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**International Students' Numbers Rise**  
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## African Snow Shoveling Beat Resonates Across Canada

For Richard Laubonet, the important thing in life is to put joy in everything you do. And that's exactly what the African dance and fitness instructor did, when he and two friends picked up shovels to clear an area of a park in north-end Montreal. In a video that has since garnered almost 380,000 views on Facebook, Laubonet and friends Kevin Noah (from Cameroon) and Abdul Somade (from Togo) fling heaps of snow over their shoulders in a choreographed dance set to African music. They laugh and sing and use their shovels as props while moving in unison in the impromptu dance in the snow.

"I'm still blown away. I just can't believe it," Laubonet told Torstar News Service in a telephone interview about the response the video has received. Laubonet said that he had just finished leading a fitness class outdoors at Montreal's Jarry Park on Jan. 2 when he saw that a children's play area was covered in snow. He asked his two friends to clear it with him so kids could have access, and that's when he got the idea to dance and sing when their job was almost done.

"It's very rare to see someone go outside to dance while shoveling. It's not something that we do very often while having a lot fun," he said with a laugh. "Especially also the fact that we're three Africans, and seeing as how in our home countries there is no snow, people may see it as a good example of integration." Originally from Ivory Coast, Laubonet came to Canada in 2002, giving him plenty of time to get used to shoveling. "It's something that I learned to live with and to live with well," he said with a laugh.

Laubonet first gave traditional African dance classes at the University of Montreal. He then started using African dance in fitness classes at a local gym, but saw that those courses lacked the interactivity he was craving. So three years ago, he launched the idea for Djamboola Fitness, a Montreal gym he now heads that specializes in using African dance and song for physical fitness. He described Djamboola classes as similar to zumba, but with more back and forth between the instructor and students and African instead of Latin American music. (Metro News.ca).

| AROUND THE CONTINENT |

## President Mugabe is Not Dead – Presidency

The Zimbabwe government has denied reports that veteran President Robert Mugabe, 91, had collapsed and died in Singapore after rumours spread rapidly about his alleged ill health. Under the headline "President well, fine", the state-run Herald newspaper said stories about Mugabe's health emerged each year when he took his annual leave outside the country. "You cannot doubt that there will be a story on the President's alleged death every January," presidential spokesman George Charamba told the paper. Charamba blamed the ZimEye news website for starting the rumours. "This is the way the website seeks to improve its hits in order to get dirty money... There is a financial incentive to the grim lie," he added. The Herald said that Mugabe was in the "Far East" but did not specify which country. The president, who is the world's oldest national leader, has ruled Zimbabwe since independence in 1980. Despite his age, he continues to give long



speeches in public, but speculation over his health mounted last year when he tripped and fell down some steps at a televised ceremony. He also read a speech to parliament in September apparently unaware that he had delivered the same address a month earlier. WikiLeaks in 2011 released a 2008 US diplomatic cable saying that Mugabe was reported to have prostate cancer and had less than five years to live. His regime is accused of systematic human rights abuses and overseeing Zimbabwe's dire economic decline. The ruling ZANU-PF party has been riven by factionalism for years with Mugabe avoiding naming a successor. Senior Vice President Emmerson Mnangagwa is seen as one front-runner to be the next president. (Vanguard-Ng)

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# FEAR NOT

BY REV. DR. CHARLES MANTEY  
Founder/Senior Pastor, Disciples Revival Church,  
Toronto, ON

"The year 2016 is just beginning; it is fresh and fledging. There are so many unknowns about the year; which reveal..."

**H**ave I not commanded you? Be strong and courageous. Do not be afraid; do not be discouraged, for the Lord your God will be with you wherever you go (Joshua 1:9 NIV).

We are living in a world of great uncertainty. Never a day goes by without hearing of violence, wars, terrorism, hurricanes, flood, fires, unemployment, diseases etc. All this begs the question: "How secure are we?" Undoubtedly, many people are worried and terrified about their safety as they travel or go about their normal duties.

Our health, the economy and job security could keep many of us awake at night. The reality is, history tells us that, what we are experiencing today is not new; the world has lived through such terrible times before. The difference between today and the past, is that today, we get our news instantly through social media, TV, radios, print media, etc.

The passage above, reminds us of God's advice to a young leader; who was about to take over the leadership of a great nation – Israel. To Joshua, it was not an easy task to receive the baton of leadership from Moses. In his trepidation, God allayed his fears; by telling him: *Be*

*strong and courageous. Do not be afraid; do not be discouraged, for the Lord your God will be with you wherever you go (Joshua 1:9).* As a young soldier, Joshua was intimidated by the task ahead; hence, God's word to him; "Do not be afraid."

Fear is the word *phobós* (Greek); which means, "fright," or "panic." This kind of fear is classified as negative fear – as it can lead to disappointments, depressions, helplessness, hopelessness, and even death. It is on the basis of these that, from time immemorial, God extends His comfort and assurance to His people by telling them, "FEAR NOT."

The year 2016 is just beginning; it is fresh and fledging. There are so many unknowns about the year; which reveal our human limitations as to the extent to which God will allow us to know, and to control our own destiny. Otherwise, none of us will be intimidated about the uncertainties in this year. The plain truth is, God is the only one who knows the minute by minute, day by day, week by week, month by month outcome this year holds for each one of us. This is so true, because, He has the whole world in His hands and controls the affairs of the universe.

If so, then, the onus is on us to humbly seek His guidance, protection and provision as we tread through this

unpredictable year. The right and prudent way to do that is, by knowing God's mind and will through His Word; which is able to allay our fears no matter what comes our way. The Bible is fraught with stories of ordinary men and women like us; who had no glue as to what their future would be; yet, God showed up in their hour of desperation and fear, to calm them. Here are some examples:

### ABRAHAM

Realizing he and his wife, Sarah, were advancing in age; but had no child, he became worried until God said to him:

*1b "Do not be afraid, Abram. I am your shield, Your very great reward  
2. But Abram said, "Sovereign Lord, what can you give me since I remain childless and the one who will inherit my estate is Eliezer of Damascus?"  
3 And Abram said, "You have given me no children; so a servant in my household will be my heir."  
4 Then the word of the Lord came to him: "This man will not be your heir, but a son who is your own flesh and blood will be your heir" (Genesis 15:1-4).*

### ISRAEL IN THE WILDERNESS

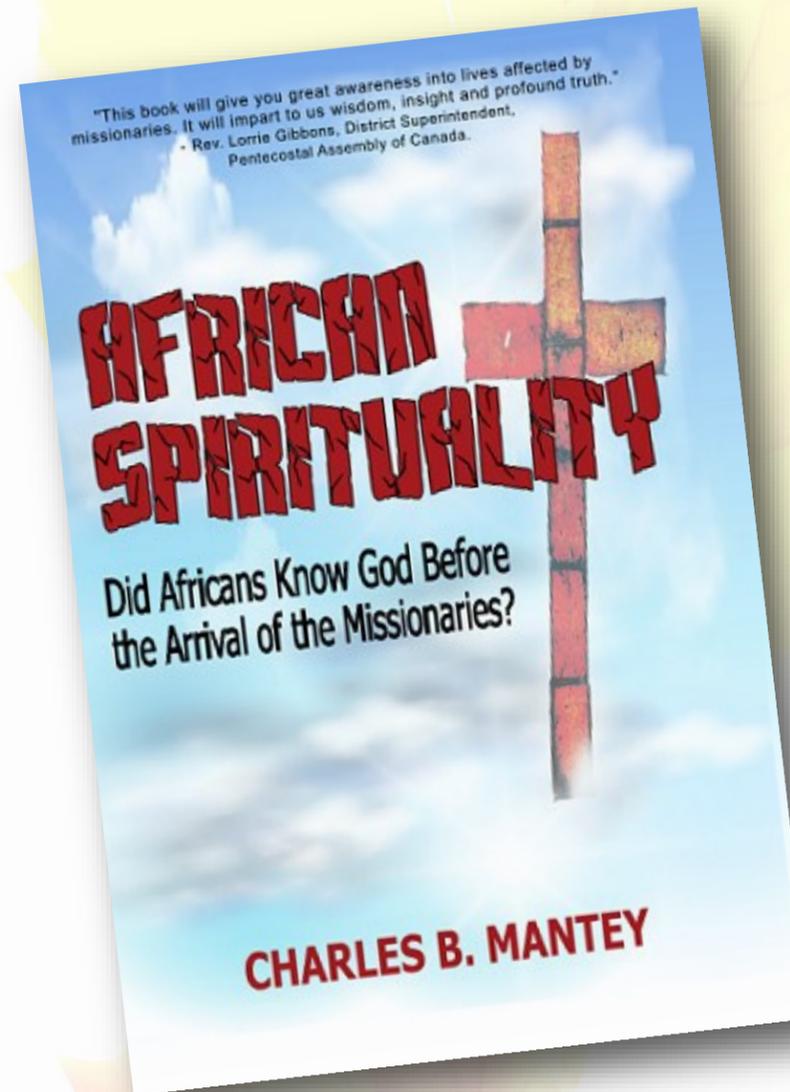
The Israelites were on their way to Canaan. They disobeyed God in many ways. Though He punished them, He also assured them of His presence and help:

### THE DISCIPLES

Jesus saw the fear and anxiety on the faces of the disciples; when he told them that, he was going to leave them for heaven. He instantly comforted them by saying:  
*Peace, I leave with you; my peace I give you. I do not give to you as the world gives. Do not let your hearts be troubled and do not be afraid (John 14:27).*

# GET YOUR COPY

Release Date: August 21, 2015 by Shidaanikei Publisher, Inc.



The book (ISBN: 978-0-9948272-0-3) discusses the question; did Africans know God before the arrival of the missionaries; or were the missionaries the first to introduce the concept of a supreme being to Africans? It presents evidence that Africans had a concept of a supreme being as demonstrated in many of their rituals, activities, festivals and ceremonies, not to mention beliefs about creation, life and death.

It further discusses the role and impact of the early missionaries in Africa, providing critical insights into the age-old practice of African Traditional Religion and its inevitable conflict with Christianity. It enables the reader to understand African spirituality within the context of its mythology, practices, beliefs and rituals.

### Excerpts from Review—

The author of this 161-page book is very knowledgeable on the subject since he had the opportunity to study African Traditional Religion as part of his theological training at the Christian Service University College in Kumasi, Ghana. He also traveled the length and breadth of Ghana to preach the gospel and therefore practically interacted with the custodians of traditional religion such as the chiefs and elders which deepened his understanding of African spirituality.  
-Review by Joe Kingsley Eyiah, OCT, Contributing Editor-Ghanaian News, Toronto-Canada

## www.shidaanikei.com

or Call 289-800-2575 | amazon.ca

## Syrian Refugee Crisis: What About the African Refugees?

Dear Editor,

There has been excessive attention paid to the arrival of the Syrian refugees in Toronto and other parts of the country. While I applaud the government on its humanitarian position and taking initiatives to bring the refugees here, I must ask a most daunting question—what about the African refugees? I am certain that the

Trudeau's government is well aware that before the Syrian refugee crisis, there had been many in Africa caused by natural disasters, famine, political crisis and war. In Nigeria alone, the UN Humanitarian agency estimated that 1.2 million were displaced by the on-going war against the Boko Haram terrorists that are fighting supposedly to create an Islamic

State. However, it would have been nice to see the Canadian government take initiatives to bring those displaced persons from Nigeria to its shores in the same manner it has done with the Syrian refugees. I do not want to think that the Canadian government places more value on the lives of Syrian refugees than those of African refugees since we are yet to see a similar gesture.

- Nelson Tibe, Berrie, ON

TO SEND LETTERS TO THE EDITOR — EMAIL PUBLISHER@AFRICANIMMIGRANT.CA



## The Joy of Christmas and the Winter Holidays

By Sodieye—Grade 7

I love winter break because you get two weeks off from school and there is Christmas and New Year's Eve to celebrate. My Christmas break started off with a gift exchange and a dance in the afternoon with my friends. When I came home, I was tired so I just went to lay on my bed. The next day, I had my piano recital and was pretty worried as it usually had

so many people. This meant I had to be perfect not only to demonstrate to my parents that I was improving in this area, but also to impress my piano teacher, Ms. Shirley. I was to play a difficult piece called *Für Elise* by Beethoven, so I had to practice often to perfect it. I also had to practice my recital speech that kept me busy in the days leading to the recital. I believe I did very well at the recital. I was happy with my performance and so were my parents and Ms. Shirley. About five days into the break, my cousin came over on holidays from the U.S. where she attends university. It is always nice to have her around. A couple of days before Christmas, my little brother and I decorated the Christmas tree and I was quite happy to have gotten at least three of the items on my list. I had hoped for the latest iPhone, but I have to wait a bit longer. I am learning that patience is a virtue.



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| AROUND THE CONTINENT |

## Africa: Low Food Prices But the Poor Still Go Hungry

By Obi Anyadike, Africa  
IRIN

Nairobi — Global food prices are at their lowest level in years, but thanks to the exceptionally strong US dollar poor people in developing countries suffering severe climate shocks are seeing no benefit. poor  
The FAO Food Price Index for 2015 was 19 points down on 2014, marking the fourth consecutive annual decline across a basket of commodities. "Abundant supplies in the face of a timid world demand and an appreciating US dollar are the main reasons for the general weakness that has dominated food prices in 2015," said the index, released last week. The food price shocks of 2007 and 2011, which squeezed family budgets and drove the poor deeper into poverty, are over.

The major producers responded to the high prices by boosting output, leading to the current surpluses. But several developing countries currently need to import as a result of poor agricultural seasons, and "what you pay for in food imports is a function of the strength of your currency against the dollar and its purchasing power," noted FAO senior economist, Abdolreza Abbassian.

The US Dollar Index, which measures the dollar against major currencies, was up by around 10 percent at the end of 2015. "So far this year the dollar has gained against currencies of all description - developed market, emerging market, commodity currencies," the Financial Times wrote yesterday. For southern Africa - and especially South Africa - the situation is particularly grim.

South Africa is the maize basket for the region, but last year an El Niño-induced drought dropped output by 30 percent. It's feared that more late rains again at the end of 2015 could see production fall by as much as 50 percent, at a time when the rand is trading at record lows against the dollar.

"It's a very alarming situation in southern Africa,"



said Abbassian. Across the region maize reserves are dangerously low, and 30 million people are regarded as "food insecure" - meaning they lack access to enough food to lead healthy lives. While South Africa as an economic leader can manage the crisis, other more vulnerable countries will need food aid to get by.

The poor regional harvest and the dry conditions at the start of the 2016 crop season mean local food prices have continued to climb - doubling in some cases, according to FAO's latest monthly Food Price Monitoring and Analysis bulletin. The fact that there are global food surpluses and yet people are still going hungry means the problem "is about access to food" rather than availability, said Abbassian. The world's ability to grow more food is not the solution to hunger, but its affordability in local markets.

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- Sports and fun



# SURVIVING WINTER

## Tips on How to Survive Canada's Harsh Winter Weather

With many African immigrants arriving Canada daily from warm and tropical climates, it is prudent for us to advise them on how to survive the often brutal arctic winter weather sweeps the country. As a result, we have contacted Health Canada for some relevant and pertinent information that would be instrumental to the successful integration and settlement of many of these immigrants.

To reduce the risk and protect yourself from extreme cold conditions, Health Canada advises:

- **Wear appropriate clothing.** Choose clothes that are appropriate for the weather; dress in layers with a wind-resistant outer layer; choose warm socks, gloves, hat and a scarf; and change into dry clothing as soon as possible if clothes get wet.
- **Use sunglasses, lip balm and sunscreen on sunny days.** Wear a facemask and goggles if you are skiing, snowmobiling or skating to protect from frostbite and windburn and keep moving to keep blood flowing.
- **Avoid alcohol.** If you drink before you go outside, it could increase the risk of hypothermia because of increased blood flowing to your extremities. "You may actually feel warm even though you are losing heat," Health Canada says.

**Find shelter.** If there aren't any buildings around, look for a small cave, a ditch, a hollow tree or a vehicle to reduce the chance of frostbite or hypothermia. If you're active outside on your feet or bike, there are ways to make sure you stay as warm as possible.

- **Exercising/running.** You want to keep warm but without sweating as sweat in your clothes can lead to a chill. It is advisable to dress like it is a few degrees warmer. So your run will start out cold, but your body will surely heat up due to the physical exertion. Wearing easily removable layers and jackets with front zippers will allow cooling off or bundling up as needed.

**Cycling.** Chilling winds and icy conditions can make winter cycling more dangerous. So, before heading out, make sure your bicycle is in perfect working condition. Don't forget your lights, reflective gear and bell. Protect your face and skin by covering up as much as possible. Like runners, remember that your body will produce its own heat so take that into account.

There are many things homeowners can consider —

"unfortunately, some of them should have been done before winter started." That could include ensuring the home is properly insulated, particularly in two areas: anywhere related to the plumbing system and outside walls, and around the roof, particularly close to the edge, where the eavestroughs are.

Here are a few hints for what homeowners can do to make their home safer:

- **Keep the furnace well-maintained.** That way it can bear the extra burden when it's much colder outside.
- **Remove snow and ice from outside the home.** It's a plus from both the personal safety and legal liability perspectives.
- **To prevent frozen pipes, turn off the water supply and drain the pipes if you're going to be away.**
- **Don't use heat sources like torches or open flames to try to thaw frozen pipes.** Use a hair dryer instead.
- **Have working smoke and carbon monoxide detectors.** If they are hardwired into the electrical system, make sure the backup battery is working.

If you're at home, and unsure if your insulation is adequate to offset frozen pipes, a small, steady flow of water could help prevent freezing. "Keep a tap or two turned on. Not full blast but enough so some water is flowing through it, because that's the other way to prevent pipes from freezing," says Karageorgos.

### PROTECTING YOURSELF ON THE ROAD

Winter driving comes with its own challenges, ranging from navigating road surfaces that may be covered in snow and ice to

ensuring you're prepared if you suddenly find yourself stranded.

In frigid temperatures, CAA reminds people to pay particularly close attention to their battery, which can be drained of power by the cold. "Before you attempt to start your car, make sure you have turned off all your accessories including the heater accessories including the heater, radio and lights," Silvana Aceto, a media relations consultant for CAA South Central Ontario, says.

CAA recommends checking tire pressure regularly and keeping the gas tank at least half full to help avoid a fuel line freeze. Drivers should also keep the following items in their cars:

- Fully charged cellphone.
- Ice scraper and snow brush.
- Booster cables.
- Extra clothing and footwear.
- Blankets and sleeping bags.
- Windshield washer fluid.
- Bottled water.
- Granola or energy bars.

Courtesy of Health Canada

## Prime Minister announces funding to increase opportunities for youth in Africa

"The Government of Canada is committed to helping young people across the country and around the world reach their full potential. We will invest to create more jobs and better opportunities for young people. Today's initiative with the Digital Opportunity Trust will help young women and men in eight African countries develop the skills and technological know-how they need to get jobs and start businesses."

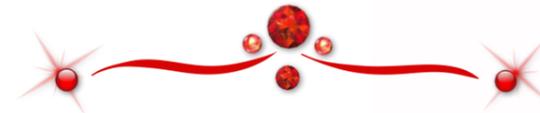
- Rt. Hon. Justin Trudeau, Prime Minister of Canada

**T**he Prime Minister, Justin Trudeau, announced today that Canada is contributing \$15.3 million over four years (2015-2019) to improve the lives and futures of young people in Africa. This investment will help offer the training needed to find and keep good jobs, with a focus on reducing poverty and encouraging economic prosperity. The Prime Minister made the announcement while in Valletta, Malta, for the Commonwealth Heads of Gov-

ernment Meeting.. The Government of Canada is partnering with Digital Opportunity Trust (DOT), a Canadian-based company. The Government of Canada is partnering with Digital Opportunity Trust (DOT), a Canadian-based company headquartered in Ottawa, Ontario, on a project that will help young women and men develop job and entrepreneurial skills, including in the use of technology. The *Digital Livelihoods: Youth and the Future of Work at Scale* project is expected to benefit approximately 200,000 youth in Ghana, Kenya, Malawi, Morocco, Rwanda, Senegal, Tanzania, and Zambia. Source—Prime Minister's Office

# AIM

PERSONALITIES SERIES



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## DESTINY HELPERS

### Interpreting the Word

BY KINGSLEY MARFO

He stated, "Three men of God going up to God at Bethel will meet you there...they will greet you and give you two loaves of bread ,

which ye shall accept from their hand...in the city, you will meet a group of prophets coming down from the high place with harp ,tambourines, flute and lyre before them prophesying .Then the spirit of the Lord will rush upon you, and you will prophesy..."

**W**hat do you do with the word of God when you hear it? I am here to reveal your destiny helper who will release the power you have been missing, that is holding back your progress, breakthrough, success, peace of mind, joy and happiness." However, in order to activate your destiny helper you must accept , believe and act in faith upon the word of God which says "All things are possible to those who believe"

What no eye has seen, nor ear heard, nor the heart of mind imagined what God has prepared for those who love him...these things God has revealed to us through the spirit. For the spirit searches everything, even the depths of God" (1<sup>st</sup> Corinthians 2:9-10 ESV)

"The Holy spirit is the destiny helper, He will take you to the next level. He will connect you to the network that will increase your net worth. With this in mind, the question you and I need to ask ourselves is this: What level do we want to attain? The power of the Lord will remove

the impediments in your way to attain that level. In the scripture about the anointing of Saul, Samuel prophesied to Saul when he was looking for his father's donkey.

He stated, "Three men of God going up to God at Bethel will meet you there...they will greet you and give you two loaves of bread , which you shall accept from their hand...in the city, you will meet a group of prophets coming down from the high place with harp ,tambourines, flute and lyre before them prophesying .Then the spirit of the Lord will rush upon you, and you will prophesy with them and be turned into another man" (1<sup>st</sup> Samuel 10:3-8).

I believe if you are faithful and obedient to the Lord, He will interrupt your 'journey with your destiny helper as he did in the story above, if only you will believe and be faithful.

For a more detailed study of the Bible, please join at 285 Old Kingston Road, Sunday Service starts at 10:00. We can be reached at 647 286 4998.

Continued from page 7 as voodoo priests casting malign spells over audiences in other countries. They talk of the "Nigerianisation" of Africa, worrying that the whole continent has come to "snap its fingers the Nigerian way" - <http://www.economist.com/node/17723124>

- Koïchiro Matsuura, Director-General of UNESCO said on Nollywood in 2009: "Film and video production are shining examples of how cultural industries, as vehicles of identity, values and meanings, can open the door to dialogue and understanding between peoples, but also to economic growth and development. This new data on film and video production provides yet more proof of the need to rethink the place of culture on the international political agenda"

- Zhejiang Normal University (ZNU) in Jinhua, Zhejiang Province opened a center for research in African Film and TV on December 11, 2015, so that Chinese people will learn more about Nollywood and African cinema.

- Nollywood has boosted the economy with hundreds of thousands of jobs created on numerous sets at various locations all over the country and the industry is now estimated to be worth more than N859.9 billion (\$4.3 billion).

- Nigerian box office revenues, which have nearly doubled since 2009, are projected to grow 70% by 2018, to \$171 million a year, according to PricewaterhouseCoopers.

## THE 2016 IEP CONFERENCE

### Career Opportunities for Newcomers



**T**he IEP Conference is a unique forum offering unparalleled connection opportunities and much more! Many newcomers in search of meaningful careers find it difficult to access the Canadian job market. Possessing the necessary skills is just the first piece of the puzzle. Connecting with employers who are hiring, gaining Canadian work experience and adapting to Canadian business cultures are also essential ingredients towards securing a better job. The ultimate goal is to connect the skills, enthusiasm and potential of this unique labour pool with relevant stakeholders.

#### Conference Highlights

Spotlight on five major sectors including Finance & Accounting; Information Technology; Healthcare and Related

Professions; Engineering; Sales, Marketing & Communications

1. Sector sessions featuring interactive, solutions oriented discussions and panels on accessing the Toronto job market
2. Concurrent skill building sessions in sector hubs on job search strategies and practical tips, linking IEPs with employer needs
3. Marketplace - the conference's one stop venue for the latest on accreditation, certification, education, training, employment and employer information
4. Directory of Resources - a unique, information-packed compendium, essential for every IEP - updated annually.,

For more information on this conference, visit the website at [www.iep.ca](http://www.iep.ca). You may also register at the site.

## 5 WAYS TO PREVENT DEPRESSION:

### 1. Get enough sleep

There's nothing like tossing and turning all night to put you in a bad mood, but sleep disturbances may go further than that. According to researchers, disturbances in circadian rhythms have been linked to depression, and resynchronizing circadian rhythms using melatonin supplements or light therapy may actually have antidepressant effects.

Whether you're dealing with major depression or just looking to boost your mood, improving your sleep hygiene is an important first step. Go to bed at the same time each day, turn off the screens a bit earlier than normal, and look into light therapy if your work schedule means you don't get much sunlight.

### 2. Exercise

You've probably heard this before, but listen up: Exercise is incredibly valuable, not only for general health, but for its mood-boosting effects, too. You don't need to run a marathon to reap the benefits of exercise. In a recent study, researchers had depressed patients pedal a stationary bike, measuring their subjective symptoms and cortisol (stress hormone) levels before and afterwards. They found that after just 15 minutes of exercise, both the patients' symptoms of depression and cortisol levels were significantly reduced.

### 3. Regulate your blood sugar

Have you ever eaten a sugary snack, only to find yourself starving and miserable an hour later? What goes up must come down, and a blood sugar spike followed by a crash is a one-way ticket to a lousy mood. But according to one study, sugar may have a bigger role to play in depression than originally thought. Researchers analyzed data from six countries and found a highly significant correlation between sugar consumption and depression rates. Whether you're battling depression or just trying to avoid the afternoon crash, balancing your blood sugar is key. Make sure to eat regular meals and snacks, including a good source of protein at every one.

### 4. Eat healthy fats

Are you getting enough fish in your diet? Researchers have found that eating omega-3 polyunsaturated fatty acids (like those found in salmon, trout and sardines) reduces symptoms of depression. Flaxseeds and walnuts are also great sources of omega-3s.

### 5. Find passion in life

Even if you're eating healthy, getting enough sleep and doing your exercise, nothing will boost your mood like having a sense of purpose. ([mindbodygreen.com](http://mindbodygreen.com))

# Using Social Media in Your Job Search

COLUMBIA UNIVERSITY  
CENTER FOR CAREER EDUCATION

**S**ocial media allows you to **advertise your personal "brand"** and to demonstrate your skills, values, and professionalism. In a technological world, there are an infinite number of creative ways to do this. Remember that your branding efforts must **work together** as a cohesive and coherent 'ad campaign' that highlights why you are a great candidate. You can also use social media to establish credibility. Tweeting, blogging and commenting about things you know builds up your credibility online. When an employer searches, you want them to find a knowledgeable individual who can fit well into their company. This passive form of job searching is what you should continue to build even when you are gainfully employed. It's important that you continue to build your network so that it is there for you when you need it.

## Step One: Find Your Brand

"Personal branding" refers to a broad set of options for marketing your name, personality, expertise, style – in short, your "brand." Personal branding is an ongoing **process of marketing yourself** to others in rich, interactive ways. Like most components of the job search, start by looking inwards. A coherent, explicit understanding of your career goals as well as your strengths, passions, and specialties is your best tool in developing a personal brand. To find the right brand for you, you need to focus on what makes you unique. If you have difficulty determining your personal brand, here is an exercise to help.

## Personal Brand Values Exercise:

- Identify 5 product brands you distinctly like, and write them down. (e.g. Nike, Apple, Coca-Cola etc.)
- Write specific attributes of the brand that you like.
- Circle or identify common themes across all five brands.
- These traits that come up repeatedly are your **personal brand values**.

Not down a few ways you could — **continued on page 15**

Africans relate to your stories and same with those in the diaspora and the Caribbean and around the world. You are great African ambassadors and you must continue to achieve and surpass what you have today as you have made us proud."

- Obi Emelonye's 2011 award winning fantasy film "The Mirror Boy" was shot in the Gambia and UK and co-sponsored by the Gambian government. Another Nollywood Gambian movie is "My Gambian Holiday" directed by Kensteve Anuka and produced by Tom Oviawe and starring top Nollywood star Desmond Elliot with Gambian stars, Awa Gassama, Modou Musa Ceesay, Oley Saidu Khan.

- The popularity of Nollywood in Kenya is legendary with Nollywood diva Rita Dominic as the most celebrated Nigerian movie star in Kenya and played the leading role in Kenya's award winning movie "Shattered" for which she won the Best Actress award at the Africa Movie Academy Awards (AMAA) in 2012 and at the 2012 Kalasha Film and Television Awards in Kenya.

- "The popularity of Nigerian films in Kenya is massive especially among the ladies. They have grown in this country to a level where some local TV stations have even dedicated the majority of airtime to them. As if that is not enough, Kenyans are even picking up the Nigerian accent and it has now become a commonality to find people

in the streets or around you speaking like Nigerians as if they were born in the most popular country in Africa. Words like "oga" and "chineke" have become standard words in the streets. You also won't be surprised to find that Kenyans know almost all Nigerian actors and their full biographies and yet they hardly know our own actors." - THE KENYA FILM INDUSTRY: WHY NOLLYWOOD HAS THE EDGE <http://www.kenyaforum.net/2012/07/31/the-kenya-film-industry-why-nollywood-has-the-edge/>

- Nollywood movies on Kenyan television: an exploratory study of Kenya Nigerian Movie audiences and their motivations." - Mwanthi, Shadrach M: <http://erepository.uonbi.ac.ke:8080/xmlui/handle/123456789/8837>

- In Ethiopia, Nollywood movies have taken over Bollywood movies in popularity and have been dubbed into Amharic, the official language of Ethiopia, which is the second-most spoken Semitic language in the world, after Arabic. Nollywood home videos are openly pirated in the towns and cities with bootleg copies sold in shops on the streets. The stories of the phenomenon of Nollywood across cultures in Africa will never end and th-

anks to the Africa Magic Channel of DSTV, MultiChoice's digital satellite TV service in Africa, the notorious pirates on almost every street in Africa and on the internet and Iroko TV for making Nollywood, Nigeria's number one global brand of mass culture.

- "Nollywood video productions are not just providing entertainment to residents of mega urban slums such as Makoko in Lagos or Kibera in Nairobi, but have penetrated gated communities of highly educated people in Sub-Saharan Africa and the African diaspora," said Dr. Oluyemi Oyenike Fayomi, a senior lecturer at Covenant University in Nigeria at the 14th General Assembly of the Council for the Development of Social Science Research in Africa (CODESRIA) held in Dakar from June 8-12, 2015.

- "Ideally, the rising popularity of Nollywood productions could be attributed to the

of scholarship of film-makers who are constantly investigating opportunities, genres, production and distribution of those films in Nigeria, the rest of Africa and the diaspora," said Elizabeth Giwa, a researcher on the rise of the Nigerian film industry.

<http://www.universityworldnews.com/article.php?story=20150626122259391>

- See "Nollywood's runaway success has inspired a New Nollywood in Nigeria and beyond" by Lizelle Bisschoff, University of Glasgow on <http://qz.com/512699/nollywoods-runaway-success-has-inspired-a-new-nollywood-in-nigeria-and-beyond/>

- Cultural critics complain about "macabre scenes full of sorcery" in the films. The more alarmist describe Nigerian directors and producers...continued on p.8

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# How Nollywood Redefined Conversations on African Cinema and Culture

By Michael Chima Ekenyerengoz

The Nigerian film industry is currently the biggest and largest film industry in Africa, because of the development of Nollywood in over two decades. Nollywood has become an African magic story with the popularity of home video movies produced in Nigeria and widely distributed locally and internationally by both the legitimate marketers and movie pirates who sold Nollywood home videos from shops to the streets of major cities in Nigeria; Lagos, Ibadan, Abeokuta, Onitsha, Asaba, Enugu, Owerri, Aba, Port Harcourt, Benin, Warri, Uyo, Calabar, Kano, Kaduna, Jos, and then exported to the towns and cities in other countries in Africa.

- Mnet's Africa Magic channel took Nollywood movies to African homes through millions of subscribers of cable TV network in Africa and increased the popularity of Nollywood movies and the major actors and actresses became famous household names in the continent.

- The phenomenon of Nollywood attracted the western media with countless reports on the magic of Nollywood that "churns out

about 50 full-length features every week, making it the world's second most prolific film industry after India's Bollywood, reported The Economist. The New York Times, BBC, CNN, Al Jazeera, ABC, Fox and many others have done their own major stories on Nollywood.

- "Nollywood: Lights, camera, Africa" by The Economist of Dec 16th 2010 is the best report so far and a must read for Nollywood fans, movie buffs, students, scholars and others.

- There are currently over 50 books on Nollywood, including, "Nollywood: The Video Phenomenon in Nigeria" by Pierre Barrot (2010), "Viewing African Cinema in the Twenty-First Century: Art Films and the Nollywood Video Revolution" by Mahir Saul and Ralph A. Austen (2010), "Moviedom the Nollywood Narratives: Clips on the Pioneers" by Shaibu Husseini (2010), "Nollywood Video Film: Nigerian Movies as Indigenous Voice" by Uchenna Onuzulike (2010), "Representations of Nigerian Women in Nollywood Films" by Naomi Brock (2012), "Global Nollywood: The Transnational Dimensions of an Afri-

can Video" by Matthias Krings (2013), "African Movie Time: Watching Nollywood, Ghallywood and Beyond" by Lipamboli Molongi (2014), "NOLLYWOOD MIRROR® series " by Michael Chima Ekenyerengoz (2013 and 2014).

- The most expensive book on Nollywood is "Nollywood" by Pieter Hugo, (2009).

- Nollywood has become an influential cultural and political medium in Africa as it was reported that Ivorian rebels in the bush stopped fighting when a shipment of Nollywood DVDs arrived from Lagos during the First Ivorian Civil War.

- Kenyan and Zambian mothers said that their children talk with accents copied from Nollywood movies

- When the President of Sierra Leone lured famous Nollywood diva Genevieve Nnaji to join him on the campaign trail, he attracted record crowds at his political rallies.

- Nollywood spurred Ghanaian filmmakers to develop their own Ghollywood and Riverwood in Kenya, Ugawood in Uganda and Bongowood in Tanzania.

- The Gambian government has engaged Nollywood filmmakers to produce movies in the Gambia and help to develop the Gambian film industry since 2007. President Dr. Yahya AJJ Jammeh of Gambia said: "Nollywood and Ghollywood have been able to capture and tell our stories better than any outsider can do.

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Continued from page 14

- advertise these personal brand values to advance your job search.

Once you have identified your brand, you will be able to apply it to your job search. Personal branding has a lot to do with others' needs, and how your specific skills, values, personality, and experience fit those needs. It's about conveying internal characteristics to satisfy external needs.

### Step Two: Update Your Traditional Job Search Documents

While the social media job search is rapidly growing, there is still a lot of value in the traditional job search. You need an up-to-date resume that reflects your skills and experience and you need to stay focused on meeting employers and alumni face-to-face at information sessions and informational interviews. These components of the job search do not disappear, but now need to be balanced and supported with an online presence that reflects the real you. In taking a look at your resume, cover letters and business cards, consider whether they match your brand. Do the fonts, layout and content reflect the key words that make up your brand? In addition to conveying your brand, many people are listing their blog, website, Twitter handles and LinkedIn URLs on their business cards and resumes. Consider whether this is a good option for you. Remember that if you list these items on your traditional job search documents, you must commit to keeping them active.

### Step Three: Promote Your Brand Using Social Media

Social media widely expands your potential network. Instead of only having your friends and family to reach out to as contacts, social media allows you to see the friends and family of all of your connections. You can see who they are, where they work and how you know them. Social media also allows you to make a more personal connection with a potential employer who may not recruit on campus or be near your current location. By following them on social media and interacting with them, you are able to get their attention in a way that you wouldn't previously be able to. In a more passive way, with employers searching for candidates before they interview, you may be eliminated from an applicant pool before you even had a chance because you could not be found or because the information they found did not impress them. Managing your online brand ensures that an employer will find you and enough of your great qualities that they will want to see you in person for an interview.

It's crucial not to "saturate the market" with an overwhelming number of different methods of personal branding. Some people might find it more effective to make a concerted effort in only one or two strictly professional social networks, whereas others might focus their efforts on an industry-specific blog that highlights their specialties. Take the time to get familiar with the more professional social networks such as LinkedIn before moving on to the next new technology. With each new thing that you try, always remember your strategy – to convey your skills and values to potential employers and networking contacts. If you can't achieve that on a certain network, don't feel bad about moving on to something else that works for you and makes good use of your time.

### Step Four: Maintain Your Network

It's important to continue using social networking sites and in-person networking even after you have secured a job. First, you should maintain these connections because you may be able to give back to another job-seeker either through sharing information or direct leads. If there weren't generous people like this online, you wouldn't have been as successful in your job search.

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**TO GET STARTED**

# International Students Numbers Increase

"8,000-plus foreign students to attend Ontario's schools this year, including more than 3,000 in GTA."

Enrolment of international students in Ontario grade schools has been climbing steadily since 2010, with more than 8,000 foreign students expected in classrooms across the province on Tuesday. In fact, some Toronto school boards have been sending recruiters overseas to attract high school students here. Officials claim its a win-win situation, providing opportunities for local and international students, all while enriching society and bringing in money.

Students pay an average of \$14,000 a year to study here. Gina King, a 16-year-old from southern China, starts Grade 11 Tuesday at Loretto Abbey Catholic Secondary School, one of about 70 international students at the school. She's one of an estimated 1,250 international students in the Toronto Catholic District School system.

That's up from just 30 students five years ago and about halfway to the board's goal of 2,400, which it hopes to reach in a decade. Gina said she chose Canada because of its friendly reputation. "I love Western culture and Canada has better education in high school. Period," she said. "Maybe the United States have the best colleges but they don't have nice high schools so I chose Canada." She said it's a growing trend in China — the home country to the vast majority of the foreign students — for parents to send children overseas for a better life.

"I'll hopefully be here for two years and hopefully I can get into a good university like U of T or something," she said. "My first dream is to be a lawyer, but I'm still young so we'll see." Lucia and David Francisco, Gina's homestay parents, say they love the connection they've already forged with Gina, learning about her family and culture and childhood.

## " AN OVERWHELMING EXPERIENCE "

"We share stories so we don't feel like there's a stranger living in our home, which is nice," Lucia said. "This week Gina and I picked her courses together, so I was happy to be able to help with that because it can be an overwhelming experience."



Being an international student can be difficult, they said.

"They're coming thousands of miles and they're coming on their own," Lucia said. "It's a way to give back to that student who is taking on this major challenge in their life." Teresa Chung, a resource teacher with the board's International Education Program, said the biggest issue is culture shock.

"They are teenagers, so they have the same problems as any teenagers, Canadian or from the world around," she said. "There are cultural problems. They may not understand something. Like when the students first arrive you might say, 'Let's go to Tim Hortons. The student may say, 'Who is Tim Hortons?'"

The Toronto District School Board and York Region District School Board also attract large amounts of international students. York's numbers were not immediately available, but the TDSB expects about 1,700 students this year, up 1,100 five years ago.

Alex Mazzucco with the Catholic board says the provincial and federal governments provide financial support for the program, which shows no signs of slowing. "Chinese parents are actually looking for next September now," he said. "Many parents from mainland China will start signing their students up in September and October for the following September." John Yan, also with the Catholic board, said it will be interesting to see if China's recent financial troubles affect international numbers, though the board does also have students from Europe, South America and Latin America. Yan said the program doesn't take spaces from local students. If a school is full, the international student is placed in a different school.—CBC



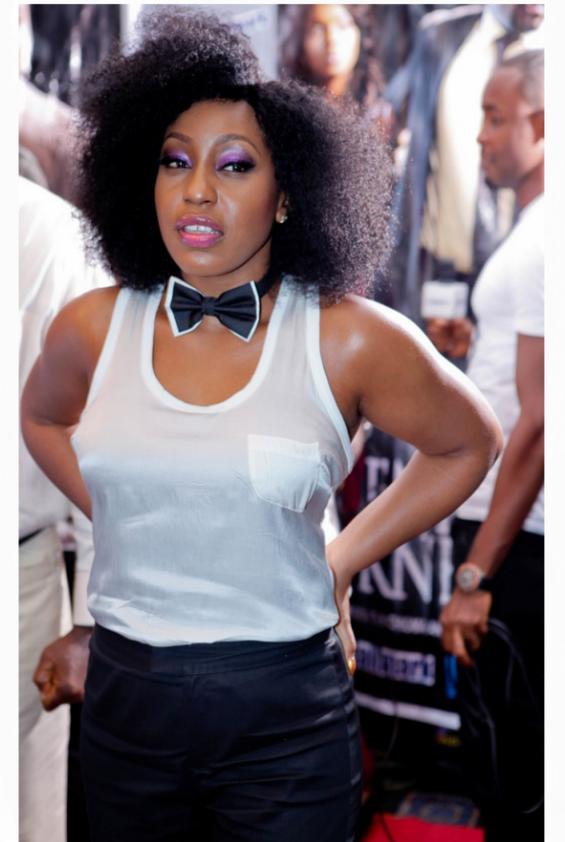
# Personality in Profile

## RITA DOMINIC Nollywood Star

"Rita tried her hand in more than 100 Nollywood films. Rita has just concluded her new movie called "Surulere" set to be in movie theatres on Feb. 12.

Rita Dominic, whose full name is Rita Uchenna Nkem Dominic Waturuocha, is a Nigerian actress who is a member of the Royal Waturuocha family of Aboh Mbaize region in her home state of Imo. The youngest child of her parents, she grew up in a family of health workers. Her mother was a nurse and father was a medical practitioner. She studied at the elite Federal Government College prior to entering the University of Port Harcourt. In 1999, she graduated with a Bachelor's degree in Theater Arts. Rita knew very early in life what she wanted to do. Before becoming a household name, she was part of many performances at school that gave her the much needed confidence to venture in acting and many would agree was instrumental to her success. She also made appearances on children's

television shows in Imo State that provided her the exposure she needed to make it into the film industry. In 1998, she made her debut in the film, "A time to kill" that was critically acclaimed. Rita has featured in well over one hundred movies and her new film titled "Surulere" is set to be in movie theatres on Feb. 12. The movie, which tells the story of patience and resilience, follows the life of a young, timid graduate, Arinze (played by Seun Ajayi) desperate to beat his financial burdens. In his journey, he meets a charming go-getter, Omosigbo, (played by Beverly Naya). Their meeting shoots off a series of events that pressure Arinze into a get-rich-quick scheme. The movie stars award winning actors such as Kemi Lala Akindoju, Enyimma Nwigwe, Linda Ejiofor and Tope Tedela with cameo appearance by Rita, the producer.—AIM



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