



Kenyatta University

Transforming Higher Education...Enhancing Lives

School of Creative Arts, Film & Media Studies and Department of Communication & Media Studies Officially Launched.

Nairobi, 30th April 2015.... Kenyatta University today officially launched a new School of Creative Arts, Film and Media Studies and a Department of Communication and Media Studies. The new School and Department were unveiled in a colourful ceremony held today at Kenyatta University, Ruiru Campus. The Chief Guest was Ms. Jane Munene, CEO, Pan African Federation of Film Makers (FEPACI)

Speaking during the launch ceremony, the Chief Guest, Ms. Jane Munene thanked Kenyatta University for the initiative. She pointed out that the launch of the new School of Creative Arts, Film and Media Studies and Department of Communication and Media Studies is yet another achievement by Kenyatta University in her quest to address industry needs with requisite human capital. She observed that recent industry studies have pointed to increased contribution of the creative industry to national and global economic development. These from her remarks are a testament to the increasing role the media and the creative industry continue to play in the regional and global economy. In addition she reiterated the need to further strengthen African institutions to tell the 'African story' from an African perspective.

In her remarks during the ceremony, the Vice-Chancellor, Prof. Olive Mugenda observed that the launch of the new Kenyatta University's School of Creative Arts, Film and Media Studies as well as Department of Communication and Media Studies come at a time when there is great need to address a skills gap in the current creative industry. She noted that the launch of the School and Department is a key development to the future of journalism education. With the University currently having an operational radio station and TV services to launch soon, learners in the new school will find direct engagement with the media outlets to nurture their skills. She further noted that there was need to deepen industry partnerships with sector players to draw synergies and enrich quality of creative productions and talent.

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The event drew participants from various sectors in the creative industry. Notable among these were representatives from the Media Council, leading media houses, Kenya Film Commission, Pan-African Federation of Film Makers (FEPACI), Kenya Editors Guild, French Embassy, The National Treasury, and Public Relations Society of Kenya (PRSK) Secretariat.

The launch of the new School of Creative of Creative Arts, Film and Media Studies and Department of Communication and Media Studies is poised to tap into the youthful talent in nurturing the next generation of creatives, media practitioners and communicators. With Kenyatta University keen to improve purpose built spaces to provide training and research capacity, the new school will have a new dedicated complex constructed at Ruiru Campus. This will be in addition to the School of Architecture and Spatial Planning to be constructed at the same campus.

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About Kenyatta University

Kenyatta University is the one of the largest universities in Eastern Africa whose vision is to be a dynamic, inclusive and a competitive centre for excellence in teaching, learning, research and service to humanity.

Founded in 1965, K.U has taken significant steps towards becoming a world-class university.

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