

**INNOVATIVE STORYTELLING FOR PUBLIC GOOD:
BUILDING TRUST AND DRIVING CHANGE IN THE DIGITAL AGE**

REPORT OF THE 7TH ANNUAL KENYA EDITORS' GUILD CONVENTION

NOVEMBER 27 – DECEMBER 1, 2024
SAROVA WOODLANDS HOTEL, NAKURU COUNTY

INNOVATIVE STORYTELLING FOR PUBLIC GOOD: Building Trust and Driving Change in the Digital Age

EXECUTIVE SUMMARY

The Seventh Annual Kenya Editors Guild Convention took place at Sarova Woodlands Hotel, located 4.5km from Nakuru City's central business district, from November 27 to December 1. This was the editors' second convention in the county, where they first met at the Great Rift Valley Lodge in Naivasha in 2021.

Since its inaugural convention in 2018 in Nairobi, KEG has also met at Travellers Beach Hotel, Mombasa, in 2019; Ciala Resort, Kisumu County, in 2020; Leopard Beach Hotel, in Kwale County, 2022; and Pridelnn Paradise, Mombasa County, in 2023.

Previous conventions have addressed the following contemporary issues:

- Leading Change and Innovations --2019;
- Redefining the Media in the Post-Covid Era --2020;
- Elections, Sustainability and Public Trust – 2021
- Beyond Elections: Public Interest and Sustainable Newsrooms – 2022
- Reimagining Tomorrow's Journalism Today-- 2023.

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

The programme consisted of five segments: knowledge tracks primarily led by donors; training sessions combined with interactive and plenary discussions on emerging industry issues; an official opening; and bonding activities for members, which included outdoor community impact initiatives such as tree planting. The highlight of the four-day event was the Gala Night, which celebrated and honoured outstanding members and individuals who have contributed to the country's socioeconomic and political transformation.

Although a few sessions were affected by the absence of key presenters due to unforeseen circumstances, and some had to be reshuffled to accommodate the evolving changes, the programme generally ran smoothly, as potential absentees adopted online delivery – testament to the agility of the digital media.

The first day was dedicated to travel, registration and check-in. A team of about 100 editors left Nairobi on two minibuses around noon and arrived in Nakuru close to 4pm. Although the original programme anticipated some sessions for the day of arrival, this was not feasible. Accordingly, the programme was adjusted to start the following day, Thursday, November 28. Below are the highlights:

The outcome of the first session on biotechnology and genetically modified organisms (GMOs) indicated that there is work to do to convince the general populace and journalists (or information media) that GMOs are superior to traditional crops.

This may pose a challenge for the scientific community, given that the journalists, whom the session hoped would minimise misinformation and disinformation affecting the uptake of GMOs, may not have control of the situation. As observed at the concept stage, information gathering and dissemination is no longer the sole purview of professional journalists. Ordinary people are now collecting and sharing information and have built growing and vibrant audience bases – a fandom. With only smartphones, they attract advertisers and make a living.

The session titled “Generation Equality”, which coincided with the “16 Days of Activism Against Gender Violence”, was decidedly vibrant. Key highlights included the recognition of the media as crucial for driving gender equality, as it shapes perceptions, amplifies voices, and holds institutions accountable, besides being a powerful catalyst for change. The session acknowledged KEG’s efforts in training of journalists, building a database of gender experts, and embedding gender equality discussions in its annual conventions to demonstrate the media’s ability to drive tangible progress under the Generation Equality framework.

However, participants noted that deeply rooted gender norms and stereotypes hinder inclusive gender-sensitive reporting.

The “Online Safety” session, also on the first day, proved to be engaging, especially given accusations against Safaricom that it had used technology to troll and endanger the lives of Gen-Z protesters earlier in the year -- claims the Safaricom presenter denied.

The session debunked the perception that SIM swapping is the most common cause of cyber fraud. In fact, SIM swapping accounts for only 0.5 per cent of cyber fraud, with requests to send money ranking as the top issue.

Another highlight of the convention was the session on “Embracing Artificial Intelligence (AI) tools in Investigative Journalism”. Just a year after the Mombasa edition of the convention, it was evident that the media had gone a long way in embracing AI. The session was so vibrant that organisers were asked to consider taking questions in advance to manage the flood of inquiries following the presentations. Notably, conversations about new technologies have been a recurrent feature over the last 20 years.

The difference between previous discussions and the Nakuru convention was that, while past conversations were steeped in fears, anxieties, and uncertainties, the latest convention was determined to be bold and embrace the new normal. The editors arrived in Nakuru aware of the dynamic nature of this new normal. “The communication platforms that form our operational structures can no longer be predictable, calling for the industry players to be adaptable and agile,” KEG shared with its partners before the convention. The direction of discussions proved that they were on the right track.

Unlike in the past, when new technology induced fear and trepidation, ongoing conversations seem to have convinced the media, and editors in particular, that the new terrain, far from posing a threat, was providing new opportunities to collaborate and do things differently

Friday, November 29, turned out to be the most challenging day of the convention. An unexpected change in the schedule for the keynote speaker necessitated a last-minute reshuffle of the programme, resulting in three out of the expected five presenters being absent. Despite the decision to continue with the available two, the session felt rushed due to uncertainty surrounding the start time of the official opening.

Titled: “Leveraging Technologies for Media Partnerships”, the session emphasized that embracing new technology also poses challenges, such as copyright infringement and brand appropriation. Therefore, regulators should ensure that content creators’ products are protected. Editors, in turn, have a duty to report violations to deter their occurrence.

The guest speaker’s address was the highlight of the convention, with Deputy President Kithure Kindiki and the editors taking the opportunity to voice their grievances. A key concern of the media was journalists’ safety, while the DP complained about what he described as the media's reluctance to offer the state a chance for a right of reply while at the same time emphasizing the mutual dependence between the state and the Fourth Estate.

The convention also highlighted journalism’s place in societal and global dynamics, with the DP acknowledging and lauding the media’s leading role in climate change discussions, primarily through the training of journalists.

A big win for the media at the convention was the Deputy President’s concession that the Media Council of Kenya, not the Communications Authority of Kenya, regulates media content.

Other than a few inevitable changes and a crammed programme, we successfully delivered what we set out to do at our seventh annual convention.



PREVIOUS - KEG
ANNUAL CONVENTION

INNOVATIVE STORYTELLING FOR PUBLIC GOOD: Building Trust and Driving Change in the Digital Age

Day 1 of the convention was dedicated to travel, registration, and check-in. A team of 34 editors left Nairobi on two minibuses (17 each) around noon and reached their destination close to 4pm, with a health break in Naivasha. Thirty-three other participants used private means to Nakuru. The leisurely drive allowed the old guard to catch up and bond. It was also an opportunity for new members to get to know each other. The reception at Nakuru's Sarova Woodlands Hotel was smooth and cordial, followed shortly by afternoon tea.

Although the original programme anticipated close proximity to the convention venue and had scheduled activities for 2pm-5pm, this was not possible. As such, besides dinner and a few informal meetings, little else happened on Day 1, making it a relaxing arrival day to recharge for Day 2,

Kenya Wildlife Service (KWS) Senior Assistant Director, Central Rift Conservation Area, Ms Lucy Makosi, presented a mood-setting video, describing the media as “one of the biggest stakeholders that we have



KWS Senior Assistant Director, Central Rift Conservation Area, Ms Lucy Makosi, delivers her opening remarks at the 7th edition of the Kenya Editors' Guild Annual Convention

CEO's Opening Remarks

KEG's Chief Executive Officer Rosalia Omungo welcomed delegates to the Convention, noting that the Guild is the foremost professional association for editors in Kenya, and exists to promote professionalism and excellence in journalism. The organisation has 300 members, including senior editors in television, print, academia, radio and the digital media.

KEG's work cuts across key thematic areas such as membership development, of which the annual convention is apart. The convention provides an opportunity for networking, giving back, introspection and interrogation of industry issues. Media development includes training of the next generation of editors through mentorship and media clinics, jointly with schools of journalism.

KEG also engages with community members through Town Hall meetings, an initiative aimed at Taking the Media to the People. The meetings have helped demystify the work of editors and allowed members of society to be heard.



KEG chief executive officer, Ms Rosalia Omungo, speaking at the opening session of the Convention at Sarova Woodlands Hotel, Nakuru City.

The Guild’s work transcends Kenya’s borders as it collaborates with other media associations in the region. In this regard, it is part of the Eastern Africa Editors’ Society and also convenes the Kenya Media Sector Working Group (KMSWG), a coalition of key media actors that brings together journalists and civil society organisations. The working group meets to discuss the media’s operating environment, guided by Articles 33, 34, 35, 36 and 37 of the Constitution of Kenya, 2010, which address freedoms of expression, media, access to information and assembly, respectively.

Through the Policy, Research and Advocacy component, KEG has courageously addressed pressing issues and responded to emerging threats to journalism and safety of its members in the line of duty.

“We have embraced the power of connection, and are happy to welcome on board new collaborators and partners this year,” the CEO concluded her welcoming remarks with a documentary of some of the issues that emerged in 2024 and KEG’s response.





Delegates sing the national and East African anthems at the opening of the Convention



Delegates at the Convention



Members Eric Obino (left) and Tim Wanyonyi



KEG's Assistant Programmes Officer Annie Waite conducts last-minute checks on the first day of the convention



KBC Radio News Editor Agnes Mwangangi at the opening session

Activity title: Biotechnology: The pitfalls of misinformation and disinformation

Activity date: Thursday, November 28, 2024

Venue: Sarova Woodlands Hotel, Nakuru City

County: Nakuru

Lead person: Rebecca Mutiso

1.0 Introduction

The objective of this session was to raise awareness of the national biosafety regulatory framework and to highlight its role in ensuring the efficacy and safety of genetically modified organism (GMO) products in Kenya; to highlight emerging factors influencing public perception of GMO products in Kenya. The session aimed to:

- Explore the trends in the GMO debate,
- Define the role and support of the media.
- Identify emerging factors influencing public perception of GMOs in Kenya.

Expected outcomes included influencing the regulatory framework and developing national capacity to ensure the efficacy and safety of GMO products. In addition, the session sought to emphasize the factors influencing public perception and their impact on the GMO debate.

2.0 Context

Climate change and other factors have strained Kenya's food systems, leading to a future outlook of food insecurity. The ethical use of biotechnology seeks to address this issue by preventing hunger and famine, while promoting health and nutrition. Key objective include producing nutritionally enhanced, drought-and-disease-resistant crops and increasing their quantity to ensure food security, as well as improving the sustainability of non-food crops.

3.0 Methodology

Editor Bernard Mwinzi delivered a physical presentation, while Dr Emma Kovak from the Breakthrough Institute – an environmental research centre in Oakland, California -- and Ms Anne Muia, senior biosafety officer at the National Biosafety Authority, presented virtually

4.0 Number and gender of session participants

Category	Male	Female	Total
	52	99	161
Persons with	1	0	1

disability			
Total			161

5.0 Key takeaways/achievements

The session provided a forum for experts to emphasize that biotech foods undergo numerous tests and checks to ensure they are safe for consumption. The technology can help produce higher quality crops and increase their yield, thereby ensuring food security and the sustainability of non-food products.

6.0 Challenges experienced

It was noted that discussions on biotechnology were clouded by entrenched misconceptions and myths. Misinformation on the subject is rife amongst journalists. The virtual participation of a US-based scientist and a government official limited interaction with editors on the broad topic that required more time for discussion. Presenters raised concerns about misinformation, which they attributed to cultural factors. They noted that most people tend to trust what they know and resist new ideas that they do not fully understand.



From left: China Media Group Africa PR manager, Ms Hu Yue, China Media Group Africa Bureau Chief, Ms Song Jianing and Director of News gathering CGTN Africa, Ms. Wu Shengyu pay keen attention to the GMO online presentations.

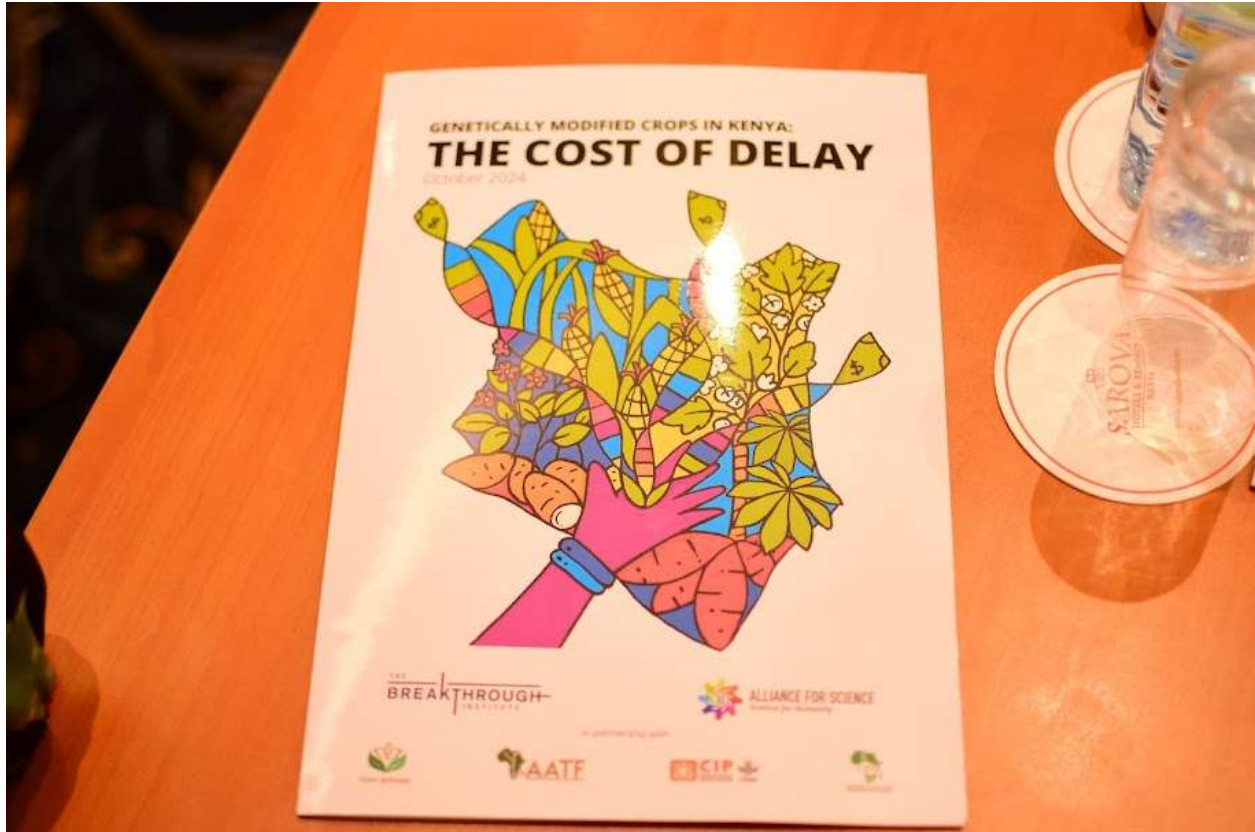
Mwinzi asserted that the media have shaped perspectives on biotechnology, mainly through the images used and the language employed in messaging. He emphasized that biotechnological interventions need to be reported in context and accurately to avoid misinformation. Biotechnology and genetically modified (GM) foods continue to be confused with fake food, medically enhanced products, gene splicing, cancer, health and safety concerns



Bernard Mwinzi presenting during the biotech session at the Seventh Annual Editors' Convention

A significant challenge to the acceptance of GMOs stems from how they are illustrated – with a needle and syringe – implying that the crops have been injected with some kind of drug.. “Audiences will look at the images that we present as true representations of GMOs and that affects how people perceive GMOs,” he said, describing it as “accidental sensationalism”.

While updating the editors on a handbook AATF plans to launch in 2025 to guide reporting on biotechnology, Mwinzi called for ethical, effective and truthful reporting on GMOs.



“The Cost of Delay” booklet, copies of which were *distributed to delegates*

Ms Anne Muia, Senior Biosafety Officer at the National Biosafety Authority, said that before approving biotechnologically enhanced products, they ensure their ethical production, safety, and benefits to the population. The Authority is committed to ensuring crop quality, she added.



KEG members follow Ms Anne Muia and Dr Emma Kovak's virtual presentations

In her virtual presentation, Dr Emma Kovak of BTI/OFAB/AfS noted that unnecessary delays in Kenya's commercial adoption of Bt maize had cost farmers and consumers US\$67 million (Ksh 8.6 billion).



Inset: Dr Emma Kovak’s illustration during her online presentation on genetically modified crops.



Delegates follow a virtual presentation at the Annual Editors Convention.



Verenardo Meeme, Programme Officer, Open Forum on Agricultural Biotechnology (OFAB), speaking to journalists after making his presentation at the convention.

7.0 Lessons learned

Be ready to improvise: Online participation was quickly arranged when a panellist was unable to attend physically.

8.0 Recommendations and Conclusions

Editors and journalists should be receive training in science reporting. Likewise, scientists need training in how to communicate complex information effectively to journalists. Journalists should be encouraged to humanize biotechnology stories to make them more relatable to audiences. There is also a proposal for journalists and editors to develop a document defining common terms in biotechnology.



KEG_Convention20



THURS28

24_PRO GRAMME_NPARTICIPANTS ANNL

Activity title: Generation Equality

Activity date: Thursday, November 28, 2024

Venue: Sarova Woodlands Hotel, Nakuru City

County: Nakuru

Lead person: Rebecca Mutiso

1.0 Introduction

Queenter Mbori, CEO of the Association of Media Women in Kenya (AMWIK) moderated this session, which focused on “Engaging Media as Partners and Commitment Makers in Generation Equality.” She was joined by chief presenter Aijamal Duishebaeva, Regional Project Coordination Specialist, Generation Equality, UN Women Eastern and Southern Africa, Ruth Nesoba, KEG vice-president and session lead, and Rosalia Omungo.

The session, which coincided with “10 days of Activism Against Gender Violence” (November 25 – December 10), aimed to accelerate gender equality and implement the commitments of Beijing+25 ahead of Beijing+30 later in 2025. Aijamal’s PowerPoint presentation sought to help editors understand the initiative, which is central to the UN’s Sustainable Development Goals (SDGs).

2.0 Context

The Eastern and Southern Africa region continues to face significant gender disparities, including high rates of gender-based violence (GBV). By dedicating a session to gender equality, KEG and its affiliates aimed to strengthen support for the campaign to end GBV.

In her 11-page PowerPoint presentation, Aijamal provided an overview of Generation Equality. In addition to accelerating the implementation of the Beijing Platform for Action (BPfA) and the SGDs, Generation Equality seeks to drive greater accountability, resourcing and commitment in the lead-up to Beijing+30.

Key themes – including GBV, Technology and Innovation for Gender Equality, and Feminist Action for Climate Justice – aligned closely with KEG’s agenda

3.0 Methodology

The panel discussion, whose lead presenter, Aijamal, used PowerPoint, included Ms Nesoba, Ms Mbori (the moderator) and Ms Omungo (the host).

4.0 Number and sex of participants who attend the session

Category	Male	Female	Total
	52	99	161
Persons with disability	1	0	1
Total			161

5.0 Key achievements of the intervention/activity

The key takeaways from the session included:

- The media plays a crucial role in driving gender equality. It shapes perceptions, amplifies voices, and holds institutions accountable.
- The media serves as a powerful catalyst for change.
- Media has the power to challenge harmful norms, amplify the voices of the marginalised, and hold power accountable.
- KEG’s initiatives, training journalists, building a database of gender experts, and embedding gender equality discussions in its annual conventions, demonstrates media's ability to drive tangible progress under the Generation Equality framework;
- Partnerships, such as that between KEG and UN Women, are essential for equipping journalists with the tools, knowledge, and networks needed to produce impactful and survivor-centred reporting;
- Under Technology and Innovation for Gender Equality initiative, editors were made aware of the need to bridge the gender gap in digital access and competencies, invest in technology and innovation, as well as prevent and eliminate online and tech-facilitated GBV.
- KEG can leverage the support of the more than 30 partners that have joined the Action Coalition Leadership Structures, all committed to advancing the Generation Equality agenda.
- Aijamal made a compelling case for Media for Generation Equality, inviting media professionals to become strong advocates for the initiative.
- The PowerPoint session highlighted examples of countries that had committed to Generation Equality. They include Turkey, the UK, Canada, and the USA. Turkey’s *Milliyet* newspaper plans to run at least one strong advocacy campaign per year until 2026, and will feature “Gender Equality Stories” – a weekly special section. The UK is working through the Global Media Campaign to end FGM was working to end female genital mutilation in 15 FGM-practising countries. Mutual Productions Canada is involved in gender equality storytelling, while The Female Quotient in the US is engaging globally to bridge the digital divide.

- The presentation concluded with Aijamal’s invitation for journalists to commit to Generation Equality.

6.0 Challenges experienced

The panellists revealed that:

- Deeply rooted gender norms and stereotypes hinder inclusive gender-sensitive reporting;
- Journalists often lack access to training, data, and tools for ethical and informed reporting on gender equality;
- Covering sensitive issues such as GBV and survivor dignity requires specialised skills and ethical consideration;
- Some media outlets prioritise profit over advocacy, side-lining critical gender issues.

7.0 Lessons learned

The session underscored the latent power of collaboration for a common cause.

8.0 Recommendations and Conclusion

Among the recommendations from the session were:

- **Co-creation of content:** Media should partner with civil society to produce investigative stories, documentaries, reports, and campaigns that highlight real life experiences and amplify marginalised voices.
- **Collaborate with advocacy organisations:** Partner with UN Women and gender-focused NGOs for resources, training, and fact-checking support.
- Participate in campaigns promoting gender equity in media.
- Utilise civil society’s expertise and grassroots networks to inform and validate media narratives.
- **Joint advocacy campaigns:** Collaborate on campaigns such as 16 Days of Activism Against GBV, using shared resources and platforms for maximum outreach. Write stories to be featured on key international days such as International Women’s Day and Women in Media initiatives.



THURS28
PARTICIPANTS ANNU



KEG_Convention20
24_PRO GRAMME_N



Aijamal Duishebaeva, Regional Project Coordination Specialist, Generation Equality, UN Women Eastern and Southern Africa, addresses



KEG Vice President Ruth Nesoba (centre) responds to Ms Aijamal Duishebaeva's presentation.



Meal time at the Convention



Delegates follow the Generation Equality presentation



Staff from the Social Health Authority, which co-sponsored the Convention, register editors for the Social Health Insurance Fund.



KEG Executive Committee member (Television) Millicent Awuor at the display area. Editors who have left mainstream showcased the products that currently occupy their time, demonstrating that there is life outside the newsroom. Soy Pure Honey, produced by former Nation Media Group editor and KEG member Tim Wanyonyi, sold quickly.



KEG president Zubeidah Kananu (right) and vice president Ruth Nesoba on the first day of the convention.



From left, KEG's CEO, Rosalia Omungo, vice-president Ruth Nesoba, AMWIK Executive Director Queenter Mbori, and UN Women's Aijamal Duishebaev.

Activity titles: Current & Emerging Fraud Technologies, and Mitigation/Online Safety

Activity date: Thursday, November 28, 2024

Venue: Sarova Woodlands Hotel, Nakuru City

County: Nakuru

Presenters: Eric Mugo (Safaricom) and Keagile Makgoba (TikTok)

Lead person: Dr Lydia Radoli

1.0 Introduction

The destruction of completed or near-finished work through cyber attacks is a nightmare for the victim. The objective of the two related sessions, presented by Safaricom and TikTok representatives, was to enable journalists to recognise and utilise media tools to promote the safety and integrity of their work. The expected outcome was to empower journalists to identify and mitigate external and internal threats to their systems to ensure integrity of their products.

2.0 Context

The first session, titled “Current & Emerging Fraud Technologies and Mitigation”, was presented against the backdrop of rising cyber fraud cases. Safaricom’s Senior Manager of Ethics, Mr Eric Mugo, assured editors that while SIM swaps are a growing concern, they represent on a small fraction of fraud cases. Although Safaricom records 24,000 SIM swaps daily, less than 0.5 per cent of these are fraudulent. Mugo noted that there are both internal and external drivers of cyber fraud.

3.0 Methodology

Moderated by Dr Lydia Radoli of Daystar University, the session involved presentations by two corporate representatives – Eric Mugo for Safaricom PLC, and Ms Keagile Makgoba, Head of Communications, Sub-Saharan at TikTok, based, South Africa. Makgoba addressed Online Safety.

4.0 Number and gender of session participants

Category	Male	Female	Total
	52	99	161
Persons with disability	1	0	1

Total			161
--------------	--	--	-----

5.0 Key achievements of the intervention

The session clarified editors' perceptions of the most prevalent cyber fraud cases as follows:

- Contrary to perceptions, SIM swaps are a tiny fraction of the fraud cases recorded at Safaricom. Out of 24,000 daily swaps recorded daily, less than 0.5 per cent are fraudulent.
- The more common fraud cases involve strangers soliciting money.
- Safaricom responds to and compensates victims of cyber fraud for which they are culpable.
- The company remains vigilant and responds swiftly to suspicious trends in specific areas; for instance, Bomet and Narok were cited as hotspots.
- Fraudsters also use tactics such as drugging victims in clubs, running Ponzi schemes, and conducting online sales where they provide till numbers but block users after receiving fraudulent payments.
- Fraudsters also exploit product failures, seeking weaknesses in newly launched products to take unfair advantage.
- Safaricom is addressing a system failure that currently prevents the reversal of Fuliza fraud.
- The company does not eavesdrop on private calls. While technically possible, it is "very expensive", Mugo said, citing Israel's investment in surveillance. "With Safaricom having 40 million subscribers, it is practically impossible to eavesdrop on them," Mugo said.

6.0 Challenges experienced

No challenges were reported by Safaricom.

7.0 Lessons learned

While Safaricom demonstrates a willingness to compensate victims when deemed culpable, the burden of proof largely rests on the victim. This requirement, along with the bureaucracy involved -- including reporting to the police -- can deter victims of cyber fraud.

8.0 Recommendations and Conclusion

While there were no detailed recommendations or conclusions provided by the presenter, it was evident that Safaricom is eager to dispel the perception that it collaborates with the state against certain segments of the population.

About TikTok

The TikTok Sub-Saharan Africa head of communications, Ms Keagile Makgoba, and her team, assured editors that TikTok has robust safety systems that informed and proactive users can benefit from. Here's is how:

- The firm launched a Safer Together campaign this year, educating users on key safety tools for a more positive experience on the platform.
- Users can opt for a private account, restrict viewership on their videos, and control comments. TikTok also enforces age restrictions to protect users under-16-year-olds. This was in response to editors' concerns about copyright infringement, impersonation and muting of content. The deletion of posts or loss of accounts due to community guideline violations emerged as contentious issues during the session.
- Users should adhere to rules prohibiting gambling content to avoid losing their accounts.
- There is no preferential treatment for users with a massive following; however, users may receive the benefit of the doubt if they appeal for account review and reinstatement. of the account.
- Pereruan Kenana, the TikTok communications lead for Kenya, emphasised the importance of account verification.
- Makgoba noted that the media has contributed to TikTok's "remarkable" year, citing the example of Kenyan Lillian Kariuki, who was appointed to the Sub-Saharan Africa Safety Advisory Council.
- Vivian Chuene, the content publisher partnerships lead for Sub-Saharan Africa, gave advise on post length, sound, and frequency of posts, along with examples from creators.
- .

Annexes



THURS28
PARTICIPANTS ANNUL



KEG_Convention20
24_PRO GRAMME_N



Keagile Makgob, TikTok South Africa Head of Communications, addresses delegates on Current & Emerging Fraud Technologies and Mitigation/Online Safety.



KEG president Zubeidah Kananu poses a question during the session on Current & Emerging Fraud Technologies and Mitigation/Online Safety.



Delegates follow the day's proceedings.



From left, Keagile Makgoba, Head of Communications at TikTok South Africa, KEG Executive Committee member Linda Bach, and editorial consultant Dorothy Kweyu confer after Keagile's presentation on Online Safety.



Pereruan Kenana, Communications Lead at, Tik Tok Kenya, displays the sponsor's merchandise after her presentation on online safety.

ACTIVITY REPORT

Activity title: Embracing Artificial Intelligence (AI) Tools in Investigative Journalism

Activity date: Thursday, November 28, 2024

Venue: Sarova Woodlands Hotel, Nakuru City

County: Nakuru

Lead person: Francis Mureithi

1.0 Introduction

The objective of the session was to train editors on tools for analysing documents, data, and financial reports . The expected outcome was to enhance their role as public watchdogs and elevating their reporting into impactful, in-depth journalism

2.0 Context

Newsrooms are improving their efficiency, accuracy, and content quality by adopting tools to remain relevant in a dynamic and digital landscape.

3.0 Methodology used to deliver the activity

The session featured a panel discussion led by Google’s Ken Kiunga, with Francis Mureithi and Carole Kimutai as moderators. Discussions focused on how media houses could utilise artificial intelligence (AI) in data analysis and investigative journalism

4.0 Number and gender of session participants

Category	Male	Female	Total
	52	99	161
Persons with disability	1	0	1
Total			161

5.0 Key achievements of the intervention/activity

By the end of the session, participants were equipped with the knowledge of AI tools that individual journalists and media houses can use in their newsrooms. These tools include:

- a) **Gemini:** A Google tool that provides story ideas and can help journalists craft titles.
- b) **Google Lens:** This allows a user to search for any object using their cameras. About 80 percent of fact-checked misinformation involves images or videos.

- c) **Google Fact Check Explorer:** This tool aggregates content pieces that have been fact-checked by other sources, helping journalists identify who has reviewed the content in question.
- d) **Pinpoint:** This AI-powered tool by Google is designed for analysing large documents. It helps investigative journalists in analysing texts, images, audio and bulky data. Media houses can upload PDF files with tables and the tool converts them to spreadsheets or CSV files.
- e) **Ask a Document:** This is a new feature on Google that allows journalists to upload a document on Pinpoint to discover its content. This feature is particularly suitable for court reporters.
- f) **News Consumer Insights:** The tool provides media houses to get AI-powered recommendations to grow their audience. It is especially suitable for newsletters, helping media houses analyse their readership and optimize their digital assets for maximum impact and targeted reach.

6.0 Challenges experienced

The time allocated for this session felt insufficient, as participants had more questions, particularly regarding available tools for newsrooms and communicators. To manage this, the moderator allowed a few extra minutes for further discussion.

7.0 Lessons learnt

The following lessons could benefit newsrooms and independent editors in Kenya:

Opportunities for media houses with Artificial Intelligence (AI)

Caroline Kimutai shared insights on the opportunities that media houses and independent journalists can leverage through AI. She shared the following tips:

- a) **Reports:** Media houses utilise use AI tools to generate reports that guide decisions such as placement of advertisements.
- b) **Editorial flow:** AI tools can help manage content flow in newsrooms, check grammar, and enhance the overall editorial process.
- c) **Background Information:** AI, newsrooms the opportunity to provide adequate background information for developing stories, such as the Adani/JKIA story, ensuring readers have the context they need.

8.0 Recommendations and conclusion

The KEG convention organisers could consider requesting participants to submit questions in advance to better address their needs during each session.

The busy day concluded with a tree-planting activity at the Menengai Crater, where remained in high spirits despite a threatening downpour following after the afternoon tea. Tree planting was adopted as a routine for future conventions.

Annexes



THURS28
PARTICIPANTS ANNU



KEG_Convention20
24_PROGRAMME_Ne



Ken Kiunga from Google News Initiative addresses delegates.



Carole Kimutai, Head of Content & Audio-Visual Storytelling at Burson, makes a point on Embracing Artificial Intelligence Tools in investigative journalism



KEG Executive Committee member Francis Mureithi makes his presentation..



It's storytelling time for Carole Kimutai, Head of Content & Audio-Visual Storytelling at Burson and Ken Kiunga from Google News Initiative



The session on Embracing Artificial Intelligence Tools in Investigative Journalism sparked intense discussions, as delegates eagerly expressed their opinions on the critical issues raised



From left: Joe Ageyo, Editor in chief, Nation Media Group, Ken Bosire, Programme officer, KEG, and Francis Mureithi, KEG Executive Committee member Online, plant a tree at Menengai Crater in Nakuru County. This tree-planting activity highlighted the Guild's commitment to combating Climate Change, a key topic at the Convention



Tom Jalio, Features Editor at The Star Publications, shares his thoughts on the first day of the Convention.

ACTIVITY REPORT

Activity title: Leveraging Technologies for Media Partnerships

Activity date: Friday, November 29, 2024

Venue: Sarova Woodlands, Nakuru City

County: Nakuru.

Lead person: Francis Openda

1.0 Introduction

Mr Francis Mureithi moderated the session. Speakers Victor Bwire and James Smart aimed to equip editors and content creators with the skills and knowledge of emerging technologies to expand the news mix and reach. They explored how innovative technologies podcasts and data, can guide storytelling decisions. The expected outcome was to widen editors' horizons and networks, enabling them to reach global audiences using new technologies to create compelling content.

2.0 Context

The media cannot ignore technology; instead, it should be embraced in their work. While storytelling remains constant, the mode of relaying stories has evolved due to technological innovations. It is, therefore, crucial to examine and internalise how the media can embrace technology while staying true to journalistic storytelling and delivering quality content.

3.0 Methodology

The session began with a brief introductory talk that provided perspective on technology in media and its impact on storytelling and journalistic roles. This was followed by a panel discussion and a question-and-answer session.

4.0 Number and gender of session participants

Category	Male	Female	Total
	94	66	160
Persons with disability	1	0	1
Total			

5.0 Key achievements of the intervention/activity

Why technology: The session elicited vibrant discussions about the media stance in the technological environment and the need for journalists to embrace technology, and make it work for them. The session noted that although technology has its downsides,

including the proliferation of unregulated content creators, its advantages significantly outweigh its disadvantages.

Enhancing journalism: While technology and innovation can be disruptive, they enhance journalism rather than eliminate jobs. Journalists were initially slow to transition from typewriters to computers, and similarly, we are slow to adopt emerging technologies. Likewise, we are slow in adopting emerging technologies. However, embracing these tools can improve our work. Fear of the unknown often fuels technophobia, leading to a focus on negative aspects. James posed the question: “Are social media giants our friends or enemies? He suggested they are ‘frenemies’, emphasizing the need to leverage what these big firms offer to our advantage.”

Technology and data: Technology has improved our work in the media, proving that it can coexist with good journalism. It provides data that helps us understand audience interests, allowing us to tailor our content accordingly. It also gives us innovative content formats creating, publishing and monetising our content.

Data validation: Technology validates the stories we pursue. We should embrace more data-led stories, as they provide insights into why a story is worth pursuing.

Transforming storytelling for audience satisfaction: Technology has transformed journalism. As audiences now consume various media formats, journalists must become versatile story-tellers. Our audiences no longer rely solely on radio, TV or print for news, compelling us to present stories in diverse formats.

Emerging challenges: Embracing new technology poses its own challenges, such as copyright infringement and brand appropriation. Therefore, we should look at our regulators/regulations to help us protect our content. We must engage our regulators to protect our content and take the initiative to report these issues to deter violations. As we embrace technology, we should tailor it to our needs. “We can’t copy and paste other people’s experiences,” Bwire, of the Media Council of Kenya (MCK) stated. We can use our experiences as lessons to guide how we use innovation in journalism.

Extending boundaries: Media houses should apply new technologies across all operations. They need to reassess the role of traditional methods, such as the printing press and physical newspaper delivery, to streamline processes and reach wider audiences. “Embracing technology is a professional affair. Let us serve the audience that wants our content by giving them good content to retain their trust,” James Smart of the Nation Media Group said. “We have the knowledge and the mandate to do it.”

6.0 Challenges experienced

A last-minute change of programme caused confusion. The session, originally scheduled to run later, became the first of the day to accommodate changes in the keynote speaker’s schedule. As a result, we ended up with two speakers instead of five, which rushed the session and left many questions unanswered.

7.0 Lessons learned

Going forward, we should ensure that all presenters, scheduled just before or after the keynote speaker are present to facilitate a smoother programme.

8.0 Recommendations and conclusion

Technology has helped to improve journalism and demonstrated that there is still a place for quality storytelling. We should, therefore, take advantage of technology to enhance our work by:

- **Exploring and embracing technology to make it work for us:** Tailor content to audience needs by using visuals such as TikTok, and leveraging social media to expand reach. Segment audiences to meet their diverse needs across different platforms;
- **Embracing data-led storytelling:** Use data to validate the stories you want to tell.
- **Confronting challenges:** Find ways to navigate the challenges posed by technology.
- **Prioritising our audience:** Our journalistic mandate is to deliver quality content; audiences; technology should enhance storytelling, not hinder it.
- **Copyright and intellectual property protection:** Collaborate with regulators to protect our rights.
- **Review regulations:** There is a need to update regulations to meet current and emerging needs.

Annexes



FRIDAY 29
PARTICIPANTS ANNUL



KEG_Convention20
24_PRO GRAMME_N



The African Editors Forum President, Churchill Otieno at the Convention



“It’s an appreciative moment for Zipporah Muthui, Senior News Producer at the Kenya Broadcasting Corporation, and Rebecca Mutiso, Manager, Accreditation and Compliance at the Media Council of Kenya.





Delegates during the session on Leveraging Technologies for Media Partnerships.



That's my story, Victor Bwire, Director of Media Training and Development at the Media Council of Kenya, seems to be telling James Smart of Nation Media Group during the plenary session on My Podcast Story.



KEG member Ng'ang'a Mbugua shares his views on the second day of the Convention



Capturing connections: Delegates strike a pose during the vibrant second day of the Convention

ACTIVITY REPORT

Activity title: The Chinese Experience

Activity date: 29/11/2024

Venue: Sarova Woodlands Hotel, Nakuru City

County: Nakuru

Name of Lead person: Ng'ang'a Mbugua

1.0 Introduction

The session featured KEG members Macharia Gaitho, Linda Bach, Tom Jalio, and Agnes Mwangangi. The objectives were to provide an opportunity for KEG members who visited China to share their experiences regarding the adoption and use of emerging technologies in digital media. The expected outcome was to equip members and editors with a critical understanding of how China's media utilises new technologies and identifies areas of collaboration.

Over the past three years, the Guild has partnered with the Chinese embassy to explore areas of technological cooperation and leverage technology to improve the media landscape in Kenya. This partnership was further strengthened when the team was offered an opportunity to travel to China and bring back valuable lessons. The travel objectives included enhancing partnership and cooperation between media houses and the bilateral relations between the two countries.

2.0 Context

China has generally been considered as ‘cloistered’, highlighting the need for opportunities for African journalists to experience the “real’ China.

3.0 Methodology used to deliver the activity

A panel discussion allowed the team that visited China to share their real-life experiences.

4.0 Number and gender of session participants

Category	Male	Female	Total
	94	66	160
Persons with disability	1	0	1
Total			

5.0 Key achievements of the intervention/activity

Use of technology in the media space: China is a leader in cutting-edge technology, consistently introducing new innovations. Media houses must adapt to the virtual reality and Artificial Intelligence landscape.

“In Beijing, there is extensive use of AI, particularly with CGTV [China Global Television Network] channels. The news channels use virtual reality and some programmes even use A-generated anchors. This technology is not yet available in Nairobi, KEG member Beatrice Marshall said. She added that China Media comprises 40 channels, offering a wealth of learning and opportunities.

Veteran journalist and consultant Macharia Gaitho noted his background as a paste-up artist before becoming a journalist. “Things have changed,” he said. “When I visited CGTV in China in 2012, it had a vast studio. Technology today has evolved and we have a lot of catching up to do [although] our media is very different from the Chinese experience.”.

Culture and learnings: Kenyan media tend to focus heavily on politics. In contrast, some stories in China promote tourism and heritage, encouraging internal tourism. As

Linda Bach explained, “it takes one-on-one visits between media organisations to take you there and we can improve on storytelling to know that it’s not always about politics. The visit opened my eyes; it was the first time I thought of learning Chinese. I can now count from one to 20. I also intend to enrol at the University of Nairobi’s Confucian Centre to study the language.”

Tom Jalio remarked: “We visited a theatre and watched an emperor with different empresses. They showcased their history through this performance.” He added: “Here we are struggling to encourage people to visit places, but in China, the majority of people are Chinese, who have visited their own tourist attractions.”

Agnes Mwangangi said she was in China in August for the Belt and Road project, noting that the Chinese use technology to preserve their culture. “What happened centuries ago is what they recreate using AI. They are using technology to ensure that memories are preserved for future generations. Observing their media evolution is enlightening,” she said.

State control and press freedom: State control significantly affects press freedom in many countries. This often requires media channels to cover stories in specific ways. During the plenary discussion, journalist Wanyama Chebusiri raised the issue of how the Chinese experience could inform media freedom in Kenya, suggesting that Chinese practise constructive journalism despite heavy censorship.

Beatrice Marshall explained that in her line of work, media houses, including CGTV, adhere to editorial policies that guide story pitches. “Line producers determine the direction of our coverage,” she said.

Gaitho said that one of the things he shared with Chinese colleagues was the history of Kenyan media and its commitment to freedom without government interference. “It was very simple. If you go back to the colonial period, you will find that all the pioneer freedom fighters used the independent media to counter the mainstream media of the day,” he said. “Even today, we depend on the same principles to call the government to account.”

The veteran journalist noted that Kenya has had BBC and CNN for ages and yet no one has complained that they are invading Kenyan politics. “That should not happen when CGTV also comes with their own stories,” he said.

Language: China is a vast and diverse society with many languages. As students show interest in learning Chinese, questions arise about the benefits of cultural exchanges.

Linda Bach noted that during their initial engagement, they met students in Mombasa, many of whom had taken Chinese language courses.

The Chinese Ambassador to Kenya announced that a memorandum of understanding had been signed recently, paving the way for increased support from China in the

coming years. “We shall have teachers from China to help students enjoy the benefits of this MoU,” he said.

6.0 Challenges experienced

No challenges were experienced during the visit to China.




7.0 Lessons learned

Media exchanges between the two countries are crucial as they broaden visitors’ perspectives. They also encourage participants to learn foreign languages and connect with historical narratives.

8.0 Recommendations and conclusion

There is a need for more cooperation and partnerships. More individuals should be sent to China to explore and generate new innovate ideas

Annexes

-  FRIDAY 29
-  KEG_Convention20
-  PARTICIPANTS ANNL 24_PRO GRAMME_N



Director at the Chinese Embassy, Liu Zhenyu, and the Third Secretary, Gao Xiang, follow the proceedings.



Veteran journalist and columnist Macharia Gaitho is all ears



Ondeko Aura from CGTV has the floor.



From left, Radio Africa Group editor Tom Jallo, CGTN news anchor Beatrice Marshall ,veteran journalist Macharia Gaitho, KEG Executive Committee member Linda Bach,, senior editor KBC Agnes Mwangangi, and KEG member and session moderator Ng'ang'a Mbugua



Guild CEO Rosalia Omungo follows the proceedings



Linda Bach makes a point during a plenary session

Activity title: Official opening by Deputy President Kithure Kindiki

Activity date: 29/11/2024

Venue: Sarova Woodlands Hotel, Nakuru City

County: Nakuru

Lead person: KEG President, Zubeidah Kananu

1.0 Introduction

Deputy President Kithure Kindiki's keynote address was preceded by an introductory and welcome speech by KEG president Zubeidah Kananu. The speech focused on the work of the 300-member organisation comprising practitioners from TV, print, academia, radio and digital media. It highlighted the organisation's milestones to date and its mandate to promote professionalism and excellence in journalism.

The annual convention, Ms Kananu noted, offers members a chance for introspection and discussion of industry issues led by editors, among other matters, contributing to the development of the media industry. The Deputy President later elaborated on this in his keynote address.

KEG is part of the East Africa Editors Society and a member of the Kenya Media Sector Working Group. This group convenes to discuss the media's operating environment, guided by articles 33, 34, 35, 36 and 37 of the Constitution. Freedoms of expression, media, access to information and assembly are key focuses of the Constitution of Kenya, 2010.

The president addressed threats to journalism and safety of members in the line of duty, which the DP later emphasized. The keynote address is integral to KEG's Annual Editors' Convention programme and is traditionally delivered by a high-profile personality (usually from government) considered competent to address the convention's key policy concerns. This year's theme was "Innovative Storytelling for Public Good: Building Trust and Driving Change in the Digital Age". Prof Kindiki centred his message on 'trust' between the State and the media.

2.0 Context

The Seventh Annual Editors' Convention was held against the backdrop of the Gen Z protests earlier in the year, which put the State and the media on a collision course. The protests resulted in the infringement of media ethics and freedoms, as well as and protesters' rights to lawful assembly.

3.0 Methodology

As indicated by the session title suggests, the keynote speech was delivered in the format of an address to the gathering of editors and other invited guests. (Full speech attached)

4.0 Number and gender of session participants

Category	Male	Female	Total
	94	66	160
Persons with disability	1	0	1
Total			

5.0 Key achievements of the intervention

The DP’s address was filled with messages from the State and the media, which, despite significant time constraints, were subjected to robust discussions at the convention’s apex session:

- **State-media relations:** Both estates wield significant power. The DP referenced Luke 12:48 from the Bible: “ ... to whom much is given, much will be required”. While the media is a powerful instrument for information and advocacy, tensions between the state and media persist.
- **Causes of tensions:** The media has been accused of partisanship and undermining social morality and national security in its pursuit of profits. In response, the media argues that the government seeks coverage through intimidation and has failed to protect journalists’ freedom and safety. Both estates possess enormous power and must be held accountable to heal the rift between them.
- **Right of reply:** The media has been accused of denying the state the right of reply, often publishing ‘tiny’ apologies that don’t reflect the gravity of state complaints.
- **Professional standards:** Journalists are urged to uphold high professional standards and to project a comprehensive portrayal of both the positive is encouraged to critically examine projects and policies, and highlight successes such as eCitizen’s role in combating corruption.
- **War on corruption and climate change:** The DP described corruption and climate change as national security threats, emphasizing that the media should help the State to fight both. KEG’s role in developing a manual for reporting on climate change was praised, along with Kenya’s leadership in climate matters. The DP noted Kenya’s hosting of the Africa Union Commission’s Climate Change Summit in 2023 and recognised KEG as a thought leader on climate change in Africa and globally.

- **Consultation and constructive criticism:** The Guild is encouraged to be available for consultation and constructive criticism of the government. Journalists are advised to leverage contacts with former colleagues in government for urgent consultations outside formal channels.
- **Media safety and freedoms:** Both the media and the state should refrain from violence. There is a need for a plurality of voices, but disagreements should not threaten national interests. The DP called for a balance between freedom of assembly, freedom of the media and public safety to ensure that extremist expressions of democracy do not overturn the constitutional order.
- **Apology for attacks on Media and the Catherine Wanjeri issue:** The DP apologised for attacks on the media, acknowledging KEG's concerns regarding assaults on journalists during the Gen Z demonstrations. The case of Catherine Wanjeri, the Nakuru journalist whom police shot by police during the demonstrations on July 16, had not been addressed due to a transition in the leadership of the Independent Policing Oversight Authority (Ipoa). The DP undertook to follow up on the matter to ensure justice for Wanjeri.
- **Kenya Broadcasting Corporation (KBC):** There is a need to strengthen Kenya Broadcasting Corporation as a public broadcaster.
- **Media Council of Kenya and Communications Authority of Kenya:** The government will respect court orders regarding the MCK-CA relationship. The court has resolved the turf wars between the two, ruling that MCK is the constitutionally mandated regulator of media content.
- **MCK board:** Prof Kindiki pledged to constitute the MCK board "within the next two or three weeks", as it has not been constituted for nearly a year.
- **Pending bills:** The DP pledged to follow up on pending bills from the Government Advertising Agency to alleviate financial pressure on media houses'.

6.0 Challenges experienced

The primary challenge during the opening session was the uncertainty faced by the organisers and KEG leadership regarding the DP's time of arrival. Although a later session was rescheduled from 11 am to 9 am to ensure a smooth flow of presentations and avoid conflicts, only two of the planned five presenters attended, undermining effective delivery of the session titled: "Leveraging Technologies for Media Partnerships".

7.0 Lessons learned

This was not the first time a KEG programme experienced delays as described in 6.0 above. As delegates waited in suspense, tensions mounted, leading to suggestions to cancel the session, which ultimately began at 4 pm, further disrupting a planned group tour. Going forward, KEG must address this recurring issue and implement solutions.

8.0 Recommendations and Conclusion

State-media relations remain a significant challenge for both entities. There is a need for mutual understanding and tolerance between them, not only for their own benefit, but also for the greater good of the nation. The DP’s keynote address provided a foundation for future engagement between the State and the media.

Annexes

-  FRIDAY 29 PARTICIPANTS ANNUAL
-  KEG_Convention2024_PROGRAMME_N
-  Kindiki_on_Media_bills.pdf



Deputy President Kithure Kindiki arrives at Sarova Woodlands Hotel in Nakuru City for the official opening of the Seventh Annual Editors’ Convention. He was accompanied by ICT Cabinet Secretary Dr Margaret Ndungu and was welcomed by the Guild leadership led by its president, Zubeidah Kananu



Media Council of Kenya CEO David Omwoyo Omwoyo addresses the official opening of the Convention



KEG president Zubeidah Kananu welcomes DP Kithure Kindiki to the official opening of the Convention.



Deputy President Kindiki and KEG president Kananu consult during the official opening of the Convention.



Veteran journalist Macharia Gaitho greets Deputy President Kindiki as a section of KEG leadership looks on. Second right is KEG's CEO Rosalia Omungo.



Nation Media Group Editor-in-Chief Joe Ageyo strikes a perfect scholarly pose



The Cabinet Secretary for Information, Communication and the Digital Economy, Dr Margaret Ndungu, delivers her speech

ACTIVITY REPORT

Activity title: Media Landscape: Opportunities & Challenges and Tapping the Revenue Streams

Activity date: 30/11/2024

Venue: Sarova Woodlands Hotel, Nakuru City

County: Nakuru

Lead person: Nancy Agutu

1.0 Introduction

The objective of this session was to discuss opportunities and challenges in developing new revenue streams while safeguarding media freedom, freedom of expression and independence in a challenging environment to ensure sustainability.

The expected outcomes included gaining a greater understanding of the available opportunities that the media can exploit to remain financially sustainable amidst shrinking freedoms and threats.

2.0 Context

There is a decline in government revenue necessitating the media to explore alternative income streams to maintain stability. The media is currently experiencing its levels of commercial activity, particularly in relation to government business. On average, media houses are losing Sh5 billion annually, which is being diverted elsewhere. Government regulations have also led to a significant drop in media revenue, hence the need for a session to discuss opportunities and challenges in developing new revenue streams. Financial sustainability will help media houses safeguard media freedom, freedom of expression, and independence in a difficult environment.

3.0 Methodology used to deliver the activity

Two presentations were made: one on the untapped potential of sports journalism, and another on podcasts as a source of income for individual journalists.

4.0 Number and gender of session participants

Category	Male	Female	Total
	49	45	94
Persons with disability	1	0	
Total	49	45	94

5.0 Key achievements of the intervention

Convinced that the media sector must innovate to survive, the session elicited a lively discussion on sustainability. This, it was noted, required significant funding from not-for-profit organisations with a global reach. “We need to evaluate how we, as media houses, have organised ourselves to tap into these resources. It’s essential to submit proposals that not only include compelling storytelling, but also align with the vision of the respective organisations,” James Sogoti, Nation Media Group’s General Manager, Commercial, said. He urged editors to embrace solution-based journalism as a key strategy. “Media houses can focus on addressing societal challenges. These are the stories that define the media’s purpose,” he noted.

Bernard Momanyi, Editorial Director, Capital FM, highlighted the broad challenges facing the media industry, pointing out the need for alternative revenue streams. “We no longer receive substantial income from government advertising. This revenue should be distributed equitably among media houses. To survive, media organisations must diversify and think creatively,” he stated, noting that events could also serve as viable revenue sources.

Moving from competition to collaboration

It is important to recognise that the current state of the media industry is no longer centred around traditional platforms like the printing press. Instead, the focus has shifted to embracing new, collaborative approaches to content distribution. “The problem we are facing will require collaboration and how we get content. We must have innovative ways of getting content. A lot of the younger people who have the skills for the digital space do not want to sit from morning to evening,” Joe Ageyo, NMG editor-in-chief, said.

We need to lobby to influence policy so that the media can continue growing, Sogoti said.

“Lobbying is a place that we should not underestimate. Talent is another place that we must double click and look at. Let us collaborate with these young people. They can help you generate revenue.”

Judie Kaberia, Senior Programme Manager at the Friedrich Naumann Foundation, said that Kenyan media houses are highly competitive and need to come together to defend their space.

Momanyi pointed out that the media has traditionally shied away from issues arising in Parliament. It’s time the media took an interest in lobbying for their own interest. “We have the space to lobby and if we leave it, nobody will fight for us. The media also needs to innovate, strategise and act decisively. We are faced with challenges of revenue, but we must strive for balance,” he said.

How to survive

Capital FM has experimented with podcasts, which previously did not generate revenue. It has now built a podcast studio with the aim of monetization, said Momanyi.

Millicent Awuor noted that KBC is pursuing legislative changes to enhance independence. The senior news editor at the national broadcaster added that they need full support to function effectively as a state broadcaster.

The progressive environment in Kenya offers opportunities beyond its borders, and the country can become a media hub for international media houses. “Has the media done a study on sustainability challenges and solutions? These are the people they need to work with. Who should they engage with? We have a task force in Kenya, but have they done a study? Is the solution simply to sit here and talk?” Awuor posed. She said that the media needs a platform it they can discuss the opportunities, creating a solidarity platform to support one another.

Media sustainability fund

Kaberia addressed the need to seek donations from NGOs to support the media. “If we allow the government to establish the fund, they will control the media houses. So, we need to bring other NGOs on board,” she said.

Churchill Otieno noted that advertising revenue has diminished. Social media now offers advertising at a lower cost. “We are then forced to think of how to fund journalism going forward. The idea of the fund is increasingly emerging as a viable option, but we must first agree on what constitutes a journalism fund. The issue is, how do we finance that fund? Is it government money or public money?” he posed.

Momanyi stated the media needs to adopt a completely different approach. “We need to understand how the model works. We don’t want to be like counties where the government does not respect our needs. We don’t want a situation where the government can wake up and withdraw advertising or funds because of a story.”

6.0 Challenges experienced

The session started late, but the team was able to make up for lost time during discussions.

7.0 Lessons learnt

- Media houses should prioritise financial independence to maintain editorial freedom.
- Relying on government funding can lead to biased reporting where media outlets might avoid controversial topics in order to retain funding.
- Kenyan media houses should collaborate to create a prominent space in the international media landscape, ensuring they are not overshadowed by foreign outlets.
- Unity among local media outlets is crucial to protect and promote the interests of the industry as a whole.

- A fragmented media landscape weakens the collective ability to stand up for shared goals, whether for better policies or more equitable market access.
- Partnerships are vital, and media houses should explore these avenues.

8.0 Recommendations and conclusion

- Media houses need a sustainability fund that is not funded by the government to avoid state control.
- Kenyan media should create a hub for international media houses, claiming their space and fighting for it.
- A solidarity platform is essential for Kenyan media houses to support one another.
- The media needs to move away from competition and collaborate more extensively.
- There is a need for the media to lobby for their interests in this competitive space.
- They should conduct a study to address opportunities, challenges and potential partners for sustainability.

Annexes



FRIDAY 29
PARTICIPANTS ANNUAL PROGRAMME_N



KEG_Convention20
24_PROGRAMME_N



Judie Kaberia, senior programme manager at Friedrich Naumann Foundation in Nairobi, roots for less competition and more collaboration among media houses



Deputy Director Public Relations and Corporate Communication at the Kenya Tourism Board, Wausi Walya (left), and KEG vice-president Ruth Nesoba on the third day of the Convention



Daystar University lecturer Dr Beatrice Mbogoh takes notes during the panel discussion on the Media Landscape. On her right is KBC Senior Editor in charge of Digital Operations Margaret Kalekye



It's time to hydrate for KEG member Eric Shimoli during the Media Landscape panel discussion

Activity title: Journalism and Climate Change

Activity Date: 30/11/2024

Venue: Sarova Woodlands Hotel, Nakuru City

County: Nakuru

Lead person: Bernard Mwinzi

Moderator: Bernard Mwinzi

The objective of the session was to sensitise editors and journalists about the effects of climate change and its impact. The expected outcome was to introduce climate change and climate resilience as part of the news/content mix on our platforms.

2.0 Context

The topic was based on the recognition of climate change as an emerging scientific and environmental issue requiring media attention because of its global impact. Journalists need to understand climate change, the science behind it and how it affects individuals in order to explain it clearly to audiences. It is also important to know the sources of funding for covering climate change issues, how to apply for them, and to ensure that story pitches align with the funding organisation’s ideology. It is also important to have a dedicated desk, department, or at least reporters who specialise in covering climate change.

3.0 Methodology use to deliver the activity

The session took the format of a panel discussion featuring Kennedy Ouma (GIZ), Zachary Maritim (The Nature Conservancy), Zipporah Mideva (Kenya Wildlife Service), Andy Kagwa (the Standard Group), Bernard Momanyi (Capital FM), Joe Ageyo (NMG), and Francis Mureithi (Star Publications) as presenters.

3.0 Number and gender of session participants

4.0

Category	Male	Female	Total
	49	49	98
Persons with disability	1		
Total			

5.0 Key achievements of the intervention

Editors were educated on the need for a specialised desk, department, or at least specialised reporters for consistent reporting on climate change. They learned that doing so would ensure continuity and a team of up-to-date climate journalism experts who can identify emerging issues in this niche.

The editors were also exposed to a thriving ecosystem of climate change opportunities for journalists and communicators to tap into. The presenters shared sources of grants and funding for reporting projects, opportunities for collaboration, and knowledge-building.

6.0 Challenges experienced

Rescheduled from Day 1 to Day 3 of the convention, the session faced time constraints.

7.0 Lessons learnt

KEG should reconsider time allocation for topics – a recurring reminder in past conventions. Although longer conventions have financial implications, imaginative ways of keeping editors and reporters informed about cutting-edge climate change information must be found.

8.0 Recommendations and conclusion

The session proposed the following recommendations:

- a) The need to “humanise” stories on climate change.
- b) Stories to be written in a way that allows audiences to understand how climate change affects them.
- c) The need to connect the science of climate change to its impacts, showing how individuals contribute to the effects of climate change and how they can individually mitigate it.
- d) Change the communication approach to climate change stories to increase reach, using diverse online platforms

Annexes



FRIDAY 29
PARTICIPANTS ANNUL 24_PRO GRAMME_N



KEG_Convention20



Bernard Mwinzi listens to an editor's question after leading the session on climate change



Zipporah Mideva, Corporate Communications, Kenya Wildlife Service, addresses the delegates on the impact of climate change on wildlife.



KEG Executive Committee member Online Francis Mureithi makes a point during the climate change plenary session.



Iki-WIO Blue Economy Manager - TNC, Zachary Maritim during the climate change plenary session.



Kennedy Ouma, development communication expert on climate change and agriculture shares his views.



Wanjiku Mwenda and Lynn Wachira closely follow the proceedings.



A seemingly contemplative Lucy Makosi KWS Senior Assistant Director, Central Rift Conservation Area, Ms Lucy Makosi during the session on climate change

ACTIVITY REPORT

Activity title: My Podcast Story: Where is the money?

Activity date: 30/11/2024

Venue: Sarova Woodlands Hotel, Nakuru City

County: Nakuru

Lead person: Nancy Agutu

1.0 Introduction

Podcasts are typically available as a series of pre-recorded radio talk-show episodes that users can listen to on demand from a mobile device. Podcasters often publish episodes on a regular schedule and there is no prescribed format, length or style for a podcast. This engaging media is increasingly attracting content creators in the industry.

One of the objectives of this session was to encourage industry players and outsiders to think innovatively about storytelling and delivery to audiences.

2.0 Context

The annual convention took place at an unprecedented period of climate change discussions.

3.0 Methodology used to deliver the activity

The session was held within a broader context that included Sports Journalism.

4.0 Number and gender of session participants

Category	Male	Female	Total
	49	49	98
Persons with disability	1		
Total			

5.0 Key achievements of the intervention/activity

Authenticity: Audiences are excited when a podcaster is authentic. The more authentic the story, the more likely it will go viral. People seek authenticity and proximity in storytelling. “Some create current affairs content but they bring news from, for example, Ghana, while they are in Kenya. Even in the chat formats, humour attracts larger audience”, said Dan Aceda.

Political content, he said, is also popular according to the data that they shared during the convention along with more educational or /learning-focused podcasts.

James Smart said: “Podcasts that will eventually be successful are the ones that are authentic and have experts engaging with the listeners. You have a subject expert talking with other medics and they have topics that ordinarily will be complicated. I don't think that we can overemphasise the [need for] authenticity.”

“If you do a podcast [in which] you want to use a language that is not our first language, then you will not succeed. In podcasts, you need to also explore the fact that you can do your podcast in your native language and be authentic,” Francis Mutegi said.

Ultimately, the most impactful podcasts are those that prioritise authenticity, expertise, and a deep understanding of their audience’s interests and cultural context.

Monetisation and Revenue

Podcast monetisation is a relatively new development that is gaining momentum. Making money from your podcast is no longer a pipe dream for creators. With dedication to quality, consistency and audience building, podcasters have a head start.

“More needs to be done by content creators like ourselves,” panellist Dan Aceda said. “We advise clients to establish rate cards for their media, enabling them to position themselves professionally in the market.” However, while there is a growing interest from advertisers and brands to invest in podcasts, many creators are unprepared to capitalise on these opportunities. Aceda pointed out that creators often lack the trusted mechanisms and internal systems needed to attract and manage revenue streams effectively.

Consultant Wayua Muli highlighted the challenges of podcast monetisation, particularly regarding distribution. “Monetising podcasts remains a difficult endeavour. The sheer scale of competition of 4.1 million registered podcasts globally poses significant challenges for creators trying to stand out and secure revenue streams.” To succeed in monetisation, podcasters need to focus on building trust with their audience and industry partners, establishing professional practices, and overcoming distribution hurdles. The market is ripe with potential, but realising this potential requires strategic preparation and innovation.

How to do it: Muli suggested that when you upload your podcast to Spotify, you are competing globally. If you record in your living room, you can't monetise. You need to become a field expert. Consider launching a climate or crime podcast based on your expertise” Muli advised. Once a niche is established, use the podcast as a marketing tool to push your brand. You can become a news influencer. Take pride in your by-line and treat it as a proper marketing opportunity.

“Look for speaking engagements. Go to Daystar University and teach the students about podcasting; they will pay you. Also capitalise on writing for your website and a digital book,” Muli suggested.

Solicit donations: Open an account and invite people to support you. You can also put your content behind a paywall. “If you connect with your audience, they will pay you for the content.”

Sponsors and advertisers: “Look for sponsors and advertisers. These people will pay a bit more,” Wayua said.

Why Podcast – Revenue?

Francis Mutegi emphasised the importance of clarity and purpose when starting a podcast. He challenged participants to reflect on their motivations, asking, “Why do you want to start a podcast?”

“There are different motivations for entering the podcasting space,” he explained. “Some do it as influencers, seeking business opportunities, while others, particularly journalists, are driven by the desire to inform, educate, and communicate.”

Mutegi highlighted that understanding your purpose is crucial for long-term success. “If your primary focus is to make money quickly, you will likely struggle. However, if your goal is to inform and provide value, you’ll not only survive but thrive. Over time, as you build credibility and an engaged audience, people will begin to pay for your content.”

6.0 Challenges experienced

The session began late, but we managed to complete it, ensuring all questions were answered.

7.0 Lessons learnt

Podcasts are a niche market, and success requires a strategic approach to both content creation and audience engagement. To capture and retain listeners, podcasters must develop a deep understanding of their craft and tailor their topics to resonate with their target audience.

While podcasts have the potential to generate revenue, the challenge lies in figuring out the best strategies for monetisation. Creators need to invest time to learn the business aspects of podcasting, from audience building to exploring various income streams such as sponsorships, advertising, and premium content offerings.

8.0 Recommendations and conclusion

While podcasting presents significant opportunities for revenue generation, there is a pressing need for increased understanding and awareness within the industry. To unlock the full potential of podcasting as a revenue-generating platform, creators must invest in education, innovation, and the development of sustainable business models.

Building industry knowledge and fostering a deeper understanding of monetisation strategies will be key to bridging the gap between potential and profitability.

Finally, podcasters prioritise informing their audiences over seeking quick financial gain

Annexes



SATURDAY 30
PARTICIPANTS ANN



KEG_Convention20
24_PROGRAMME_N



Podcaster Wayua Muli shares her perspective on what makes engaging podcasts



KEG member Francis Mutegi has a thing to say about podcasts.



James Smart, Managing Editor, Newsroom Production at NMG, can see a bright podcasting future.



For Semabox founder, Dan Aceda who presented virtually, the funnier the podcast, the bigger the audience.



The Podcast Story needs to answer the question “ where’s the money?” according to Clay Muganda



James Smart, Francis Mutegi and Wayua Muli have a lot to say and share about podcasts.



For James Sogoti, Nation Media Group's General Manager Commercial, the Podcast story is worth writing home about.

November 30, 2024

Topic: Sports Journalism: The Untapped Potential?

Moderated by: Wanjiku Mwenda

Presenter: Lynn Wachira

Session Objective: To explore the potential in sports journalism as a revenue stream for media houses and journalists, focusing on a multi-million-dollar industry niche area targeting youth and creatives.

Expected Outcome: Editors and journalists will seek ways to fast-track and highlight all sports disciplines as a key revenue stream that resonate with the youthful demographic in a country renowned for athletics.

Key issues raised in Sports Journalism in Kenya

1. Underrepresentation and limited coverage

Lynn Wachira, a panellist, highlighted the consistent marginalisation of sports journalism. According to her, sports desks are often given limited time, and their placement within newsrooms is not prioritised, undermining the significance of sports in the media. She mentioned notable figures like Idah Waringa, Ben Kitili, Waihiga Mwaura and Seth Orlale, who started as sports journalists but eventually transitioned other roles in the mainstream media. This raises the question: Why do sports journalists need to leave their specialisation to find success?

2. Lack of Mentorship

One of the main consequences of this migration is the lack of mentorship for young, aspiring sports journalists. Many new journalists enter newsrooms without clear guidance on how to build their careers in sports journalism. Furthermore, sports journalists face challenges in securing necessary resources, such as vehicles and cameras, which are often more readily available to other desks in the newsroom. This lack of resources hampers the ability of sports reporters to produce high quality content.

3. Innovative Content Creation

Lynn also discussed the evolution of sports content. Traditionally, sports journalism focused heavily on game results and statistics, but she emphasized the need for today's sports journalism to shift towards more engaging, human-interest stories.

She encouraged sports journalists to become influencers in their own right, creating deeper narratives that go beyond scores and events. For example, stories focusing on the personal lives and journeys of athletes have become central to sports coverage.

Lynn also challenged media houses to experiment with new formats such as live tweeting during events and partnering with corporates for branded content, like predicting match results. Additionally, reality sports TV shows, like Netflix's Drive to

Survive, present a chance for Kenyan sports to be showcased globally through behind-the-scenes documentaries.

4. Monetisation Opportunities

The sports economy contributes a significant portion to the global GDP—5.6%—offering substantial financial opportunities for media houses. By embracing the digital space and capitalising on sports content, media outlets can tap into a new, profitable market.

Digital media rights are another area of opportunity, especially for major sporting events like the World Cup. Media houses can collaborate with sports federations to offer video-on-demand (VoD) content, further monetising sports broadcasts.

Questions & Answers/Comments

a) Collaborating with Sports Legends

The moderator, Wanjiku Mwenda, asked how the media can build partnerships with sports legends in Kenya. One idea was to create a podcast in collaboration with global icons such as Eliud Kipchoge, whose sponsors are always looking for visibility opportunities. These collaborations could help amplify the athlete's brand while also benefiting media houses through sponsorships.

b) The Role of the Media in Shaping Government Policy

Sports journalism can also play a crucial role in shaping public policy. By questioning the governance of sports in the country, sports journalists can push for accountability, ensuring that the government's investment in sports infrastructure and development reaches the right places. Furthermore, increasing the visibility of sports stories, particularly investigative pieces, can pressure authorities to address the systemic issues facing Kenyan sports.

c) The Importance of Specialised Training

As highlighted by Martin Mutua, sports journalists need specialised training that goes beyond basic reporting. This can include technical skills, as well as in-depth knowledge of the sports industry. Editors, too, have a role to play in protecting the interests of their sports teams, ensuring that sports reporters have the tools and resources they need to succeed.

d) Innovation and Collaboration Across Media Houses

Several panellists emphasised the importance of media houses working together to maximise the potential of sports journalism. Robert Ndungu noted that the sports industry remains largely untapped, and there are vast opportunities for monetisation if media houses collaborate to share resources and stories. By highlighting the personalities behind the athletes — focusing on the human-interest side—media outlets can elevate sports coverage, making it more engaging and profitable.



Conclusion

The future of sports journalism in Kenya requires a shift in perspective. Lynn pointed out that digital platforms offer a unique opportunity to create a broader audience for sports content. By embracing new media forms, investing in specialised training, and nurturing young talent, Kenyan media can transform sports journalism into a central pillar of their content offerings.

Ageyo urged editors to take a more active role in recognising good sports stories, regardless of the desk they come from. Similarly, Macharia Gaitho and Ondeko Aura emphasised that sports journalism is not just about covering events, but also about telling the stories of athletes, the business of sports, and the broader impact sports have on society.

Ultimately, the key to unlocking the full potential of sports journalism in Kenya lies in innovation, collaboration, and a commitment to professional development. Media houses that recognise this will be well-positioned to thrive in the rapidly evolving sports media landscape.

Annexes

-  SATURDAY 30 PARTICIPANTS ANN
-  KEG_Convention20 24_PRO GRAMME_N



For sports reporter and anchor Lynn Wachira, sports journalism is incomplete without the personal accounts of sports people.



Sports Events and Media specialist Wanjiku Mwenda moderates the sports journalism session.



Joe Ageyo comes to grips with the real issues about sports journalism



Odeko Aura's demeanour suggests a measured perspective on sports journalism



Kenyans.co.ke MD, Robert Ndung'u, shares his thoughts during the Media Landscape panel discussions.



All heads together on the final day....Capital FM's Bernard Momanyi (holding the mic), with, from left, Lydia Gachungi, Joe Ageyo, Millicent Awuor, James Sogoti and Beatrice Marshall.

GALA DINNER/BALL

Participants marked the final day in style with a sumptuous dinner and dance that lasted into the early hours of the morning.

The highlight of the evening was the recognition of members and other personalities deemed to have excelled in various ways. Unlike in previous years, when journalists submitted their works for assessment and potential award, KEG's seventh annual convention did not receive any journalistic pieces for assessment.

The first recipient of the KEG Award for 2024 was Mr Francis Openda, after Dr Lydia Radoli, the Head of Film Studies at Daystar University, read the citation: "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 the present 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.

This award goes to a firm but gentle hand, the proverbial pebble cast into a pond, which eventually causes ripples that spread in all directions. We honour Mr Francis Openda, the Business Editor, Radio Africa Group, for his outstanding contribution to KEG's growth and development.

Mr Felix Kariuki of East African Breweries Limited (EABL) presented the award to cheers from his peers.

Next was the Trailblazer Award, whose citation was read by Dr Emmanuel Wanyonyi, the Deputy Director, Post-Graduate Studies, at Daystar University. Dr Wanyonyi read: "She is the driving force behind some of the innovative storytelling, investigative journalism, fact-checking and cross-border reporting at the International Centre 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 worked 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 sub-Saharan Africa.

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. KEG member, Dorothy Kweyu, received the award on Catherine's behalf, presented by Judie Kaberia.

The third and final award of the day was the Freedom Warrior Award, whose citation was read by Lydia Gachungi, the 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, the citation read, more than 1,700 journalists were killed around the world in the line of duty. More than 85 percent 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.

The award to Catherine Wanjeri was awarded to her by KEG president Zubeidah Kananu and KEG member Macharia Gaitho.

Annexes



Francis Openda, chairperson of KEG's Finance and Audit Committee, holds aloft his trophy for outstanding contribution to KEG's growth at the Guild's seventh annual convention at the Sarova Woodlands Hotel in Nakuru City, Kenya. Mr Openda is the Business Editor, Radio Africa Group.



Catherine Wanjeri Kariuki flanked by top journalists after winning the Freedom Warrior Award. The Nakuru-based journalist was shot by police at the height of the Gen-Z protests in July 2024.



KEG member Dorothy Kweyu receives the Trailblazer Award on behalf of Catherine Gicheru, the first female news editor at Nation Media Group, at KEG's Gala Dinner/Ball. Presenting the award is Judie Kaberia, Senior Project Manager, with Friedrich Naumann Foundation, Nairobi.



Ms Catherine Gicheru displays her Trailblazer Award after it was delivered to her by KEG member Dorothy Kweyu. Catherine and Dorothy are old friends, who worked together for the Nation Media Group and jointly covered the aftermath of the failed coup of August 1, 1982.



KEG Trustee and Finance Committee Chair Francis Openda receiving his Service to KEG Award from Dr Lydia Radoli, Associate Dean, School of Communications at Daystar University, and Felix Kariuki Mwangi, Kenya Breweries Limited Area Business Development Manager, Nakuru, on the Gala Night.



Editors toast to the success of the Seventh Annual Editors' Convention.



Catherine Wanjeri expresses her gratitude after winning the Freedom Warrior Award at KEG's Seventh Annual Editors' Award, 2024.



KEG president Zubeidah Kananu cuts the cake to celebrate the successful conclusion of the Seventh Annual Editors' Convention at Sarova Woodlands Hotel, Nakuru City. Assisting her is Duncan M Mwangi, Cluster General Manager Sarova Woodlands Hotel & Spa and Sarova Lion Hill Game Lodge. She is flanked by delegates including vice-president Ruth Nesoba (on her right).



Editors attending KEG's seventh annual convention marked the final day in style with a sumptuous dinner, and dance that ran into the wee hours of the night.