

Media Viability Consultancy Training

Finances and Business Development for Media Houses Course Outline

Course dates

Jan 11 – Jan 14, 2021

Course description

This course is designed to build your confidence to manage and work together with accounting staff to ensure efficiency, clarity, and accountability in the media houses' financial systems. Our training methods include use of practical exercises, group discussions, case studies, games, illustrations, power point, and time to review and apply what has been learnt. By integrating the 7 types of intelligence (words & language, logic & numbers, sound & rhythm, body movement, images, feelings and self-awareness) into the session plans, we ensure that there is no need to use energisers to wake people up - learners never get a chance to get bored, stiff or distracted in the first place!

Learning outcomes

- Analyse and interpret financial information of media houses
- Develop and apply financial modelling tools for improve cost management
- Analyse the viability of new revenue streams for small and medium media houses.
- Assess the profitability and sustainability of the media houses
- Evaluate working capital requirements of media houses

About the facilitators:

Lilian Katiso is a Financial Management Consultant & QuickBooks Trainer, a Certified Entrepreneur Trainer & Consultant by Regent University Center for Entrepreneurship. She holds an MBA from Edinburgh Business school of Heriot-Watt University. She is a Fellow of the Association of Chartered Certified Accountant, and a member Institute of Certified Public Accountants of Uganda with a Bachelor of Commerce-Accounting degree. She has gained immense experience in accounting and financial management from working in both the NGO and the private sector in Kenya and Uganda since 1999. Lilian has held several roles including Senior Financial Consultant, Finance Manager, Commercial Finance Manager, Head of Finance and Director Finance and Training. Lilian has a passion for supporting SMEs and seeing them thrive and be sustainable ventures. For this reason, she supports business owners and mentors them to set up sustainable financial and business management systems.

She has set up a Facebook page The Accountancy and Business Clinic where she writes weekly on how Micro, Small and Medium enterprises can run their businesses professionally for effectiveness, efficiency and sustainability under the hashtag #professionalizeyourbusiness. She has



facilitated several SME Business Trainings: These include the GIZ SME Business Survival and Continuity Training as a Response to the COVID-19 Pandemic. Conducted several business and finance trainings for CORDAID Karamoja Partners in Karamoja, MADEFO and SSD in Moroto, Business Management Public Course in Juba, South Sudan, Soroti Catholic Diocese Development Office (SOCADIDO), FIGO-AOGU, Tradelinks, 10 clusters of IRC refugees among others. Offered Business Development Services for NUTEC-MD Partners in Northern Uganda funded by Palladium.

Ian Nkata has 24 years' experience in audience research and radio station management. He has practiced audience research hands on with leading media houses in East Africa including Capital Radio (Radio Kampala Ltd); Nation Media Group (Kenya/Uganda) and Radio Africa Group (Kenya) – in a leadership role, linking audience needs to programming, thus improving audience ratings/listenership. He is passionate about audience driven programming and has an understanding of where commercial radios and community stations converge. He has continued to provide consultancy services to media in/radio management for development projects like ILO – FIT SEMA (Small Enterprise Media in Africa); Uganda Media Development Foundation; PACE Program (Program for Accessible Health, Communication and Education under PSI); Made in Africa TV (MIATV); CAMECO (Catholic Media Council) - Germany; USAID/Northern Uganda Transition Initiative (NUTI media project; and individual radio stations. Roles played include impact assessments; SWOT analysis; radio content analysis; imparting audience research skills; and mentorship. Ian holds BA (Social Sciences); MBA (Marketing); Advanced certificate in social and market research and several certificates in audience/ratings research skills.

Attendance policy

MVCs are required to attend all sessions. In the case of an emergency, MVCs must communicate with Lilian Katiso (lkatiso@gmail.com) and Ian Nkata (ian.nkata@gmail.com) the facilitators of the course as well as with Takako Mino (tmino@innovationvillage.co.ug), project lead. The MVCs will be expected to review the course materials, complete all required activities, and submit an assignment to demonstrate mastery of the course content missed. Please note that this applies to MVCs who are unable to join a session or part of a session due to connectivity issues.

Course location

All the sessions will be held on Zoom using this link:

<https://us02web.zoom.us/j/3388731157?pwd=NFNRWnM3L09TTWk3eUFOUHFXaIVGQT09>

Required Tools:

- Hardware - Laptop or desktop with functioning audio and video functions (may need headphones, speaker, microphone, or webcam depending on your computer's features)
- Software - Zoom (for laptop/desktop and on mobile for backup), Gmail account



- Internet - Broadband internet and/or sufficient mobile data. Even if you have broadband internet, please ensure you have sufficient mobile data in case your internet is unreliable and you need to hotspot or connect via mobile.
- Charging devices - If you are using a laptop, please ensure that your laptop is fully charged prior to the start of each training session.
- Mobile - please ensure that your mobile is fully charged, has the required software downloaded and has sufficient data in case you lose power or internet connectivity.

Class Norms:

- Join at least 10 minutes early
- Dress appropriately for each session as video is required unless there are special circumstances
- Set up your workstation in a quiet, well-lit area with a good background
- Keep your video on, but mute your computer's audio unless you are speaking
- Mute notifications on all devices (PC, laptop, mobile) to avoid distractions
- Avoid eating or other distracting behaviors during the training

DAY ONE

TIME	CLASS ACTIVITIES
9:00am – 9:20 AM	Welcome/Introductions
9:20am – 10:00 AM	Financial management in context
10:00am-11:00 AM	Accountability, responsibility and integrity
11:00-11:05 AM	BREAK
11:05am-12:05 PM	Accounting concepts and processes
12:05-1:00 PM	Organising financial transactions exercise

DAY TWO

TIME	CLASS ACTIVITIES
9:00 – 9:20 AM	Recap
9:20 – 10:00 AM	Cashbook exercise
10:00-11:00 AM	Reading and interpreting financial statements
11:00-11:05 AM	BREAK
11:05-12:05 PM	Producing management accounts exercise
12:05-1:00 PM	Using and interpreting management accounts

DAY THREE

TIME	CLASS ACTIVITIES
9:00 – 9:20 AM	Recap
9:20 – 10:00 AM	Break even Pricing & Costing
10:00-11:00 AM	Break even exercise
11:00-11:05 AM	BREAK
11:05-12:05 PM	Working capital Management
12:05-1:00 PM	Cash flow exercise

DAY FOUR

TIME	CLASS ACTIVITIES
9:00 – 9:20 AM	Recap
9:20 – 10:00 AM	Tax planning basics
10:00-11:00 AM	Payroll exercise

11:00-11:05 AM	BREAK
11:05-12:05 PM	Internal Control system
12:05-1:00 PM	Review

Culminating activity:

Internal control system