



Africa Center  
for Development  
Communication



# Company Profile

Innovative | Strategic | Professional

# Introduction

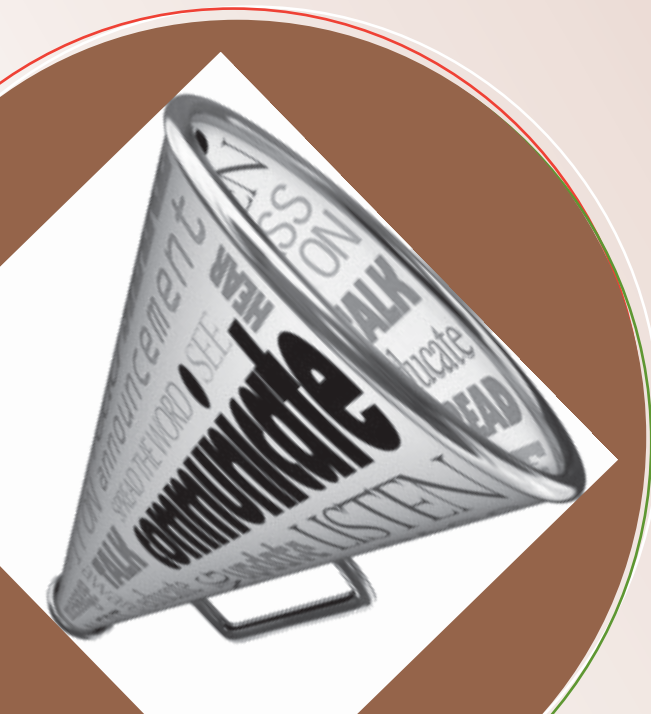
Africa Center for Development Communication (ACDC) offers strategic communication support to organisations whose goals are to effect social, political and economic change in Africa. Each of our programs is headed by an expert who leads the best team for each project or client.

## FOCUS AREAS

Health  
Agriculture  
Environment  
Climate change  
Nutrition  
Education  
Water & Sanitation

## ACDC PROGRAMS

1. Strategic Communication
2. Strategic Media Relations
3. Communication Training.
4. Documentation/ Technical Writing



***“The company has built a collaborative team of the industry’s most talented professionals drawn from media companies, non-profit organizations and the private Sector.”***



# Strategic Communication

The ACDC team helps clients choose the right strategy to make an impact on their issue or advance their cause. Effective strategies will ensure your services and products are positioned and measurable, rather than reactive to the existing environment.

## COMMUNICATION RESEARCH

Before developing communication strategies, our team recommends that research is carried out among the key stakeholders. Effective communication relies on a two-way flow of information; therefore stakeholder views need to keep informing the strategy, giving it life and vibrancy.

Types of research include: KAP studies, participatory rural communication appraisals (PRCA), Communication Audits, Stakeholder Mapping, among others.

The Strategies could include:

- Organizational communication strategies
- Media strategies
- Campaign Strategies
- Behavior Change Communication
- Fundraising
- Advocacy strategies

# Strategic Media Relations

For us at ACDC, it is not just about sending out press releases but forging relationships between our clients and the right journalists in their sector. We tap into our large database of reporters and editors to create visibility for issues development. Our team writes 'selling' press releases and delivers them to print and broadcast newsrooms, journalists, bloggers, financial portals, social media networks, web sites, content syndicators and search engines that reach your target audiences.

## Media Services include:

- Writing and distributing media materials e.g. Press releases, features, opinion editorials, fact sheets
- Producing Video News Releases (VNR)
- Organising media events like: Media field visits, Press conferences & media briefings and Round-tables



# Communication Training

Our customized capacity strengthening trainings focus on:

- How to develop a strategic communication plan
- Media relations and media skills coaching
- Leveraging on ICT: Practical approach and examples on: social media skills, creating dynamic websites, e-newsletters
- Turning scientific evidence, data, or program progress into compelling stories
- Participatory communication and community engagement approaches to effect behaviour change.

We also offer other skill based training in:

- Photography
- Writing and editing publications and promotional materials
- Basic communication skills for staff among others



# Executive Coaching and Mentorship

Do you need to sound off your communication strategies before presenting them? As part of our capacity building efforts, our team walks alongside professionals, helping them sharpen their media, corporate communication, community mobilization, advocacy, BCC, IEC strategies, among others. In addition, we will coach you and your colleagues in media skills, presentation skills, basic communication skills, basic report writing and photography.

## Principal Trainers

Our company is distinguished by the quality of its faculty-men and women who are not just skilled platform speakers but industry experts who have achieved success in the communication world.



**“ Effective strategies will ensure your services and products are positioned and measurable ”**

# Documentation/technical Writing

Documenting Best Practices: Story telling

We write and document success stories - an important marketing tool that provides readers with real-life experiences

Technical/science writing

Our team of science communicators assists clients write and translate technical information for non-technical audiences.

Our team of documentalists include photographers, designers, cartoonists, and editors who will deliver camera ready

- Policy briefs
- Newsletters
- Reports – e.g. Annual reports
- Handbooks
- Posters/calendars/banners/booklets/ brochures
- Content pieces such as feature stories, in-depth profiles.



**“ Are you struggling to write your annual report, newsletter, proposals, posters and other publications? We will take the stress off your shoulders ”**

# Past Assignment

Individually and corporately, ACDC associates have developed communication strategies, led campaigns in the agricultural and health fields, including BCC health campaigns; developed communications training curricula, trained agricultural scientists in communication and media skills, documented field stories, and led BCC and other community based research.

Some of the organizations we have worked for include: United Nations agencies, the World Bank, WWF – Communication Audience Research for the Africa Stockpiles; Dupont/Africa Harvest – Developed the Communication strategy; UNICEF, Kenya - C4D, Child Survival & Development Communications; WSP World Bank; UNESCO HIV/AIDS Red Ribbon Media Award; Terre De Hommes – Evaluation of the Children’s Radio Program; UNAMID – Sudan – Strategic Communications and Media Skills Training.



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