

BAYIMBA CULTURAL FOUNDATION, KAMPALA UGANDA



VALERIE WILSON '18



Work Responsibilities



- **Bayimba Productions Ltd. (profit making arm)**
 - Writing a quarterly report on the health of the business
 - Helping create a new business plan for 2016-2018
 - Brainstorming ideas for making the business more profitable
 - Executing a bond trade
 - Examining investment portfolio and calculating expected return on investments
- **Research**
 - Collecting data about the state of the recording industry in Uganda from advertisers and production studios
 - Creating surveys to help improve workshops
 - Collecting survey data from workshop participants about cost and practicality of classes

Work Responsibilities (continued)



- **Education**

- Helping register people at workshop auditions
- Learning about the workshop audition process
- Editing workshop participant bios for the website

- **Media**

- Making recommendations for more effective publicity
- Posting and attracting traffic on social media

At the National Theatre with Workshop Teachers and Participants, June 29



Most Rewarding Aspects of the Internship



- **Presenting my ideas at the end**
 - At the end of our time there we had to present a summary of our work to our boss and coworkers
 - They were really attentive to both of us and asked us what we would do to improve the organization
 - Their receptiveness to my ideas about the business structure was very rewarding; it was nice to be taken so seriously as an intern
- **Writing the quarterly report**
 - A lot of my original writing, research, and ideas were present in the final draft of the quarterly report given to the board of stakeholders in the productions business, which was very rewarding

BAYIMBA Regional Festival at Mbale, July 4



Impact on the Organization



- I think that my work had a big impact on the organization in terms of fresh perspective on business opportunities. I suggested a consolidation of the recording/entertainment business and a partnership with artists that have an existing relationship with the foundation, similar to the American system of recording contracts. Additionally, I think that my global economic perspective was important to them in determining their business outlook.

Creative Writing for Animation Workshop, August 5



Impact on Academic and Career Plans



- With respect to academics, I am now much more interested in global history. Seeing the lingering aftereffects of Idi Amin's dictatorship and the civil war that followed it made me want to study postcolonial African history and culture, which had not occurred to me before I did this internship.
- This placement also showed me that I can apply the skills I have learned doing similar jobs for arts groups on the Princeton campus in the real world, and that my experience in the arts is marketable. I would definitely consider going into advertising or publicity for arts organizations after experiencing this internship.

Practical Musician Workshop, August 18



Personal Growth and Cultural Awareness



I did not come to this internship with the mindset that the only purpose of this place was to change me. That seemed like a very colonialist mindset and I was highly resistant to it. However, I think that I did grow as a person because of this experience. Being around a militarized police force that carries AK-47s and hearing horror stories of political genocide during the Amin regime and civil war, only thirty years ago, was jarring. Seeing the joie-de-vivre and kindness of Ugandans in spite of this past was life-affirming. They love their country and their past. They are proud of it, and they should be. The Buganda ran a great kingdom before the British colonized it. I learned so much about this country that I never even knew. My new goal is to share the real Africa, the real Uganda, with others. It is not populated by poor heathens in huts. There are rich, there are poor, there are skyscrapers, there are traditional huts. In some towns the electricity goes out at 11 and in Kampala people party into the daylight hours. Africa is not one place. Africa is not one culture. I think we don't realize that in the U.S., and I want people to know the truth about our world and our fellow human beings.