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**MEDIA RELEASE**  
**#KEG SEVENTH Annual Editors' Convention 2024**

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NAIROBI, November 28, 2024

In line with the tradition, Kenya Editors' Guild will end the year with its premier event, The Annual Editors' Convention. This is the seventh annual convention. The convention opens Thursday at the Sarova Woodlands Hotel, Nakuru County. The event is locked on the theme:

***“Innovative Storytelling for Public Good: Building Trust and Driving Change in the Digital Age”***

The Convention is expected to offer editors and other stakeholders the opportunity to deliberate and find solutions meant to strengthen the media and ensure it continues to discharge its mandate. Editors will tackle issues impacting the media including exploring the media landscape.

Previous conventions have been held in Nairobi, Mombasa, Kisumu, Naivasha, Mombasa and Kwale.

The in-person event will bring together senior editors. Also expected to attend are government officials, scholars and researchers, representatives from the civil society, development organisations, agencies and diplomatic corps.

***“The Convention will provide a great opportunity for the media fraternity and stakeholders to discuss issues affecting journalists and the media. Specifically, this year we want to dive deep into how to build trust and drive change in the digital age, and explore solutions to struggling media and learn ways to make money through technology”,***  
***said Zubeidah Kananu, KEG President.***

Prof. Kithure Kindiki, the Deputy President of the Republic of Kenya, will grace the event as the Chief Guest.

The programme is packed with a rich array of diverse presentations, discussion groups and plenary sessions that include issues on cybersecurity, monetisation of podcasts and other new media content generation, adoption of new technology in the media space, the nexus between legacy and digital media, capturing new revenue streams, and the safety and security of journalists. There will also be topics on biotechnology and climate change reporting. Other features will be keynote presentations, thematic and plenary sessions as well as panel discussions.

This year, a rich experience awaits the editors who will explore the ever fascinating Lake Nakuru National Park.

Key partners of the 2024 Convention include Kenya Wildlife Service, Kenya Commercial Bank, Tik Tok, Huawei, Safaricom, African Agricultural Technology Forum (AATF), Bill & Melinda Gates Foundation, East African Breweries Limited, Kenya Tourism Board, Kenya Pipeline Company, the Nakuru County Government, KenHA, and Fredrich Neumann Foundation.

*"In today's fast-paced digital world, collaboration for impactful storytelling is more powerful than ever. This year's theme aligns closely with our core priorities, particularly around safety and how TikTok can be a partner to the media industry in telling positive stories. This is the foundation of our vibrant, creative community. TikTok is committed to partnering with the Editors' Guild to drive innovative storytelling for public good in the new digital era," says Head of Communication, Sub-Saharan Africa, Keagile Makgoba.*

The Convention will conclude an editors' ball and a session dedicated to the presentation of awards to individuals for their exceptional contributions to journalism.

### **About the Kenya Editors' Guild**

The Kenya Editors' Guild (KEG) is a not-for-profit professional association that brings together senior print, broadcast, digital and other electronic media editors. It seeks to: defend and promote media freedom and independence in Kenya; promote quality and ethical journalism; provide a forum for the discussion of the challenges facing the media and editors; and to network with other professional organisations, among other imperatives.

### **For more details and clarifications, please contact**

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