Daystar University’s Incubator Initiative recently played host to Eric Muriuki, the Director of the local television drama ‘Mama Duka.’ This was during the live interactive show held on Wednesday, February 19 at the Athi River Campus’ ICT Theatre. ‘Mama Duka’ showcases a lady shopkeeper who tries hard to help the financially hard-pressed customers by not only offering a place where the unlikely meet and share experiences but also by employing interesting solutions to help cool off customers’ nerves.

Reminiscing on the path his career has taken, Eric, who is a Daystar University alumnus, recalled how Njoki Muhoho of Zebra Productions encouraged him to venture into bigger challenges. “This was to close down my small company, which had employed some Daystar students and to join the production team at Zebra Production where I would start on a runner position during production, and later grow to the position of director of a show,” he said, adding that taking that step opened opportunities for him and he has never looked back.

Eric shared with the audience how his big break came in 2011 when his Executive Producer called and asked for a drama showcasing African folktale and specifically tailored for The Africa Magic channel on M-Net. “I brought on board a group of Daystar alumni such as Laka Nyaga who is the Assistant Director, Loi Awat, Script Writer and Tony Mukuria, the Cinematographer; this is where the ‘Mama Duka’ concept came about,” he recalled.

According to Eric, producing the show with a crew of only ten and with just one camera was cheaper, since they were able to produce one episode a day at a cost of KES 150,000. Highlighting some of the challenges the team faced in production, such as getting the right lead character, Eric remembered how the original idea of airing the program on Africa Magic had to be put on hold for lack of air time and ‘Mama Duka’ was taken to the local stations, after which KTN bought into it. Eric encouraged the students in attendance, especially those taking Electronic Media to step out and follow their dreams despite challenges faced. “There are lots of opportunities and rewards after hard work,” he added.

The Incubator Initiative is an idea that was born by a group of Daystar students with the aim of creating opportunities for interaction and mentorship by leading public social figures in various Kenyan industries. Its current show host is Brian Osweta, a final year student in Communication.
On Friday, February 14, members of Lukenya Pillars of Transformation (LPT) visited Daystar Mulandi Primary School for a mentorship talk with the current class eight candidates. LPT is the student initiated Community Based Organization run by Daystar University students as well as community members in the off-campus area. This visit resonated well with the LPT slogan, “Lighting a Candle of Hope.”

According to the LPT Executive Director Mr. Dan Mburu, the session with Daystar Mulandi pupils was geared at encouraging the candidates to work hard even as they are on their last leg in primary school, and boosting their hopes for continued education despite the challenges the school faces. “Apart from the talk with the candidates, we went to Daystar Mulandi to donate a few of the much needed books. We called upon well-wishers for donations and together with LPT, we were able to gather funds with which to buy the books. We pray and hope that this is one of the many initiatives we shall make towards helping the school,” he said.

Since the establishment of Daystar Mulandi Primary School five years ago, LPT and indeed the primary school have undergone immense growth and development. Apart from the primary school, LPT has also engaged in other initiatives such as trainings on HIV and AIDS, surveys on startup of health facilities, organizing of Life Skills Programs, Community Policing, among others. Members of LPT also serve as volunteer teachers at the school. For Mr. Mburu, it is LPT’s obligation to continue being initiators of change, with faith that He who began a good work in them shall see them through to the end. “We plan to continue working closely with the school administration in many fields. LPT plans to award both the best and most improved student, and best teacher in the subjects that they teach every term,” he added.

This Friday, February 21, members of LPT will hold a sports day at Daystar Mulandi Primary School. The event, which is open to all, will run from 9a.m. to 2p.m. and is aimed at creating awareness about the school to not only community members but also well-wishers. Those willing to support the pupils in cash and kind through donations are encouraged to do so.
Business Communication by Peter Hartley
This is a wide-ranging, up-to-date introduction to modern business communication, which integrates communication theory and practice and challenges many orthodox views of the communication process. As well as developing their own practical skills, readers will be able to understand and apply principles of modern business communication.

Information and Communication Technologies in Action Linking Theories and Narratives of Practice by Larry D. Browning
This book combines 20 stories from a variety of organizations with a selection of nine theories, both mainstream and emerging. The stories introduce readers to individuals talking about how they communicate today via information and communication technologies (ICTs) in business or organizational contexts. The theories, presented in accessible language, illuminate the implicit patterns in these stories. This book demonstrates how and why these technologies are used under myriad circumstances.

Journalism After September 11 Edited by Barbie Zelizer
The events of September 11 continue to resonate in powerful, yet sometimes unexpected ways. For many journalists, the crisis has decisively recast their sense of the world around them. Familiar notions of what it means to be a journalist, how best to practice journalism, and what the public can reasonably expect of journalists in the name of democracy, have been shaken to their foundations. Journalism After September 11 examines how the traumatic attacks of that day continue to transform the nature of journalism, particularly in the United States and Britain.

The Communication of Leadership: The Design of Leadership Style by Jonathan Charteris-Black
With the crisis of leadership in the western democracies, there has been a growth of interest in how leaders outside of the west emerge and consolidate their positions. This book analyses the communication strategies of six charismatic non-western leaders: Mahatma Gandhi, Nelson Mandela, Fidel Castro, Ayatollah Khomeini, Mohammed Mahathir and Lee Kuan Yew. The book addresses the following questions in order to arrive at a better understanding of communication and leadership:
• How do leaders communicate?
• Do leaders communicate more by words, or actions?
• Do leaders have unique communication strategies?
• Are leaders moral beings, or impostors?
Chapel Diary

Athi River Campus
Date: 25th February 2014
Speaker: Vice-Chancellor, Dr. Timothy Wachira
Topic: The Year of the Lord’s Favour

Date: 27th February 2014
Bible Study Groups

Date: 2nd March 2014
Alumni Chapel

Nairobi Campus
Date: 25th February 2014
LPA Chapel
Speaker: Dr. Wandia Njaya

Date: 27th February 2014
Bible Study Groups

Evening
Date: 28th February 2014
Speaker: Dr. Chip Kingsbury
Topic: Family Talk

Mombasa Campus
Date: 27th February 2014
Speaker: Mr. Peter Masindano
Topic: The Year of the Lord’s Favour

Weekly Inspiration

“Let us develop the resources of our land, call forth its powers, build up its institutions, promote all its great interests, and see whether we also, in our day and generation, may not perform something worthy to be remembered.”

(Daniel Webster)

Mr. James Waita of the Admissions & Records Office is now recuperating at home following his recent ailment and hospital admission. Mr. Waita was admitted at the Mater Hospital on Friday, February 14, and discharged on Monday, February 17.

Mr. John Abik of the Library Department underwent a successful eye operation at Nairobi Hospital on Wednesday, February 19, 2014. He was discharged the same day and is now recuperating at home.

Please let us continue praying for Mr. Waita and Mr. Abik’s total recovery.

The father to Mr. Matthews Busiega of DVC-Academic Affairs office is hospitalized at Kakamega General Hospital after suffering a stroke on Thursday last week.

Kindly let us pray for his quick recovery and discharge from the hospital.