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MEDIA MENTORSHIP: STANDARD MEDIA GROUP

What's the first thing that pops in your mind when it comes to matters journalism and media; Is it your favourite newspaper brand or is it that news anchor you cannot help but admire because of their diction and eloquence , well for I always knew there was something more to media than just that and thus I was completely elated when I finally got the opportunity to learn what it was and so with some little inspiration from Brian Tracy, a renowned author and a most amazing motivational speaker, who once wrote that; "**An attitude of positive expectation is the mark of the superior personality**" on the morn of 26th August 2017 as I gently tie my silk grey tie round my neck, three words ring in my mind Mentorship, Networking and obviously Fun. I leave the house positive that the day was not going to be a disappointment.

The day's programme kick starts at 6:55am and as always had been the norm the day begins with an ice breaker led by the gallant young lad Boniface Omina. I personally really enjoyed the ice breaking games he took us through since aside from helping us network and make new friends to ease the



Figure 1 AKAD mentees having a brainstorm

then growing tensions in the room they also had these amazing life lessons attached to them, three life lessons to be precise: The art of exploiting limited resources for maximum results, how to be aggressive in life and of course the importance of networking. All of them being key lessons to hold on to if anyone was to survive in the corporate world and thus making them be among my first most valuable lessons of the day.

Next up was the one and only Eric Fairweather, a well sculpted young man with this sharp look in his eyes that simply screamed "Perfection or Nothing". He took us through his life's journey with AKAD from when he was but a

sprouting little bud to where he was then as he was speaking to us, taking us through his successes and gruesome failures in his journey, his biggest failure having been receiving a rejection letter from A.L.A(Africa Leadership Academy) after successfully going through the finalist weekend with a near certain conviction that he would get admitted. From his story, I learn two things the first being that every great thing must start from somewhere and second being the role our failures play in eventually defining who we eventually end up being in the future. He was indeed an inspiration to me. I also especially loved the way he challenged his mentees to stop being comfortable and do something. I guess that was another amazing lesson learnt from him; Never get comfortable.

Gloria Kositany, the Senior Brand Executive at the Standard Media Group was next in the limelight. She introduces us to what standard media is all about, taking us through the five different brands it has and being the tech enthusiast that I am. I was particularly interested in the Standard Digital brand whose developers I got to meet later in the day and get to network



Figure 2 Asha Mwilu photoshoot with AKAD mentees

with and get to learn a lot from, I hope a lot more opportunities will come to bloom from the network. After her introduction and warm welcome to the Standard Media Group fraternity it's time for Derek Bbanga's most awaited presentation. But before that we are given a interesting challenge of coming up with a make-believe dream team and pitching our skills and abilities to the C.E.O of AKAD Africa which I really quite enjoyed since it brought my creative sense to wake and challenged me to think out of the boundaries of the box.

A, B, C, D ... before the 26th of August these four letters were but just the first four letters of the Alphabet until I had an encounter with Mr. Derek Bbanga the Managing Director of Public Image. Inc who gave me a whole different perspective of what the A, B, C, Ds entail. Appearance, Behaviour, Communication and a Digital footprint; all were four key pillars he took us through to be a lot more competitive in the corporate world. We sure did learn a lot thanks to the wonders of the technological age that allowed for Derek who despite being in Addis Ababa was able to interact with us via a Skype call. And as always, he left us his all-time favourite quote by Barbra Walters that went ***"It is not too mellow dramatic to say that your destiny hangs on your brand"***.

After the very interesting lesson by Derek it's time for some tea during which I get to network with



Figure 3Gloria mentoring youth in Media and Journalism

Salome a soon to be African Leadership Academy scholar who took me through the Ups and Downs one is bound to face as he goes through the application process and takes me through her journey into the school. It was quite the interesting chat where I got to draw a lot including what it takes to be a world class student who deserves to be in top global institutions. After the break, we get to interact with my most recently nominated role

model Asha Mwilu, a news anchor with KTN and the winner of the 2017 CNN journalist of the year award. She takes us through her journey, her failures and her gains but for me two things stand very clear ; the first being the clarity of her vision and second being her drive to be the best in her field regardless of her circumstances. She taught me how to be a go getter and how to have the will to survive regardless of the draw backs we may face. It was indeed quite the learning experience she took me through and in her I could see the inspiration I've always searched for.

Another big highlight for me was the crash course on journalism by the very Charismatic George Owino who took us through the six news values which are: Currency, Impact, Proximity, Conflict, Prominence and of course news should be unusual. At least now I know what news is all about just in case I consider getting into the journalism docket anytime soon. He also left us with a most interesting parting shot stressing on just how important it was to feed people the right information.

Hope Hajir, was the final speaker of the day with a profile that would probably leave your jaw on the floor. She took us through the art of confidence building as she took us through her life's experiences and various basic things one was to have in mind to have the confidence to go for whatever they set their heart to; from having a complete awareness of oneself to Networking to seeking a mentor. She took us through it all and for me was my crowning highlight of the whole day. I picked up some precious lessons that I immediately put in practice.

The day was a definite success on my side. All the learning, the mentorship and the fun was worth it. I could not possibly thank Dr. Weche, The Standard Media Group and the amazing speakers we had throughout the day for the time, energy and effort invested in making the day a success. I am indeed grateful I picked up a lot from the media mentorship day.

