

Mungume Joseph Lughano

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OBJECTIVE

A multi-faceted self-driven, outspoken and result oriented broadcast, communications and public relations professional, looking for a position in a reputed company with professional environment and responsibilities to contribute expertise, media management and people skills, who is keen on providing customer satisfaction and operational excellence to the organization.

PERSONAL SUMMARY

- Intelligent and presentable broadcast communications specialist with an unrivalled ability to understand clients' objectives, industry and mission statement.
- Much experienced and having a proven ability to use the web, electronic and print media as well as social media to engage with target audiences and get client's core messages across.
- Customer oriented, approachable and strong interpersonal skills, ability to build and maintain relations with a diverse workforce.
- Strong organisational & prioritisation skills, demonstrate track record of accuracy and quality in output.
- Good written and verbal communication skills.
- Excellent social skills to easily socialize with potential clients, journalists and media personalities.
- Vast experience with the media, broadcasting and advertising industry.

- Willing to learn new elements.

KEY COMPETENCIES AND SKILLS

- Over twenty years in various radio broadcasting fields, management, programming valuation, On-Air presentation, production as well as communication and public relation.
- Overseeing radio broadcast operations, programming, programme scheduling and managements.
- Excellent writing and editing skills for media relations and activities.
- Flexible to deal with different forms of media, radio, television, print, online news sources and new media platforms, FB, Twitter, Instagram and LinkedIn.

NOTABLE ACCOMPLISHMENTS

- Initiated and conducted numerous employee focused workshops to motivate the programming as well as sales staff and extracted maximum potential.
- Conducted in depth customer and listenership surveys and issued a report based on findings, accompanied with suggestions for areas of improvement that attracted potential clients that projected and enhanced the station annual revenue by twenty percent (20%) during my first year of employment.

CAREER HISTORY

January 2019 to October 2020

Head of Radio
With **TBN Family Media Limited**
Based at Nairobi

POSITION SUMMARY

Reporting to: Managing Director

- Overseeing daily broadcast operations of Family Radio 316, On-Air programming, production, creating and executing On-Air campaigns, promotions and advertising.
- Working with a dedicated and professional team to deliver high quality public broadcast communication services for our valued clients and the public.
- Leading communication activities for the station, media relations, corporate communications, brand management activities, sponsorships and events.

- Heading the creative department to design, generate, execute, and deliver hard hitting and successful radio campaigns, promotions and advertising for different organizations that best reach clients target audience, while maintaining good contacts and relationships with journalists, reporters, producers, presenters, news anchors and editors, constantly keeping in touch with other media houses.
- Networking, attending media events, sourcing sponsorship opportunities while liaising with clients, marketing agencies and other third-party affiliates.
- Collecting media coverage, drawing conclusions from the analysis and publicizing broadcast campaigns and promotions on social media to maximize client's message getting across.
- Drafting, preparing presentations and communication between staff to increase employee awareness and to promote productivity.
- Representing the station to stakeholders, interested parties and the public, serving as the company spokesperson to listeners and the general public.
- Traveling to various areas of the station's broadcast to research on the station's listenership while attending to complaints, wishes and requests as well as attending to listeners needs.

October 2017 - January 2019

**Baraka FM
Mombasa**

Head Programming, Creative and Production

- Working closely with presenters in developing promotions, handle creative production and station imaging and creating music logs and decide what gets put onto the station playlist.
- Planning and coordinating the station programming by overseeing the programming team and liaising closely with the sales and marketing teams to ensure they both work together to maximise revenue.
- Recruiting personnel for the programming team and responsible for their training and development.
- Responsible for the day to day running of the programming team and actively developing and encouraging creativity.
- Regularly coaching presenters and holding regular review sessions with them to evaluate their work and seek ways to improve their performance.
- Continually reviewing the stations output and refreshing and devising new content to retain and attract new listeners.
- Representing the station with businesses at a local level and building long lasting relationships within our broadcast area.

- Ensuring that all output complies with CA programming guidance and regulations, the law and to deal with any programming complaints swiftly.

August 2016 – September 2017

**Mbugi Television Network
Nairobi**

Station Manager and Broadcast Controller

- I was the founding Station Manager for Mbugi Television Network, Kenya's first Embu television channel. I was deeply involved in conceptualisation of the vision and mission, program format design, recruitment and training of founding staff, technical design and overseeing set up as well as day-to-day running of the station for the first year.
- In charge of Mbugi Television Network's operations, broadcast transmissions and programming, managing various departments, scheduling on and off-air staff, overseeing On-Air programming, promotions and advertising.
- Working closely with journalists, news reporters, programme producers and or Writers, enhancing, refining and realising original ideas into finished programmes. I am responsible for ensuring that the final programme is faithful to the original concept.
- Formulating broadcast and studio recordings, managing recording equipment, assisting in video and audio production processes in different locations both indoor, outdoor and studio using mixers and software's.
- Preparing daily program logs for scheduled programs and assigning promotional material to appropriate time slot using a computerized scheduling software called X-Playout.
- Counter checking programme content and reviewing for errors and correcting them prior to transmission.

August 2014 – July 2016

**ATG Radio
Nairobi**

Station Manager and Public Relations Officer

- In charge of the station's operations, broadcast transmissions and programming by managing various departments, scheduling on and off-air staff, overseeing On-Air programming, promotions and advertising.
- Managed and oversaw efficient running of departments, scheduling on and off-air staff, overseeing On-Air programming, promotions, advertising and daily station operations.
- Evaluated presenters' and producers' performance to meet station goals and guidelines.

- Formulated programmers' manual guides to harmonize stations' broadcast operations.

September 2009 – August 2014

**Baraka FM Limited
Mombasa**

Station Manager & Programmes Controller

- Managed and oversaw Baraka FM's daily broadcast operations, transmissions and programming by managing various departments, scheduling on and off-air staff, overseeing On-Air programming, promotions and advertising.
- Overseeing all stations technical operations, formulating Television and Studio recordings, managing recording equipment, assisting in video and audio production processes in different locations both indoor, outdoor and studio using mixers and software's.
- Preparing daily program logs for scheduled programs and assigning promotional material to appropriate time slot using a computerized scheduling software called X-Playout.

May 2009 – September 2009

**Radio Kaya
Kwale**

Head of Radio

- Assessed, re-designed and streamlined the stations programming content, carried out comprehensive research on attributes and the effect on listenership and implemented the research findings to improve broadcast services and station listenership based on station market focus.
- Carried out audience survey to determine listeners' needs in line with ever changing tastes and preferences due to changes in other factors that affect demand for products and services over time.
- Advised and oversaw all phases of pre-production, production, and post-production of projects, including research, writing, editing, managing archival footage and delivering programs.

March 2007 – April 2009

**Voice Media Group
Uganda**

Broadcast and Technical Manager

- Radio Transmitter, Antenna installations maintenance and re-engineering.
- Monitoring and upgrading stations Central Technical Area [CTA], to improve radio transmissions efficiency, on daily basis.
- Upgrading broadcasting studio hardware(s) and software(s) and advising management about technical needs and future technological challenges.

June 2000 - February 2007

Kameme FM
Nairobi

Radio Presenter, Head Producer and Technician

- Hosted a three - hour live On-Air Kiswahili programme called **Tibwirika**, from Monday to Friday. Continuity announcing, performing live interviews, studio interviews and recorded interviews as directed.
- Writing, translating and casting English and Kiswahili news scripts, as well as presenting texts and or commentary texts as requested.
- Introduced and co-hosted a four-hour, Saturday morning teen-show, called **Bambika**, which saw it become the most listened to radio show in the country.
- Refurbished and upgraded the production studio, from in house productions only to client commercial productions.

September 1999 - June 2000

TBN Family Media Limited
Nairobi

Production Assistant, Sound and Television Technician

- Under general supervision, I performed technical work, requiring knowledge and skill, in the operation of television and radio broadcasting equipment, for daily transmissions.

E D U C A T I O N

September 2014 to June 2017: **Moi University, Nairobi Campus, Nairobi, Kenya.**

Bachelor of Science (B.Sc.) in Communication and Public Relations.

July 2004 to August 2006: **United States Telecommunications Training Institute (USTTI), Washington DC, USA.**

Diploma in AM/FM/TV Broadcast Transmitter Operation and Maintenance.

1995 to 1998: **Kenya Institute of Mass Communication, Nairobi, Kenya.**

Diploma in Telecommunication Engineering.

1990 to 1993: **Kenyatta High School, Taita, Mwatate, Kenya.**

Kenya Certificate of Secondary Education, (KCSE).

HOBBIES

Writing, watching movies and listening to music.

REFEREES

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