

## **ABOUT MSOMI**

### **THE ORGANISATION**

Msomi is a London-based, volunteer-led website and events organisation. We're young, slightly untamed, and open to all who care about East Africa.

We focus on current affairs analysis and satire. Our panel discussions and networking events are centred on topical subjects and routinely attract accomplished academics, journalists and other professionals from across the region.

### **THE NAME**

Msomi is a Swahili word, which simply means 'a well-read person'

### **THE VISION**

After an extended summer break, we are ready for a new year. Over the coming months we hope to expand and achieve the following goals:

- **OUTREACH:** Connect with like-minded societies and partners in East Africa, coordinate cross-country events and increase the percentage of articles on the blog sourced from outside the UK
- **FUNDING:** Secure funding, enabling us to increase output, pay contributors and transition into a financially self-sustaining organisation
- **READERSHIP:** Use social media, events and promotion to increase readership and web traffic
- **OUTPUT:** Publish more, with greater frequency. We hope to be putting out 4-5 new articles per week by the end of the 2019/20 academic year.
- **RADIO:** Record a monthly podcast which highlights the best content from the website and includes a guest speaker to discuss a topic in the news