

# THE GUILD

## Editorial Excellence

*Stories by Wendy Naggudi, Josha Gitonga and Germaine Sulle*

### From the President's desk

The year is off to a strong and purposeful start.

Over the past three months, the Kenya Editors Guild has remained firmly focused on strengthening the profession, supporting our members, and positioning the media for the future.

We have prioritised capacity building, equipping journalists and editors with the skills needed to navigate an increasingly complex and fast-evolving media landscape. Through newsroom tours and direct engagements, we have connected with journalists on the ground, listening, mentoring, and reinforcing editorial leadership across newsrooms.

Our engagement at both local and global levels continues to grow. From interactions with state and non-state actors to high-level engagements with partners such as the EU Parliament and the European Commission, we are ensuring that the voice of Kenyan editors remains influential in shaping media policy, partnerships, and the future of journalism.

We have also taken deliberate steps to strengthen collaboration across the sector, building bridges that are critical in addressing shared challenges, from press freedom and safety to sustainability and innovation.



**Zubeidah Kananu, President**

At an institutional level, we are focused on strengthening KEG itself. This includes advancing our financial sustainability agenda and rolling out initiatives such as financial literacy for our members, recognising that a resilient media industry must be supported by empowered professionals.

Through the NextGen Initiative, we continue to nurture young editors, building a pipeline of future newsroom leaders who will carry the profession forward.

At the same time, conversations and early preparations for the 2027 General Elections are already underway. We are engaging key stakeholders to ensure the media is well-prepared to deliver credible, responsible, and forward-looking election coverage in an increasingly complex information environment.

As we move into the next quarter, our focus remains clear, deepening impact, strengthening partnerships, and delivering value to our members.

We now look forward to the upcoming AGM, in April, where we will reflect, engage, and collectively shape the next phase of the Guild.

The momentum is building, and so is our resolve.

**Zubeidah Kananu**  
*President, Kenya Editors Guild*

## **KEG and NLC strengthen collaboration on land governance reporting**



*KEG Programmes Officer Emily Kaiga, KEG CEO Linda Bach, NLC CEO Kabale Tache Arero, and Dr. Samuel Nthuni, Director of Land Administration and Management during the meeting at NLC offices.*

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*Kabale Tache CEO, National Land Commission speaking during the consultative meeting.*

On January 27, officials from the Kenya Editors Guild (KEG) and the National Land Commission (NLC) held discussions aimed at strengthening collaboration to promote informed reporting, public awareness, and accountability in land governance.

The engagement involved KEG CEO Linda Bach, NLC CEO Kabale Tache Arero, and Dr. Samuel Nthuni, Director of Land Administration and Management at the Commission, alongside KEG Programmes Officer Emily Kaiga.

The discussions focused on enhancing cooperation between the media and the land sector to improve public understanding of land administration processes, support accurate and responsible journalism, and advance transparency in land governance.

The meeting underscored the shared role of institutions and the media in fostering accountability and ensuring citizens are well-informed on land-related issues.

## Strengthening Media Ties: KEG Hosts China Media Group Africa

A consultative meeting between China Media Group (CMG) Africa / CGTN and the Kenya Editors Guild (KEG) was held on February 2, 2025, at the KEG Offices to review ongoing collaborations and explore new areas of partnership.

The discussions focused on content exchange, capacity building, digital media innovation, cultural storytelling, and technological cooperation.



*Kenya Editors Guild CEO Linda Bach presents an appreciation award to China Media Group Africa Bureau Chief Song Jianing in recognition of her contribution to media development.*

CGTN provided updates on its existing collaborations with Kenyan media, including the signing of a Memorandum of Understanding that supports program exchange, training, internships, and joint productions. The meeting noted CGTN's global coverage of Kenya through documentaries and cultural features that have significantly enhanced Kenya's international visibility.

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The meeting concluded with agreements on strengthening partnerships and exploring new avenues for collaboration in media and technology.

## KEG-NSSF Media Roundtable

The Kenya Editors Guild (KEG), in collaboration with the National Social Security Fund (NSSF), convened a media engagement roundtable on February 5 at the Sarova Stanley Hotel.

The forum, themed “Strengthening Accuracy and Trust in Reporting on Kenya’s National Social Security Fund,” brought together business journalists and media practitioners to explore strategies for accurate, context-driven reporting on social security, financial, and policy issues.

KEG CEO Linda Bach reaffirmed the Guild’s role as a neutral platform for open, fact-based discussion. She emphasised KEG’s commitment to upholding professional journalism standards, promoting accountability, and supporting informed public debate.

Speaking at the event, NSSF Managing Trustee David Koross outlined the Fund’s long-term strategic vision, emphasising capital preservation, sustainable growth, and enhanced member benefits.

Koross detailed NSSF’s diversified investment portfolio, digital transformation efforts, and initiatives to expand coverage, particularly within the informal sector.

He highlighted recent achievements, including faster claims processing, increased membership, and improved financial performance, stressing the importance of public understanding in building trust and ensuring informed discourse on social security matters.

The roundtable provided journalists with direct access to NSSF leadership to clarify facts, address misconceptions, and foster constructive dialogue.

Participants underscored the media's critical role in translating complex policy and financial information into accurate, accessible reporting for the public.



*KEG members pose together with the NSSF CEO, David Koross and other officials from the National Fund.*

## **Engaging RBA on Pension Growth, Compliance and Financial Security**

The Retirement Benefits Authority (RBA), in collaboration with the Kenya Editors Guild (KEG), convened an Editors Engagement Forum focused on retirement planning and financial security among media professionals.



*John Keya, RBA, during his presentation at the forum*

During the forum held on February 12, John Keya, Deputy Director, Marketing Conduct and Industry Development at RBA, led a presentation on retirement and savings, emphasising the need for active participation.

He stated, “Membership in a retirement scheme is not passive. Knowing your scheme’s trustee and understanding how your contributions are managed is critical to protecting your retirement savings.” He further added, “Just like you track health insurance or other payments, you need to actively track your retirement contributions.”

Keya also highlighted the importance of discipline in saving, noting that “Savings require strategy—start early, be consistent and disciplined to benefit from compounded growth of savings.”

He addressed common misconceptions about retirement, pointing out myths such as “My children will take care of me,” “Retirement means the end of work,” and “I must get to 60 to retire.”

Providing insights into the current state of retirement savings in Kenya, Charles Machira, CEO of RBA, stated, “Currently, only about 26% of Kenya’s labour force is saving for retirement, approximately 7.5 million Kenyans who hold a retirement or pension account. However, when we drill down further, only about 4 million members are actively contributing on a monthly basis.”

From the media perspective, Zubeidah Kananu, President of KEG, urged journalists to prioritise early planning, stating, “To the younger editors and journalists—when you are young, retirement feels distant. It feels abstract. Your priorities are immediate... But later comes faster than we imagine.”

The forum also featured a panel discussion themed “From Headlines to Lifelong Security,” where editors shared their experiences in financial planning. Ken Bosire noted, “Most of us saved, but we did not have the roadmap on how to benefit from those savings.”

Overall, the engagement emphasized the importance of awareness, financial discipline, and proactive retirement planning among journalists and the wider workforce.



*KEG Executive Council poses with the RBA CEO Charles Machira (centre) during the engagement forum*

## Advancing Women in Media

The Executive Director of the Association of Media Women in Kenya (AMWIK), Quenteer Mbori, paid a courtesy call to the Kenya Editors Guild (KEG) as part of efforts to strengthen collaboration between the two institutions.

The discussions explored practical areas of partnership, including driving cross-membership, amplifying the voices of women in media, recognising excellence through awards, conducting joint members’ trainings, and sharing skills and resources to strengthen the industry.



*(from left) Quenteer Mbori, Executive Director, AMWIK, and KEG CEO Linda Bach pose for a photo at the guild offices during AMWIK’s visit on February 11, 2026.*

## Celebrating World Radio Day

Kenya Editors Guild joined other media stakeholders and Editors and media practitioners marked World Radio Day 2026 in Nairobi with renewed focus on the implications of artificial intelligence for broadcasting, as policymakers and industry leaders called for safeguards to protect editorial integrity.

The national commemoration, hosted by the Media Council of Kenya (MCK) in collaboration with Katiba Institute, brought together regulators, editors, journalists, media managers and civil society representatives under the theme “Radio and Artificial Intelligence.”

Discussions centred on how emerging technologies can be integrated into radio operations without undermining trust, accountability and professional standards.

In a speech delivered on his behalf, the Principal Secretary for Broadcasting and Telecommunications, Mr Stephen Isaboke, said artificial intelligence must remain a supportive tool within the media ecosystem. The remarks were read by Mr Temesi Mukani, Secretary for Information and Broadcasting at the Ministry of Information, Communications and the Digital Economy.

Eric Oduor, Secretary General, Kenya Union of Journalists highlighted the opportunities and risks associated with AI in media, stating, “Embracing AI can drive efficiency and creativity, but protecting radio workers is essential to safeguard



*KEG President Zubeidah Kananu speaking during the World Radio Day celebrations held on Feb 13, 2026.*

trust and wellbeing.” He further emphasized that, “AI opens doors, but ethics and protection of media professionals must remain at the core.”

Zubeidah Kananu President, Kenya Editors Guild underscored the unique strength of radio, noting that “Radio’s enduring strength lies in familiarity. It lies in the human voice – in presenters whose tone, humour, accent and empathy become part of people’s daily lives.”

She cautioned against over-reliance on technology, adding that “Algorithms can replicate sound, but they cannot replicate lived experience. They cannot replicate accountability. They cannot replicate human judgment.”

Echoing the need for balance between tradition and innovation, David Omwoyo, CEO of MCK, stated that “Radio remains an integral pillar of our media landscape, honouring its rich legacy while embracing innovation and integrating emerging technologies to stay relevant in a rapidly evolving digital era.”

Overall, the discussion reaffirmed radio’s enduring relevance while calling for ethical adoption of AI, protection of media professionals, and sustained trust between broadcasters and audiences.

## KEG, KDIC Partner to Promote Financial Literacy and Informed Reporting

The Kenya Editors Guild delegation, led by President Zubeidah Kananu, engaged the leadership of Kenya Deposit Insurance Corporation (KDIC) in a strategic dialogue aimed at strengthening collaboration between the media and financial sector institutions

The meeting held on February 16, chaired by CEO Hellen Chepkwony, focused on advancing financial literacy, promoting



accurate reporting on deposit insurance, and equipping journalists with deeper insights into financial stability frameworks.



*Mrs. Hellen Chepkwony, CEO of the Kenya Deposit Insurance Corporation (KDIC) (centre), Zubeidah Kananu, President of the Kenya Editors Guild and Linda Bach, KEG CEO, alongside colleagues from both institutions during the meeting at the KDIC offices.*

Both institutions reaffirmed their commitment to fostering informed public discourse through structured engagement and sustainable capacity-building initiatives.

## Charting the Road Ahead: KEG Leadership Retreat Sets Bold Agenda for 2026

The Kenya Editors Guild Executive Council and Secretariat convened in Naivasha for a two-day strategic retreat that brought into sharp focus the Guild's priorities for the year ahead, against the backdrop of a rapidly evolving media landscape.

Held from February 19-20, 2026, at Eseriani Resort, the retreat offered a moment of reflection and recalibration—an opportunity to assess progress made over the past year while aligning on a clear and actionable path forward.

Discussions revisited the Guild's performance, highlighting key milestones in promoting media professionalism and defending press freedom, while also candidly examining areas requiring renewed attention.

At the heart of the deliberations was a shared recognition of the need to strengthen governance structures, enhance institutional effectiveness, and deepen engagement with members.

The leadership further turned its focus to sustainability, exploring practical strategies to ensure the Guild's continued relevance and long-term impact.



*KEG Vice President Francis Openda makes a presentation during the retreat.*



*The KEG Executive Council and secretariat pose for a group photo during the retreat.*

Emphasis was placed on the effective implementation of the 2026 Strategic Plan, with a clear commitment to translating priorities into measurable outcomes that advance the Guild's mandate.

The retreat concluded with renewed resolve to strengthen partnerships and explore new avenues for collaboration, particularly within the growing intersection of media and technology.

## KEG, IEBC Sign MoU to Strengthen Election Reporting Ahead of 2027

The Kenya Media Sector Working Group (KMSWG), in collaboration with the Independent Electoral and Boundaries Commission (IEBC) and the Electoral Law and Governance Institute for Africa (ELGIA) convened a strategic engagement on March 9 to review the Memorandum of Understanding (MoU) guiding cooperation between the media and electoral stakeholders.

The meeting, held against the backdrop of preparations for the 2027 General Elections, focused on reinforcing collaboration to support credible, transparent, and responsible election coverage.



*Members of the Kenya Media Sector Working Group signing the MoU.*



*IEBC Chairman Erastus Ethekeon displays the signed MoU during the signing ceremony held in Nairobi on March 27, 2026.*

Key areas of engagement included journalist training and capacity building, voter education, improving public understanding of results transmission, and addressing emerging challenges such as artificial intelligence, misinformation, and digital manipulation.

Opening the workshop, Alutalala Mukhwana, Chairperson of the Voter Education, Partnerships, Communication and Stakeholder Engagement Committee at IEBC, underscored the importance of trust between the Commission and the media.

He called for renewed efforts to demystify electoral processes, noting that the media remains central to rebuilding public confidence in democratic institutions.

From the media's perspective, KEG President Zubeidah Kananu emphasized the sector's responsibility to safeguard credible elections, noting that the MoU provides a framework to ensure journalists are well-prepared to report responsibly while minimising misinformation and conflict.



*A group photo of the Kenya Media Sector Working Group together with IEBC and ELGIA officials after the MoU signing ceremony held in Nairobi, on March 27, 2026.*

KEG Trustee and Chairperson of the Media Freedoms and Ethics Committee, Martin Maasai, reflected on the shifting media landscape, pointing to the growing number of young journalists covering elections. He stressed the need for continuous engagement and training, anchored in a shared commitment to the public interest.

Victor Bwire, Director of Media Training and Development at MCK, highlighted ongoing efforts to strengthen ethical and professional reporting across the sector. He noted the challenges posed by Kenya's expansive media ecosystem and called for standardised training, adherence to the Code of Conduct, enhanced safety for journalists, and coordinated reporting to build public trust.

The engagement reaffirmed the MoU as a critical instrument—not only for structured collaboration but also for empowering journalists and promoting transparent, inclusive, and credible elections.

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This commitment was formalised on March 27, when IEBC and KMSWG signed the revised Memorandum of Understanding, establishing a clear framework for cooperation ahead of the 2027 polls.

The agreement sets out mechanisms for engagement across the electoral cycle, with emphasis on access to information, coordinated communication, and joint efforts to counter misinformation and disinformation.

As preparations for 2027 gather pace, the partnership signals a shared resolve between the media and electoral stakeholders to uphold integrity in election coverage and strengthen public confidence in the democratic process.

## Unlocking Women's Power in Agriculture: Experts Urge Policy and Investment Action

Women remain the backbone of Kenya's agricultural sector, yet systemic barriers continue to limit their productivity and economic participation, experts said during a Press Club in Nairobi marking International Women's Day week.

The forum, convened by the Kenya Editors Guild at the Sarova Stanley Hotel on March 12, brought together stakeholders from academia, research institutions, media, and civil society to confront the persistent inequalities facing women farmers—and to chart a path toward reform.

Held under the theme "Women Cultivating Opportunity," the discussions centred on advancing rights, justice, and economic inclusion across agricultural value chains.



Participants during the Press Club held on March 12, 2026 at the Sarova Stanley Hotel, Nairobi



(From left) Lucy Wakiaga Associate Researcher APHRC, KEG President Zubeidah Kananu and Mary Mbithi, Economist having a conversation after the Press Club.

Opening the forum, KEG President Zubeidah Kananu underscored the invisible weight of women's contribution to food systems.

"Across Kenya, women farmers and agripreneurs cultivate the land, feed families, sustain local markets and support entire value chains," she said. "Yet many still face barriers in land ownership, access to credit, modern farming technologies and markets."

She grounded the issue in personal memory.

"My late mother loved feeding people. Through her small *kibanda* (kiosk), she supported farmers, educated her children and nourished a community," Kananu said. "Her story reminds us that behind every thriving food system are women quietly feeding a nation."

Data presented at the forum painted a stark picture. Delivering the keynote address, Mary Mbithi, a professor of economics and team leader at the University of Nairobi Women's Economic Empowerment Hub,

noted that women account for 70–80 percent of agricultural labour, yet hold only about 33 percent of formal wage employment and receive less than 10 percent of agricultural credit. “Addressing these barriers is not just a gender issue; it is an economic imperative,” she said.

“Closing the gender gap in agriculture can significantly improve productivity, food security and household incomes.” Mbithi called for reforms to strengthen land and inheritance rights, expand access to affordable credit and support women-led enterprises.

On her part, Lucy Wakiaga, an associate research scientist at the African Population and Health Research Center, pointed to education gaps—particularly in science and technology—as a key constraint on women’s participation in modern agriculture.

“If we want inclusive economic growth, we must invest in gender-responsive education systems and remove stereotypes that discourage girls from pursuing science and technology,” she said.

Panel discussions also spotlighted the burden of unpaid care work, which continues to limit women’s economic engagement. Participants called for investments in childcare and labour-saving technologies, alongside stronger partnerships to expand market access and innovation.

The forum closed with a clear message: empowering women farmers is not optional—it is central to Kenya’s food security and economic future.

“Empowering women farmers is one of the most powerful investments we can make in Kenya’s future,” speakers said.

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## CELEBRATING MEMBER ACHIEVEMENTS



ZUBEIDAH KANANU

**Elected as Vice President for the  
Eastern Africa Editors Society**



CHURCHILL OTIENO

**Re-elected as President for the  
African Editors Forum (TAEF)**



ERIC ODUOR

**Appointed to the Executive  
Board of COTU**

# IN PICTURES...



On March 17, a delegation from the Kenya Editors Guild, led by CEO Linda Bach, visited four community radio stations as part of the Newsroom Visit Initiative.

The stations included Radio Domus serving the Kajiado North community, Mtaani Radio in Dagoretti, and Ruben FM and Ghetto FM in the Mukuru community.

The visits were aimed at amplifying the voices of community media and increasing their representation within the Guild.

The Guild also disseminated the Biotech Reporting Handbook, a practical resource developed in partnership with the African Agricultural Technology Foundation (AATF), to support accurate journalism and help debunk misinformation surrounding biotechnology.

# IN PICTURES...



1. KEG members pose for a photo with other delegates during the African Editors Congress held in Nairobi from February 23-24, 2026.

2. Veteran journalist David Makali poses for a photo after receiving the KEG Freedom Warrior Award at his home in Bungoma on March 20, 2026, following his recognition at the Annual Editors' Convention 2025.

3. From left: KEG CEO Linda Bach and President Zubeidah Kananu at the Freedom Café held by the Friedrich Naumann Foundation (FNF) in Nairobi on March 7, 2026.



4. Adorned in purple, women editors pose while forming a "Give to Gain" hand sign in celebration of International Women's Day during an Ethics in Newsrooms training at Eka Hotel, Nairobi, on March 6, 2026.

5. KEG Trustee Ruth Nesoba making remarks during the UN Women Equality Café to mark International Women's Day, held in Nairobi on March 10, 2026.



6. KEG CEO Linda Bach (centre) with Frashia Kuria, President of the All-Kenyan Moot Court Competition (AKMCC), and Deputy President AKMCC Simon Kimuhu during their courtesy call to the guild offices on January 12, 2026.

7. From left: KEG President Zubeidah Kananu, EU special representative for Human Rights Kasja Ollongren, and AMWIK Executive Director Queenter Mbori during a media engagement forum held in Nairobi on February 12, 2026.



8. KEG President Zubeidah Kananu speaking during a panel discussion at the National 2/3 Gender Principle Scorecard conference held by AMWIK in partnership with FNF on March 11, 2026.



9,10,11. KEG President Zubeidah Kananu during a media tour in Brussels, Belgium.

**A thank you note:**  
**By KEG CEO Linda Bach**



I thank God for this great opportunity to serve the Kenya Editors Guild (KEG) in this new role. It is a profound honour and humbling responsibility to be entrusted with leading an institution that stands at the heart of media freedom, professionalism, and integrity in our country.

I am deeply grateful to the Executive Committee for the confidence you have placed in me. Your decision to grant me this chance to serve is both an encouragement and a call to action—to give my very best in advancing the Guild’s objectives. I pledge to work closely with the President, Ms. Zubeidah Kananu, and the entire Executive Council to build on the firm foundation already laid, strengthen our unity, and take the Guild to greater heights.

My heartfelt appreciation also goes to my predecessor, Ms Rosalia Omungo, for her dedicated service and for showing me the ropes with grace and generosity. Her leadership has helped establish a strong structure at the secretariat—a vital pillar in the Guild’s daily operations. I am inspired by her professionalism and commitment, and I intend to build upon her legacy as we continue to serve our members and partners with excellence.

Having walked with KEG since its “rebirth,” I have witnessed its growth and resilience. Now, as I take up this role, I am even more determined to serve the membership whose welfare remains close to my heart. Together, we will sustain the fight for media freedom, support credible journalism, and strengthen the voice of editors in shaping Kenya’s democratic space.

The media industry faces immense change—technological disruption, financial strain, and shifting audience dynamics. Yet, within these challenges lie new opportunities. I will seek innovative partnerships, promote skills development, and ensure KEG remains responsive to members’ professional and economic realities.

To all KEG members: I look forward to working hand in hand with each of you. Let us nurture a spirit of collaboration, courage, and creativity. With your support, we can uphold the Guild’s ideals and make our collective vision a reality.

Thank you.

*A product of the KEG Innovation Committee*

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