



# KENYA EDITORS' GUILD



# ANNUAL REPORT 2024

# TABLE OF CONTENTS

President’s Report 2024..... 4

Message From The Chief Executive Officer..... 8

Brief History .....10

KEG Meetings .....12

Projects .....25

Highlights 2024 .....31

- January.....32
- February .....33
- March.....35
- April.....37
- May ..... 41
- June..... 44
- July ..... 45
- August..... 46
- September..... 50
- October .....52

# TABLE OF CONTENTS

- November .....53
- December ..... 54
- Celebration Of Keg Members’ Achievements ..... 55
- Tribute To Fallen Colleagues..... 56
- Adoring The Standout Crew .....57
- Testimony From Editor ..... 58
- Testimony From Journalists .....61
- My CGTN Africa Experience.....62
- Corporate Sponsorships..... 65
- Keg Awards..... 66
- Committees..... 69
- Audit Report 2024 ..... 80
- Appreciation .....82
- List Of Abbreviations And Acronyms .....83
- Members Of The Kenya Media Sector Working Group  
Partner Associations (2024) ..... 84



## PRESIDENT'S REPORT 2024

President, Kenya Editors' Guild  
Zubeidah Kananu

### **Welcome to the Kenya Editors' Guild Annual Report 2024**

#### **Introduction**

The Kenya Editors Guild is pleased to present its 2024 Annual Report, highlighting a year of impactful advocacy, strategic partnerships, and strengthened newsroom leadership. During the year we remained steadfast in defending press freedom, enhancing media sustainability, and equipping journalists with the skills to navigate an evolving media landscape.

#### **Defending press freedom and journalists' rights**

The Guild, through the Kenya Media Sector Working Group (KMSWG), led nationwide protests to condemn the escalating attacks on journalists. These protests were in response to violent

assaults, harassment, and destruction of equipment, particularly during the GEN Z-led demonstrations. The protests sent a clear message that press freedom is non-negotiable, and those responsible for attacks on journalists must be held accountable.

However, despite our advocacy efforts, many cases filed through KMSWG failed to progress due to insufficient evidence. We urge all journalists and newsrooms to document and report threats, and ensure they secure photos, videos, and detailed incident reports. This will strengthen legal action and ensure perpetrators of violence against journalists face justice.

To further protect journalists, we are partnering with UNESCO to provide training on legal rights and litigation support, empowering journalists with the knowledge and resources needed to challenge violations and defend press freedom.

One major outcome for the advocacy efforts was a ruling by the High Court in March 2025, which declared illegal the directive by ICT Principia Secretary Prof. Edward Kisiangani on government advertising. Justice Lawrence Mugambi's ruling affirms the fundamental principles of media freedom and fair competition. The ruling described the directive as both discriminatory and detrimental to the commercial interests of private media.

The case was filed by the Kenya Editors' Guild, the Kenya Union of Journalists and the Law Society of Kenya on behalf of Kenya Media Sector Working Group. We took this stand to protect the integrity of the media sector and ensure that government resources are allocated in a manner that upholds the principles of fairness and non-discrimination.

## Growing membership and strengthening capacity

The Guild's membership has now surpassed 300, including new members from Daystar University, following the signing of a Memorandum of Understanding with the institution.

Through our media engagement series, we held newsroom-level mentorship sessions, focusing on nurturing the next generation of editors. Our recruitment drive for young editors has been instrumental in building a strong pipeline of media leadership.

During these newsroom visits, we witnessed firsthand the harsh working conditions and financial struggles faced by many editors. To address these challenges, we call on newsrooms to stand together and support the Guild. A divided industry weakens our collective voice, making it easier for external forces, including political actors, to exploit and manipulate the media.

## Strategic partnerships and global exposure

Through our partnership with the Chinese government, we facilitated several delegations to China, where journalists and editors gained insights into emerging technologies and their application in modern newsrooms. This knowledge is critical in enhancing digital transformation within Kenyan media.

Our collaboration with the African Agricultural Technology Foundation (AATF) resulted in the development of a handbook for biotech reporting, equipping journalists with the expertise to cover agricultural biotechnology accurately and effectively.

Additionally, in partnership with government agencies and key stakeholders, we successfully developed a climate change reporting manual, which was presented to the Deputy President of Kenya during our 2024 Annual Convention. This manual will be integrated into academic institutions, ensuring that climate journalism is fact-based, impactful, and widely understood.

## Advancing policy reforms

As active members of the ICT Taskforce, we continue to push for the implementation of key recommendations in the report submitted to the Ministry of ICT & Digital Economy. This report proposes vital reforms, including:

- Developing policies around emerging technologies to protect the integrity of journalism.
- Strengthening the Kenya Broadcasting Corporation (KBC) as an independent public broadcaster.
- Enhancing the role of the Media Council of Kenya (MCK) in regulating and protecting the media industry.
- Promoting media sustainability and

innovation to safeguard independent journalism.

We urge the government to prioritize the adoption of these recommendations, as they are essential for ensuring a resilient, free, and independent media sector in Kenya.

## **Bidding for the 2026 Africa Media Convention**

At this year's Africa Media Convention, we will, through KMSWG, propose that Kenya host the 2026 edition of this prestigious event. This would be a major milestone in positioning Kenya as a leading hub for media excellence in Africa.

During our annual convention, the Deputy President and the Ministry of ICT & Digital Economy committed to supporting this initiative. We have since held follow-up meetings with the ministry to advance the discussions. Hosting the Convention in Kenya will provide a platform to showcase our country's leadership in media freedom, innovation, and policy development.

We call on all media stakeholders to rally behind this bid, ensuring Kenya secures this opportunity to bring the continent's top media minds together for critical discussions on the future of journalism.

## **Embracing technology and innovation**

To improve access to resources and services, we have launched a digital portal for KEG members. It is designed as a one-stop shop and provides:

- Payment services
- KEG policies
- Training materials on best practices in journalism.
- Industry updates on media laws, press freedom, and digital trends.
- Legal support for journalists facing threats or intimidation.

This initiative reflects KEG's commitment to leveraging technology to empower its members and enhance media operations.

## **Financial sustainability and growth**

Financial stability remains a key priority for the Guild. This year, our savings at MANSAX have grown to about KES 6 million, ensuring our financial resilience and ability to support our members effectively.

We continue to advocate timely payments from both the government and the private sector to media houses, addressing long-standing financial constraints that threaten the sustainability of journalism. Furthermore, we emphasize the need for a Media Sustainability and Innovation Fund to provide financial support to struggling media organizations and independent journalists.

## Call to action

To sustain and grow the Guild, we urge all members to pay their annual subscriptions. These contributions are essential in funding advocacy efforts, training programmes, and legal support for journalists across the country.

We also encourage newsrooms to:

- Support their staff in reporting threats and ensure all incidents are well-documented.
- Invest in training journalists on safety, legal rights, and digital innovation.
- Join hands with KEG to push back against political interference and divisive tactics that weaken the media industry.

## Conclusion

The Guild achieved significant milestones in 2024, from defending press freedom to building media capacity and fostering international partnerships. However, challenges remain, and it is only through unity, resilience, and collective action that we can overcome threats to journalism and ensure a free, independent, and sustainable media industry.

We express our deepest gratitude to our members, partners, and stakeholders for their unwavering support. Together, we remain committed to:

- Safeguarding journalism
- Empowering editors
- Ensuring a resilient and independent media sector in Kenya

### Zubeidah Kananu

*President, Kenya Editors' Guild*



**Participants of the Annual Editors Convention enjoy a game drive at Lake Nakuru National Park, pausing for a memorable group photo.**



## MESSAGE FROM THE CHIEF EXECUTIVE OFFICER

The year 2024 was marked by significant collaborations, thought-provoking discussions, and a renewed commitment to advancing press freedom, ethical journalism, and public accountability. The power of working together has never more been more emphasized, and it should serve as a guiding principle, as the media navigates these challenging times.

From our groundbreaking partnership with the Law Society of Kenya to impactful forums on food security and the role of technology in journalism, we are dedicated to empowering our members and enhancing the media landscape in Kenya.

Significantly, our interactions with government representatives and security agencies fostered important dialogues aimed at improving the safety of journalists and strengthening media-government relations. Notably, our discussions on the implications of Artificial Intelligence in journalism highlighted the need for ethical practices and innovative storytelling techniques to reshape narratives about Africa.

The Guild continued to enhance the capacities of the next generation of editors through targeted beat training. The delivery of the climate change manual presents an opportunity to raise the bar on climate change reporting by empowering journalists to understand

**KEG CEO Rosalia Omungo**

the science of this phenomenon, and by showcasing the impactful work being done in communities to mitigate climate change.

The Thought Leadership Series, which aims to amplify voices in health, development and technology, has continued to create significant impact. Following the groundwork laid at the December KEG convention in Nakuru, our on-going conversations will focus on the impact of AI in health, agriculture and society as a whole, in addition to exploring trainings in Generative Artificial Intelligence, and its implications for the future of journalism.

Given the increasing reliance on AI, significant attention will also be focused on educating journalists about the capabilities of this new technology.

We instituted operational excellence through adopting cost cutting measures in expenditure in the secretariat. The implementation of the membership and

staff portal being implemented, further promises to further reduce costs and promote a paperless work space.

Membership and staff development remain key to our agenda. The membership portal will help to centralize access to information by members and staff, as well as automate membership processes.

Looking ahead into 2025, we will build upon the thematic areas of the strategic plan, scale up our interventions and broaden our partnerships.

As the body that advocates and promotes credible journalism, we are a testament to the power of collaboration.

We remain committed to seeking solutions to the current challenges facing journalism.

**Rosalia Omungo**  
Chief Executive Officer

“As the body that advocates and promotes credible journalism, we are a testament to the power of collaboration.

~Rosalia Omungo~

# KENYA EDITORS' GUILD

## *Brief History*

The Kenya Editors' Guild, established in 2009, is the leading association in Kenya dedicated to enhancing media professionalism and credibility. It includes journalism school lecturers among its members and had 290 members at the end of 2024. The Guild plays a key role in upholding journalism standards, advocating media independence and offering advisory support to its members on matters related to the journalism profession. Over the past two decades, Kenya has made significant progress in strengthening democracy and good governance, with members from various newsrooms in the country at the forefront of these advancements. KEG is tasked with fostering professionalism and excellence in journalism.

The Guild is a not-for-profit organisation of senior editors in various fields of journalism. It seeks to:

- a) defend and promote media freedom and independence in Kenya;
- b) promote quality and ethical journalism;
- c) provide a forum that facilitates open dialogue, allowing members to collaboratively address and find solutions for the challenges they face within the editing profession and the broader industry
- d) network with other professional organisations, among other imperatives.

This is borne out of the fact that media plays a crucial role in society, as it has the essential responsibility of holding those in power accountable.

### **MISSION STATEMENT:**

The Guild's mission is to promote media freedom, credibility and professionalism in the industry. Our partners have publicly expressed their commitment to these values and are uniquely placed to help us realise them.

### **CORE VALUES:**

Our core values encompass respect for press freedom, freedom of expression, integrity, operational excellence, innovation and creativity, teamwork and corporate governance.

## Members.

Year	Number of Members
2018 December	81
2019 December	144
2020 December	161
2021 December	221
2022 December	250
2023 December	272
2024 December	290

## New members in 2024

### Corporate Governance

The Guild's activities are overseen by an Executive Council and managed by a Chief Executive Officer appointed through a competitive process. The Executive Council has five committees, namely: Strategy, Innovation, Ethics and Media Freedom, Programmes and Events, and Finance.

### Constitution

The Guild operates under a Constitution developed and ratified by its members. The CEO serves as its secretary. In line with good corporate governance, the Constitution was reviewed in 2023 to align with the changing dynamics of the media industry.

## Executive Council

Executive Council members are elected every two years. Elections are due in 2025. The president and vice-president may be re-elected only once for a final two-year term. Council members represent various media platforms, namely print, online, television, radio and academia. In addition, three trustees are elected by the members, based on their experience and dedication to media freedom and professionalism. Council members are committed to serving the Guild as a whole, rather than solely representing their respective platforms.

### EXECUTIVE COUNCIL

Executive Council Composition 2023- 2025	
Position	Name
President	Zubeidah Kananu
Vice-President	Ruth Nesoba
CEO/ Secretary	Rosalia Omungo
Member (Print Media)	Linda Bach
Member (Online Media)	Francis Mureithi
Member (Television)	Millicent Awuor
Member (Radio)	Toepista Nabusoba
Member (Academia)	George Nyabuga
Trustee	Francis Openda
Trustee	Martin Masai
Trustee	Arthur Okwemba

**Our areas of FOCUS**

- 01 Training of the next generation of editors
- 02 Initiatives to promote excellence in journalism
- 03 Convening discussions on national issues
- 04 Thought leadership sessions and dialogues to promote media sustainability
- 05 Assessing the state of media

## KEG MEETINGS

### Board Meetings and Attendance

The Executive Council meets quarterly. In 2024 it had additional meetings due to the expanding industry and the increased demands of a growing organization.

## 2024 Meetings

Date	NAME										
	Zubeidah Kananu	Ruth Nesoba	Rosalia Omungo	Linda Bach	Francis Mureithi	Millicent Awuor	Toepista Nabusoba	George Nyabuga	Francis Openda	Martin Masai	Arthur Okwemba
27/01/2024	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
02/02/2024	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
07/03/2024	✓	✓	✓	✓	Δ	✓	✓	✓	✓	Δ	✓
25/03/2024	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
08/04/2024	✓	✓	✓	✓	Δ	✓	✓	✓	✓	✓	✓
22/04/2024	✓	✓	✓	✓	Δ	✓	✓	✓	✓	✓	✓
26/04/2024	✓	✓	✓	✓	Δ	✓	✓	✓	✓	✓	✓
04/05/2024	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
26/06/2024	✓	✓	✓	✓	Δ	✓	✓	✓	✓	✓	✓
24/09/2024	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
31/10/2024	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Δ
26/11/2024	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
01/12/2024	✓	✓	✓	✓	✓	✓	✓	Δ	✓	✓	Δ

### Key:

Present	✓
Absent with apology	Δ
Absent	x

## Year of significant change and growth

The Guild continued to execute its strategy within thematic areas, enabling it to courageously address the issues facing the industry effectively. This consistent approach has contributed to the growth of journalism. The Guild remains committed to its programmatic areas, guiding its operation and executing programmes in those areas.

## Impact of the projects initiated in 2024

During the year, KEG initiated the following projects namely:

- 1) **The Thought Leadership Series:**  
Funded by the Bill and Melinda Gates

Foundation, this series brings together thought leaders in the areas of global health, development, climate change and Artificial Intelligence, among other specializations.

- 2) **Media Independence Initiative:**  
Supported by the Thomson Reuters Foundation, this project aimed to bolster the independence and financial sustainability of media outlets through grants and training on topics such as cyber security. KEG provided support for journalists in carrying out research on transnational issues by helping them to identify respondents and media organisations to participate in the research.
- 3) **Partnership with the African Agricultural Technology Foundation:**  
The Guild partnered with this key institution to raise awareness and

improve coverage of biotechnology issues. Given the prevalence of misinformation and disinformation in biotechnology reporting, this collaboration provided an opportunity to train journalists on factual reporting.

- 4) **Participation in the 3rd African Media Convention:** In May, KEG, alongside the Eastern African Editors Society and other regional guilds, participated in this convention, which was held in Accra, Ghana. The three-day event, themed “Enhancing Freedom, Innovation and Sustainability in a Dynamic Media Landscape,” was attended by the Ghanaian Minister for information. The convention serves as an annual platform to reflect on the fundamental role of journalism in Africa, celebrate press freedom, and discuss measures to safeguard media freedoms. It also focuses on promoting access to information, ensuring the safety of journalists and enhancing media viability in the African Union member states. Representatives from the Kenya Media Sector Working Group also attended
- 5) **Championing journalists’ safety:** KEG advocated the safety of journalists by releasing statements and reaching out to the chief of police to address the harassment they face. The year was particularly significant due to the protests led by Generation Z. This youth-led movement is catalysing change and holding leaders accountable. The media played a central role in this evolution which spotlighted the following issues:
- a) Gen Z’s concerns about poor governance leadership at the national level.
  - b) They feel like a forgotten generation that has been excluded from the benefits of the current generation’s wealth, which they believe has been depleted by previous generations.

The Gen-Z’s unrest began in 2023 with the opposition-led protests demanding government action on the rising cost of living. The Sufuria movement symbolized the high cost of living that was affecting Kenyans. The protests intensified in 2024, evolving into what appeared to be a leaderless, faceless movement in which Gen-Z organised weekly thematic protests advocating better utilization of public funds. Frustrated by a lack of jobs and exclusion from the country’s leadership and governance, the youth vented their anger through organized demonstrations from June 2024.

The protests culminated in the “Occupy Parliament” event during which a group stormed the Parliament buildings, damaging equipment and furniture. Security officials opened fire as members of parliament fled to safety, with many seeking refuge in the tunnels within the buildings.

A report released by Amnesty International and several human rights groups indicated that 61 people were killed during the “Occupy Parliament” protests, and 72 individuals were reported missing or unaccounted for.

During the protests, journalists were targeted despite being easily identifiable by their protective gear and press kits. The Guild expressed alarm over the increasing number of violent attacks against journalists in the line of duty. It also highlighted the increasing incidents of assaults committed by officers of the National Police Service, including security personnel in plain clothes who took the opportunity to harass journalists.

A new trend emerged with an increase in abduction cases. Following the destruction caused in Parliament on June 25, law enforcement agencies tightened their surveillance and retaliated by conducting abductions.

Journalists were not spared. Veteran journalist and newspaper columnist Macharia Gaitho was blocked by two vehicles while driving on Ngong road. The swift action he took to divert to Karen Police Station helped to expose the audacity of the officers, who kidnapped him right inside the police station. Swift action by his son, who shared the ordeal across social media platforms, helped to save Gaitho. The police later apologized and termed it a case of mistaken identity.

In an unfortunate incident, a Nakuru-based journalist was shot three times with rubber bullets. She sustained injuries but, fortunately, received treatment and was later discharged from hospital.

- i) The Guild issued a statement to the Independent Policing Oversight Authority (IPOA) and met with its team to express concerns and discuss strategies for ensuring

the safety of journalists. IPOA is mandated to provide civilian oversight of the police in Kenya. Article 244 of the Constitution of Kenya requires the police to maintain high levels of discipline and professionalism, as well as to promote and practise transparency and accountability in their duties. IPOA is responsible for holding them accountable to these standards.

- ii) The Guild, in partnership with the Kenya Union of Journalists and more than 20 associations under the banner of the Kenya Media Sector Working Group, urged the State to end the harassment of journalists while in the line of duty. The media sector organized countrywide media protests to send a statement to the duty bearers that they should allow journalists to work without intimidation.



**KEG President Zubeidah Kananu being interviewed during the countrywide media protest**

The Guild issued additional statements condemning leaders who directly attacked media houses and individual journalists while they were performing their duties.

<b>Date</b>	<b>Statement and issue</b>	<b>Action</b>
06/01/2024	Attacks against journalists at Kettle House Club, Lavington, Nairobi	Condemned the attack and called for a thorough investigation to identify and punish the perpetrators.
16/07/2024	Statement on the shooting of a Nakuru-based journalist while covering protests	Condemned the harassment of journalists covering the protests, called for a swift investigation into the attacks on Kariuki and Fabien to ensure that those responsible within the police are brought to justice.
17/07/2024	Statement on the declining rule of law and increasing danger posed by abductions	Called for justice for all affected journalists, and encouraged them to file cases with IPOA. The authority noted that many cases fail to materialize either because they haven't been reported or due to lack of evidence.
18/07/2024	Threats against and intimidation of journalists	Demanded that the government provide protection for the media houses, particularly those being targeted.

**6) Advocacy on media sustainability**

The Guild looked into the following actions:

- i) Leading coalitions to chart a way to influence policy
- ii) Engaged with government officials, policy makers and parliamentarians to create policies for media sustainability
- iii) Issued statements to encourage journalists to remain resilient, KEG is hopeful that its advocacy efforts, which began in 2020, will yield policy outcomes for the development of the media ecosystem.
- iv) Engaged with the TrustLaw, a non-profit pool of lawyers

offering probono legal services, to advance discussions on the media sustainability fund.

Notably, the year witnessed increased consultations with government entities, missions, media development institutions, civil society groups, corporates and media associations. Additionally, it initiated engagements with new institutions and partners:

- i) Daystar University
- ii) African Agricultural Technology Foundation
- iii) Law Society of Kenya

## Achievements for 2024 at a glance

### THEMES

KEG continued to carry out its work under the programmatic areas listed below.

	Thematic Areas	Activities
1	<b>MEMBERSHIP DEVELOPMENT</b> Allows KEG to develop its members (sector development)	Monthly Press Club luncheons, annual convention technical/professional development- (training, master classes, exchange visits, mentorship) editors round tables and webinars
2.	<b>COMMUNITY ENGAGEMENT</b> Allows KEG to reach non- journalists	Town Hall meetings- taking the Media to the people
3.	<b>POLICY, RESEARCH AND ADVOCACY</b> Aimed at enabling a conducive policy and legal framework for journalism and media to thrive and deliver on their mandate	Journalism symposium Kenya Journalism Review Journalism study
4.	<b>NEXT GEN INITIATIVE/ SECTOR DEVELOPMENT</b> Allows KEG to reach out to the next generation	Training of journalists in the counties and university mentorship
5.	<b>STRENGTHENING THE SECRETARIAT</b> Allows KEG to equip the Secretariat to perform its role	Recruitment of a programme officer

#### A) MEMBERSHIP DEVELOPMENT

This comprised a series of activities:

- i) Training editors and media managers on leadership and accountability
- ii) Mentorship of reporters and training of journalists.
- iii) Held the Annual Editors' Convention under the theme was "Re-imagining tomorrow's journalism Today: Issues, Perspectives and Realities" The convention brings together media players in Eastern Africa to discuss key issues relating to media freedom, performance, sustainability and the future of media.
- iv) Convened Press Club luncheons and thought leadership sessions .

#### B) COMMUNITY ENGAGEMENT

- Convened national forums to discuss issues relating to refugees.

#### C) POLICY, RESEARCH AND ADVOCACY

- Implementation of activities guided KEG'S strategic plan. This is critical in defining the Guild's future.

- Intervened in issues affecting the safety of journalists and independence of media

### C) NEXT GEN INITIATIVE/ SECTOR DEVELOPMENT

- Trained journalists from three counties on climate change reporting (Nairobi, Mombasa, Kisumu)

### D) KEG REGIONAL STRATEGY

- Joined the regions editors' associations in planning the Second Africa Media Convention in Lusaka, Zambia
- Teamed up with the editors in the Eastern African Editors' Society to push for the safety and security of journalists

## HOW KENYA EDITORS' GUILD DRIVES CHANGE

The Guild drives change by advocating a safe and conducive media environment that enables journalists and editors to carry out their work. The Guild has initiated groundwork to influence the creation of a

law on media funding. Additionally, it is driving change by working closely with institutions of higher learning to support the next generation of editors.

## IMPACT

KEG continues to make a significant impact on the industry by providing forums for the exchange of ideas and information, as well as avenues for trainings for various cadres of journalism.

1. Our work has stimulated interest and promoted professionalism and excellence in journalism
2. KEG continues to co-convene the Kenya Media Sector Working Group
3. KEG has trained and mentored reporters/journalists across the country.
4. KEG has trained editors
5. KEG has convened forums to champion the idea of a media fund that would serve as a safeguard for journalism in times of crisis. The Guild hopes that legislation will be put in place to enable media sustainability
6. KEG has partnered with a number of bodies to achieve these initiatives.
  - a) Enhanced the capacity of editors both professionally and individually
  - b) Supported the training of reporters

**where trainings have taken place**

- Nairobi
- Mombasa
- Kisumu

# WHAT SETS US APART?

*The Guild stands apart due to its unwavering commitment to the following key principles:*



**The Guild accomplishes its mission by engaging members through activities that spur growth.**

# PROJECTS

The achievements for 2024 can be classified into five narratives

## 1. EXCELLENCE IN JOURNALISM: SETTING PROFESSIONAL STANDARDS

- Training and mentorship of journalists and the next generation of editors in partnership with journalism training institutions
- Production of a training change manual
- Training of editors
- Continuous professional development

## 2. POLICY AND ADVOCACY: SAFE WORKING ENVIRONMENT FOR JOURNALISTS

The Guild continued with its eternal vigilance during the year. The number of cases of journalists harassed in the line of duty increased by five from 2023 to 2024.

Journalists harassed in the line of duty

YEAR	2024	2023
Journalists Harassed	25	20



The Guild continued with its advocacy for safe spaces for journalists, condemning all forms of aggression against them. In August, a meeting took place between media representatives and senior security officials to discuss safety and security of journalists. Attendees included the Ag. Inspector General of Police Gilbert Masengeli the Deputy Inspector General of Police Eliud Langat, the Director of Criminal Investigations and several police commanders, including Nairobi Police Commander Adamson Bungei. Also present were Gideon Nyale, Commandant of the Kiganjo Training College and Dr. Resila Onyango the Police Spokesperson.

The Guild raised concerns about the continued harassment of journalists while performing their duties, and urged the police to uphold the rule of law. The Bill of Rights in the Constitution of Kenya explicitly guarantees the media's right to operate without interference, as well as rights to freedom of expression and the right to receive and impart information, which are granted to all individuals in Kenya

### **3. SKATING TOWARD NEW GROWTH OPPORTUNITIES: COLLABORATION FOR INNOVATION**

The Guild continued with its relationship- building agenda by maintaining partnerships with the following intuitions,

- a) Renewed collaboration with Daystar University: The Guild is working with the university to develop activities aimed at enriching the next generation of editors. Following the development of a climate change manual in collaboration with GIZ, Daystar and KEG will host a master class on climate change reporting through a periodic course already registered at the institution.



**Mombasa journalists during training on the climate change manual**

- b) Partnership with the Africa Agricultural Technology Foundation (AATF): This collaboration resulted in awareness- raising at the Annual Editors Convention. The institutions are developing a handbook to combat misinformation and disinformation in biotechnology reporting, which will also lead to the generation of policy briefs.
  - c) Partnership with the Bill and Melinda Gates Foundation: Now in its second year, this partnership aims to promote credible voices in health and development outcomes. The Guild is pleased to report improvements in reporting quality. The diversity of the project, which includes an experiential trip, has contributed to better reporting on development outcomes.
  - d) The Chinese Connection: To promote inclusivity, KEG continues to engage with Chinese International Media Institutions based in Kenya. During the annual convention, KEG welcomed to the 2024 Annual Convention, bureau chiefs from the Chinese media institutions including the Chinese Global Television Network (CGTN). KEG is partnering with this institution to promote storytelling.
- The Chinese ambassador to Kenya Zhou Pingjian, represented by Director Liu Zhenyu, attended the event and expressed support for collaboration with the Kenyan media, emphasizing the importance of accurate reporting at all times.



**Officials from KEG and AATF pose together after the signing of the MoU at the AATF offices**



***Liu Zhenyu, Director for Information and Public Affairs at the Chinese Embassy speaking during the Annual Editors Convention***

## Chinese media evolution and AI Integration

Led by KEG President Zubeidah Kananu, a leadership team toured China during the year. The team explored China's evolving media landscape, focusing on the integration of Artificial Intelligence (AI) and new media practices. Zubeidah's journey through China Daily and the All China Journalists Association (ACJA) highlights how these institutions are adapting to the digital age while preserving traditional journalistic values.

The team also visited media associations such as the Belt Road Journalists Network, and the All China Journalists Association, along with



***KEG President, Zubeidah Kananu speaking***

media houses including the China Daily and the Chinese Media Group – CGTN- Beijing. The impressive setup at CGTN, complete with monitors for real-time tracking of thousands of TV channels, highlights the role of AI in content creation and broadcasting. The visit to China Daily demonstrated the extent to which Artificial Intelligence is being applied in the news gathering and dissemination processes.

#### 4. EMBRACING DIGITAL INNOVATION IN JOURNALISM

#### 5. TOWARDS A FUND FOR SUSTAINABLE MEDIA

Media sustainability strategies

- With the decline in media advertising, media houses will need to adopt strategies which include collaboration with global media houses, broadcasting in multiple languages, content diversification, timely news delivery, fact-checking partnerships with institutions of higher learning, and the strengthening of policies and regulations.
- These strategies reflect the industry's commitment to maintaining high ethical standards, professionalism, and adaptability.
- The Guild has advanced discussions regarding the establishment of a media fund.



**MCK CEO David Omwoyo leading a discussion during the dialogue forum between the government and media leaders**

## KEY PILLARS: HOW KEG EXCELS, HOW KEG DRIVES CHANGE

### A) SOLIDARITY BUILDING: COLLABORATION WITH EDITORS IN KENYA AND EASTERN AFRICA

In the partnership with the Eastern African Editors' Societies, activities undertaken included training and fostering solidarity

- a) Safety of Journalists
- b) Partnership with the Kenya Media Sector Working Group
- c) Solidarity with the EAES: World Press Freedom Day in Accra, Ghana

### B) GOOD GOVERNANCE AND COLLECTIVE RESPONSIBILITY

#### Towards Sustainability for Kenya Editors' Guild

The Guild leadership has held several discussions regarding sustainability. While the organization has primarily relied on membership contributions and donor funding, the leadership has been exploring ways to enhance sustainability. Membership contributions continue to grow in the investment account.

#### Elections

In accordance with the KEG constitution, elections for members of the Executive Council are conducted every two years. The term for the Executive Council 2023-2025 will end in April 2025. In line with good governance and adherence to KEG constitution, the Annual General Meeting and Elections are scheduled for Saturday, April 12, 2025.

#### TRAINING AND CAPACITY BUILDING SUMMARY

Year	2024	2023	2022	2021	2020	2019
Number of Journalists	<b>459</b> (270+189)	335	630	339 (179+160)	122	214
Number of Editors	<b>141</b>	97	47	478	347	45

Numbers trained:

- Climate Change reporting training
- Thomson Reuters Foundation
- Convention 2024
- AATF Training



**Participants pose during together during the training on the climate change manual held in Kisumu**

## KEG IN NUMBERS 2024

### KEY ACHIEVEMENTS

- Training, Capacity Building and sensitization of journalists and editors

- Town Hall Meetings
- Community members engaged
- Press Club Luncheons / media engagements
- Members

### TRAINING FOR EDITORS/ REPORTERS

Date	Destination / County	Topic	Attendees Male: Female	Total
March 1, 2024	Nairobi	Dissemination workshop – editorial policies Thomson Reuters Foundation	7:11	18
March 14-15	Kisumu	Bureau Chiefs and senior editors: Sensitisation on policies	28:17	45
April 2-3	Nairobi	Module preparation: Climate Change reporting	23:27	50
April 11-12	Kisumu	Validation: Climate Change reporting manual	30:12	42
April 29-30	Mombasa	Validation: Climate Change reporting manual	19:26	48
June 3-4	Nairobi	Validation: Climate Change reporting manual	19:14	33
June 6-7	Kisumu	Validation: Climate Change reporting manual	27:13	40
June 13-14	Mombasa	Training of Trainers	23:15	38
June 20-21	Nairobi	Training of Trainers	18:15	33

**MEDIA ENGAGEMENT WITH PARTNERS**

Date	Destination / County	Topic	Attendees Male: Female	Total
February 14	Nairobi	Meeting with the officials of The National Treasury	29:12	41
February 19	Nairobi	Meeting with National Democratic Institute on Budget Policy	36:19	45
March 12	Nairobi	Editors/ Managing Editors with Thomson Reuters		45
October 14	Nairobi	Meeting with the National Cohesion and Integration Commission	40:26	66
December 10	Nairobi	Meeting with URAIA partners	16:12	28



**KEG breakfast meeting with National Treasury**

TOWN HALL MEETINGS/ WORKSHOPS

Date	Destination / County	Topic	Attendees Male: Female	Total
March 2	Nairobi	Training on Safety and Security with SEPAR	20:13	33
April 16	Nairobi	Huawei Technologies workshop on digital safety	23:15	38
May 10	Nairobi	Philip Ochieng Memorial lecture in partnership with Daystar University	19:25	34
August 17	Kilifi	Tour of Revital Health facility	18:6	24
October 15	Nairobi	Chinese Embassy networking breakfast	19:11	30
November 22	Nairobi	UN Global Principles for Information Integrity	21:10	31



**Jane Godia, Africa Director WANIFRA speaking during the safety workshop for journalists**



**Participants during the workshop**

## PRESS CLUB / THOUGHT LEADERSHIP SERIES

Date	Topic	Chief Guest	Attendance Male: Female	Total
24/01/2024	Push for data-informed and inclusive county governments.	Harriette Chiggai, the Kenyan President's Advisor on Women's Rights,	<b>25:34</b>	<b>59</b>
26/04/2024	Cervical Cancer Sensitisation and Vaccine Status.	Prof Nelly Mugo, Principal Research Scientist at the Center for Clinical Research, KEMRI, (AATF)	<b>23:20</b>	<b>43</b>
08/07/2024	Building Resilient Farming Systems and Becoming Food and Nutrition Secure.	Prof. Hamadi Boga, Vice-President of the Alliance for Green Revolution in Africa	<b>35:26</b>	<b>61</b>
15/08/2024	Improving Health Medical Outcomes, Empowering Self-Reliance	Roneek Vora, Director of Sales and Marketing at Revital Healthcare, Kilifi County Dr. Samuel Khamadi, Kenya Medical Research Institute	<b>20:19</b>	<b>39</b>
18/12/2024	Climate Change and Development Finance for Equitable Progress	Dr. Ali Mohammed, Special Envoy for Climate Change	<b>33:26</b>	<b>59</b>
28/11/2024	#Annual Editors Convention	Training segment	<b>58:54</b>	<b>112</b>
29/11/2024	#Annual Editors Convention	Prof. Kithure Kindiki, Deputy President of the Republic of Kenya  Cabinet Secretary – Dr. Margaret Ndungu Information Communications and the Digital Economy (ICDE)	<b>105:66</b>	<b>171</b>
30/11/2024	#Annual Editors Convention	Thought Leaders	<b>48:44</b>	<b>92</b>

**FOSTERING PARTNERSHIPS THROUGH MoUs**

<b>Date</b>	<b>Institution</b>	<b>Focus</b>
22/02/2024	Daystar University	Research collaboration Intergenerational conversations Intensive journalism clinics
24/05/2024	African Agriculture Technology Foundation	Training of editors and Journalists on basic facts of agricultural biotechnology in Kenya Development of training content on Agricultural Biotechnology Joint collaboration in the institution- led conventions
26/07/2024	Law Society of Kenya	Legal education Public Interest Litigation Documentation and briefings



***(from center left) Daystar University Deputy Vice-Chancellor, Prof. Faith Nguru (may her soul RIP) and KEG President Zubeidah Kananu signing the partnership MoU***

# HIGHLIGHTS 2024



As we continued to explore our agenda for 2024, we are excited to share the following segment on the myriad of activities and initiatives that defined our operations throughout 2024.

## JANUARY

### Press Club Luncheon with the President's Adviser on Women Right

- On 24th January, 2024, the Guild, in partnership with the Local Development Research Institute (LDRI), hosted a press club luncheon that gathered key voices in the push for data-informed and inclusive county governments.
- The chief guest, Harriette Chiggai, the President's Adviser on Women's Rights, shared invaluable insights on the pressing need for robust gender data to shape effective policy and safeguard women's rights.

### ICT tender row: KEG's Push- Back

- On 31st January 31, 2024, the Kenya Media Sector Working Group (KMSG) called on Prof. Edward Kisiang'ani, the Ministry of Information, Communications and Digital Economy Permanent Secretary, to protest the discriminatory award of government advertisement to a single media house.
- Led by KMSWG co-convenors Kenya Editors Guild President Zubeidah Kananu, and Kenya Union of Journalists Secretary General (KUJ), Eric Oduor, the group termed "illegal" the single tender award of MyGov, a weekly pro-government publication carrying government advertising, stating that it violates the principles of transparency, fairness, and equity in a pluralistic media landscape.



**Delegates during the press club on Towards Improved Capacity for Data Informed and Inclusive County Governments**



**Chris Kiptoo, Principal Secretary, National Treasury addressing editors during the breakfast meeting held at Serena Hotel, Nairobi on February 14, 2024**

## FEBRUARY

### X-Space Femicide Outrage

- On February 1, 2024, the Guild, in partnership with UN Women, hosted a critical X-Space conversation focusing on the alarming rise of femicide in the country. The dialogue was a multi-faceted approach to addressing and combating the phenomenon.

Anna Mutavati, the UN Women's Country Representative, emphasised the importance of individual responsibility in the fight against gender violence. She urged support for Gender Based Violence (GBV) survivors and encouraged men to be part of the conversation.

### Breakfast Date with Treasury Mandarins

- On 14th February, 2024, KEG hosted Principal Secretary Chris Kiptoo, and officials from the National Treasury at a forum. The goal was to enhance collaboration between the media and Treasury with a view to refining



**Editors pose together with officials from NDI after the session**



**Dennis Omondi, Country Director, National Democratic Institute speaking during the feedback session with editors**

the reporting of matters pertaining to economic development, public debt management, clearance of pending bills, and government priority policies.

**Editors, ICT Working Group Rendezvous**

The ICT Sectoral Working Group engaged senior editors in a crucial discussion on pressing issues facing the media industry. Following the team’s inauguration by the Ministry of Information, Communication, and Digital Economy on 8th September, 2023, the meeting proposed to collect and collate views on addressing the key challenges the industry faced and formulate recommendations.

**Budget Policy Red flags: KEG, NDI TalkBack**

- To enhance understanding of the budgeting process, KEG, in collaboration with the National Democratic Institute (NDI), organised an important feedback session on the draft 2024 Budget Policy Statement



(BPS).

- This session, held on February 19, 2024, centered around the mid-term expenditure framework for 2024/25 and 2026/27. It aimed to increase public understanding of Kenya's financial situation, and encourage well-informed discussions on economic and development matters.

### **Memorandum of Understanding with Daystar University**

- In a landmark agreement to foster collaboration between academia and the media industry, the Guild and Daystar University signed a Memorandum of Understanding (MoU) on 22nd February, 2014, at the University's Valley Road Campus in Nairobi

## **MARCH**

### **Prioritising Safety and Security for Journalists**

- A safety training workshop conducted by KEG in partnership with SEPAR International underscored the importance of solidarity among journalists with the powerful message: "An attack on one is an attack on all of us." According to the participants, this collective stance was crucial for fostering a safer and more supportive media environment.



***Phil Cox , SEPAR International leading the discussions during the safety workshop held on March 2 2024***

## Big Day for Women

- On 8th March, 2024, the Guild participated in the inspiring Equality Cafe hosted by UN Women to mark International Women’s Day. This year’s theme, “Invest in Women: Accelerate Progress,” focused on advancing gender equality and empowering women.
- Maxime Houinato, the Regional Director for UN Women Eastern and Southern Africa, called for greater involvement of governments, CSOs, and stakeholders in amplifying women’s voices, and including them in decision-making roles. He highlighted the importance of allocating budgets to address women’s issues and involving women in local mediation and conflict resolution.

## Publish and Be Damned!

- The Kenya Editors’ Guild (KEG) collaborated with the Thomson Reuters Foundation to host a dissemination session on the “Know Your Rights Guide,” which aims to expand journalists’ legal knowledge and protections.
- The guide is designed to provide journalists with a comprehensive understanding of defamation laws, the protection of sources, and their legal rights and responsibilities.



**Participants pose for a group photo during the Equality Cafe held to mark the International Women’s Day**



**Participants display the climate change training manual issued by KEG President Zubeidah Kananu (Centre) during the press club Luncheon**

## APRIL

### Riding the Climate Storm

- In partnership with GIZ and the Ministry of Environment, Climate, and Forestry, KEG launched a comprehensive initiative to improve climate change reporting throughout Kenya. In September 2023, the Guild and GIZ organised a media track at the Africa Climate Summit (ACS 2023), catalysing discussions on the necessity for extensive training and capacity building for journalists and editors.
- Building on the summit's outcomes, KEG organised pre-training workshops in Nairobi, Mombasa, and Kisumu, bringing together journalists, policymakers, scholars, and civil society to identify and address gaps in climate change reporting.
- On 2nd April, 2024, at the launch of the pre-training workshops in Nairobi, Dr. Festus Ngeno, the Principal Secretary of the State Department for Environment and Climate Change, underscored the critical need for

climate change training in Kenya. He said investing in the capacity building of media professionals would enhance the quality of reporting, engage the public, and help foster a more informed and empowered society.

### On The Huawei To Digital

- The Guild hosted an engagement forum with Huawei on 16th April, 2024 under the theme “Digital Transformation for the Media Industry”. A key highlight of the forum was to enable editors navigate and use digital platforms like Huawei Cloud, in addition to exploring industry partnerships and opportunities

- Steven Zhangyexun, the Deputy CEO of Public Affairs at Huawei, reiterated the company’s commitment to leveraging partnerships with private and public sectors to advance Kenya’s digital economy. He Huawei, he said, is dedicated to building the capacity of the media by equipping journalists with essential digital skills and infrastructure.

### KEG Accolades Imanyara, Janak

In a ceremony held at the Guild offices on 27th April, 2024 KEG President Zubeidah Kananu presented the 2023 KEG awards to Julia Majale, the Managing Director of Tuko Media; veteran lawyer and journalist,



**Steven Zhangyexun Deputy CEO of Public Affairs, Huawei addressing the forum**

Gitobu Imanyara; and Oloo Janak, the Chairman of the Kenya Correspondents Association for their notable contributions to journalism and fight for media freedom in Kenya.

Julia Majale received the Trailblazer Award for redefining the boundaries of journalism with the Tuko site. Oloo Janak and Gitobu Imanyara were recognised for their unwavering commitment, eternal vigilance, and relentless push to safeguard press freedom in Kenya.

### **You Can Stop Cervical Cancer**

As part of a thought leadership series supported by the Bill and Melinda Gates Foundation, the Kenya Editors' Guild (KEG) hosted a press club luncheon on April 26th at Sarova Panafric, Nairobi, to discuss Cervical Cancer Sensitisation and Vaccine Status.



***Inspirational speaker and cancer warrior Mildred Ngesa shares her past experience on battling cancer***

The forum aimed to enhance editors' and journalists' understanding of the critical issue of cervical cancer and its impact on development.

KEG CEO Rosalia Omungo opened the session by emphasising the importance of accurate reporting in health journalism: "We need to engage with researchers in the health sector and report accurately to enhance the coverage of cervical cancer."

The keynote speaker, Prof Nelly Mugo, Principal Research Scientist at the Center for Clinical Research, KEMRI, assured that cervical cancer is preventable, with vaccination being an essential tool. She called for greater use of the vaccine despite widespread misinformation and stigma, urging parents to vaccinate their daughters and highlighting the necessity of regular screenings. "No matter how painful and uncomfortable a pap smear is, it needs to be done because cancer hurts so much more," she implored.



No matter how painful and uncomfortable a pap smear is, it needs to be done because cancer hurts so much more

*~Prof Nelly Mugo~*



**Prof. Nelly Mugo Principal Clinical Research Scientist, Centre for Clinical Research gives keynote address on Cervical Cancer vaccine status in Kenya**

## MAY

On 2nd May, 2024 KEG took part in the World Press Freedom Day celebrations hosted by the Media Council of Kenya (MCK).

This year's theme, "A Press for the Planet: Journalism in the Face of Environmental Crisis," captured the crucial role of journalism in the context of climate change, particularly in light of the destructive rains that hit Kenya between March and May, leading to deaths and destruction.

### Sipping Tea with Melissa Fleming

On 8th May, 2024, KEG Executive Council members and other media leaders met Melissa Fleming, the UN Under-Secretary-General for Global Communications, at a hotel in Nairobi, in a rare round-table event, where discussants focused on information integrity, media sustainability, and strengthening traditional media.

### Philip Ochieng' Lives On

The Annual Philip Ochieng Memorial Lecture, a joint venture between KEG and Daystar University, took place on 10th May, 2024. The



**KEG Vice President Ruth Nesoba delivers a speech during the World Press Freedom Day celebrations held in Nairobi**

event, a thought-provoking reflection on the rich history of Kenyan journalism, and its chequered past and memories, continued to provide a platform not just for introspection but also reeled out a raft of fresh ideas, and, quite importantly, an unwavering commitment to ethical journalism.



**Attendees of the 2024 Philip Ochieng Memorial Lecture**



**UN Under-Secretary-General for Global Communications Melissa Flemming (centre) during the meeting with Kenyan media leaders held in Nairobi on May 8,2024**

### A Date With Meg Whitman

US Ambassador to Kenya, Meg Whitman, met with media industry executives to discuss challenges to press freedom.

During the meeting, Whitman stressed the importance of collaboration among industry stakeholders, strengthening media organisations, and prioritising in-depth reporting on matters of public interest. She also stressed the need for media outlets to transform their business models to secure financial stability.

KEG President, Zubeida Kananu, AMWIK Executive Director, Queenter Mbori, Standard Media Group Editor-in-Chief, Ochieng’ Rapuro, the Aga Khan University Graduate School of Media and Communications Dean Prof. Nancy Booker, and Royal Media Services Editorial Director, Linus Kaikai were in attendance.

### Painting Accra Red

The Kenya Editors’ Guild participated in the 3rd African Media Convention under the auspices of the Eastern Africa Editors

Society, and The Africa Editors’ Forum. This year’s convention was hosted in Accra, Ghana, from 15-17 May, 2024, under the theme: “The African Media We Want: Enhancing Freedom, Innovation, and Sustainability in a Dynamic Media Landscape.”

Speaking at the forum, Churchill Otieno, the Executive Director of the Eastern Africa Editors’ Society and Chairman of The African Editors Forum, urged African media



**Editors pose together with the UK High Commisioner Neil Wigan at his residence in Muthaiga**

to tell its own story, amidst challenges such as censorship and misinformation. He said creativity, innovation, and the use of AI to enhance journalism, are indispensable in navigating change and industry challenges. In a call for fair compensation from big tech companies, Journalists, Otieno observed, will continue to play a critical role in upholding truth and media freedom.

**Neil Wigan— Up close and candid**

On 21st May, 2024, Kenya Editors’ Guild members met with British High Commissioner, Neil Wigan, at his residence in Muthaiga, Nairobi for a networking breakfast.

The diplomat promised to step up collaboration between the media and the High Commission, stressing: “The UK recognises the vital role journalists play in holding governments to account, and the need for the media to operate in safety and security”.

**In Tow With Biotech**

Through an MoU signed on 24th May, 2024, KEG and the African Agricultural Technology Foundation (AATF) partnered to enhance communication between researchers and farmers. The ceremony took place at the AATF’s Nairobi office.



**KEG President Zubeidah Kananu (centre) posing with other delegates at the Africa Media Convention**



**(From Left) Standard Media Group Editor-in-Chief, Ochieng’ Rapuro, KEG President Zubeidah Kananu, US Ambassador to Kenya Meg Whitman, AMWIK Executive Director Queenter Mbori, the Aga Khan University Graduation**



**A display of the signed MoU aimed at promoting Biotechnology reporting in Kenya.**



**Participants during the health editors breakfast meeting held in Nairobi on June 24, 2024**

## JUNE

### Stop Killing, Maiming Us

In the aftermath of the #RejectFinanceBill2024 protests led by Generation Z (GenZ) in Kenya, the Kenya Media Sector Working Group (KMSWG) strongly condemned the escalating violence against journalists in the line of duty.

Marred by police brutality, the protests witnessed numerous attacks on members of the Press, prompting the KMSWG to call for legal action against the perpetrators. The group also expressed concern about threats of possible internet and media disruptions during the protests, pointing out that –separately and collectively– these actions amounted to a violation of human rights.

### No Room For Stigma, Please

On 25th, 2024, KEG and the Ministry of Health organised a Health Editors’ Breakfast to discuss neglected tropical diseases (NTDs) endemic in Kenya. The meeting sought to raise awareness on the importance of highlighting NTD-related stories.

During the event, Irene Chami, the Director of Programmes at End Fund, told health editors in attendance to foster collaboration as a means of bringing NTD stories and interventions to the forefront. KEG CEO Rosalia Omungo addressed the issue of limited media coverage accorded NTDs, citing the challenge journalists face in determine what stories to tell and who to interview.



**Rose Mwangi Assistant Director, Child Online Protection, Directorate of Children Services gives a presentation during the workshop**



**(From left) KEG President Zubeidah Kananu and the LSK President Faith Odhiambo display the signed MoU during a ceremony held at the LSK offices in Nairobi**

## July

### KEG and Law Society of Kenya join forces

On July 25, 2024, the Kenya Editors’ Guild entered into a Memorandum of Understanding with the Law Society of Kenya, marking a significant step towards strengthening collaboration between the legal and media sectors. The partnership aims to promote legal knowledge, public interest litigation, and civic engagement in enhancing ethical journalism and press freedom. Joint training programmes and professional development initiatives will empower media professionals with a deeper understanding of legal matters.

### Advancing food security

On July 8, 2024, KEG hosted a Press Club Luncheon themed “Building Resilient Farming Systems and Becoming Food and Nutrition Secure.” The forum, part of KEG’s Thought Leadership Series, sought to amplify agricultural issues on the editorial agenda and advocate policy action to tackle food security challenges.



**Dr. Abed Kiwia Regenerative Agriculture Project Manager, AGRA makes a presentation**



**KEG CEO Rosalia Omungo speaking during the forum**

## Global Opportunities in Deepening China's Reform in the New Era

### **Bridging media and technology**

On July 29, KEG CEO Rosalia Omungo participated in a forum on "Global Opportunities in Deepening China's Reform in the New Era." The event, hosted by China Media Group in Nairobi, focused on advancing technological innovation within the broadcasting sector.

Omungo highlighted the significance of AI in journalism and called for collaboration to enhance Kenyan media's capacity in adopting emerging technologies.

## **AUGUST**

### **Strengthening media-Government relations**

In August, key government representatives and the media met to improve relations and enhance journalists' safety. The August 9-11 roundtable forum in Naivasha aimed to address the strained relations between the government and the media, while

exploring pathways to foster collaboration and improve regulatory mechanisms.

David Omwoyo, CEO of the Media Council of Kenya, emphasized the importance of mutual respect and dialogue.

### **Addressing press freedom and ethical standards**

Kenya Union of Journalists Secretary General Eric Oduor highlighted the impact of current challenges on Kenya's World Press Freedom Index ranking. He expressed the willingness of industry players to engage with the government at all levels to reverse this trend.

KEG president Zubeidah Kananu raised concerns about increasing attacks and threats against journalists, particularly during protests led by Gen Z. "We remain relentless in calling for an end to attacks and threats against journalists," she asserted, urging action against perpetrators and a renewed commitment to ethical journalism.



**Whether in government or the media, we all have a duty to the Constitution and the laws of this country. A truly free media is one that is chained to the truth, objectivity, impartiality, fairness, and a diversity of opinion**



**Chris Wambua, Director for Corporate Communications, CA speaking during the forum**

### **Government and security agency commitments to media freedom**

Judy Munyinyi, Secretary of Information at the Ministry of ICT, reaffirmed the government's commitment to upholding press freedom. Representing PS Edward Kisiangani, she acknowledged the challenges posed by misinformation and emphasized the importance of forums like this to drive constructive industry conversations.

### **Championing responsibility and accountability**

David Mugonyi, Director General of the Communication Authority of Kenya, represented by Chris Wambua, Director for Corporate Communication, emphasized the vital role of a free and independent media in Kenya. "Whether in government or the media, we all have a duty to the Constitution and the laws of this country. A truly free media is one that is chained to the

truth, objectivity, impartiality, fairness, and a diversity of opinion," Wambua stated.

Dr Resila Onyango, Spokesperson of the National Police Service, defended the police's commitment to maintaining a positive relationship with the media as outlined in standing orders. She decried misinformation about law enforcement's role during protests and assured attendees that incidents of misconduct by police officers are investigated by the Internal Affairs Unit and IPOA. "Nobody is above the law. Let us not vilify the entire police force for the mistakes of a few officers," she urged.

### **A new dawn for media-security collaboration**

In a significant step toward improving relations between law enforcement and the media, key representatives from both sectors convened on August 13, 2024 to address shared concerns, enhance

journalists' safety, and explore collaborative opportunities. Director of the Directorate of Criminal Investigations, Mohammed Amin, underscored the media's pivotal role in exposing and resolving criminal cases, emphasizing its contribution to a functioning democracy. "We recognise and respect the role the media plays in our society. However, we are operating in unprecedented times, with unregulated social media platforms posing additional challenges," he noted.

In a show of accountability, Amin issued a public apology to veteran journalist Macharia Gaitho over a case of mistaken identity in a botched operation. "What happened to Mzee Gaitho was unfortunate. The DCI deeply regrets this incident. Our target was Francis Gaitho, not Macharia. Such errors are unacceptable, and we are committed to ensuring they don't recur."



**What happened to Mzee Gaitho was unfortunate. The DCI deeply regrets this incident. Our target was Francis Gaitho, not Macharia. Such errors are unacceptable, and we are committed to ensuring they don't recur.**

*~ Mohammed Amin~*



***Veteran editor Macharia Gaitho speaking at the forum with security leaders***



Roneek Vora  
Director, Sales and  
Marketing, Revital  
Healthcare during  
an interview with  
journalists during  
the media tour  
organised by KEG

### Forging self-reliance in Africa's healthcare sector

Africa's journey toward self-reliance in healthcare manufacturing took center stage during the Press Club Luncheon held on August 23 at the Sarova Stanley Hotel, Nairobi. Organised under the KEG's Thought Leadership Series, the forum brought together media leaders, industry players, and policymakers to discuss the theme: Improving Health Medical Outcomes, Empowering Self-Reliance.

The event highlighted Africa's immense potential to address its healthcare challenges through local manufacturing of medical devices and innovations, with a focus on boosting health outcomes and empowering communities.

Roneek Vora, Director of Sales and Marketing at Revital Healthcare, announced a groundbreaking step in the fight against emerging diseases. "Revital will launch its own rapid antigen test kit for Mpox, which the WHO recently declared a global public health emergency," Vora revealed.



**ICT CS Dr. Margaret Ndungu during the presentation of the report by the ICTSWG held on September 16, 2024 at the Kenya School of Government**

## SEPTEMBER

The ICT Sector Working Group (SWG) produced comprehensive policy and structural reforms to transform Kenya's digital and communications landscape. The group officially presented its report to the Cabinet Secretary for Information, Communications, and the Digital Economy, Dr Margaret Ndung'u, at the Kenya School of Government on September 16, 2024.

### **Raising the bar on public procurement: Media's role in accountability**

Editors and journalists were urged to intensify their focus on high-risk public procurement transactions and improve their coverage of procurement-related fraud. This call to action came during a media breakfast meeting convened by the Guild in partnership with the Institute of Economic Affairs (IEA) on September 27, 2024.



**Participants pose for a group photo after the breakfast meeting held on September 27 in Nairobi**

### Commemoration of International Day on Universal Access to Information

Media stakeholders gathered in Nairobi on September 28, 2024, to mark the International Day for Universal Access to Information under the theme: Mainstreaming Access to Information and Participation in a Digitized Sector. The event underscored the importance of access to information in fostering transparency, accountability, and innovation in the digital age.

CEO Omungo emphasized that universal access to information is a fundamental right that empowers individuals to seek, receive, and share knowledge.



**KEG CEO Rosalia Omungo giving a speech**



**Panellists during one of the sessions of IDUAI**



**Videographer Igor Riabchuk takes the Bilan team through a skills course on videography and camera work.**

## OCTOBER

### **Mentorship and media: A learning experience for Bilan journalists**

For the second year in a row, the KEG and the United Nations Development Programme (UNDP) continued their support for the ground-breaking Somali Women Media Project (SWoMP). This initiative, the first of its kind in Somalia, has empowered female journalists by establishing Bilan, a women-led media unit within an existing Mogadishu-based media house.

As part of their long-term training, the Bilan media journalists embarked on a three-week learning tour in Nairobi. This immersive experience included media placements in Kenyan newsrooms, allowing the journalists to interact with editors and reporters while gaining first-hand insights into the country's media landscape.



**KEG member Oliver Mathenge takes the Bilan team through a session**



**Bilan media team during their one week learning programme in Nairobi, Kenya**



*Dr. Samuel Kobia Chairman, NCIC addressing editors during the breakfast meeting held in Nairobi on October 14, 2024*

## **KEG and NCIC: Fostering unity through media**

The Guild, in partnership with the National Cohesion and Integration Commission (NCIC), hosted a breakfast meeting on October 14, 2024, in Nairobi to discuss the media's critical role in facilitating meaningful transgenerational conversations. The event followed the launch of NCIC's Transgenerational Conversations: The Quest for Political Decency and Accountability in Kenya framework, which aims to address intergenerational tensions, social fabric degradation, and structural inequalities.

## **NOVEMBER**

### **Editors tackle Information integrity challenges**

On November 22, KEG, in partnership with the United Nations Information Service, hosted an editors' breakfast meeting to discuss the UN Global Principles for Information Integrity. The forum focused on the challenges and opportunities surrounding information integrity within the Kenyan media landscape.

KEG's Rosalia Omungo, started the discussion by posing a critical question: "What can editors do to ensure that the principles of information integrity are upheld?" In an era dominated by social media and digital platforms, news outlets must create opportunities for credible voices to be heard.

Sandra Macharia, Director of the UN Information Service in Nairobi, presented on the UN Global Principles for Information Integrity. She highlighted the key principles as: Societal trust and resilience, healthy incentives, public empowerment, independent, free, and pluralistic media and, transparency and research.



*Sandra Macharia, Director, United Nations Information Service, Nairobi presenting the report on the UN global principles on Information Integrity.*



**Delegates during the official opening ceremony of the Annual Editors' Convention**

## DECEMBER

On December 18, KEG hosted a Press Club luncheon at Sarova Stanley Hotel, Nairobi, as part of its Thought Leadership Series. The event focused on Climate Change and Development Finance, to help editors and reporters better understand the policies around climate change finance and how to effectively report on these issues. Ali Mohammed, the Special Envoy for Climate Change, delivered the keynote address, urging journalists to enhance their knowledge and reporting on global climate policy.

- In line with tradition, the Guild held its seventh Annual Editors' Convention, which ran from November 27 to December 1, 2024. The Convention was anchored under the theme; "Innovative Storytelling for Public Good: Building Trust and Driving Change in the Digital Age"
- The forum also paid tribute to fallen journalists and media personalities in the year 2024.
- The Convention culminated in an award ceremony at the Annual Editors

Ball, which celebrated the following

### Service to KEG Award

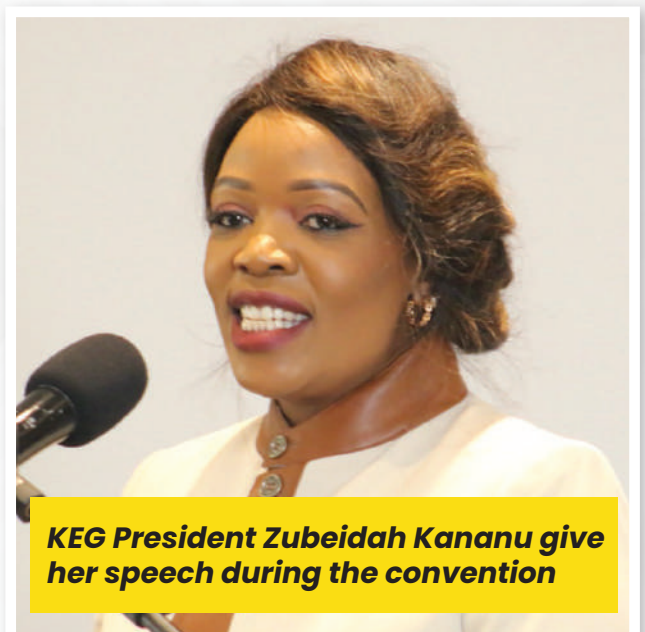
- KEG Trustee Francis Openda

### Pioneers and Trailblazers Award

- Catherine Gicheru.

### Warriors for Media Freedom Award

- Journalist Catherine Wanjeri Kariuki from K24, Nakuru



**KEG President Zubeidah Kananu give her speech during the convention**

# CELEBRATION OF KEG MEMBERS' ACHIEVEMENTS

In 2024, KEG celebrated its members' remarkable milestones and notable achievements in the year 2024. These included:



**Dr. Wilson Ugangu:**  
Appointed as an Associate Professor at Multimedia University



**Prof. Levi Obonyo:**  
Appointed as Full Professor of Media and Communication, and as the Associate Editor for the Annals of the International Communication Association



**Pamella Sittoni:**  
Appointed to the Thomson Foundation Board of Trustees and received the Lifetime Achievement Award at the Media Council of Kenya's Annual Journalism Excellence Awards



**Churchill Otieno:**  
Appointed as President, The African Editors Forum, TAEF



**Joe Ageyo:**  
Appointed to the WAN-IFRA World Editors Forum board



**Dr. Lydia Radoli:**  
Appointed as the Associate Dean, School of Communications, Daystar University



# TRIBUTE TO FALLEN Colleagues

The Guild honours the memory of cherished colleagues, who have left an indelible mark on the profession:



**Dickens Wesonga:** (January 26) Journalist with the Star Newspaper



**Rita Tinina:** A veteran reporter at NTV, Rita's dedication and fearless reporting brought crucial stories to light and shaped public discourse.



**Shadrack Mitty:** A journalist with the Standard, Shadrack's insightful reporting and commitment to truth significantly impacted the media landscape.



**Mutegi Njau:** A veteran journalist, whose extensive career enriched the understanding of critical issues and exemplified the power of responsible journalism.



**Njambi Koikai:** (June 3) An adorable radio host, Njambi's vibrant voice and engaging content resonated with audiences, making a lasting contribution to radio broadcasting.

*Their legacy lives on in the stories they told and the lives they touched. We remember them with gratitude and respect.*



**Mercy Mawia:** Radio Presenter, Mbaitu FM  
July 23



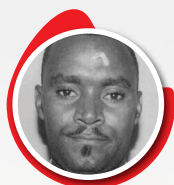
**Michael Oyier:** News Anchor KTN,  
April 20



**Fatma Rajab:** Presenter MO  
Radio, January 6



**Peter Okongo:** Editorial Director – Kenya Year Book, October 31



**Samuel Makenda:** Presenter Baraka FM,  
May 15



**Washington Akumu:** Business Editor, April 21



**Paul Muhoho:** Court reporter,  
November 29



**Mutegi Njau:** Veteran Editor,  
June 27

# Adoring the **STANDOUT CREW**

The Guild  
congratulates the  
following individuals  
for their outstanding  
achievements:



**Churchill Otieno:**  
President of The  
African Editors  
Forum (TAEF)



**Eric Oduor:**  
President,  
Federation of  
Eastern Africa  
Journalists (FEAJ)



**Pamela Sittoni:**  
Appointed to  
Willow Health  
Media Board



**Joe Ageyo:**  
Appointed to the  
board of World  
Editors Forum



**Dr. Kinya Mwithia:**  
Appointed as a  
professor at the  
University of  
Technology  
Sidney, (UTS)  
Australia



**Dr. Lydia Radoli:**  
Appointed  
Associate Dean,  
School of  
Communication,  
Daystar  
University



**Andy Kagwa:**  
Awarded the Earth  
Journalism Network  
Award for his  
exceptional  
mentorship and  
dedication to  
enhancing the craft  
of journalism



**Bernard Mwinzi:**  
Recognised by the  
Earth Journalism  
Network for his  
exceptional  
storytelling skills



- Francis Mureithi
- Bernard Momanyi
- Zeynab Wandati
- Caroline Wafula

- Yvonne Okwara
- Faizah Wanjiru
- Francis Gachuri
- Yusuf Ali

**Graduated from the Aga Khan University Graduate School of  
Media and Communications.**



# TESTIMONY FROM EDITOR

**Name: Ellen Wanjiru**  
**Chinese Editorial Fellow**  
**Editor- K24 TV**

In a competitive process, Ellen Wanjiru (Head of TV Editorial Content for Mediamax Network Limited) and Charles Omondi (Independent editor) were chosen for the opportunity to travel to China for the Road and Belt initiative. Unfortunately Charles could not travel because of visa issues. Both were selected for their dedication to excellence in journalism and for being strong supporters of the Guild and its work. Ellen travelled to China in August.

## ELLEN'S EXPERIENCE

The 2024 Belt and Road Journalists Forum was held in Chongqing City, China, drawing nearly 100 media executives and representatives from 50 countries and regions. The forum, themed "Expand the Path of Opportunities, Share a Bright Future," emphasized the crucial role of journalism in promoting international understanding, especially in the face of rising geopolitical tensions and regional conflicts.

Pre-forum

KEG duly informed me on 13th June, 2024 that I had been selected to represent the Guild at the 2024 Belt and Road Journalists Forum. That was roughly two months before the forum. I expected that visa applications and other

preparations would begin shortly after, but the communication from China did not arrive until 1st August, about three weeks to the visit.

The visa process was not as straightforward as I expected, and so I would have appreciated a little more time than three weeks to prepare. Further, the link to the visa application form sent from China was misleading. I spent a whole day filling out and thereafter printing the several pages of the form, only to queue for over two hours at the visa centre, where I was turned away and instructed to begin the entire process with the correct visa forms.

The Visa Centre required corrections, each one once per visit forcing me to return several times, thus the earlier this process begins the better to accommodate all these emerging scenarios.

Also, the different time zones meant that every time there was a correction, I would have to wait until the following day to receive any communication from China, and even more delays on the process.

## Upon arrival in China

Upon arrival at Chongqing Airport, the attendants informed me and a number of other travellers – who all happened to be black (Africans)-- that we had been randomly selected for a quick health check. While I have experienced this while travelling elsewhere, somehow, I didn't expect that, and a heads up would have been helpful.

customs and other airport checks, our Chinese hosts pulled out all the stops to receive us so warmly and ensured we had a wonderful experience. We were received by a designated volunteer who also served as our translator and helper throughout our stay. We were also assigned a bus and driver, along with representatives from a few other countries, in total there were four buses for the duration of the forum.

## During the forum

Out of the seven days of the forum – only one full day and a half days were dedicated to a boardroom- style meetings, with limited presentations. The organizers encouraged participants to contribute as much as possible. They held half-day roundtables for different groups – ours focused on climate change, allowing each participant to share experiences from their respective countries.

On the full day conference, the hosts made four short their presentations (including some of the participants) and then opened the floor for discussion keeping the sessions open until anyone who wished to speak had done so. The speakers included the Mayor, President of the All China Journalists Association, and two participants.

This was a surprise for me as all our conferences/conventions, meetings etc comprise sequential presentations followed by brief Q&A sessions. On each of the other days, different journalists groups (we had been grouped into four of about 20 or so people) were taken to various

**“Expand the Path of Opportunities, Share a Bright Future”**

*~Forum Theme~*

provinces to experience different aspects of Chinese corporate culture. All the visits included their partners, thus eliminating the need for formal presentations. Journalists were encouraged to write about all the visits and experiences.

It was a pretty tight schedule but enjoyable, interesting and well worth it. For the first time, the organisers introduced a writing competition. One, we were required to share our expectations of China before we arrived and, two, our first impressions of China. They paid 1000 Yuan for each of the selected articles which were published. Both of mine were published! I was also impressed by their use of volunteers (80 in total), university students on holiday who

came in every day to handle the logistics – registration, organization etc.

### Post-forum

The participants were reminded of their travel arrangements and then escorted to the airport on the travel day. A group of us were booked on the same flight so we travelled together to Guanzhou, then Addis Ababa before we finally bid our new found friends goodbye.

The camaraderie, pleasant environment ran through the forum and it was amazing that such a huge group of people could be managed so smoothly.



*Ellen Wanjiru poses with the delegates from various countries*

## TESTIMONY FROM **JOURNALISTS**



**Name:** Charles Mghenyi

**Media House:** Radio Africa Group (The Star Newspaper), Coast Region

**Mentee:** KEG - Climate Change Reporting Training

### **What was your experience?**

The training was exceptionally well-planned and structured. I thoroughly enjoyed all the sessions, which were interactive and an eye-opener on climate change reporting. The trainers were highly knowledgeable in their respective fields, and I truly appreciate the dedication and effort put into developing the training module.

The training was highly beneficial. I enhanced my skills in climate change reporting and can now effectively communicate and write on the subject with greater depth and clarity. I have already applied the knowledge gained to improve my climate change reporting, ensuring more insightful and impactful coverage on the topic.

**Name:** Sarah Otiende

**Media House:** Freelance Journalist

**Mentee:** KEG Climate Change Reporting Training

### **Experience:**

The training sessions were incredibly impactful, as they provided me with valuable insights on reporting climate change stories. Since then, I have been able to work on my climate-related stories more effectively. Additionally, I would like to request the Kenya Editors Guild (KEG) to continue offering such trainings to journalists, as they are highly beneficial.

The engagement was particularly valuable because it introduced me to reporting tools that I was previously unaware of. Learning about these tools during the training has greatly enhanced my ability to write compelling climate change stories. I have been actively applying the knowledge gained from the training and will continue to explore more stories related to climate change, as it remains a critical global issue.





# My CGTN Africa Experience

**Name: Wendy Mangale**  
**Communications Officer:**  
**Kenya Editors Guild**

My three-month apprenticeship at CGTN Africa, which was made possible through a partnership with KEG, was a transformative journey that has since sharpened my skills, broadened my perspective, and redefined my professional trajectory. I reported to CGTN Africa's Nairobi offices on March 18, 2024, eager to immerse myself in the fast-paced world of an international busy newsroom, learn new skills, and adopt best practices that would enhance my work at KEG. Little did I know that this journey would not only sharpen my technical abilities but also deepen my understanding of teamwork, creativity, and the power of storytelling.

Walking into the CGTN Africa headquarters, I was immediately struck by the buzz of activity. I quickly noticed reporters and

camera crews rushing in and out, likely heading to or returning from assignments. The energy was tangible. I was directed to the third floor, where I met my supervisor, Daniel Sango, a digital media planner at the CGTN studio. He warmly welcomed me and began my orientation by introducing me to the various departments including Digital, TV and Broadcast, IT, Graphic Design, Library, HR, and the Mandarin team.

The newsroom was a melting pot of diversity, with colleagues from Kenya, South Africa, Zambia, Rwanda, and beyond, all working together under the guidance of experienced supervisors. This rich mix of cultures and perspectives created a vibrant and collaborative environment that I quickly grew to appreciate.

I was attached to the Digital Department, a dynamic team of planners, reporters, camera operators, video editors, social media specialists, and graphic designers. On my first day, I was assigned to shadow my new teammates, observing how they filed stories from the field. The process was meticulous, with reporters drafting scripts to guide video

'At CGTN, every morning begins with a digital news briefing, where trending topics are analyzed alongside editorial priorities.'

*~Wendy Mangale~*

editors, while graphic designers enhanced the visuals using high-tech Apple desktops and styluses for precision. Media planners like Sango oversaw the creative process, from story pitches and development to shooting scripts, field production, video editing, and final publishing.

What stood out to me was the team's collaborative spirit. Anyone could pitch a story, which fosters creativity and growth across roles. The team worked in shifts, morning (8:00 am–5:00 pm) and evening (8:00 PM–10:00 pm), and coordinated seamlessly through WhatsApp groups, where they shared drafts for feedback. Final approval came from a team of supervisors, including Zhou Jinxi, the head of the digital team, who ensured every piece met CGTN's high standards.

At CGTN Africa, content curation is an art form. The teams go beyond repurposing traditional news for social media; they craft engaging, visually driven stories tailored to a global audience with a strong focus on African perspectives. As a tradition, every morning begins with a digital news briefing, where trending topics are analyzed alongside editorial priorities. I quickly learned that the team strategically identifies stories with high engagement potential, whether due to geopolitical significance, human-interest appeal, or striking visuals.

Short-form videos, infographics, and interactive posts are designed to capture attention within the first three seconds of scrolling. The use of mobile-friendly formats like vertical videos for TikTok, YouTube Shorts, and Instagram Reels is to ensure accessibility and engagement. This approach taught me the importance of blending journalism with digital strategy to create impactful content.

My field assignment with experienced reporters for feature stories on topical issues was an eye-opener that merged my background in communication with the realities of journalism. I saw firsthand how storytelling comes to life, not just through words, but also through compelling visuals, framing, and human accounts. This immersion in field reporting has since elevated my knowledge and appreciation of visual storytelling and reinforced the power of journalism in shaping public discourse.

One of the highlights of my apprenticeship was witnessing the production of a breathtaking series on the Great Migration, where millions of wildebeests, accompanied by zebras and gazelles, brave the treacherous Mara River in search of greener pastures. The coordination between the field team and the Nairobi control room was impeccable. Live feeds from the Maasai Mara were analyzed in

real-time, with producers adjusting scripts to match the unfolding drama of nature.

The field crew while faced with challenging terrain and unpredictable wildlife, used state-of-the-art drones and ultra-HD cameras to capture stunning visuals. In the editing bay, the story came to life, expertly told, infused with context, and cut into bite-sized clips for social media. The series also included live interviews with wildlife experts, discussions on conservation, and interactive social media posts like “Which animal are you excited to see?” This project displayed the power of storytelling to educate and engage audiences on critical issues like climate change and wildlife protection.

Beyond the technical skills, I cherished the interactions and connections I formed with the teams. Lunch breaks were a particular highlight. CGTN provided delicious meals; a fusion of African and Chinese cuisine, served buffet-style. The aroma of freshly prepared dishes greeted us as we entered the dining hall, where colleagues gathered to eat, chat, and bounce off stories ideas. These moments of camaraderie made the workplace feel like a second home.

The crowning achievement of my three-month apprenticeship was the production of the KEG Annual Convention Documentary. To me, this project was not just another assignment; it was the ultimate test of the skills and experiences I had gained throughout my training. It was my opportunity to put into practice everything I had learned; from video editing and content curation to project management and teamwork; and I am proud to say that I rose to the occasion.

Titled A Media Reflection of the Year 2024, the documentary was a comprehensive exploration of the challenges and triumphs faced by Kenyan journalists over the past year. I took the lead in developing the structure of the documentary, drafting the shooting script, and scheduling interviews with key stakeholders. Collaborating closely

with the TV production team—including producers, camera operators, and video editors to ensure that every aspect of the project aligned with the vision we had set. The documentary captured critical moments in Kenyan journalism, such as the Gen-Z-led protests, the alarming violations of press freedom, the ongoing struggle for media sustainability, and the critical intersection of journalism and climate change. Each segment was meticulously crafted, blending powerful visuals, expert interviews, and compelling narratives to convey a message that resonated deeply with the audience.

The final product was screened at the 2024 Annual Editors Convention in Nakuru, attended by Deputy President Kithure Kindiki and other prominent figures in the media industry. The documentary received widespread acclaim for its professionalism, depth, and ability to spark meaningful conversations about the state of journalism in Kenya. I am immensely proud of what we achieved, and I am confident that this experience has not only elevated my capabilities but also set a new standard for my work at KEG.

I am deeply grateful to CGTN Africa for this incredible opportunity. Special thanks to my supervisor, Mr. Sango, Zhou Jinxi, and the entire Digital Department for their guidance and support. To the TV production team, especially the producer Lolanthe Chepkemboi, camera operators, and video editors who worked tirelessly on the KEG documentary, I owe a debt of gratitude. Finally, to the KEG President, Zubeidah Kananu, and the Chief Executive Officer Rosalia Omungo facilitating this partnership, thank you for believing in my potential.

This apprenticeship was more than a learning experience; it was a journey of growth, connection, and inspiration. I leave CGTN Africa not only with enhanced skills but also with cherished memories and a renewed passion for my digital communication work

# Corporate SPONSORSHIPS

The Annual Editors Convention continues to take place in December. The Guild is grateful for the following sponsors of the 2024 convention.

- 01 **Chinese Embassy** 
- 02 **Kenya Pipeline Company** 
- 03 **Media Council of Kenya** 
- 04 **Kenya Commercial Bank** 
- 05 **Safaricom Limited** 
- 06 **African Agricultural Technology Foundation** 
- 07 **Bill and Melinda Gates Foundation** 
- 08 **Communication Authority of Kenya** 
- 09 **UN Women** 
- 10 **Kenya Wildlife Service** 
- 11 **Social Health Authority** 
- 12 **Ministry of Environment, Climate Change and Forestry** 
- 13 **TikTok** 
- 14 **Oxygene Communications** 
- 15 **Office of the Deputy President** 
- 16 **Kenya Forestry Service**
- 17 **Friedrich Naumann Foundation** 
- 18 **Kenya Tourism Board** 
- 19 **Geothermal Development Company** 
- 19 **Google News Initiative** 



**(Left) Francis Openda, KEG Trustee receiving his award presented by Felix Kariuki, EABL**

## KEG AWARDS

In 2024, the Guild awards were presented as follows:

### A) SERVICE TO KEG

#### FRANCIS OPENDA

Dorothy Day once asked, “What is the sense of our small effort?” Yet, great acts are made up of small deeds.

Six years ago, he offered himself to be part of a small team that came in to revive KEG. He did not leave after this initial assignment. For half a decade, he has given his time, experience and skills to nurture and serve KEG with unrivalled dedication. As chairperson of the Finance and Audit Committee, he has diligently supported the Guild in streamlining its financial governance and regulatory compliance. He has also served on the Ethics and Media Freedom Committee, which deals with policy and legal advocacy, professional excellence, and newsroom safety. As an editor, he is celebrated for his journalistic excellence, unquestionable integrity and contribution to media leadership and policy development.

**FRANCIS OPENDA is the Business Editor, Radio Africa Group**

***Presented by Felix Kariuki: East African Breweries Limited (EABL)***

## B) TRAILBLAZERS

She is the driving force behind some of the innovative storytelling, investigative journalism, fact-checking and cross-border reporting at the International Center for Journalists (ICFJ), where she is a Knight Fellow. She is a trailblazer in Kenyan journalism who has worked with a network of female journalists to become innovators in their newsrooms.

She launched the Africa Women Journalism Project (AWJP) at the height of the Covid-19 pandemic, a platform that brings together female journalists and data analysts to produce data-driven coverage of underreported health, gender and economic issues.

As director of AWJP, she led a team of editors, mentors, data specialists and designers who work with journalists in seven countries; Ghana, Kenya, Nigeria, Senegal, South Africa, Tanzania and Uganda.

Earlier in her Knight fellowship, she led a pan-African women's data journalism network, WanaData ("daughters of data" in Swahili), a project developed in a partnership between ICFJ and Code for Africa to promote digital journalism.

She also co-founded Kenya's first fact-checking news site, PesaCheck to fight misinformation and disinformation by sharing effective techniques across the Sub-Saharan region.

She was the founding editor of the Star newspaper, the first female news editor at the Nation Media Group, a recipient of the International Women's Media Foundation's Courage in Journalism Award and a member of the board of the Reuters Institute.

We honour her today; indeed, **CATHERINE GICHERU** is an undisputed trailblazer.



ICFJ Knight Fellow, **Catherine Gicheru**



***Catherine Gicheru, K24 news journalist receiving her award presented by KEG President Zubeidah Kananu and member Macharia Gaitho***

## **C) WARRIORS OF FREEDOM**

Read by Lydia Gachungi: Regional Adviser on Freedom of Expression, Access to Information and the Safety of Journalists: UNESCO Liaison Office to African Union and the United Nations Economic Commission for Africa

Between 2006 and 2024, more than 1,700 journalists were killed around the world in the line of duty. More than 85 per cent of the cases did not make it to court because, just like in Kenya, most of the brutality is meted out by law enforcers. Too many journalists continue to be shot and their equipment destroyed.

On July 16, in the full glare of the cameras, police officers in Nakuru shot her four times while she was doing her job of informing the audience.

It is for her courage and the courage of many others before her who have endured police brutality during the anti-finance bill protests that we are reminded that media freedom and the liberties that we enjoy today in Kenya have come at significant risk and many times at painful physical harm to members of the fourth estate.

Today, we stand with Catherine Wanjeri Kariuki, here in the same county where she was brutalised, and with this Freedom Warrior award, we assure her that journalism is not a crime.

Presented by: KEG President Zubeidah Kananu and member Macharia Gaitho

## COMMITTEES

The work of the Executive Council is overseen by five committees whose mandates and membership are detailed below. The Committees are scheduled to meet monthly.

## COMMITTEE REPORTS

1. PROGRAMMES COMMITTEE 2024
2. ETHICS AND MEDIA FREEDOM COMMITTEE 2024
3. STRATEGY COMMITTEE 2024
4. FINANCE COMMITTEE 2024

## 1. PROGRAMMES COMMITTEE

Programmes Committee's report

### Introduction

The Programme's Committee is charged with the implementation of the Guild's activities. It comprises the following members:

- Rosalia Omungo (CEO)
- Ruth Nesoba (Vice President)
- Linda Bach (Council Member Print and Programmes Committee Chairperson)
- Toepista Nabusoba (Council Member Radio)
- Nancy Agutu (Radio Africa)
- Agnes Mwangangi (KBC)
- Rachel Nakitare (KBC)
- Celestine Olilo (NMG)
- Martin Mutua (Independent)
- Macharia Gaitho (Independent)
- Clay Muganda (Alliance for Science)
- Wendy Nagudi (Secretariat)
- Annie Waite (Secretariat), and
- Ken Bosire (Secretariat).

This team was instrumental in organizing and executing the activities carried out in 2024 and early this year. These included the Seventh Annual Convention held at the Sarova Woodlands in Nakuru, Press Clubs with various stakeholders, and some initiatives under the Bill and Melinda Gates Thought Leadership Project. It also organised meetings and workshops with the National Treasury, the Chinese Embassy and the Kenya National Commission on Human Rights, among other stakeholders.

## Annual Convention

The November 27-December 1 Convention was the Guild's second in Nakuru County after the 2021 event which was held at the Great Rift Valley Lodge in Naivasha. Its other conventions since the inaugural one in 2018 in Nairobi have been held as follows:

- Travellers Beach Hotel, Mombasa, in 2019;
- Ciala Resort, Kisumu County, in 2020;
- Leopard Beach Hotel, Kwale County, 2022; and
- Pride Inn Paradise, Mombasa County, 2023.

The theme of the 2024 edition was: Innovative Storytelling for Public Good: Building Trust and Driving Change in the Digital Age.

## Attendance

About 100 delegates attended the Convention. They included participants from the Chinese Embassy, British High Commission, UN Women, Kenya Wildlife Service (KWS), Kenya Tourism Board (KTB), AATF, and GiZ, among others attendees.

## Convention topics

These included:

- Biotechnology
- The pitfalls of misinformation
- Generation Equality
- Cybersecurity
- Journalism and climate change
- My podcast story: Where is the money
- Sports journalism: The untapped potential
- Media landscape: Opportunities & challenges, and tapping the revenue streams.



**Delegates pose together during the Official opening ceremony of the Annual Editors' Convention**



**KEG President Zubeidah Kananu (left) and Vice President Ruth Nesoba present a goody bag to Deputy President Prof. Kithure Kindiki**

The key recommendations from these sessions are contained in a detailed 120-page report compiled by a team of rapporteurs led by Dorothy Kweyu.

## Chief Guest

Deputy President Kithure Kindiki was the Chief Guest of the Convention, with his address serving as the highlight of the event. He acknowledged editors concerns about the safety of journalists but challenged the media for what he described as its reluctance to offer the state a chance for a right of reply. Nonetheless he lauded the media's leading role in climate change discussions, primarily through the training of journalists.

## Tree planting and park visit

These two activities presented a good break after hours of sitting through presentations and discussions. The Deputy President's delayed arrival for the opening session affected the editors' planned visit to Lake Nakuru National Park, which had to be rescheduled to the following day.



**Editors take part in a tree planting session at the Menegai Forest in Nakuru**

## Gala Night

The Convention culminated in a Gala Dinner which was marked by plenty of eating, and merry-making, as well as recognition of a number of editors for their outstanding work. K24's journalist Catherine Wanjeri Kariuki, who was shot by police during Gen Z's protests earlier in the year, was also recognised for her bravery and resilience.

## Press Clubs and stake-holder engagements

Under the thought leadership series, a project under the Bill and Melinda Gates, KEG held a number of Press Clubs, including one in partnership with Revital Health, a syringe manufacturer pre-qualified by the World Health Organisation. Revital set up a plant in Kilifi to meet the demand for syringes, promoting medical outcomes and improving community lives through job creation.



**Editors during the Press Club Luncheon–A thought leadership session on cervical cancer held at the Sarova Panafric Hotel on May 26, 2024.**

Press Clubs provide a platform for newsmakers to meet with editors who interrogate their work and help disseminate crucial information to the public. A second event, still under the thought leadership series, was held to raise awareness on cervical cancer. Another, in partnership with AGRA, was themed “Building resilient farming systems and becoming food and nutrition secure. Other stakeholder meetings involved AATF, Huawei, Child Fund, National Treasury, Chinese Embassy, and the Ministry of Health.

## Proposed event

### KEG Fun Day

The Guild’s Fun Day is proposed as an annual event driven by sports, picnics and other fun activities. It is meant to bring together in an informal set-up editors and other content producers inside and outside formal newsrooms to unwind, enjoy themselves, exercise and defeat mental stress. It is anchored around sports events like golf, football, six-a-side rugby, basketball, sprints,

and touch rugby, among others.

## Event goals

The event’s primary goals are to provide a forum for editors and their families to relax and unwind in an informal set up away from the hustle and bustle of the newsroom, which is driven by high pressure, deadlines and cut-throat competition. It is also an opportunity for editors, with support from partners, to tackle the less talked about reality of mental health challenges affecting many media workers.

## Conclusion and recommendations

The outgoing committee was quite engaged in driving KEG’s activities and programmes. Committee membership is on a voluntary basis, and it is commendable that the members went out of their way, using their resources, to meet expectations. We ask more members to join committees whenever a call is made and to share ideas on how to grow the Guild.

## 2. ETHICS COMMITTEE

### 1. Introduction

This report summarizes the activities and accomplishments of the Ethics and Media Freedom Committee of the Kenya Editors Guild during the year. Its primary focus remains upholding and promoting ethics and media freedom within the Guild's membership, and in the broader media space in the country.

### 2. Membership

In the reporting period, the Committee comprised of the following members:

- Martin Masai (Chair)
- Nzau Musau
- Pamela Asigi
- Dorothy Kweyu
- Claire Wanja
- Hassan Kulundu
- Douglas Okwatch

The Committee held its inaugural meeting on April 5, 2024, which was also attended by was co-opted members Ken Bosire (KEG Programmes), and Rosalia Omungo (KEG CEO)

### 3. Key activities and initiatives

**Addressing threats to media operations:** Discussed and analyzed threats and intimidation to Standard Group Limited by way of auctioneer adverts, to force the Group to pay debts, but also to embarrass it and delegitimize its media operations.

**Advocacy for media freedom:** On behalf of KEG, canvassed support for, and drafted a response to the Communication Authority's (CA) Programming Code, offering justification for its unconstitutionality, and citing imminent threat to media freedom.

**Speech development for awards Gala:** Framed the issues, and worked on KEG President speech for the Media Council of Kenya's Annual Journalism Excellence Awards (gala dinner).

**Collaboration with LSK:** Discussed analyzed and endorsed a draft Memorandum of Understanding between KEG and the Law Society of Kenya, proposing to close ranks on issues of public importance entailing mutual benefit to the two organizations.

**Resource mobilization:** Discussed analyzed and helped KEGs executive council to make a decision on whether to include betting companies in the annual convention's resource mobilization efforts.

**Positioning programming standards:** Discussed analyzed and proposed the Guild's position on a Communication Authority letter of July 1 on "Accurate and Objective Programming on Broadcasting Platforms".

**Engagement with the National Cohesion and Integration Commission:** Considered a proposed Memorandum of Understanding between KEG and the commission.

**Policy response to advertising retaliation:** Discussed and proposed a policy position on Safaricom Ltd decision to deny Nation Media Group commercial advertisement in retaliation for the Group running a sensitive story on the telco's abuse of data privacy concerns over the Gen Z protests and subsequent abductions period.

**Framing presidential communication:** Discussed and framed the issues for the president's communication at the annual convention in Nakuru.

### 4. Challenges

The committee faced the pressure of working under very tight deadlines. The availability of members to convene on urgent matters also presented another challenge owing to their prior engagements/commitments.

## 5. Achievements

The committee was able to champion and rally for support for KEGs position on matters falling directly under its mandate (ethics and media freedom), but also, generally, on media independence and welfare.

Through its interventions in drafting responses, press statements and speeches for the president, the committee contributed to KEG's reputation as the country's premier media institution.

## 6. Conclusion

The committee remains steadfast in its mission, and mandate. While significant challenges remain, we remain committed to continued advocacy and support for ethics and media freedom. The committee expresses its gratitude to the executive council for its support throughout the year.

## 3. STRATEGY COMMITTEE REPORT

The Strategy Committee is responsible for organizational sustainability and development, which includes recruitment, remuneration, staff retention, and capacity development of talent, as well as membership and fund-raising. The committee is also in charge of developing strategies for the Guild's medium and long-term decisions of the Guild. During the year, the Committee met several times to discuss its mandate, particularly to review membership applications, address arrangements for last respects, and review the sexual harassment policy, among other matters.



*A group photo of the Kenya Editors' Guild Secretariat*

## The Committee's members are:

1. Prof. George Nyabuga (Chair)
2. Rosalia Omungo (Secretary)
3. Zubeidah Kananu (ex-officio)
4. Millicent Owuor
5. Eric Shimoli
6. Joseph Odindo
7. Ondeko Aura
8. Bernard Momanyi

### Former members of the Committee were:

1. Prof. George Nyabuga (chair)
2. Rosalia Omungo (Secretary)
3. Zubeidah Kananu (ex-officio)
4. Millicent Owuor
5. Eric Shimoli
6. Pamela Sittoni
7. Ondeko Aura
8. Queenter Mbori

## 1. MEETINGS AND ACTIVITIES

Since its establishment, the committee has held five online and physical meetings (see Appendix 1 for the minutes of the meetings). It has particularly deliberated and considered membership applications and onboarding of new members into the Guild. It also managed the recruitment of a finance officer, a programmes officer and an ICT Officer. The programme officer has been acting in this role, and the Guild needed a substantive officer to handle its matters. In addition, a finance officer was needed after the contract of the previous office holder expired. Lastly, the Guild hired an ICT officer to take care of various tasks relating to, among other things, the organization's website.

## 2. EMERGING ISSUES

Given the current landscape and work commitment of Committee members, it has been difficult to get all members to attend meetings. Besides, it was also difficult to orientate newer members to Committee work given resource and time constraints. That said, the Committee

members have managed to meet and transact the Guild business.

## 3. MEMBERSHIP

The Guild's membership currently stands at 288, a significant growth over the years. However, it is important to clean up the membership list to ensure no deceased members are included. In addition, it is important to verify that all members are up to date with their annual subscription fees.

In May 2024, we admitted 20 new members and in January 2025, we accepted eight new applications.

### 4. SEXUAL HARASSMENT POLICY

The Committee discussed the current sexual harassment policy and noted that it needs to be updated to reflect the current realities. However, it still serves its purpose although the Guild should apply it more strictly to ensure members and journalists are protected from sexual harassment, particularly at work.

## 5. STAFF REMUERATION

The Committee discussed the issue of staff remuneration, noting that some staff members are underpaid and thus little motivated. Although staff have always received an annual increment, salaries remain low due to the Guild's financial position. The Committee noted that the minimum wage should be set up at Ksh60,000 although this would be unsustainable given the current economic situation. This is based on the fact that the Guild relies mostly on donor funding, which is becoming increasingly difficult to secure.

## 6. PROGRAMME OFFICER AND ICT OFFICER

After months of attempting to recruit a programmes officer, the Committee finally advertised and interviewed applicants. The position was filled in April 2025.

The Guild also hired an ICT officer.

## 7. MEMBER WELFARE

The issue of a last respects fund has been discussed numerous times. This fund is expected to cover funeral expenses for members and their families. It has also been noted that frequent fundraising efforts are not sustainable given the current economic situation. Consequently, two options have been discussed, namely: insurance, and member contributions. The Guild has been in discussion with a number of insurance companies to provide cover for members and their immediate families. However, due to high premium rates, and the insurance companies' demand for a minimum number of members, it was agreed that the Guild adopt a contributions scheme. This would require members to contribute a certain amount monthly. This is considered the best option and the decision will be shared with members for voting and possible adoption.

## 8. KEY LESSONS/ CHALLENGES

The work of the Strategy Committee has not been easy despite enormous opportunities to ensure it works to advance the profile of the Guild. Serving on the Committee is voluntary and that members may not always find the time and/or resources to attend meetings. They must balance Committee work with their regular jobs and other obligations, which has been challenging. As a result, some members have only attended a few meetings.

Irregular meetings also meant that members were unable to have scheduled meetings to discuss important matters such as membership applications, leading to delays in processing some applicants. Thus, it is important to clearly indicate how long applications may take in order to enhance efficiency and address delays in decision-making particularly concerning membership application and recruitment.

The lack of orientation meant members may not fully appreciate the Committee's enormous responsibilities, and the need to regularly meet to transact its business.

## 9. RECOMMENDATIONS

It is vital to orientate new members to the Committee to ensure they understand their roles and obligations. Despite their passion and commitment, they need to understand that service to the Guild is voluntary.

While serving voluntarily, it may be important to compensate members for their time and resources spent attending meetings. The Guild's inability to cover transportation costs may deter some members from attending. Therefore, a fund should be set up to compensate members for their time and effort, particularly since some do not have regular jobs and may struggle to afford the costs associated with in-person meetings.

Set specific dates for regular meetings instead of holding them on an ad hoc basis. This will allow members to know when and where meetings will be held, and facilitate better scheduling.

## 10. CONCLUSION

There is no doubt that members are committed to the work of the Guild and willing to serve. However, competing obligations often make it challenging for them to attend all meetings. Balancing their work, personal commitments Guild responsibilities is not always easy.

## 11. SIGNED

***Prof. George Nyabuga (chair)***

***Rosalia Omungo (Secretary)***

## 4. FINANCE COMMITTEE

### 1) INTRODUCTION

The Finance Committee is established in accordance with Article IX of the Kenya Editors Guild Constitution, which grants the Executive Council the authority to create standing and/or special committees.

The Guild President appoints the chairs of the committees, and the members of the Finance Committee are selected from among paid-up members.

### The Finance Committee's mandate is to:

- i. Ensure financial governance and regulatory compliance.
- ii. Ensure establishment of financial systems and policy guidelines.
- iii. Oversee the auditing of the Guild's accounts and follow through on audit report recommendations.
- iv. Help generate budgets for fundraising purposes.
- v. Supervise the implementation of programme budgets (financial dimension).
- vi. Enhance the financial management capacity of other teams.

During the period under review, the committee members were:

- i. Francis Openda – Chairperson
- ii. Rosalia Omungo – Secretary/CEO
- iii. Valerie Koga
- iv. Arthur Okwemba
- v. Paul Wafula
- vi. George Sunguh
- vii. O'Brien Kimani
- viii. Rosemary Okello
- ix. Joan Ojiambo – Finance Officer

### 2) MILESTONES

During the review period, the committee held six meetings to assess and align the 2024 operational budget and the Annual Convention budget, as well as crucial financial policies for the Guild.

The committee, along with other committees, ensured the successful execution of the 2024 KEG Annual Convention by developing a cost-effective budget and ensuring responsible utilisation of funds raised from members, donors and sponsors.

For the second consecutive year, the Convention was concluded without any outstanding debts. We are currently pursuing some of our debtors and if all owed amount are collected, this will result in a surplus.

While this is a significant achievement, the Committee remains concerned about the Guild's financial sustainability and its heavy reliance on donor funds to run its programmes. This matter requires the urgent attention of the entire Guild membership.

This is a matter that requires urgent attention of the entire Guild membership. The committee also instituted various cost cutting measures which helped the Guild reduce expenses and live within its means.

We recommend that enhancing Own Source Revenue is the only path toward achieving financial autonomy and viability for the Guild.

The committee helped to secure KEG's own finance officer (Joan Kuchio) and released Benjamin Radonde who was on secondment from AWC.

The committee finalised reviewing the bids for the implementation of an ERP system for KEG and presented its report and recommendations to the Executive Council, which selected Africa Clouds Space as the supplier.

It presented its report and recommendations to the Executive Committee, which settled on Africa Cloud as the supplier.

The system will offer membership and event management; provide a virtual voting platform and management of continuous professional development among other digital services.

### 3) CHALLENGES

Sustainability remains one of the key challenges that KEG must confront and address. The Guild needs to pursue various strategies to ensure this happens. The Finance Committee proposes the following strategies for sustainability:

- a) **Diversification of funding sources:** Relying on a single source of funding can be risky. The Guild should look for ways to diversify its funding sources, including multi-year grants, donations, sponsorships, and fundraising events. The committee explored several options during the year under review, which kept KEG afloat.
- b) **Donor retention:** Keeping existing donors engaged and interested in the Guild is as important as acquiring or attracting new ones. We have managed to retain some old donors while also attracting new ones.
- c) **Developing a sustainable business model:** This has proven challenging but KEG should continue to explore ways to offer products and services that align with the Guild's mission. For example, KEG can sell branded products such as hoodies, T-shirts, pens, notebooks and other merchandise to its members, media stakeholders and even the public to sustain the organisation
- d) **Build partnerships:** The Guild should enhance its strategic partnerships with other organisations, corporations, and government entities to expand its reach and networks, collaborate on projects and share resources.
- e) **Embrace technology:** The Guild should leverage technology to streamline operations, reduce costs, and reach new audiences. For example,

increasing the use of social media can help connect with more editors and journalists and to promote its mission.

### 4) FUNDRAISING OPTIONS

- a) **Host fundraising events:** KEG can organise events for members and the public to encourage them to raise funds. Examples include charity walks, auctions, cocktails and concerts as well as benefit dinners. Though we explored this route, unfortunately no single fundraising event was held in 2024
- b) **Crowdfunding:** Use crowdfunding platforms to raise money for specific projects or initiatives. Crowdfunding campaigns can generate interest and support for a cause. This can include campaigns for media freedom, journalism sustainability and media leadership.
- c) **Grants:** Proactively seek grant opportunities from foundations or government agencies that align with the Guild's mission, especially on research.
- d) **Corporate partnerships:** Build relationships with local businesses and corporations that share KEG's mission. The Guild can also consider offering sponsorship opportunities that provide exposure for corporate brands. This can work well beyond the editors convention to include meetings such as the Annual General Meetings.
- e) **Direct mail:** Send letters to members and potential donors requesting donations, explaining how the donations will make a difference and how that aligns with their missions.
- f) **Online fundraising:** Utilise online fundraising platforms like GoFundMe to accept donations from individuals who believe in promoting free and independent media.

Finally, we call upon more members to come forward to offer their time, service and expertise for the betterment of KEG.

**Asanteni**  
**Francis Openda**  
**Finance Committee Chairman 2024**

# FINANCIAL STATEMENTS FOR THE YEAR ENDED DECEMBER, 2024

## STATEMENT OF COMPREHENSIVE INCOME KENYA EDITORS GUILD ANNUAL REPORT AND FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024

	2024 Kshs	2023 Kshs
Revenue		
Income	47,647,075	35,746,188
	<u>47,647,075</u>	<u>35,746,188</u>
Expenses		
Administrative expenses	10,669,720	16,099,443
Programme expenses	23,879,164	23,600,888
Finance costs	147,391	122,866
	34,696,276	39,823,197
Taxation in interest income	<u>281,857</u>	<u>-</u>
Funds surplus/(deficit)	<u>12,668,942</u>	<u>(4,077,009)</u>

## STATEMENT OF FINANCIAL POSITION KENYA EDITORS GUILD ANNUAL REPORT AND FINANCIAL STATEMENTS AS AT 31 DECEMBER 2024

	2024 Kshs	2023 Kshs
Assets		
Non-current assets		
Property, plant and equipment	1,668,868	2,002,414
Current assets		
Trade and other receivables	8,180,492	5,331,537
Cash and bank balances	<u>11,927,899</u>	<u>3,578,563</u>
	20,108,391	
	<u>8,910,100</u>	
Total assets	<u>21,777,259</u>	<u>10,912,514</u>
<b>Equity and liabilities</b>		
Reserves		
Accumulated fund	20,425,868	7,149,265
	20,425,868	
	<u>7,149,265</u>	
Current liabilities		
Accounts payable	<u>1,351,391</u>	<u>3,763,249</u>
	1,351,391	3,763,249
Total equity and liabilities	<u>21,777,259</u>	<u>10,912,514</u>

**INCOME AND EXPENDITURE STATEMENT**  
**KENYA EDITORS GUILD**  
**ANNUAL REPORT AND FINANCIAL STATEMENTS**  
**SCHEDULE OF OPERATING EXPENSES**  
**FOR THE YEAR ENDED 31 DECEMBER 2024**

	<b>2024</b> <b>Kshs</b>	<b>2023</b> <b>Kshs</b>
<b>Income</b>		
Grants	31,812,076	18,757,117
Press club luncheon -	23,000	
Membership fees - annual	2,352,334	2,118,706
Convention income	12,540,341	14,374,040
Revenue - General	2,800	15,030
Sales	-	386,377
Interest income	939,524	51,918
Other operating income (expenses)	-	20,000
	<u>47,647,075</u>	<u>35,746,188</u>
<b>Administration expenses</b>		
Office expenses	1,061,158	2,075,164
Kenya media working group support	112,500	-
Printing & reproduction-KJR and other publications	37,250	158,310
Computer, internet and networking expenses	63,150	135,408
Professional and organizational development work	941,594	1,236,280
Audit fees	98,000	94,958
Strategic plan development and donor engagements	84,494	2,656,561
Equipment rental	37,700	-
Rent expense and service charges	1,140,000	1,140,000
Depreciation	333,547	419,980
Travel expenses	97,923	869,565
Salaries & wages	6,156,759	5,324,044
Staff cost	169,000	160,200
AGM and other meeting expenses	186,200	1,146,391
LSK legal week expenses	7,500	-
Subscription	136,495	199,022
Repairs and maintenance	6,450	21,934
Commissioning of KJR stories	-	418,625
Insurance - General	-	35,000
Media accreditation fees	-	8,000
	<u>10,669,720</u>	<u>16,099,443</u>
Finance costs		
Bank service charges	147,391	122,866
	<u>147,391</u>	<u>122,866</u>
<b>Programme expense</b>		
Annual Convention Year -2024	6,864,792	11,223,657
Implementation cost - donor expenses	17,014,372	12,377,231
	<u>23,879,164</u>	<u>23,600,888</u>
Total expenditure	<u>34,696,276</u>	<u>39,823,197</u>

# *Appreciation*

The Guild appreciates various sectors for making 2024 a successful year. We wish to thank members, donors/ partners/ policy makers, board members, staff, beneficiaries/ journalists, media stakeholders and members of the public.

# LIST OF & ABBREVIATIONS & ACRONYMS

<b>AWCFS</b>	African Woman and Child Feature Service
<b>BBC</b>	British Broadcasting Corporation
<b>CEO</b>	Chief Executive Officer
<b>CPD</b>	Continuous Professional Development
<b>EAC</b>	East African Community
<b>EAES</b>	Eastern African Editors' Society
<b>EGE</b>	Editors Guild of Ethiopia
<b>KBC</b>	Kenya Broadcasting Corporation
<b>KCA</b>	Kenya Correspondents Association
<b>KEG</b>	Kenya Editors' Guild
<b>KMSWG</b>	Kenya Media Sector Working Group
<b>KUJ</b>	Kenya Union of Journalists
<b>MCK</b>	Media Council of Kenya
<b>MOA</b>	Media Owners Association
<b>MOU</b>	Memorandum of Understanding
<b>NMG</b>	Nation Media Group
<b>RAG</b>	Radio Africa Group
<b>TAEF</b>	The African Editors Forum
<b>TEF</b>	Tanzania Editors' Forum
<b>UEG</b>	Uganda Editors Guild
<b>UNESCO</b>	United Nations Educational, Scientific and Cultural Organisation
<b>UNIS</b>	United Nations Information Services

## MEMBERS OF THE KENYA MEDIA SECTOR WORKING GROUP PARTNER ASSOCIATIONS (2024)

1. Kenya Editors' Guild (Co- Convenor)
2. Kenya Union of Journalists (Co-Convenor)
3. Article 19 Eastern Africa
4. Communication Authority of Kenya
5. Media Owners Association
6. Kenya Correspondents Association
7. Internews Kenya
8. Association of Media Women in Kenya
9. Political Journalists Association of Kenya
10. Kenya Parliamentary Journalists Association
11. Kenya Environment and Science Journalists Association
12. Digital Broadcasters Association
13. Journalists for Human Rights
14. Association of Devolution Journalists
15. Association of Freelance Journalists
16. Kenya Community Media Network.
17. Journalists for Human Rights
18. Association of Professional Broadcasters
19. International Association of Women in Radio and Television
20. Eastern Africa Editor's Society



**Members of the Kenya Editors guild during the media protests in Nairobi**



**The Deputy President of Kenya, Prof. Kithure Kindiki, and former ICT CS Margaret Ndung'u (left) arrive for the official opening of the 2024 Annual Editors' Convention.**



**Dr. Canisius Kanangire, AATF Executive Director, and Zubeidah Kananu, the President of the Kenya Editors' Guild, signing of the MoU at the AATF offices in Nairobi, Kenya on May 24, 2024.**



**kenyaeditorsguild**



**KenyaEditors**



**kenyaeditors**



**[www.kenyaeditorsguild.org](http://www.kenyaeditorsguild.org)**