

Jesse L. Masai

County Government of Nyandarua
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Education

M.A. Development Communication, Daystar University (thesis)
 B.A. Communication, Daystar University / Messiah College (PA, U.S.A), 1999-2004

Current Position

Director of Communication and Public Participation, County Government of Nyandarua, since July 31st, 2015

Areas of Specialization	Development Communication, Devolution, Transformative Leadership
Areas of Competence	Media Ethics, Advocacy, Mass Media, Faith and Public Policy
Specialized Training	<p>Consultation on the Kenya Devolution Support Programme, World Bank / State Department of Devolution (Kisumu, February 2018)</p> <p>Consultation on the Kenya Devolution Support Programme, World Bank / State Department of Devolution (North Coast, June 2017)</p> <p>Consultation on the Kenya Devolution Support Programme, World Bank / State Department of Devolution (Naivasha, May 2017)</p> <p>Training of Trainers on Civic Education and Public Participation Course, Kenya School of Government (Lower Kabete, November 7th-11th, 2016)</p>

Peer-Reviewed Publications

“19 days in 2015: An analysis of the framing of the digital migration,”
Digital Transformation in Journalism and News Media: Media Management, Media Convergence and Globalization (2017): 367-380.

“Glocalizing Charlie Hebdo: An analysis of coverage of the Paris attacks in Kenya’s The Friday Bulletin,” *Digital Transformation in Journalism and News Media: Media Management, Media Convergence and Globalization* (2017): 429-442.

Other Publications

Book Review: Dr. C.B Peter *et al. Mapping Eastleigh for Christian-Muslim Relations* (Limuru: Center for Christian-Muslim Relations in Eastleigh, 2013) in *The Platform* 12 (November 2015): 70.

Selected Conference Papers

“Evaluating digital communication within devolved governments: The case of a public complaints system in Nyandarua County, Kenya,” Individual Paper, *International Communication Association - Africa*, University of Ghana, November, 2018

“Combating fake news: Lessons from journalists in Nyandarua County, Kenya,” Co-authored Paper, *Media Focus on Africa*, Kenya Cultural Center, September 2018

“Blessed are the multipliers: An evaluation of communication for artificial insemination project in Nyandarua County, Kenya,” Co-authored Paper, *International Communication Association - Africa*, Uganda Martyrs University, October 2017

Teaching / Training Experience

As a fellow / independent consultant

I have been a part of shared learning in various contexts, in and outside Kenya. This has included site visits, lectures, media appearances, etc.

As Director, Nyandarua County Government

I supervise contributions to County Government mainstream and social media platforms.

As a student assistant at the Speech & Writing Center, Daystar University

English as a second language

I also supervised contributions to the student newspaper, *Involvement*

As a volunteer teacher, Garissa Academy & Kindergarten

English

Kiswahili

History & Government

Honors and Awards

Conference, University of Makerere’s Refugee Law Project (Kampala), 2014
Fellow, Africa Leadership Institute for Community Transformation (Cape Town), 2012

Fellow, World Health Organization (Bangkok), 2011
 Fellow, National Journalism Center (Washington, D.C), 2009
 Fellow, Family Research Council (Washington, D.C), 2008
 Fellow, America Journalism Center (Washington, D.C), 2008
 Vice Chancellor's Award, Daystar University, 2004

Some of the Graduate Courses Taken

At Daystar University

Risk Communication	Communication & Leadership
Media Law & Ethics	Project Monitoring & Evaluation
Development Communication Campaigns	Global Communication
Health Communication	Communication & Advocacy
Theories of Development Communication	

Some of the Undergraduate Courses Taken

At Daystar University

Editing
 Writing for Newspapers
 Media Law & Ethics
 Writing for Broadcast
 Communication Systems in Africa
 Communication and Culture
 Modern Africa
 Public Speaking
 Persuasion
 Business & Economic Journalism

At Messiah College (PA, USA)

Christianity & Media Culture
 Small Group Communication
 Interpersonal Communication
 Introduction to World Literature
 American Government

Professional Activities

Media practitioner / consultant (in and outside Kenya), 1999-present

Communications Officer / Research Associate, Truth, Justice and Reconciliation
 Commission: responsibilities included media monitoring, media relations, research, etc,
 2011-2013

References

Professor Mark Fackler, Department of Communication, Calvin College,
 Phone: +1-616-526-6274 email: mfackler@calvin.edu

Kathleen Openda, Communication Expert
 Phone: +254722711602 email: kate.openda@gmail.com

Rev. Samuel Githinji, Chaplain, St. Paul's University,
 Phone: +254733595532 email: sgithinji@spu.ac.ke