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**Communication Media Arts - Jah Kente
International ®, Inc.**

**Summary Report on Six Weeks Communication
Media Arts Program with implication on Journalism
and Cross-Cultural Studies with reference to African
Modern Monarch, His Majesty Nfon Mukete 1V,
Ekoko, Paramount Ruler of the Bafaws in Cameroon.**

**Jah Kente International – Mayor Marion Barry Summer
Youth Employment Program 2021.**

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2020 Media Project

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**JAH KENTE INTERNATIONAL, INC.
INTERNSHIP COMMUNICATION MEDIA ARTS**

Timeframe	Topic	Industry specific deliverables/remote tasks.
Week 1 (20 – 25 hours) Focus Area:	Readers and Rollouts	Topic 1: Introduction to Broadcast Journalism Topic 2: Broadcast Writing Structure Topic 3: Camera Functions and Editing 101
Week 2 (20 – 25 hours) Focus Area:	Voiceovers	Topic 1: Shooting 101 Topic 2: Writing Topic 3: Editing
Week 3 (20 – 25 hours) Focus Area:	Voiceovers and Sound on Tape	Topic 1: Shooting Sequences Topic 2: Interviews Topic 3: Editing VO/SOTS
Week 4 (20 – 25 hours) Focus Area:	Packages and Broadcast Journalists	Topic 1: Feature Package (Story) Development Topic 2: ENG (Electronic News Gathering) for a PKG Topic 3: Editing and Writing the PKG
Week 5 (20 – 25 hours) Focus Area:	News Stories	Topic 1: News Package
Week 6 (20 – 25 hours) Focus Area:	News Networks	Topic 1: News Production

A. Lecture Thematic Coverage

The six weeks Communications Media Arts and Cross-Cultural Reporting ran from June 28th to August 6th, 2021. The program dealt principally on contemporary broadcast, taking high school youth employees and young college students and graduates, as teaching assistants, through an intensive and robust-relatable curriculum.

In the first week, youth employees were introduced to Journalism and contemporary writing and broadcast. With this, they were provided with an understanding of the building blocks of story development across different writing genres. The lessons harnessed their basic skills for writing and media production.

In the second week, youth employees were taught specifics on how to write a journalistic news article, using the five 'W's' and 'H'. Coupled with discussions in the third week on different forms of journalistic writings and necessary elements to consider in keeping a journalistic journal, participants were further introduced to making voice overs for a written piece.

In the fourth week, they received hands-on instructions on how to source for the news and ethical considerations to uphold. Emphasis was placed on this age of information,

with the internet and other digital tools taking forefront in communication and media engagements.

In the fifth week, participants enhanced their writing skills through hands-on exercises. Each youth employee worked on a news article which was developed through to the sixth week. Thus, the sixth week was characterized by continuous hands-on engagements on how to write captivating news article. This was accompanied by television broadcast presentations. Youth employees took turns to present their articles, in class sessions and a final presentation to the general workforce on August 4th.

By the end of the sixth week, youth employees learned how to write a news article, understood camera parts and functions, how to operate digital recorders, and how to conduct interviews and edit footage.

B. Key Youth Employee Engagement

The Communications Media Arts workforce of the 2021 Jah Kente International Mayor Marion Barry Youth Employment Summer Program delivered tangible outcomes. Active participants who completed the program demonstrated their concepts, skills and knowledge in writing news articles and make broadcast presentations.

Broadcast Presentation Exercise:

Hello and welcome to the 12 PM Jah Kente International News Magazine on your favorite Jah Kente International Media Network. I am Martin Elonge for presentation.

- *We begin this news magazine with our editorial, hello Yinka...*
- *The State of Washington D.C has for decades pride itself as 'The Chocolate City'. News man Eric Gassaway has been digging on this and now reports...*
- *Still on the Chocolate City, Yinka Bamiro has been covering an ongoing youth employment summer program and now tells us more...*
- *Cultural diversity plays a vital role in developing an inclusive society. Aiden Alston now looks at this from a friendship perspective...*

- *Still on cultural diversity, Kenaja Watkins has more from a culinary dimension...*
- *Kaniya Hoffman looks at cultural diversity from a fashion angle...*
- *Our man, Tesfaye Ayalew ends this magazine with a perspective of sports on cultural diversity...*

Thanks for being part of this edition of our news magazine. Keep watching beautiful programs on Jah Kente Media Network. Until next time, it's a good bye ...

1. Yinka Bamiro

- She wrote the editorial for the Jah Kente Magazine – AURA – with cross cultural features.
- She conducted live interviews with employees from the Visual Arts, Fashion and Theatre workforces on In-person sessions.

2. Eric Gassaway

- He wrote an article on “The Chocolate City”. In it, he re-informs and creates awareness on why Washington D.C is referred to the ‘Chocolate City’.

3. Keneja Watkins

- She wrote on food. Describing the element of food as a veritable expression of culture within DC. She particular sighted the case of the ‘Mombo’ sauce.

4. Kaniya Hoffman

- She wrote on dressing and its place in promoting cultural diversity.

5. Aiden Alston

- He wrote on friendship as an instrument to promote cultural diversity, using his school and interaction with friends from different backgrounds as an example.

6. Tesfaye Ayalew

- He wrote an article on Sports as a tool to enhance cultural diversity

C. International Visual and Virtual Tour.

Communication and Media Arts workforce, and the general work force, participated in international visual and virtual tours. The experience expanded their knowledge on cultural literacy and diversity. The tours provided the youth employees details, insights, context, and knowledge of the society as opposed to rumors, speculations, sensational stereotypes, ignorant or ethnocentric perspectives that undermine the values of others.

1. The Reunification Monument in Buea (capital of the South West Region, Cameroon).



Reunification Monument of Cameroon's 50th Anniversary (Buea, Cameroon)

On July 20th, 2021, we had a tour of the Reunification Monument of Cameroon's 50th Anniversary in Buea. The monument symbolizes the reunification of former British Cameroons (West Cameroon) and French Cameroun (East Cameroon) after the United Nations organized plebiscite, which was held in British Cameroons 1961, to determine whether the territory should join East Cameroon or Nigeria. Youth employees were encouraged to discuss this era in world affairs.

The youth employees learnt about pre-colonial and post-colonial Cameroon and the importance of Buea, the current capital of the South West Region of Cameroon. It was the colonial capital of German Kamerun (1901 – 1919), the capital of British Southern Cameroons (1949 – 1961) and the capital West Cameroon until (1972) when a referendum resulted in the termination of two federated states to a unitary system.

The monument was constructed in 2014 at the foot of Mount Cameroon, the highest peak and most active volcano in West Africa (over 4,100m), next to the Governor's House. It was built between 1891 and 1906 by the Germans and used by German Governor Otto von Puttkamer. It also served as the residence of the Prime Minister of West Cameroon, after Southern Cameroons federated with newly independent Cameroon in 1961.

The Reunification Monument has an unprecedented significance to the country, beyond just historical reminiscence. One of such significance is its role in the communication and media landscape. At the time of this anniversary celebration in 2014, the guest expert instructor, Martin Elonge, was three years in practice as a journalist, writing for the then *The Educationist* newspaper. He also had the rare opportunity to perform in *The Chorus* (as a dramatist) live for His Excellency, President Paul Biya who visited Buea for this event.

Before reunification, both Cameroons practiced two different systems of administration: politically, legislatively, and educationally based on colonial orientations. Understanding the context of the tour to this historic reunification monument gave youth employees an opportunity to grasp how the history and culture of a people influence the media landscape. As the adage goes, the Press (media and journalism practice) is a reflection of society.

From the Amadou Ahidjo era (former President of Cameroon) to the Paul Biya era (current present of Cameroon), the media and practice of journalism in the country are increasingly shaping perspectives. Youth employees were encouraged to conduct independent research and to compare the practice to reporting in District of Columbia and nationally. For example, what issues are considered important and

from whose perspectives? Are there media catering to the interest of particular populations?

2. Modern Traditional Kingdoms (Palace of His Majesty, Nfon Mukete IV, Ekoko) - July 22nd 2021, Kumba.



His Majesty Mukete IV, Ekoko and Wife, Queen Nadya

In tour of the Nfon Mukete Palace in Kumba, headquarters of Meme-Division, South West Region of Cameroon, and subsequent exchange and recorded live interview His Majesty, Nfon Mukete IV, Ekoko took questions from youth employees and shared his wide range of experience as a modern monarch in the 21st century. This experience was crucial as it enabled the youth employees to gain first-hand cross-cultural knowledge.



His Majesty, Nfon Mukete IV, Ekoko is the Paramount Ruler of the Bafaws, one of the SAWA ethnic populations of the Gulf of Guinea. The population, including those in the Diaspora, is indigenous to the Kumba Metropolis that compromises of 10 villages. Comparably, it is larger much than the principality of Monaco with Prince Albert as monarch.

The youth employees learnt that in Africa there are classes of chiefs. A Paramount Chieftaincy or Kingdom is the highest category of traditional authority recognized by the government and constitutes an integral element of governance in some African countries.

Questions on how dynastic traditional system is integrated into a modern government was part of the cross-cultural awareness. Youth employees were encouraged to conduct journalistic research on African societies, civilizations, democratic systems and methods that existed, including jurisprudence and resolving disputes, before the colonial systems.



Pictures from the coronation ceremony of Nfon Mukete IV, Ekoko of the Bafaws (April 24th, 2021), Kumba, Cameroon.

His Majesty, Nfon Mukete IV, Ekoko is the fourth to succeed the throne, taking over from his late father – Senator Nfon Victor Esemingsongo Mukete of blessed memory.

In 2020, the late Senator Nfon Victor Esemingsongo Mukete, before his demise, did what has never been done anywhere else in Cameroon and rarely done in the world. He passed on the throne while still alive. According to African indigenous practices, a successor to the throne is only chosen after the death of a seating monarch.

The picture above was taken from the Coronation ceremony of Nfon Mukete IV, Ekoko. The coronation is a solemn traditional ceremony where a new ruler is crowned. Nfon Mukete IV, Ekoko was crowned Chief of Kumba and Paramount ruler of the Bafaws. This duality is because one should not be Paramount Chief (Nfon) without being Chief of a given village. The coronation is carried out principally by the various chiefs of the other 9 Bafaw villages (chiefs in complete white, known as ‘Bafons’ – picture at the center).

To this, the most important ritual is done in the ‘Etata’ (traditional hut), which is part of the coronation not visible to the general public. Thereafter, the chief is installed in the traditional Seat (Ébong Di Nfon), handed the Rod (Mbow) of leadership, the sword (Peéh Di Nfon), a Bag (Ekpa) the traditional Crown is placed on his head by the oldest

Bafaw man. The men in red and black in the picture to the far right are the traditional guards – known as ‘Mbwa Mpa’s.



The Bafaws are a hospitable ethnic group. They were one homogeneous and patrilineal people before colonialism stepped in and dismantled the organization of their society. Their generosity and hospitality led to the influx of people of various ethnicities who came to work and live with them in peace and harmony. Some of the long-term residents, including Nigerians, identify with K-Town - K meaning Kumba, and belong to organizations as K-Towners or other forms with Kumba as the unifying umbrella.

The Bafaws are referenced to modern traditional practices in varied ways. Their principal traditional meal is Koki (pounded white beans, mixed with palm oil and cocoyam leaves) and Plantains. The focus on food, as with the Bafaws, opened conversation about gastronomy, the relationship between food and culture, which some journalists find particular interest in. Keneja Watkins wrote about food as an expression of culture.



His Majesty Nfon Mukete IV, Ekoko (fifth from left) on a mission to the USA with sons and daughters of Bafaw on the need to give back to the community.

The Bafaws speak 'Lifo'. Traditionally, Bafaw men dress in white shirts over loin-cloths. As a matter of respect, men may be addressed as *Ashi* and women as *Amah*.

One of the main tools for leadership that the former Nfon handed to his successor was a Bible. He considered the Bible a great book that has the potential to inspire moral leadership. This knowledge, narrated by Nfon Mukeke IV, Ekoko, surprised many in the general workforce who believed there are African gods that tribal chiefs follow or must.

In the 1880's at the establishment of the Presbyterian Church Kumba Town, it is noted that it was the late Chief Abel Mukete, grandfather to Nfon Mukete IV, Ekoko who gave up choice land for its construction.

His exposition shed light on the way modern kingdoms in Africa operate. Youth employees were able to ask questions directly to His Majesty, to which they received definite answers. One such question, from Miss Yinka Bamiro from the

communication and media workforce - inquired on what the Nfon's daily schedule looked like.

His Majesty engaged the workforce in an interactive session, which revealed that he is not just a sit-down, home-stay, distant, and an illiterate person, as some western media depict indigenous African leaders.

In modern Kingdoms in Africa, case in point, the Bafaws, education is not a do without. His Royal Majesty, Nfon Mukete IV Ekoko is a testament. As a young man, he lived in England and obtained in B.A (Hons), Development Studies from the University of East Anglia, Norwich U.K), Like his father, the Late Senator Nfon Victor Esemingsongo Mukete, he is well grounded in business and politics.

He is visibly integrated in the society both in the private and public sectors. Like his father before him who served as the oldest (102 years) Senator of Cameroon till his death, Nfon Mukete 1V, Ekoko also serves the nation and his people in varied capacities. These facts were intriguing to the youth employees as notions of African "chiefs" are narrated, including from media, mostly from medieval concepts as warriors with spears, scantily clad, and little else.

Before his ascension to the throne, he served as Board Chair (13 years) of the United Bank for Africa. He is Honorary Consul of The Republic of Türkiye to The Republic of Cameroon. He is the Vice President of the Cameroon Chamber of Commerce, Industry, Mines & Crafts; an elected position he has held for four terms since 2003. He has served in a host of Committees in Cameroon and abroad on behalf of the Cameroon Private Sector and government.

He is the Government Public Relations Director at Gaz du Cameroun (GDC) as well as the Senior Adviser to GLOBELEQ Cameroun (Kribi & Dibamba Power Plants). He is also a Director at African Atlantic International Maritime Ltd, Cameroon.

In January 2022, he became a Director of Australian Canyon Resources Limited's wholly owned subsidiary CAMALCO CAMEROON S.A. Since January 2023 serves on the board of the United Bank for Africa, Congo Brazzaville (UBA Congo) and is a member of the board of Trustees of The Duke of Edinburgh's International Award Cameroon. The latest information was updated.

His Majesty Mukete IV, Ekoko is credited with being one of those who pioneered the growth of the SPECTRUM GROUP (Owners of the TV/Media Group STV, as well as Broadband Telecom; the local Shareholder of MTN Cameroon) for over 20 years; from the days when he served as Head of TV Program Acquisition, and later as Group Marketing Director, to his last position as Group General Manager.

Since his ascension to the helm of the throne, His Majesty has made provisions for pupils to return to school each New Year across the 10 villages that make up the Bafaws. To this, much attention has been given to the education of the girl child.

The key lessons from the Monarch's live interaction situated African traditions in proper perspectives, highlighted significant heritage, and dispelled many stereotypes and unconscious biases and stereotypical views.

Nonetheless, he explained that cultures must adapt to new ways of doing things and to also engage with the global society, including through educational, cultural exchange, and diplomatic relations that build bridges for mutual cooperation. He explained that unproductive and harmful practices within traditions and systems anywhere should be discarded much productive outcomes. He stressed the need to adequately monetize crafts in the creative industries, heritage tourism and ecotourism, which had subsided during the COVID-19 era.

Some youth employees were curious to know how many wives the Monarch has in view of the perception, including in the media, that polygamy is an essential practice of African monarchs and with numerous or countless children.





Above: His Majesty Mukete IV, Ekoko and his wife Queen Nadya (right). He has one wife . The couple has four children.



Above: The Royal Couple and young pupils and teachers.



Video

The youth employees learnt that cultures differ from place to place but some, including civic activism, may be similar. And reporting on these values as a journalist requires knowledge on who the people are that they are writing about to better write for a global audience.



Peace Rally with and His Majesty Mukete IV, Ekoko at his Palace ground.

These two occasions are similar to practices and activism in Washington, DC and other parts of the world.



Queen Nadya home. Gastronomy – Relationship between food and culture.

2.1. Advancing the International-Cross Cultural Comparative Narrative on Modern Traditional Kingdoms and Western Monarchies.

There are over 40 monarchies in the world today. For examples: Kingdom of Belgium, Monaco, Kingdom of Cambodia, Kingdom of Denmark, Grenada, Japan, Grand Duchy of Luxembourg, Kingdom of Netherlands, New Zealand, Solomon Islands, Kingdom of Sweden, United Kingdom of Great Britain and Northern Ireland, Eswaiti, Morrocco, Uganda, South Africa, Ghana, amongst others. The comparative narrative lessons advanced cross-cultural discussions.

2.1.1. Hereditary, Socio-Political and Economic Involvement

Although African and Western Monarchies may differ, there are areas of similarities.

3.

Most Monarchies are hereditary. The right to the throne revolves within the royal family, and it is passed on from generation to generation. His Majesty Mukete IV, Ekoko, is the twelfth (12) ruler and 4th in the Mukete lineage to ascend the throne of the Bafaws for over 4 centuries. The throne of the Bafaws is tilted to patriarchal heritage while, some, like the British Monarchy have had women Monarchs if there are no male successors.

Youths employees learnt about how monarchies function when the monarch is the constitutional head of the Kingdom but not involved in political activities and governance and where monarchies are localized in different Kingdoms and participate differently in the political life of the state.

The Bafaw Monarch is localized but works directly with the Ministry of Territorial Administration and participate in private and public undertakings, and may represent Cameroon on significant missions.

In England, the Monarch does not take active part in the daily functioning of government but serves as a symbolic authority. In the comparisons, both are connected with global events and policy at higher levels. There are similarities where members of the royal family are sent to foreign nations for diplomatic missions as well. Arguably, His Majesty Mukete IV, Ekok attained this high-level recognition and global reach partly due to his professional credentials, personality, and solid, personal qualities and achievements, which give him a higher public profile, visibility, and platforms among traditional authorities. In effect, his Kingdom is an asset to the nation.

4. BIMA (Buea)

On July 29th, 2021, we made a virtual tour to the former French Cultural Center (now CURELF) in Buea to witness the launching of the Buea Institute of Music and Animation Conservatory (BIMA).

Through the event, employees were able to savour a rich cultural display of traditional dance and other live musical performances. This was enriching for a cross-

cultural experience. The French cultural center was founded in the 1960's as a means to promote French culture in overseas territories.

BIMA, which is the first of such cultural conservatories in Cameroon and much of Central Africa, hopes to use music, especially traditional music to enhance cultural diversity while promoting excellence in music education.



Classical music display



Cultural display of the Bakweri's (Buea, Cameroon).

Bakwerians are the indigenous (native) settlers of Buea (Fako Division, Cameroon), which is one of their major villages. They are also indigenous to Limbe and areas along the Mungo River. In times past, they migrated to the foot of Mount Cameroon as hunters, lovers of agriculture with deep roots in their tradition.

The dance being performed is known as the 'Cha-cha' dance. It is a venerated dance to the people and their culture. Their traditional meal is 'Kwakoco' and 'Mbanga' soup. This is a mixture of pounded cocoyams and sauce made from palm fruit extract.

The years following 1884 with the annexation of Kamerun by the Germans, saw many harsh turns of colonialism, notably slavery and the slave trade. Bimbria, a village mainly inhabited by the Bakweri's in the East Coast of Limbe was the principal slave route used by colonial powers to ship slaves from Cameroon. This information resonated with the youths, many of whom are descendants of the enslaved in the Americas.

As a global culture to preserve historical times lines that have impacted humanity and cross-cultural heritage grow, Bimbria has in recent years gained the spotlight. In April 2021, a 14 man team of international experts started work on a mission to have The Bimbria Slave Trade Village recognised by UNESCO as a World Heritage Site.

With the increased need for Historical African Americans in the diaspora to unite with their African origins as patronized by the 2019 Year of Return by President Nana Akufo-Addo of Ghana, it is part of the lesson to examine how. The Communication Media Arts workforce was able to learn about the practice of journalism in Cameroon and its ramifications at the international scene.

5. University of Buea Campus



The University of Buea was founded in 1993 and is located in Buea, capital of South West Region, Cameroon. While some hail it as “Anglo-Saxon education in Cameroon,” following in the British colonization, some youth employees questioned why Cameroonians, and Africans in general use colonial mentality and identity to define themselves, which is an intriguing and thought-provoking inquiry for investigate journalism, which reporters deeply investigate a single topic of interest, and may spend months or years researching and preparing a report.



The Elephant Statue at the University of Buea, Cameroon. A symbol of prosperity of the Bakweri's. The mascot (Elephant or Njoku) is considered a mystical creature by the Bakweri's. It is looked upon as a spiritual co-creator of their being, with great strength, loyalty and calmness.

6. Summary Implications of the Visual and Virtual Tours

In the 5th week (26th to 30th July, 2021) of work, our focus, based on the curriculum dealt with thematic issues such as: Why write and broadcast? Concessions on education and entertainment; exporting the global view: writing from a cultural perspective; and focus on media literacy: writing with an audience in mind.

Three (The Reunification Monument in Buea, modern traditional kingdoms - Palace of His Majesty, Nfon Mukete IV, Ekoko, and Buea Institute of Music and Animation Conservatory) of the four areas that were centered primary culture. Through this international cross-cultural experience, youth employees learnt about the traditional dressing style, dance, food, language and some manner of behaviour and norms in Cameroon, which are also practiced in Cameroonian Diaspora and transmitted through generations, including those born in Washington, DC and in the US.

True to journalism training (gathering, production and dissemination), youth employees were able to understand how to write for the global audience, paying particular attention to the 'do's and don'ts' that might arise with different cultural 'shocks'. For instance, the myth of how some Africans live was demystified. Nfon Mukete IV, Ekoko presentation was incisive.

The outcome of knowledge from the tours was evident in the different topics that the youth employees worked on for their final presentations (*see Key Employee Engagement*). Their presentations gave a comparative edge on the exposition of cultural dimensions within Washington DC.

7. Challenges and Prospects

The experience was both educative as it was challenging. Through the interactions with the youth employees and the larger workforce, the ever-present construct of cross-cultural understandings and diversity was animating. Most the youth employees were not exposed to life and opportunities beyond the city.

Through the course of the program, through assessments such as quizzes, some youth employees where are not meeting performance standards, which mirrored test scores in District of Columbia Public Schools. results. Nonetheless, measures differentiated instructions were used to close the performance gaps.

By and large, the rigorous Jah Kente International Communication Media Arts program is rich training program through its dynamic curricular for students interested in communications. The soft skills component at the beginning of each day is indispensable to be successful in the workplace and life in general.

Appendix

1. Communication and Media Arts Curriculum

Curriculum for a 6 weeks program on 'Contemporary broadcast' for Jah Kente International,
Washington D.C, USA.

SN	Week	Day	Unit	Thematic area
1	1	28 June	Readers and Rollouts: - Introduction to Broadcast Journalism - Broadcast Writing Structure - Camera Functions and Editing 101	Introduction to Journalism and contemporary writing and broadcast
2		30		Understanding building blocks of story development across the genres (writing techniques)
3		1 July		Basic skills to enhance writing and media production
4	2	5	Voiceovers: - Shooting 101 - Writing - Editing	Focus on Journalism: The five 'W's and one 'H'.
5		6		Focus on Journalism: The five 'W's and one 'H'.
6		8		Focus on Journalism: The five 'W's and one 'H'.
7	3	12	Voiceovers and Sound on Tape: - Shooting sequences - Interviews - Editing VO/SOTS	Discussing the major forms of Journalistic writing
8		13		Discussing the major forms of Journalistic writing
9		15		Elements to consider when keeping a journalistic journal
10	4	19	Packages and Broadcast Journalist: - Feature packages (story) development - Electronic News gathering - Editing and writing	Elements to consider when keeping a journalistic journal
11		20		Sourcing the news in writing – honing the 'catch'
12		22		Ethical considerations in writing the article for broadcast
13	5	26	Packages and Broadcast Journalist: - Feature packages (story) development - Electronic News gathering - Editing and writing	Why write and broadcast? Concessions on education and entertainment.
14		27		Exporting the global view: writing from a cultural perspective
15		29		Focus on media literacy: Writing with an audience in mind
16	6	2 August	News stories and News Networks: - News Package and News Production	Language: writing/broadcast to communicate or not?
17		3		How to customize your writing for different media (radio, TV, Newspaper, Digital productions)
18		5		How to customize your writing for different media (radio, TV, Newspaper, Digital productions)

News Broadcast by MBSYEP 2020

A Lesson in Session with
Jah Kente International
&
Mayor Marion Barry Summer Youth Employment Program 2020
Communications & Media Specialists Career Work Group

Samirah Smith	Nakaiya Morgan	Darwin Alvarez-Bonilla	Blake Debose	Amirah Jones-Starr	David Whittington
					
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