

## **Jeremiah M. Nganda, Ph.D.**

P.O Box 48226-00100 Nairobi, Kenya

Mobile no: +254 724368763

Email: [jeremynganda@gmail.com](mailto:jeremynganda@gmail.com)

### **Professional Summary**

---

I am a competent media and communication professional with over ten years experience working with different media houses in East Africa and over three years as a university lecturer. I am well-grounded in conducting research, training, coaching, managing teams, media management, and strategic communication.

### **Skills & Competences**

---

- Research (qualitative and quantitative)
- Monitoring & Evaluation
- Problem solving
- Team leadership
- People management
- Training & Coaching
- Persuasion
- Report writing
- Data analysis
- Presentation
- Curriculum development
- Media management
- Writing & Editing

### **Education**

---

#### **Doctor of Philosophy in Communication**

Daystar University, Kenya

September 2019 – November 2023

**Dissertation title:** Exploring lived experiences on the use of self-talk as a coping strategy among COVID-19 patients in Kenya.

#### **Masters of Arts in Communication**

Daystar University, Kenya

January 2016 – July 2018

**Thesis Title:** Factors affecting communication of adoption of condoms for the prevention of HIV/AIDS transmission among the youth of Kenya's Kibera slum

#### **Bachelors' of Business Management (Sales & Marketing Option)**

Moi University, Eldoret, Kenya

August 2001- December 2005

## Working Experience

---

### Lecturer,

#### School of Communication | Daystar University, Kenya | Jan 2024 - present

- Conducting quality research to enhance the scholarship and intellectual contribution of the department.
- Teaching, and facilitating undergraduate and postgraduate courses. (some courses taught: Development Communication, Applied Media Research, Communication Research, Interpersonal Communication, Communication & Culture, Programme Monitoring & Evaluation).
- Engaging in curriculum and program development.
- Mentoring students in academic and spiritual nurture.
- Coordination of thesis clinics for MA students.
- Supervising and examining MA thesis.

### Adjunct Lecturer,

#### School of Communication | Daystar University, Kenya | Jan 2021 – Dec 2023

- Facilitating undergraduate and postgraduate courses (online and physical).  
(Some courses taught: Development Communication Theories, Communication Research, Programme Monitoring & Evaluation, Persuasion, Inter-Cultural Communication, Exploring Mass Media, Interpersonal & Group Communication, Applied Media Research, Technical Communication).
- Assisted in organizing and running symposia and webinars.
- Developing course schedules, setting and marking exams
- Thesis supervision and examination for MA students (four students supervised to completion).

### Adjunct Lecturer (Sept 2019- April 2021)

#### School of Humanities & Social Sciences, Pan African Christian University, Kenya

- Facilitating undergraduate courses both physically and online  
(Some courses taught: Health Communication, Development Communication, Research & Writing, Research Methods)
- Participating in developing course schedules.
- Setting and marking of examinations.

## **Manager- Kenya**

### **Vision Group Ltd (Uganda), May 2011- December 2021**

- Advising management on communication, media and business development needs for Kenyan market.
- Recommending to agencies and direct clients media buying plans most suited to their needs.
- Liaising with media content providers from Kenya in providing content for VG platforms.
- Serving as the team leader for the Kenya team.
- Organizing client engagement events, ensuring providers were well coordinated and that media coverage was well done.
- Working with Kenyan organizations in coordinating familiarization tours for journalists from Uganda.

## **Country Representative Kenya**

### **Monitor Publications Ltd (Nation Media Group subsidiary), June 2007- April 2011**

- Represented MPL in the Kenyan market.
- Handled media inquiries for Kenyan-based organizations.
- Handled media plans from advertising agencies and direct clients.
- Planned and executed client engagement events.
- Prepared and presented reports ensuring the management was updated.

## **Other Positions Held**

- Business Executive, Nation Media Group (2006-2007)
- Project Assistant, Kenya Human Rights Commission (2006)
- Research Assistant, Pamoja Kwa Haki Partners (2005)

## **Consulting Experience**

---

### **Facilitator, March 2023**

I facilitated a session on Monitoring & Evaluation during Learning and Linking Event organized by Drylands Learning & Capacity Building Initiative for Voices grant awardees on 21<sup>st</sup> March 2023

### **Research Consultant, January to March 2023**

Conducted literature review, developed research instruments, and conducted interviews for Cause Communications, Kenya in a project on documenting lessons learned from vaccinating healthcare workers in select countries in Africa.

## Memberships

---

- Member, International Association for Media and Communication Research (IAMCR)
- Member, C4D Network
- Member, East Africa Communication Association (EACA)

## Volunteer & Community Service

---

- Member, Board of Management, Nduluku Bible Institute (2024-2028)
- Vice- Chair, Emerging Scholars Network, IAMCR (2023- 2027)
- PhD Ambassador, IAMCR (Jan 2022- Dec 2023)
- Chair, Board of Management, Nduluku Primary School (2017-2022)
- Member, Board of Management, Nduluku County Technical Training Mobile no.: +254721610650 Email: [mwokih@yahoo.com](mailto:mwokih@yahoo.com)

## Publications

---

### Peer-Reviewed Publications

**Nganda, J. M.** & Mwithia, K. (2023) Health Belief Model Review: Suggestions to Consider in Extending the Model for Application in the African Context. *Howard Journal of Communications*. <https://doi.org/10.1080/10646175.2023.2264239>

**Nganda, J.M.** (2023). Contextualizing the Technology Acceptance Model for Application in Health Communication in Africa (pp. 321-338). In Okorie, N., Ojebuyi, B.R., Okpara, N. (Eds) *Media and Communication Theory in Africa*. Palgrave Macmillan, Cham. [https://doi.org/10.1007/978-3-031-14717-3\\_14](https://doi.org/10.1007/978-3-031-14717-3_14). (Indexed in SCOPUS)

**Nganda, J. M.**, Komen, L. J. & Mbogoh, B. (2020). Perception of HIV/AIDS infection and its effect on condom use among the youth of Kenya's Kibera Slum, *Journal of Development and Communication Studies*, 7(1&2), 35-46. <https://doi.org/10.4314/jdcs.v7i1-2.3>

### Work in progress

**Nganda, J. M.**, Nyunva, C. M., Mutie, B. M., Omondi, D., Kithome, C. K., & Kamili, J. (under review). Too late for warnings? Representation of climate change in editorial cartoons in Kenya during the U. N. Climate Change Conference COP27 period. Accepted for publication in *Africa Journal of Media & Communication*.

**Nganda, J. M.**, Kinya, M. & Ugangu, W. (in progress). Is it or is it not? COVID-19 patients' (mis)understanding of self-talk.

## Conference & Symposia Presentations

---

**Nganda, J. M.** & Kinya, M. (2023, August). Suggestions to consider in extending the Health Belief Model for application in the African context. Presented during the 2023 EACA Conference, Kigali, Rwanda.

**Nganda, J. M.**, Kinya, M. & Ugangu, W. (2023, August). Is it or is it not? COVID-19 patients' (mis)understanding of self-talk. Presented during the 2023 EACA Conference, Kigali, Rwanda.

**Nganda, J. M.**, Nyunva, C. M. & Mutie, B., M. (2023, July). Too late for warnings? Representation of climate change in editorial cartoons in Kenya. Presented during the 2023 IAMCR Conference, Lyon, France.

**Nganda, J. M.**, Kinya, M. & Ugangu, W. (2023, July). Intrapersonal communication and well-being: Conversations with self as a coping strategy among COVID-19 patients in Kenya. Presented during the 2023 IAMCR Conference, Lyon, France.

**Nganda, J. M.** & Komen, L. J (2023, June). Self-testing kits as a strategy to control HIV infections among the youth: An evaluation of the *Chukua Selfie* campaign. Presented during the Strategic Health Communication Workshop, Daystar University, Kenya.

**Nganda, J. M.** (2019, July). Perceptions towards HIV/AIDS infection and effect on condom Use among the youth of Kenya's Kibera Slum. Presented during the 2019 IAMCR Conference, Madrid, Spain.

**Nganda, J. M.** (2018, September). To regulate or self-regulate: The new media regulation dilemma. Presented at the Kenya Media Week 2018, Media Focus on Africa, Nairobi.