at Kameme FM Radio station”.
- 18 Masese, Hesbon (2004):** "The portrayal of the Kibera Rent Conflict: A content analysis of the Daily Nation, Sunday Nation and the East African Standard from December 2001-January 2002."
- 19 Wambaria, Mary Wachuka (2004):** “A study on constraints in the use of Radio programmes in Primary School in Kenya: A case study of Thika Municipality”.
- 20 Ndeti, Ndati (2004):** “The Impact of Hiv/Aids Communication Strategies for Adolescents: A Case Study of Hiv/Aids Education Programme in Kenya's Secondary Schools”.
- 21 Mwangi, Harun Karanja (2003):** “Towards comprehensive HIV/AIDS behaviour change communication”.
- 22 Cherogony, Lucy Cheluget (2003):** “Gender Portrayal in the Mass Media: Analysis of Coverage by Two Newspapers in the 2002 Election Campaigns in Kenya”.
- 23 Mungania, Martin Kaithia (2004):** Diffusion, Utilisation and Implication of the Mobile Phone for Rural Development: A Case Study for Igembe South West Division in Meru North District”.

EXTERNAL EXAMINING

Externally moderated and Examined for St. Pauls University in Kenya for two years (2007 and 2008): the B.A. (Communication).

RELATED EXPERIENCE

Rapporteur: at six international and regional conferences of the Heinrich Boll Foundation, Eastern and Great Lakes region (2000-2002). Also rapporteured for the International Research and Development Centre (IDRC). Also

Evaluation of: the Media and Gender components of the Kenya Domestic Observer Programme (K-DOP) for South Consulting in Feb/March, 2003.

Evaluation of: Funding opportunities and priorities on Media as related to Human Rights and Good Governance in Kenya for the Danish International Development Agency, through South Consulting (2006).

Project Advisor for a regional conference on the Challenges of Communication and Media Education in Africa, hosted by the SOJMC, April, 2008.

Co-convenor of international conferences and regional conferences for HBF in 2001-2002, including media relations.

Planned and implemented the East African Advocacy Workshop for Community Media for EcoNews Africa, including media relations. (1999)

Planned, organised and implemented three workshops supported by the Canadian International Development Agency (CIDA) for the SOJMC and UWO on Media Management, Women in the Media and Sportswriting (1990-1995).

Planned and implemented workshops for AAWORD on women in democratisation (1991-1992).

Training Coordinator and Advisor for the Association of Free and Independent Media in Kenya (AFIP) and the ACCE (Kenya Chapter) on Press Freedom and the Role of Media in Multiparty Politics in Kenya (1992 and 1994).

SELECTED PAPERS AND WORKS

Evaluation of Civic Education Programmes in Kenya (1999), with Karuru N & Mshindi T). Report presented to the African Council for Communication Education (ACCE).

Media and the Women's Movement in Kenya with Karuru Njeri. Paper presented at the African Evening Forum, Stanford University, USA. (May 1998)

Utilising Research methods in Environmental Reporting. Paper presented at a training workshop of the Indigenous

Information Network (INN) for Journalists from the ASAL regions, in Nairobi, (1998)

The Role of Media in Debt Management: A Proposal for Action. Paper presented at the EcoNews Africa (ENA) / Institute for Economic Affairs (IEA) workshop on Debt Management, Nairobi. (1997).

Challenges of the Media in Covering the Environment. Paper presented at the ACCE- Kenya Chapter training workshop, Nairobi, Kenya, 1997.

A Checklist for Environmental Writers in Kenya. Paper presented at the ACCE-Kenya Chapter training workshop, Nairobi, Kenya, 1997.

Research Analysis of Population IEC in Kenya for JHU-PCS, with Magadi M. & Odallo D. Evaluation research report presented for the National IEC Strategy preparation for the National Council for Population Development (NCPD). (1996)

Constraints in Training Facilities at the School of Journalism (SOJ), University of Nairobi. Paper presented at the SOJ workshop on curriculum development and planning of expansion. Nakuru, (1993).

Media Training and Environmental Issues in Kenya with Nyamu A. Paper presented at the ACCE biennial conference, Cairo, Egypt. (1992)

Mainstreaming Women's Issues in Africa: The Role of Communication and Media. Strategy paper submitted to the Economic Commission for Africa (ECA). (1994)

Convention Reports of the NCWK. (co-writer)- (1991 and 1992)

Election Monitoring Report of the NCWK (co-writer)- (1993).

MEMBERSHIP AND VOLUNTARY ORGANISATIONS

Council Member: The Media Council of Kenya (MCK)- (2008- 2012).

Chair: Training and Accreditation Sub-Committee: (MCK)- (2008- 2012).

Board Member: The Media Institute (1998-2004)

Member: Kenya Women's Holding (2012-)

Treasurer: African Council for Communication Education (ACCE-Kenya Chapter), 1991-1996.

Member: African Council for Communication Education (ACCE-Kenya Chapter), 1990 to date.

Member: Finance and Management Sub-Committee, African Council for Communication Education (1998-2004).

Member: Association of African Women on Research and Development (AAWORD).

Member of the Workshops Committee: AAWORD (1990-1994)

Member: Association of Media Women in Kenya (AMWIK).

Volunteer: Dance for Charity (Kenya) Association (2011-

REFEREES

1. Prof. George A.O. Magoha
Vice-Chancellor
University of Nairobi
P.O. Box 30197-00100
Nairobi, Kenya.
E-mail: vc@uonbi.ac.ke

2. Prof Wanjiku Mukabi-Kabira
Chairperson, Department of Literature AND
Director Centre for African Women Studies
University of Nairobi
P.O. Box 30197-00100
Nairobi, Kenya.

3. Dr. Joseph Mbindyo
Former Director and Senior Lecturer
University of Nairobi
P.O. Box 30197-00100
Nairobi, Kenya.