



MALAWI INSTITUTE OF JOURNALISM

PROJECTS PROFILE

Who We Are, What We Have Done, What We Can Do, & Key Persons

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INTRODUCTION

The first media training institution in Malawi is the Malawi Institute of Journalism (MIJ). MIJ is therefore a well-established media institution which started in 1995 and currently offers broadcasting services through MIJ FM Radio and journalism training through its Media Training Department. Over the years, the institution has been a pacesetter in the provision of both media training, broadcasting and marketing. In media training, MIJ is specialized in media and marketing training and is offering journalism and other media related training. In terms of broadcasting, MIJ FM is one of the most reputable media houses in Malawi with its unmatched programming and accolades that have been attained over the years. Aside from that, MIJ-FM has maintained the strongest commitment to promoting media independence and professionalism. MIJ's rich expertise, diverse skill set, and commitment to effective communication equate to a foundation well equipped to tackle various projects as outlined in this brief profile.

MIJ has offices in all the regions of Malawi: In Blantyre (Chichiri – Headquarters/Secretariat, New Naperi), Lilongwe and Mzuzu and as a reputable media training institution and a catalyst for positive change in Malawi, MIJ stands at the forefront of media excellence and community development. Our track record of impactful projects and our unwavering commitment to our mission make us a compelling partner for prospective funders looking to invest in meaningful initiatives. By partnering with MIJ, you are investing in an institution with a proven track record of delivering results. Our commitment to responsible reporting, community engagement, and media professionalism. In all projects, MIJ applies its multidisciplinary knowledge and skills to provide valuable services to clients and partners. Their ability to combine media expertise, marketing insights, and linguistic proficiency can be a significant asset in meeting the diverse needs of organizations and businesses.

WHAT WE HAVE DONE: SOME OF PROJECTS IMPLEMENTED SO FAR

1. Strengthening Child Rights Reporting – Project Implemented in Partnership with UNICEF) [2018 – 2022]

- UNICEF partnered with MIJ to strengthen child rights reporting (CRR) in Malawi, through enhancing capacity of journalism students and practicing journalists.
- The goal was to see well-trained journalists producing high quality news stories and programs that promote awareness and protection of child rights, for the wellbeing of all children in Malawi.
- The project started in 2018 with the integration of CRR into MIJ curriculum and then in 2019 the project extended to capacity building of practicing journalists.
- The rationale was to ensure that journalists should be well equipped with knowledge and skills-set in responsible reporting about children to improve the standards of child rights reporting in the media industry.

- By the end of the project, over 2,700 journalism students were trained in CRR, over 50 practicing journalists were trained and mentored in CRR and positive coverage of children in the Malawi media improved tremendously.

2. Management of Mass Media Approaches for Extended Programme on Immunization – Project Implemented in Partnership with UNICEF [2018 – 2021]

- Following the findings by Ministry of Health and other stakeholders that most of the parents and guardians were not completing immunization schedule of various vaccines for their under-five children, UNICEF engaged MIJ to raise awareness on the importance of immunization and influence positive behaviour change amongst parents, guardians and leader, amongst others.
- The goal of the project was to empower individuals and communities to adopt positive and sustainable health-seeking behaviours that would help the country achieve high and equitable immunization coverage, thereby improving child survival in Malawi.
- Specifically, MIJ rolled out various communication and community engagement activities and created demand for immunization services among Malawian parents of young children; promoted community awareness on the importance of completing the immunization schedule, reduced drop out of child vaccination as well as promoted positive attitudes towards uptake of vaccines among caregivers (including special/religious groups that reject vaccination).
- Furthermore, when COVID-19 hit Malawi in 2020, UNICEF also engaged MIJ to produce various messages on how the disease could be prevented and treated. In this regard, posters, radio and TV spots and programmes and other IEC materials were produced to scale up sending out of life-saving messages to Malawians.

3. Strengthening Land Governance System for Smallholder Farmers in Malawi – Project Implemented in Partnership with Oxford Committee for Famine Relief (OXFAM Malawi), Environmental Policy and Advocacy (CEPA) and Ministry of Lands, Housing and Urban Development [2019]

- The project demanded the production of 20 radio programmes, 2 Tumbuka jingles and one 10–15-minute video documentary.
- The media products were used to promote awareness and provide civic education on Customary Land Act, Customary Land Regulations and other international and national land governance related policy and legal instruments especially drawing interesting themes and topics including gender related issues.

4. Safety of Journalists – Project Implemented in Partnership with United Nations Educational, Scientific and Cultural Organization (UNESCO) [2019]

- The project was all about conducting public awareness campaigns on the importance of the safety of journalists in a country.

- The project also aimed at reviewing curriculum used in journalism colleges in order to integrate journalists' safety issues.
- MIJ conducted research on behalf of UNESCO on Safety of Journalists in Malawi whose findings were used by UNESCO to implement media projects in the country aimed at improving Safety of Journalists in the country.

5. Gender Mainstreaming Project and Media Capacity Building on Gender Sensitive Reporting – Project Implemented in Partnership with United Nations Educational, Scientific and Cultural Organization (UNESCO) [2015 – 2017]

- The aim of the project was to build the capacity of journalists in gender sensitive reporting implemented in 2015.
- In this project, MIJ imparted and mentored over 30 journalists from various media houses in Malawi on gender sensitive reporting and on how they could be mainstreaming gender in their workplaces.
- The goal was to ensure that journalists and other media practitioners promote gender mainstreaming and equality amongst themselves as well as to the general population.
- In 2017, UNESCO also supported MIJ to conduct a survey on the extent to which journalism training institutions mainstream gender into their curriculum, gender equality awareness of journalism trainers and students, access to journalism training amongst students as well as gender-sensitive teaching and assessment of students.
- The findings were used in developing gender policy for MIJ as well as devising teaching and learning methods that promote gender equality in line with National Gender Policy (2015) and Gender Equality Act (2013).

6. Media Capacity Building in Malawi – Project Implemented in Partnership with European Union (EU) [2015 – 2017]

- MIJ was engaged by European Union (EU) to build capacity of media in Malawi in a number of areas such as in investigation journalism, establishment of Radio Listener Clubs (RLCs) and Media Ethics. The project was run from 2015 to 2017.
- MIJ through this project established many RLCs throughout the country with radio stations such as Chanco Community Radio, Dzimwe Community Radio, Mudzi Wathu Radio, Tuntufye Community Radio and Likoma Community Radio among others.

7. Mass Media Campaign on Nutrition Mass Screening – Project Implemented in Partnership with United Nations International Children's Emergency Fund (UNICEF) [2015 – 2017]

- When hunger hit Malawi in 2014/2015 season, UNICEF together with Malawi government partnered with MIJ to produce mass media messages and conduct community awareness campaigns on how communities could adapt and strategize to ensure that every child should not suffer from malnutrition.

- Prior to implementing communication activities, MIJ conducted a baseline survey in all the 29 districts in Malawi to find out levels of attitude, knowledge and behavior pertaining to nutrition and malnutrition amongst guardians and caregivers of under-five children in Malawi.
- MIJ shared the findings with all stakeholders and also used them to design, produce and disseminate messages on child nutrition and malnutrition using various platforms, including national radios (i.e., MBC, ZBS), community radios, TV stations, community meetings and leaders.
- MIJ was also tasked to monitor other activities that other partners such as Story Workshop were undertaking in the communities such as performing drama.
- The end-line evaluation of the project revealed increased knowledge on six food groups amongst parents and guardians, positive change in attitudes towards nutrition and malnutrition amongst the communities, caregivers started providing nutritious food to their under-five children and key stakeholders (i.e., spouses, traditional leaders, religious leaders and health workers) were mobilised to take part in the efforts to ensure children were not malnourished.

8. Democracy Consolidation Programme – Project Implemented in Partnership with European Union (EU) [2014 – 2016]

- With support from European Union (EU), MIJ was one of the partners that implemented a democracy consolidation programme prior, during after 2014 general elections in Malawi.
- MIJ advocated and promoted gender parity and equal representation of men and women in 2014 presidential and parliamentary elections.
- As one way of mobilizing women and communities to take part in the elections and beyond, MIJ produced radio programmes, trained journalists in investigative journalism and democracy as well as established, mentored and strengthened radio listening clubs and community structures (i.e. in Zomba, Machinga, Kasungu, Karonga, Nkhotakota) to promote democracy in the communities across the country.
- By the end of the project in 2016, over 50 journalists from various media houses, drawn from three regions of Malawi, were trained on how they could carry out investigative journalism to track on women and community participation in politics.
- Communities were mobilized and empowered on social accountability and development tracking, over 30 radio listening clubs on democracy and human rights promotion were operationalized as well as radio, TV programmes and print media articles were produced in various media outlets.

9. Photojournalism Education – Project Implemented in Partnership with Tilitonse Foundation [2012-2014]

- The Malawi Institute of Journalism worked with Tilitonse on capacity building project designed to develop photojournalism media practitioners’ skills in photojournalism and the use of those particular skills to promote democratic governance.
- The project focused on training media practitioners and trainers of trainers on how photojournalism can be used to expose poor governance in Malawi.

10. Media Content Development – Project Implemented in Partnership with World Vision International and National AIDS Commission (NAC).

- MIJ FM developed messages and later produced HIV and AIDS jingles/adverts that were aired on MIJ FM and other radio stations in Malawi.
- The messages targeted adults, the youth, Female Sex Workers (FSW), homosexuals etc.
- The Jingles were in the form of min-drama and narrations and were aimed at promoting HIV prevention across the country.

11. Media Content Development on Early Child Development and Malaria Emergency Response Campaigns – Projects Implemented in Partnership with United Nations International Children’s Emergency Fund (UNICEF) and Ministry of Health

- MIJ FM radio produced a series of programs and promotional materials to promote children’s health and Malaria prevention.
- The project was targeting parents and guardians on best ways to feed their children.
- The aim was to minimize infant deaths and avoid cases of malnutrition in Malawi.

WHAT WE ARE CAPABLE OF DOING

1. Research, Monitoring and Evaluation Consultancy

- Malawi Institute of Journalism provides research consultancy in media related fields. The institute has a strong level of expertise in media, management, economics, marketing, information and technology (ICT).
- MIJ has well experienced and qualified academic staff having master’s degree.
- The institute has built and maintains expertise which enables large corporations and governments to trust it with important research.
- MIJ Academic staff has a number of attributes which will enable them to conduct research and produce satisfactory results.
- The institute is also best placed because it has centers in all the regions in Malawi which will enable it to easily have lead researchers and research assistants available across the country.

2. Promotion of Visibility of Organizations through Multimedia and Social Media

- By using MIJ FM, Facebook page, You-Tube page MIJ would be streaming different programs in video formats belonging to different organizations and for different projects as maximum reach with the multifaceted approach is guaranteed.
- MIJ will be using the live broadcasts to enhance and maximize direct communication with our audience and community partners and that live streaming will be allowing us to reach and interact with more people not only in Malawi but also across the world.
- MIJ is also planning on introducing a podcast which will allow us to keep the attention of our target audience.
- It will also be a way to boost our reach and expand our audience with the content we will be having on our podcast.
- MIJ is also capable of managing social media platforms including content creation for the same on behalf of different types of clients and for different projects to ensure ease of pressure which some clients face when it comes to managing their social media platforms which are used to gain more audience and attract business.

3. Media Content Creation Consultancy

- MIJ offers specialized consultancy services in media content creation.
- With our experienced team of media professionals and educators, we help organizations craft compelling multimedia content, from documentaries to podcasts, that resonates with their target audience to tell stories effectively.

4. Organization, Project or Event Visibility Enhancement

- MIJ excels in enhancing the visibility of organizations, projects, and events.
- MIJ is capable of developing strategic communication plans, create impactful promotional materials, and execute marketing campaigns that reach wider audiences to ensure that important initiatives gain the attention they deserve.

5. Translation

- MIJ's expertise in communication and language can extend to translation services.
- We offer professional translation of documents, reports, and content into multiple languages.
- This service can be valuable for organizations looking to reach diverse audiences or expand their operations internationally.
- MIJ ensures accurate and culturally sensitive translations to effectively convey the intended message.

6. Marketing Consultancy

- MIJ's background in business management and data science can be applied to marketing consultancy.

- MIJ assists businesses and organizations in developing comprehensive marketing strategies, conducting market research, and analyzing data to make informed marketing decisions.
- MIJ can also provide guidance on digital marketing, social media campaigns, and branding to help clients achieve their marketing goals.

7. Events Management

- MIJ can offer event management services to organizations and businesses planning conferences, workshops, seminars, or other events.
- This includes handling logistics, outside broadcasting (OB) and live coverage, coordinating speakers and participants, managing marketing and promotion, and ensuring the smooth execution of the event.
- MIJ's experience in media and communication contributes to effective event planning and coverage.

8. Graphic Designing

- MIJ emerges as a crucial collaborator in harnessing the power of graphic design to drive a transformative marketing and behavior change strategy.
- Drawing on its graphic design expertise, MIJ can play a pivotal role in shaping an impactful communication approach.
- MIJ's has proficiency in creating visually engaging materials that effectively communicate issues through captivating visuals, infographics, and illustrations to diverse audiences.
- MIJ can develop persuasive visual campaigns that encapsulate transformative potential by featuring relatable characters, before-and after scenarios, and eye-catching statistics to drive home the benefits of change.
- As Malawi Institute of Journalism, we thus believe that for marketing and behavior change to occur, various methods of communication must be used and one of them is by designing publications which would carry the messages and communicate to the masses – such publications would be brochures, fliers, leaflets, pull-outs and posters.
- These publications would be designed according to the designed campaigns and would have the messages tailored in line with the type of target audience.
- The publications would be distributed to the masses in various ways for instance, by placing the fliers and brochures in shopping malls, having people by the roads to be distributing them and also by posting posters in different locations.

9. Awareness Campaigns on Social Issues

- MIJ has capability to develop and implement awareness campaigns on various social issues affecting Malawi.

- These campaigns can include radio and TV spots, community engagement activities, and educational materials.
- MIJ has in the past partnered with organizations like UNICEF to raise awareness on important social issues such as child rights, immunization, and nutrition.

KEY PERSONS IN PROJECTS AND CONSULTANCY

MIJ is led by Dr Levi Phelani, a Strategic Management Expert, who is also the MIJ Executive Director, a Researcher, and Governance and Organizational Development Expert, who has twenty-two (22) years of experience providing technical advice in the tobacco industry in Malawi, Mozambique and Zambia. The Team Leader is always assisted by other individuals who are experts in different areas as needed, described as follows:

No.	Name	Specialization Areas	Experience
1	Levi Pherani, BPA, MBA, PhD	Management and Project Management	<ul style="list-style-type: none"> • 10 years in management and project management positions. • 10 years consultancy in strategy formulation and monitoring and evaluation. • 10 years lecturing management.
2	Mercy Manja, BA, M.Sc.	Media, Communication and Management	<ul style="list-style-type: none"> • 10 years in lecturing in media and communication. • 5 years media training management. • 5 years in project management.
3	Roselyne Makhambera, BA	Media, Communication and Gender	15 years of media broadcasting management.
4	Benson Thulama, BA, MBA	Media, Communication and Project Management	<ul style="list-style-type: none"> • 10 years in media and communication training. • 5 years in project management.
5	Murry Siyasiya, B.Soc.Sc, MA	Economics, Statistics, Project Management.	<ul style="list-style-type: none"> • 8 years lecturing economics, statistics, research and business journalism. • 5 years in project management.
6	Sydrick Chavula, BA	Media and Communication	• 8 years in media training and journalism.
7	Lloyd Kaisi, BA	Media and Communication	• 15 years in media and communication.
8	Tamandani Matebule, BA	Media and Communication	• 10 years in media and communication.
9	Prince Muta, BA	Media, Communication and Graphic Designing.	<ul style="list-style-type: none"> • 4 years of media training. • 5 years in graphic designing.

CONTACT DETAILS

The MIJ team can be contacted via the following details:

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