Celebrating Our Shujaas!

Shujaas are heroes whose actions and sacrifices have changed the course of history positively and defined the future we live in today. These individuals continue to inspire generations into awakening Kenyan self-pride.

That is what we felt about our former chairpersons, whose valuable contribution and impact has made us who we are today. As the country celebrated its heroes on Mashujaa day on 20th October, AMWIK too paid its respects and homage to them by solemnly commemorating their participation.

Through designs disseminated across social media channels, the association launched a “Mashujaa wa AMWIK” campaign that contained messages from the former chairpersons during their tenure. AMWIK has had 6 chairpersons so far. They expressed much joy in the roles they played in advancing the agenda of AMWIK and offered their unwavering support for the organization.
AMWIK Conducts Virtual AGM, Highlights Gains.

AMWIK held its Annual General Meeting for the year 2021 in a virtual ceremony graced by over 57 members. This was a significant event since it was the current board members' last AGM in a sitting capacity and was the first for new Executive Director, Judie Kaberia. As usual, the AGM was held as per Article 45 of the AMWIK constitution. The members got to listen to the reports from the chairperson and secretary as well as the financial report from the external auditors. Some of the key highlights included:

- The organization had moved location from Kirichwa road to Mbaruk road within the year.
- AMWIK has been able to provide more support to members through story grants as well as train and link members with diverse opportunities.
- The secretariat had been strengthened over the last year after the former Executive Director, Marceline Nyambala resigned in June 2021 and was succeeded by Judie Kaberia. The appointments of Mark Rabudi and Denis Mbau into the secretariat were also commended.
- Within the time that the new Executive Director had been appointed, AMWIK's visibility had greatly improved.
- The organization was advancing from a partnership point of view with new partnerships taking centre stage. AMWIK has been spearheading advocacy activities and workshops on safeguarding women on issues of sexual harassment in the media.
- AMWIK's rebranding process had been completed and will be rolled out in Quarter 1 next year as we commemorate our 40 years of existence.
- AMWIK has experienced improved financial stability due to increased donor funding.
- Judie Kaberia acknowledged the support she had received so far and gave positive affirmation on the direction the organization was taking.
- She announced new partnerships the organization had achieved including notably signing an MOU with the Media Council of Kenya (MCK). She expressed her desire to drive the organization to greater heights and commended the members of the secretariat for their selfless service.
- The elections committee is concluding the elections voter register and informed members that the elections, which had been earlier postponed will take place on 20th November 2021.
- Members were advised to send in their applications for board member positions.

AMWIK Representatives Appointed to the Taskforce on the Kenya Media Policy Guidelines.

It is a moment of celebration for the AMWIK family after our Chairperson, Dr. Dorothy Njoroge and Executive Director, Judie Kaberia were selected to join the taskforce on the Kenya Media Policy Guidelines. The team was constituted by the Cabinet Secretary for Information, Communications, Technology and Youth Affairs, Hon. Joe Mucheru. They are part of a 13-member team that was gazetted from across media stakeholders tasked to review, identify gaps and propose policy and legislative requirements of the Kenya Media Policy Guidelines. The envisaged result will be to develop a reviewed draft. The team has three months to submit a reviewed Kenya Media Policy Guidelines. The Media Council of Kenya is the secretariat of the taskforce.
**AMWIK AND INTERNEWS IN PARTNERSHIP TALKS.**

AMWIK Executive Director, Judie Kaberia held talks with Internews Senior Program Officer for East and Southern Africa, Fatuma Sanbur when she paid her a courtesy call at the AMWIK offices. The two held extensive discussions on issues of mutual interest and corporation for the two organizations towards advancing women’s issues in the media. Internews is an international media support nonprofit organization that supports independent media in 100 countries.

**AMWIK CARRIES OUT SENSITIZATION FORUMS ON ONLINE HARASSMENT.**

As online safety for women and girls using online platforms become ever relevant, AMWIK in partnership with DW Akademie carried out two sensitization campaigns in October to create safer spaces for women, especially young women. The first one featured university students and content creators while the second featured TV and Radio producers and hosts. The initiatives are part of the women@web campaign seeking to sensitize women and content creators on how to use and package themselves to fully exploit online opportunities while learning to detect and tackle online harassment. Online harassment as a vice has resulted in more women and content creators taking a back seat in online use, in a crucial time when most opportunities are dispensed through online platforms. Online harassment takes diverse forms such as sexual harassment, stalking, physical threats over a sustained period.

Many participants agreed that digital media has made life easier to access information and appreciated the training as a game-changer.

“I have become open-minded and focused on becoming a journalist who is aware of media convergence and digital media.” - Lukundo Maningo, participant

**END OF AN ERA FOR BOARD AS ELECTIONS LOOM.**

As the curtain falls on the tenure of the current AMWIK board members, we are pleased to announce that we shall be holding elections on 20th November 2021 as communicated by the elections committee. The AMWIK Board of Directors exists to help steer the direction of the Association on a two-year term. Membership on the AMWIK Board of Directors is a professional experience that is both challenging and rewarding. It is an opportunity to serve society and the media industry at large.

Members of the Board take a lot of pride in the leadership they provide to the extremely divergent membership. A list of the confirmed candidates will be shared in due course as we kickstart the campaign period between 8th and 18th November. We wish to thank the current members led by Dr. Dorothy Njoroge for their leadership, impact and sacrifice for the past two years.

“I am proud of what we have done. We have been able to overcome financial hurdles, poor staff morale and waning member enrollments. We have grown new partnerships and brought the organization to stability and growth. The future is very bright!”

Outgoing AMWIK Chairperson, Dr. Dorothy Njoroge.
Social media use in the country skyrockets each year and even as they are vital tools in society for advancing our communications, they are being used to propagate hate and violence. The Social Media for Peace campaign by UNESCO which AMWIK was a part of was officially launched to strengthen the resilience of civil society to potentially harmful content spread online, in particular hate speech inciting violence. This is while enhancing the promotion of peace through digital technologies.

AMWIK Executive Director, Judie Kaberia took part in a panel discussion on addressing online hate speech and disinformation in Kenya. Judie advocated for the responsible use of social media platforms and acknowledged AMWIK’s contribution in enhancing digital literacy skills and addressing sexual harassment.

"We believe that social media has a big role in advancing peace in local and foreign circles while shaping the public and political narrative. #SocialMedia4Peace is essential as we evaluate how social media can be more effectively harnessed towards building peace." She said.

Francis Odee, a participant at the AMWIK and FEMNET funded Men2men program scooped an award at the first-ever gender equality awards for his contribution in advancing women’s agenda. The Men2men program aims to create men champions that advocate for zero tolerance on sexual harassment in Kenyan media houses. This is after studies showed that Kenyan media lead in cases of gender-based harassment in newsrooms in Africa.

During the event, Judie Kaberia who is herself an award-winning journalist termed the awards a game-changer and called upon more women journalists to step up their game towards telling more stories of the woman. She asked them to leverage not only on the mainstream media but adopt other tech platforms to advance the agenda and tell impactful stories.

The gender equality awards ceremony was the culmination of a Pan-African feminist meeting on creating an inclusive, just, sustainable & transformative society post-Covid 19 by FEMNET.
AMWIK PARTICIPATES IN ANTI-GBV CAMPAIGN LAUNCH

AMWIK participated in the #MyDearBody campaign launch by the Young Women’s Leadership Institute (YWLI) and The African Women’s Development and Communications Network (FEMNET). The campaign is aimed at championing the ending of all forms of violence against women and girls in their diverse identities. The six-month campaign endeavours to mobilize actions at different levels and advocate for the review and implementation of laws addressing sexual violence against women and girls in Kenya.

AMWIK GRACES STANDARD GROUP WOMEN NETWORK ANNIVERSARY.

In recognition of its achievements and contribution in promoting opportunities for women in media, AMWIK was invited to the 3rd-anniversary celebration of the Standard Group Women Network. The network was established in October 2018 to address challenges female journalists face whilst supporting them to reach their potential while promoting their active participation as decision-makers in the industry. In addition, they also offer training and mentorship.

Judie Kaberia who represented AMWIK at the event praised the movement for its role in efforts to improve gender balance by influencing recruitment, accelerating staff career growth and inventing mentorship opportunities for women in media.

Thank you for your patronage!
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