



Major Daughter
President and Founder
MDNtv (Major Daughter Network)
04 September 2025

To Whom It May Concern,

I am happy to write this letter of reference on behalf of Regina V. Roundtree-Wekesa, a communications and media professional whose work I've been lucky enough to be closely affiliated with through MDNtv, a nonprofit independent news and media outlet that has been awarded many prizes.

Regina played a role in elevating the digital and strategic presence of MDNtv. She designed and deployed our main website (mdntvlive.com), creating a website both beautiful and technologically savvy, and it is still our platform for digital broadcasting. From broad architecture down through user interface, Regina was innovative, precise, and concise in every detail, creating a product that reflected both our journalistic quality and world vision.

Aside from design, Regina played an important part in our communications and public relations strategy. She wrote press releases, developed social media text and offered general advisory on PR messaging, so that our brand voice was ever consistent, resonating, and mission-driven. Her output was consistently compelling, sensitive, and proportionate to the targeted audience and our international emphasis.

Her input was also evidenced in the way she showcased MDNtv's general achievements. Along our shared ambition, MDNtv has developed as a trustworthy multilateral platform with more than 33 journalists in Africa, the UK, and the USA. We have covered world hubs such as the National Dialogue, the G20, and big continental youth expos, and been privileged with nominations including Online Media House of the Year at the North West Media Awards 2025. Regina's skill in crafting, communicating, and projecting these accomplishments helped us reach stakeholders and audiences globally.

Our partnership extended well into the offline world. Regina joined us on journeys to Egypt and Israel, where she chaired a world-wide leadership conference under the patronage of MDNtv. In that role, she was extraordinarily cross-culturally sensitive and gracious, facilitating discussion among Rabbis in Israel, CEOs in the USA, indigenous tribal leaders in South Africa, and parliamentarians from all corners of Africa. Her ability to make space for



so many diverse voices, manage the rhythm and cadence of discussion, and draw out clarity in otherwise intensely complex topics left a lasting impression on all in attendance.

From handling rough speakers and visitors to overcoming unforeseen issues in a foreign city, Regina did everything with wisdom and poise. Crisis management skill is a valuable and rare gift.

Regina is also technically skilled and strategically savvy and mission-grounded. Her partnership with MDNtv conveyed a spirit of commitment to transformational storytelling, global reach, and the power of nonprofit media in the public interest.

I wholeheartedly and without qualification recommend Regina in any media-facing role, content strategy, or communications position that requires integrity, global acumen, and inter-disciplinary expertise.

Feel free to contact me directly if you require any further clarity.

Warm regards,
Major Daughter
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