

ANNUAL REPORT 2025



**DRIVING GROWTH
& SUSTAINABILITY**



AMWIK ANNUAL REPORT 2025

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Message from the Executive Director

Dear Members, Partners, and Stakeholders,

Reflecting on the milestone year of 2025 fills me with immense pride for the resilience, transformation, and impact we have collectively achieved at the Association of Media Women in Kenya (AMWIK). This report showcases a year defined by bold leadership transitions, expanding county footprints, and unwavering advocacy for the safety, dignity, and digital security of women in media.

The transition to our 2025–2027 Board of Directors and Board of Trustees, led by Chairperson Robi Koki Ochieng', marks a vibrant chapter in our 43-year journey. Our inaugural Membership Dialogue firmly anchored our shared commitment to inclusivity, generational diversity, and collective empowerment.

Throughout 2025, the stories of our members highlighted the vital, often perilous, frontlines of truth:

- **Defending Press Freedom:** From taking a defiant stance alongside the Kenya Media Sector Working Group (KMSWG) against unconstitutional broadcast directives, to amplifying the courageous story of Catherine Wanjeri, we remained a bulwark for constitutional media protections.
- **Holistic Well-being:** Recognizing the heavy emotional toll of journalism, we broke newsroom silences through Psychosocial Awareness Training and forged a strategic alliance with the Mental Wellness Association of Kenya (MWAK). We cannot separate editorial excellence from mental resilience.
- **Investigative Excellence:** Our training partnerships, such as dismantling financial secrecy with the Thomson Reuters Foundation, and our groundbreaking "Enhancing Nature Crimes Reporting" project in Kajiado, proved that localized, rigorous storytelling directly catalyzes national policy and legislative responses.
- **The Digital Frontier:** Through strategic forums and partnerships with organizations like TikTok, Pollicy, and Internews, we confronted Technology-Facilitated Gender-Based Violence (TFGBV), training a new wave of digital defenders and expanding real-world support systems.

We extend our gratitude to our media sector working group, civil society coalitions, and international partners. Your solidarity ensures AMWIK remains a premier catalyst for a gender-responsive media ecosystem. Let us carry this momentum forward into 2026, ensuring that the voice of every woman journalist is safe, valued, and powerfully heard.



Warm Regards,

Queenter Mbori,
Executive Director,
Association of Media Women in Kenya

ABOUT AMWIK

Established in 1982, the Association of Media Women in Kenya (AMWIK) is a national independent, non-profit, membership organization for women in media. Founded prior to the UN Women's Conference held in Nairobi in 1985, when the voices of women received little or no attention in the media, AMWIK's vision is to see a society in which the media embraces and promotes equitable development, human rights and women rights. AMWIK's mission is to use the media to promote an informed and gender responsive society in Kenya and Africa.

AMWIK brings together women in the media to pull their professional skills in giving visibility to women's concerns. These members are drawn from different parts of Kenya and work with other media associations and community networks across the 47 Kenyan counties.

AMWIK recognizes that gender inequality and inequity undermine development and that media is a powerful tool for social change and agenda-setting, which we use to create public awareness around key issues affecting women to ensure public support and appreciation.

» Vision

A society in which the media in Kenya embraces and promotes gender equality to improve the lives of women and children for the full enjoyment of their human rights.

» Mission

To promote an informed and resourceful society through professional development and transformation of the media to enhance the status of women in Kenya.



Thematic Areas

AMWIK does this through the following thematic areas which are aligned to the Sustainable Development Goals (SDGs).

1. Media Development and Membership
2. Women Economic Empowerment
3. Sexual and Reproductive Health Rights
4. Gender and Governance
5. Digital Rights and Security

Core Values



Objectives

- To encourage proper information use in order to build a society where everyone has equal access to opportunities.
- To improve the position of women in Kenya via professional growth and media reform by building an informed and resourceful society.
- To ensure that women's issues receive fair attention in the media by educating reporters on gender-sensitive reporting.
- Educate women on how to use the media to their advantage in bringing attention to their unique issues.
- To encourage media literacy regarding matters concerning women.
- To organize and bring together media women in a community, and to connect them with other organizations with the same purpose.

BOARD MEMBERS & TRUSTEES

AMWIK members have the opportunity to serve in leadership by contesting for positions on the Board and Board of Trustees. The Board provides strategic direction, oversees policy implementation, appoints the Executive Director, and ensures the organization operates in the best interests of its members and stakeholders. The Board of Trustees acts as the legal custodian and guardian of the Association's integrity. Elections for these positions are open to all registered members every two years, as stipulated in the AMWIK Constitution.



Robi Koki
BOARD CHAIRPERSON



Elizabeth Limagur
VICE-CHAIRPERSON



Joyce Mbataru
BOARD TREASURER



Nancy Agutu
BOARD MEMBER



Lynn Nzambi
BOARD MEMBER



Clara Micheni
BOARD MEMBER



Mary Mwendwa
BOARD MEMBER



Ann Anjao
BOARD OF TRUSTEES



Mercy Wairimu
BOARD OF TRUSTEES



Victoria Masaya
BOARD OF TRUSTEES

THE SECRETARIAT

The Executive Director, who also serves as the Board's Secretary, is in charge of the AMWIK Secretariat. The Executive Director is tasked with handling all Association communications and is responsible for the organization's general day-to-day management. Queenter Mbori, an accomplished journalist and multiple award-winning multimedia journalist, is the current executive director.

AMWIK Secretariat has 3 major departments:

Programs Department

The programs department is in charge of project management with the major functions being writing grant proposals, overseeing implementation of projects, engaging partners and managing donations.

Members of the department are:

1. Lilian Museka– Programmes Officer
2. Peter Mwangi – Programmes Associate

Finance Department

The finance department prepares budgets while highlighting its projections and coming up with analysis of the expenses as needed. They also prepare, review, and distribute monthly financial reports to the ED. The department works with auditors and the treasurer to provide approved financial reports for accountability and planning.

FGladys Muveva - Finance Manager

Communications Department

This is the department in charge of centralizing communication in the organization. It oversees the management of all communication tools including the website, social media and e-mail. It also engages the press on matters concerning the organization and engages various stakeholders under different capacities.

The team is led by the Impact and Communications Liasion, Denis Mbau.

THE SECRETARIAT



Queenter Mbori- Executive Director



*Lilian Museka
Programs Manager*



*Gladys Muveva
Finance Manager*



*Denis Mbau
Impact and
Communications Liasion*



*Mercy Mwikali
Administration Assistant*



*Peter Mwangi
Programs Associate*



01

MEDIA DEVELOPMENT AND MEMBERSHIP

"Strengthening media excellence, leadership and professional growth."

200+

Journalists trained

10+

Strategic Partnerships

5

University Engagements

200+

Members

Across multiple counties

AMWIK USHERS IN NEW LEADERSHIP DURING 2025 ANNUAL GENERAL MEETING

The Association of Media Women in Kenya (AMWIK) elected a new Board of Directors and Board of Trustees to steer the organization for the 2025–2027 term. The leadership transition was announced during the AMWIK Annual General Meeting, marking a significant milestone in our 43- year journey of advancing women's agenda in the media.

The board comprises seasoned media professionals, academics, and development specialists who bring a wealth of experience to AMWIK's governance. Leading the team as Chairperson is Robi Koki Ochieng, a respected media and communications expert known for her work in gender equality and digital safety and Chair, Department of Media & Communication at the United States International University (USIU- Africa). She is supported by Vice Chairperson Elizabeth Limagur, a conflict reporting specialist with extensive governance experience, and Treasurer Joyce Mbataru, a development communication expert. The board is rounded out by accomplished professionals including investigative journalist Mary Mwendwa of Talk Africa, corporate communication specialist Lynn Nzambi, and senior journalist Nancy Agutu of The Star.

The newly constituted Board of Trustees features media academic Anne Anjao Eboi of Daystar University, communication professional Mercy Wairimu Maina, and health/environment reporter Victoria Musimbi Masaya.

PROFILES



Robi Koki Ochieng'
Board Chairperson-AMWIK

With over 30 years of experience in media and communications, Robi brings a wealth of expertise and an unwavering commitment to gender equity, ethical journalism, and digital safety.

A member of AMWIK since 2015, she has led groundbreaking research, represented the organization on global platforms, and trained journalists on gender-sensitive reporting. Her partnerships with ARTICLE 19, KICTANet, and Equality Now have amplified AMWIK's voice in media freedom and gender justice.

Robi's leadership extends to academia and governance, having served as Academic Chair at USIU-Africa and Vice Chair of a school Board. With her deep understanding of media innovation and viability, she envisions a stronger, inclusive, and digitally secure AMWIK, driven by transparency, evidence-based strategies, and collective empowerment



Elizabeth Limagur
Vice-Chairperson-AMWIK

Elizabeth is a dynamic media and communications expert with more than fifteen years of experience in journalism, peacebuilding, and public leadership.

With a strong focus on media for peace and development, Elizabeth has led cross-border peace efforts in Kenya, Uganda, and Sudan, and served on the Board of the Media Council of Kenya.

She also headed the Governor's Press Service in Turkana County, driving impactful communication and policy engagement. Elizabeth is also a powerful advocate for ethical journalism and community cohesion.



Joyce Mbataru
Board Treasurer-AMWIK

Joyce is a Communication for Development specialist with 15+ years of experience in community-led conservation, gender, youth, and media development.

She is currently leading communications at Kenya Wildlife Conservancies Association (KWCA), Joyce uses storytelling to amplify the voices of Indigenous Peoples and Local Communities, especially women and youth.

Joyce previously served at the AMWIK secretariat from 2010 to 2016. Joyce leverages on people, planet, and powerful storytelling to support NGOs in conservation, health, and governance with strategic communication.



Mary Mwendwa
Board Member-AMWIK

Mary is an award-winning investigative journalist, editor, and media trainer whose focus is to empower women in media, defend press freedom, and amplify underreported stories.

With years of experience at DW Akademie, InfoNile, and TalkAfrica, Mary is committed to mentorship, safe spaces for journalists, and stronger leadership for women in media.



Lynn Nzambi
Board Member-AMWIK

Lynn is a committed civil servant currently serving in the County Government of Kitui and a former court reporter at KBC.

With a background in Broadcast Journalism and an ongoing Master's in Corporate Communication, Lynn brings both experience and a fresh perspective to AMWIK. Lynn has also undertaken a Senior management course (SMC) from Kenya school of government.

As an active member, she aims to champion gender-sensitive reporting, advocate for women's economic empowerment, promote digital safety for women journalists, and boost youth participation in media.



Clara Micheni
Board Member-AMWIK

Clara is a seasoned communications and public relations professional with over a decade of experience spanning print media, corporate communications, and community engagement.

She currently serves as a Freelance Multimedia Journalist and Communication Executive at IMCD Kenya Ltd, a global distributor of specialty ingredients, where she leads strategic communication and marketing efforts.

Clara is also a certified mediator and has contributed to governance-focused journalist training under Transparency International Kenya's TUNU project, facilitating sessions on investigative reporting, data journalism, and media safety.



Nancy Agutu
Board Member-AMWIK

Nancy is a dynamic media practitioner and communication consultant with 5 years of experience in project management, digital media, and content creation. Skilled in writing, editing, and managing digital platforms,

Nancy has supported communication efforts across various sectors by sharing impactful stories and monitoring project progress. With a strong passion for gender, health, and human rights reporting, she brings a thoughtful and purpose-driven approach to her work.

Outside the newsroom, Nancy enjoys traveling, cooking, and listening to people's stories—experiences that continue to inspire her storytelling.



Ann Anjao Eboi
Board of Trustees -AMWIK

Ann is a media scholar and Head of Media & Film Studies at Daystar University, with over 14 years of experience in journalism and academia across Kenya and Rwanda.

A longtime supporter of AMWIK, Anne actively contributes to its activities and dialogues. She has served as a columnist, editor, and university leader, bringing strong academic and strategic leadership skills, including experience in financial and departmental management.

Passionate about gender and digital media, Anne believes in the power of media to engage and empower women and amplify marginalized voices.



Mercy Wairimu
Board of Trustees-AMWIK

Mercy is a passionate communications professional and committed AMWIK member whose journey began as an intern in 2022. Now working at Ichiban Tax & Business Advisory LLP, she brings expertise in media relations, public affairs, and policy advocacy, including representing clients before Parliament.

As an AMWIK Brand Ambassador, Mercy has actively grown the network by sharing opportunities, nominating peers, and fostering meaningful connections.

She believes in the power of collective voice and sees AMWIK as both a sisterhood and a platform for change—one she's determined to help strengthen and amplify.



Victoria Musimbi
Board of Trustees-AMWIK

Victoria is a passionate journalist with 5+ years of experience reporting on health, climate change, gender, and education.

Currently a freelance reporter with Africa Solutions Media Hub, she specializes in community-centered storytelling that drives impact. Victoria began her career at Vihiga FM and has since expanded into digital, print, and voice-over work.

The Merck Foundation Health Journalism awardee also holds a Diploma in Mass Communication. Victoria is committed to amplifying grassroots voices and telling underreported stories that inspire change.



"Our leadership will focus on strengthening governance systems, forging strategic partnerships, and ensuring financial sustainability. Equally crucial will be our commitment to member welfare, thought leadership, and embracing digital innovation to future-proof our organization."

Robi Koki
Board Chairperson, AMWIK

"When we took office in 2021, AMWIK was grappling with financial instability and declining donor confidence. Through strategic reforms, we have not only stabilized but raised our funding by 260%, strengthened our governance systems, and expanded our membership base."

Dr. Jane Thuo
Former Chairperson, AMWIK



UNITED FOR IMPACT: MEMBERSHIP DIALOGUE 2025

AMWIK held its inaugural Membership Dialogue, a landmark event that brought together members from across the country, fostering a vibrant exchange of ideas, collaboration, and professional networking. This pivotal gathering not only served as a platform for driving change and promoting inclusivity within AMWIK but also provided a unique opportunity for members to reconnect, share insights, and envision the organisation's future.



"AMWIK stands for inclusivity, ensuring diversity in both age and gender. The organization remains dedicated to creating a supportive space for all members, fostering growth and collaboration."

Queenter Mbori, ED, AMWIK

AMWIK's Executive Director, Queenter Mbori, underscored the organization's strength in its diverse membership, emphasizing inclusivity and diversity. Her words reinforced AMWIK's commitment to unity and active participation, encouraging members to engage more deeply with the organization.

Former AMWIK Chairperson Dr. Jane Thuo highlighted the importance of unity and collective action in advancing the association's goals. She encouraged members to actively contribute their voices and ideas, ensuring that AMWIK remains a strong platform for media women in Kenya.

The power of AMWIK's impact was palpable in the success story shared by Beatrice Njeri who spoke about how AMWIK had facilitated her education, expressing heartfelt gratitude for the opportunities it had provided. Her testimony underscored the organization's role in transforming lives and fostering professional growth.

The dialogue set the stage for new initiatives in 2025 and strengthened commitments to advancing the organization's mission. With a shared vision of growth, inclusion, and collaboration, members are ready to take AMWIK to greater heights, ensuring it remains a powerful platform for networking, mentorship, and professional development.

AMWIK EXPLORES MEDIA PARTNERSHIPS WITH KBC TO ELEVATE JOURNALISM STANDARDS



The association led by the former Vice Chair Lillian Anyango, paid a courtesy call to the Kenya Broadcasting Corporation (KBC) to discuss emerging trends in the media industry and explore potential collaborations.

The meeting brought together key stakeholders, including Mary Daraja, Manager of KBC's Radio Department, Susan Thige, PA to the Managing Director, Agnes Kalekye. The discussions centred on the evolving media landscape, the challenges journalists face, and opportunities for partnership to foster professional growth in the industry.

AMWIK and KBC explored synergies that could enhance capacity-building initiatives for journalists, particularly women in media. With shifting audience consumption patterns, digital transformation, and the need for ethical reporting, both organizations emphasized the importance of continuous learning and mentorship programs.

Mary Daraja, KBC's head of Radio highlighted the broadcaster's commitment to supporting initiatives that elevate journalism standards.

This engagement marked a promising step toward fostering stronger ties between media associations and industry players. By leveraging each other's strengths, AMWIK and KBC aim to create impactful programs that address gaps in training, leadership, and innovation in journalism.



"We are keen on partnerships that empower journalists with the skills needed to thrive in today's dynamic media environment." - AMWIK, former Vice Chair, Lillian Anyango.

EXPLORING PARTNERSHIP WITH UK HIGH COMMISSIONER



To explore collaborative pathways toward a safer, healthier, and more prosperous future, we joined fellow Civil Society Organizations (CSOs) at the British High Commissioner's residence in Nairobi for high-level discussions on the UK's strategic priorities in Africa. The gathering served as a pivotal platform to align efforts, share insights, and forge partnerships for meaningful impact.

KEY DISCUSSION POINTS

✓ *Ethical journalism*

✓ *Media freedom*

✓ *Inclusive storytelling*

✓ *UK-Kenya collaboration*

MEDIA STAKEHOLDERS ENGAGE ICT CS, HON. WILLIAM KABOGO



(L-R) David Omwoyo-MCK CEO, Zubeidah Kananu- President,KEG, CS,Hon. William Kabogo, Queenter Mbori-ED,AMWIK and Erick Oduor-Secretary General,KUJ.

In a significant step toward addressing challenges in Kenya's media landscape, leaders from the Association of Media Women in Kenya (AMWIK) and other media stakeholders paid a courtesy call to the newly appointed Cabinet Secretary for ICT and the Digital Economy, Hon. William Kabogo. The meeting provided a platform to discuss key issues shaping the industry, including media sustainability, journalist safety and security, and media freedom.

Stakeholders highlighted the financial difficulties facing media houses, particularly in the digital era where declining advertising revenues threaten the sustainability of independent journalism. They also raised concerns about the safety of journalists, especially women in media, and called for stronger protections against harassment and attacks.



AMWIK secretariat meeting with Sebenzile Nkambule, MDIF's Program Director for Africa.

FOCUS ON ENHANCING MEDIA SUSTAINABILITY IN KENYA

The Media Development Investment Fund (MDIF) successfully convened media stakeholders, institutions, editors, and online media organizations for a critical virtual meeting in partnership with AMWIK. The session focused on assessing opportunities, challenges, and solutions for media sustainability in Kenya.

Participants engaged in insightful discussions about the evolving media landscape, exploring strategies to strengthen the sector's future. A key highlight was Sebenzile Nkambule, MDIF's Program Director for Africa and the Middle East,

She emphasized Kenya's leadership in media innovation and outlined collaborative pathways for sustainability. The event served as a valuable platform for knowledge-sharing, fostering discussions on innovation, adaptation, and collective progress in Kenya's media industry.



Ruby Orimba from Tuko.co.ke discussed the platform's digital impact on communities and its strategies for thriving in the competitive online space. She also provided actionable insights for other media organizations looking to leverage digital opportunities.



Martin Wachira of Nairobi Leo shared how the organization had grown and adapted to the changing media market, offering lessons on resilience in the digital era.



REVISED CODE OF CONDUCT FOR MEDIA PRACTICE IN KENYA LAUNCHED

AMWIK
Association of Media Women in Kenya



Technology is double edged because it amplifies voices but can also lead to misinformation and erosion of public trust. In this digital age, truth and verification must always take precedence over speed.

Hon. William Kabogo,
Cabinet Secretary, Ministry of Information, Communications and the Digital Economy at the Annual Media Summit 2025.

AMWIK
Association of Media Women in Kenya



If the media is the mirror reflecting society's truths, who ensures that those holding the mirror are not wrecked in the process?

True media accountability cannot exist without parallel structures that protect, empower, and invest in journalists.

Queenter Mbori,
Executive Director-AMWIK, at the Annual Media Summit 2025

The Media Council of Kenya (MCK) has taken a major step toward strengthening ethical journalism with the launch of the revised Code of Conduct for Media Practice 2025. The updated guidelines aim to address modern challenges in Kenya's rapidly evolving media landscape, ensuring responsible reporting in the digital age.

WHAT CHANGED?

- Revised Code of Conduct for Media Practice 2025 launched**
- Public consultation process opened to gather stakeholder feedback**
- Input received through online and print platforms**
- Diverse stakeholders, including media practitioners, civil society groups, human rights defenders, and KMSWG members, contributed to the review process**
- New provisions incorporated issues affecting journalists today, including safety, gender-based violence, and sexual harassment**

WHY IT MATTERS

- Strengthens ethical and responsible journalism in a rapidly evolving media landscape**
- Balances press freedom with social responsibility**
- Enhances protections for journalists and addresses emerging industry challenges**
- Reflects the lived realities and concerns of media practitioners**
- Promotes credible, accountable, and democratic media practice in Kenya**



2025

New Code of Conduct Officially Launched



MEDIA LEADERS UNITE FOR GENDER EQUALITY IN EAST AND SOUTHERN AFRICA

In a significant stride forward in the fight for gender equality across East and Southern Africa, UN Women Africa, the Association of Media Women in Kenya (AMWIK), the Kenya Editors Guild (KEG), and Nalafem brought together a vibrant mix of media professionals and key players in the Generation Equality movement for the Generation Equality Media and Commitment Makers Forum.

Representatives from over 14 countries, converged at the 2-day event with a shared goal: to strategize how media can most effectively champion gender equality by fostering positive social norms and dismantling harmful stereotypes.

The forum culminated in a landmark declaration where media organizations pledged their intensified support. They committed to advancing gender-sensitive reporting, developing dedicated gender equality editorial policies, amplifying the work of Generation Equality Commitment Makers, and diligently monitoring progress.

This unified commitment arrived at a pivotal moment in 2025, marking the 30th anniversary of the Beijing Declaration and Platform for Action, 25 years since UN Security Council Resolution 1325, and 15 years since the establishment of UN Women. These milestones offer a critical opportunity to evaluate progress and renew commitments.

By embracing their role in shaping narratives, challenging biases, and amplifying voices, media leaders in East and Southern Africa are laying crucial groundwork for lasting transformation towards a future where gender equality is a lived reality.

In the declaration, the media organizations at the Generation Equality Media and Commitment Makers Forum, recognized the critical role of media in shaping narratives and holding institutions accountable for gender equality and women's empowerment across East and Southern Africa and beyond. They pledged to ensure the efforts of gender equality players are visible, impactful, and sustained, to promote positive social norms, challenge harmful perceptions and break stereotypes.

Our dedication is towards.....

✓ **Gender-sensitive reporting**

✓ **Amplifying women's voices**

✓ **Media accountability**

✓ **Breaking harmful stereotypes**

"For instance, when reporting on climate change, the story's entry point is the environmental impact, but it naturally reveals the gendered dimensions."

Victor Bwire, Director of Media Training and Development, Media Council of Kenya (MCK)



"Across Africa, we are facing growing challenges, from the climate emergency and conflict, to shrinking civic space, that continue to disproportionately affect women and girls. Additionally, unprecedented funding shrinkage, where many women's organizations are stretched yet still expected to deliver life-saving services, defend rights and support communities. In times like these, we must stand together. We must unite our hands, our resources and our expertise, and we count on media partners."

Anna Mutavati, Regional Director, UN Women East and Southern Africa

The Significance of 2025

The 30th anniversary of the Beijing Declaration and Platform for Action - the most comprehensive and visionary agenda for advancing gender equality and the rights of all women and girls; 25 years since the establishment of UN Security Council Resolution 1325 on Women, Peace and Security, recognizing the critical role of women in peacebuilding and conflict resolution; and 15 years since the establishment of UN Women, created to accelerate progress on gender equality and women's empowerment globally.

In the written declaration, Media representatives affirmed their understanding that media shapes public discourse, influences policy agendas, and holds power to account. They also acknowledged their profound responsibility to challenge harmful stereotypes, amplify marginalized voices, and report on gender issues with accuracy, sensitivity, and depth.



"Our aim is to move beyond intermittent coverage to sustained, impactful storytelling. We laud all media representatives who have signed the declaration to ensure gender-sensitive reporting, because with every story of progress told, we move one step closer to achieving equality."

Queenter Mbori, Executive Director, AMWIK

ENGAGEMENTS WITH UNIVERSITIES TO EMPOWER FUTURE MEDIA PRACTITIONERS

To nurture the next wave of skilled and socially conscious media professionals, AMWIK embarked on a series of impactful engagements with leading universities. Through thought leadership, curriculum development, and cutting-edge discussions on the future of journalism, AMWIK is shaping the future of media education in Kenya.

Inspiring Research Advocacy at USIU

Led by Chairperson Dr. Jane Thuo, the AMWIK team recently delivered an enlightening lecture to Master's students in Communication Studies at the United States International University (USIU-Africa). The session centred on research advocacy, emphasizing the power of meaningful research to drive societal change.

Through interactive discussions, the team demonstrated how AMWIK integrates research into its advocacy initiatives, encouraging scholars to align their academic work with real-world challenges. Students also learned about the benefits of AMWIK membership, including networking opportunities, mentorship, and access to industry insights.



Shaping the Future of Communication Education at PAC University

AMWIK was also honoured to participate in a Stakeholders' Engagement Workshop hosted by PAC University, contributing to the development of their new master's in applied communication curriculum. This collaboration marks a crucial step in redefining communication education to align with industry demands and emerging trends.

By lending its expertise, AMWIK is helping to ensure that future media practitioners are equipped with practical skills, ethical grounding, and innovative thinking, key pillars in today's rapidly evolving media landscape.



AI & THE FUTURE OF JOURNALISM

AMWIK joined the Journalists Students Association of Kenya (JSAC) at the Mount Kenya University (MKU) for their first Annual Media Students Summit. The event, themed "Media Redefined," delved into the transformative role of Artificial Intelligence (AI) in journalism.

Key discussions included:

- **AI in newsrooms** – How it aids in content creation, fact-checking, and personalized news delivery.
- **Ethical dilemmas** – Can AI replace journalists? How do we balance innovation with accountability?
- **The evolving role of journalists** – Navigating a tech-driven media world while upholding integrity.

AMWIK's participation underscored its commitment to fostering innovation, ethical journalism, and thought leadership in communication.



Through these engagements, AMWIK continues to bridge academia and industry, ensuring that media education remains relevant, dynamic, and impactful. By empowering students with research skills, ethical frameworks, and exposure to emerging trends, AMWIK is shaping a generation of media professionals ready to tackle tomorrow's challenges.





”

“I’ve always wanted to give a voice to the voiceless, even in the face of danger, I knew this was my calling.”

Catherine Wanjeri, Journalist.

JUSTICE DELAYED IS JUSTICE DENIED

THE COURAGEOUS STORY OF CATHERINE WANJERI

Journalists on the frontline often risk their lives to bring truth to the public. One such reporter is Catherine Wanjeri of Kameme FM, who survived a near-fatal shooting while covering protests against Kenya’s Finance Bill in Nakuru. Shot three times, her story reflects pain, resilience, and commitment to journalism.

In an exclusive AMWIK interview, Wanjeri spoke about her passion for journalism and belief in media’s power to inform and drive change.

She recounted how chaos broke out during the protests: “I was documenting the events when I suddenly felt sharp pains, I had been shot.” Despite her injuries, she remained conscious and pleaded for help before being rushed to safety by fellow protesters.

Her recovery has been physically and emotionally draining, but she remains strong, drawing support from family, colleagues, and well-wishers. “Every day is a step forward,” she said. Wanjeri is also calling for accountability, insisting on a thorough investigation. “This attack was not just on me but on press freedom,” she said, adding that journalists must be protected to work without fear.

[Watch full interview with AMWIK here:](#)

EMPOWERING JOURNALISTS TO COMBAT ILLICIT FINANCIAL FLOWS



"18 journalists. One goal: dismantle financial secrecy."

In an era where billions of dollars are annually siphoned away through tax evasion, corruption, and money laundering, the Association of Media Women in Kenya partnered with the Thomson Reuters Foundation to host a transformative, intensive training workshop aimed at rewriting Africa's economic narrative.

This initiative brought together 18 dedicated journalists, to dismantle the veil of financial secrecy that routinely drains resources meant for vital infrastructure, healthcare, and education. Recognizing that Illicit Financial Flows (IFFs) and skewed Domestic Resource Mobilization (DRM) represent the biggest stories of our time, veteran media trainer Cris Chinaka challenged the participants to rethink their societal impact.



Queenter Mbori, AMWIK's ED, at the training workshop



**THOMSON REUTERS
FOUNDATION**

To truly hold power to account, the training pushed journalists to look beyond surface-level statistics and courageously investigate the sophisticated networks enabling systemic financial crimes. The trainers provocatively urged the cohort to interrogate the face of corruption in Africa across professions and stations, moving past low-level offenders to expose the corporate players, public officials, and elite enablers who perpetuate an inequitable distribution of wealth where lower-income populations are left with mere crumbs.

By mastering the 3Ds of Domestic Resource Mobilization—Demographics, Democracy, and Development—the participants learned how transparent local resource management can economically empower vulnerable youth and women, foster deep institutional accountability, and pave the way for sustainable development free from over-reliance on external fundin

MOBILIZING MEDIA AND COMMUNITIES AGAINST NATURE CRIMES



Kenya's breathtaking biodiversity is the nation's economic backbone, with tourism contributing over 250 billion shillings annually and supporting 1.6 million jobs. Yet, this natural heritage faces a sophisticated, \$23 billion global menace: Illegal Wildlife Trade (IWT).

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In 2025, the Association of Media Women in Kenya (AMWIK), in partnership with the Global Initiative Against Transnational Organized Crime (GI-TOC) and the Resilience Fund, launched a decisive intervention in Kajiado County to transform how these crimes are reported, monitored, and deterred.

Breaking the Cycle of Silence

The Enhancing Nature Crimes Reporting project addressed the gap between community silence and policy inaction that allows crimes such as wildlife poisoning and illegal sand harvesting to persist. Launched in July 2025 in Kajiado, the initiative brought together the Kenya Wildlife Service (KWS), local administrators, and community leaders to promote a proactive, community-led response.

Key activities included:

- **Capacity Building:** 15 journalists received investigative reporting training, while 21 community members participated in citizen journalism sessions.
- **Localization & Technology:** Reporting templates were translated into Maa, and digital hotspot mapping was introduced to monitor nature crimes in high-risk areas such as the Amboseli corridor and Kajiado River Basin.

KES 250B

annual tourism value

1.6M jobs

at stake

KES 23B

lost to IWT annually

From Grassroots Vigilance to National Accountability

The project's impact was both immediate and far-reaching. By December 2025, communities had shifted from passive observers to active defenders of their environment. Using their newly acquired skills, residents reported incidents of lion and vulture poisoning to the Kajiado Star, helping bring greater visibility to nature crimes. These efforts also sparked a landmark cross-border collaboration between local chiefs in Kajiado and Tanzania to address transboundary environmental crimes.



Perhaps the most significant outcome occurred when a trained KTN journalist produced an investigative feature on nature crimes that caught the attention of the Kenyan Senate. The journalist was summoned to provide further details, leading the Senate committee to launch a formal investigation into the environmental crises affecting the region. This sequence proved that local storytelling, backed by professional investigative rigor, can catalyze national policy action.

Beyond reporting, the project fostered "coexistence." By involving local leaders like Chief Lamwek Koobai and KWS representatives, the initiative addressed the root causes of retaliatory killings. Participants are now exploring sustainable alternatives to harmful practices, such as beekeeping and tree nurseries, which protect the ecosystem while securing household incomes.



As 2025 concludes, the legacy of this project lives on through a standardized training curriculum currently under development. This ensures that the lessons learned in Kajiado can be replicated across other critical wildlife zones in Kenya. Through this collective effort, uniting the media's investigative power with the community's ground-level vigilance, the heart of Kenya's economy is being protected from the inside out.

81

Beneficiaries

15

**Stories
Published**

1

**Story
escalated to
the Senate**

IEBC AND MEDIA REIGNITE COLLABORATION AHEAD OF 2027 POLLS

70 %

of journalists covering 2027 polls have never reported a national election.

In 2025, a critical assessment of the Kenyan media landscape revealed a daunting challenge for the upcoming electoral cycle: over 70% of journalists who will cover the 2027 General Election have never reported on a national poll before. This massive turnover, largely due to industry shifts and the exit of veteran correspondents, created an urgent need for institutional memory and technical training. To bridge this gap, the Independent Electoral and Boundaries Commission (IEBC) convened a high-level consultative roundtable in Nairobi with media stakeholders to reignite a partnership that had been dormant since the previous cycle.

Led by the newly appointed IEBC Chairperson, Mr. Erastus Etheke, and CEO Marjan Hussein Marjan, the forum served as the first formal engagement between the Commission's new leadership and the media. The primary objective was the renewal of the expired Memorandum of Understanding (MoU), which had been credited with improving media safety and information accuracy during the 2022 polls. Zubeidah Kananu, President of the Kenya Editors' Guild, noted that starting this collaboration two years early was a strategic necessity to avoid the "last-minute" pressures that often compromise electoral credibility.

The discussions were marked by a frank acknowledgment of the evolving digital threats that did not exist in previous cycles. Stakeholders, including Eric Oduor of the Kenya Union of Journalists and Felix Odhiambo from ELGIA, warned that AI-generated deepfakes, sophisticated disinformation campaigns, and fake opinion polls posed an existential threat to democratic stability. To counter this, the roundtable proposed the establishment of a Joint IEBC-Media Forum focused on digital literacy and the expansion of specialized fact-checking desks to verify results in real-time.



Joint IEBC-Media Taskforce revived

Fact-checking expansion proposed

By reviving the Joint Media Taskforce, the IEBC and media houses aimed to co-create a framework that protects journalists on the ground while ensuring the public receives verified, conflict-sensitive information.

USAWA PROJECT CONCLUDES IN NAKURU AND KAKAMEGA, LEAVING A LEGACY OF ACCOUNTABILITY

In 2025, the USAWA Program, a multi-sectoral initiative aimed at curbing Fraud, Waste, and Abuse (FWA) in Kenya's health sector, successfully concluded its operations across five counties. The program addressed a critical vulnerability in the public health system and the lack of oversight and transparency at the grassroots level.

By the time of its closeout, the initiative had achieved significant scale, reaching five counties (Mombasa, Kilifi, Nakuru, Isiolo, and Kakamega), training 200 journalists in investigative health reporting, and equipping 20 county communication teams with the tools to foster transparent governance.

The Nakuru County closeout event in 2025 served as a strategic reflection point for the consortium—which included Transparency International-Kenya, AMWIK, Global Compact Network-Kenya, and the IRCK. During the session, Hon. Roselyn Mungai, the Nakuru Executive Committee Member (CEC) for Health, highlighted how the program's foundation would be integrated into the county's long-term health strategy.

"The role of Public-Private Partnerships (PPPs) is crucial for the end-to-end operationalization of our health facilities and the improvement of service delivery," stated Hon. Mungai. "Partnerships like the USAWA program are instrumental in filling existing gaps, demonstrating the power of collective action in building a more resilient and accountable health sector for the people of Nakuru."

Speaking on behalf of AMWIK, Denis Mbau, Impact and Media Liaison, detailed the program's success in building the capacity of journalists to investigate and report on complex health sector issues. **"We trained at least 30 journalists per county on in-depth health reporting and even developed a comprehensive training manual to ensure longevity of these skills,"** Mbau said.

He urged stakeholders to continue leveraging this newfound expertise. "We need to build on these efforts and tap into this knowledge to produce more impactful stories on FWA. This is the power of the media in enhancing accountability, improving citizen participation, and ultimately contributing to a healthier nation."

As the project concluded, attention shifted to sustaining the "USAWA assets," with stakeholders encouraging county governments to continue leveraging trained journalists and community advocates. Although the program ended in 2025, the partnership between civil society and county leadership remains active, supporting efforts to curb FWA and strengthen maternal, child, and public health outcomes.



EMPOWERING MONEY MINDSETS: AMWIK WORKSHOP INSPIRES LEADERSHIP AND FINANCIAL WELLNESS FOR WOMEN IN MEDIA

65%

of women in media report financial insecurity

Safety of journalists, particularly women and young media workers, emerged as a major concern. AMWIK Executive Director Queenter Mbori highlighted the rise in gender-based violence and online harassment, citing 2024 research showing that over 60% of journalists aged 20–25 have experienced sexual harassment. She called for stronger safety frameworks and emergency protocols, emphasizing that “a free press must also be a safe press.”

Representing the National Police Service, Muchiri Nyaga reaffirmed the NPS's commitment to media freedom by promoting accountability and constructive engagement between law enforcement and journalists. He noted that both institutions can operate harmoniously under the constitutional protections of freedom of expression and press freedom.

Capacity building remained central to the program. Denis Mbau of AMWIK noted that a training manual was developed to sustain the skills of the 30 journalists trained per county, while Ambrose Kilonzo of the IRCK highlighted the role of faith leaders as grassroots advocates promoting accountability and improved health service delivery.

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ALCHEMIST

NURTURER

MAVERICK

CELEBRITY



BUILDING CAPACITY FOR NEW MEDIA CREATORS FOR HEALTH REPORTING IN NAKURU COUNTY

Recognizing the transformative power of digital storytelling, the AMWIK, under the USAID USAWA project conducted a capacity-building initiative for new media creators in Nakuru County. The training focused on equipping bloggers, social media influencers, and digital journalists with the skills needed to produce impactful health stories, combat healthcare fraud, and foster transparency in the sector.

The Nakuru County workshop provided participants with practical skills in investigative health journalism, ethical reporting, and multimedia storytelling. By learning how to craft data-driven narratives, creators can produce content that not only informs but also mobilizes audiences to demand better healthcare services. The training emphasized the importance of accuracy, sensitivity, and accountability—ensuring that health reporting does more than just highlight problems but also drives meaningful solutions.

Access to accurate and timely health information is a cornerstone of community well-being, yet many Kenyans still face challenges due to healthcare fraud, misinformation, and weak accountability systems.

The USAID USAWA project seeks to address these gaps by empowering digital content creators to become agents of change. Through compelling storytelling, these creators can shine a light on critical health issues, expose malpractice, and amplify the voices of marginalized communities often left out of mainstream discussions.

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MEMBERSHIP EXPANSION: MERU FEMALE JOURNALISTS ENGAGED



Meru now active

**Network growing
30 Journalists engaged**

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PARTNERSHIP TO CHAMPION MENTAL WELLNESS IN KENYA'S MEDIA SECTOR



"SWITCHING OFF THE MEDIA IS NOT A SOLUTION TO THE COUNTRY'S CHALLENGES BUT AN OUTDATED TACTIC THAT WILL ONLY ESCALATE TENSIONS."

We are thrilled to announce a partnership between the Mental Wellness Association of Kenya (MWAK) and the Association of Media Women in Kenya (AMWIK) to advance mental health awareness and advocacy within Kenya's media industry.

In the signed Memorandum of Understanding (MoU), the two organizations pledged to collaborate on a series of initiatives aimed at promoting mental wellness among media practitioners, fostering policy change, and enhancing gender-sensitive reporting on mental health issues.

Media professionals face unique stressors, from tight deadlines to exposure to traumatic events, yet mental health remains a largely overlooked issue in newsrooms.

This partnership seeks to raise awareness about mental health challenges in the media sector, build capacity through training programs for journalists and media workers, advocate for policies that support mental wellness in media organizations and conduct research on the state of mental health among journalists, with a gender-sensitive approach.

The collaboration included a flagship event bringing together stakeholders to discuss mental health in the media, mental health champions training, conducting a gender-segregated study and drafting a Media Mental wellness charter among others.

40%

of journalists covering traumatic events (e.g., crime, disasters, political violence) exhibited symptoms of PTSD.

12%

of journalists only, have access to counseling services.



UPHOLDING MEDIA FREEDOM: KMSWG CONDEMNS CA'S UNLAWFUL DIRECTIVE ON PROTEST COVERAGE



During the quarter, AMWIK, through the Kenya Media Sector Working Group (KMSWG), took a bold stand in defense of press freedom following an unconstitutional directive by the Communications Authority of Kenya (CA). The directive sought to suspend live coverage of ongoing public protests, a move that the media fraternity, including AMWIK, strongly opposed.

In a joint statement, KMSWG, comprising key media stakeholders including AMWIK, denounced the CA's action as a direct violation of Article 34 of the Constitution, which guarantees media freedom. The group also referenced a recent High Court ruling affirming that the CA has no mandate to control broadcast content, a role constitutionally assigned to the Media Council of Kenya.

"Switching off the media is not a solution to the country's challenges but an outdated tactic that will only escalate tensions," the statement asserted.

The group further condemned the shooting of NTV journalist Ruth Sarmwei, who was injured while covering the protests, calling for law enforcement agencies to uphold the rights to peaceful assembly (Article 37) and media freedom.

KMSWG also raised concerns about potential disruptions to internet access, warning that such actions would infringe on the public's right to freedom of expression (Article 33) and access to information (Article 35). Therefore, KMSWG called on all media houses to defy the unlawful directive and continue to serve the public interest without fear or intimidation.



ABOUT KMSWG:

The Kenya Media Sector Working Group (KMSWG) is a coalition of media stakeholders and associations in Kenya. The coalition is committed to the advancement of democratic principles, especially freedom of the media and expression.

AMWIK SPOTLIGHT: CYNTHIA'S TRIUMPH AND FEARLESS PURSUIT OF TRUTH IN INVESTIGATIVE JOURNALISM



From her early days as a reporter to joining Africa Uncensored as an investigative journalist in 2021, Cynthia Gichiri has earned recognition for her bold environmental reporting. Despite facing threats, intimidation, and systemic barriers, she has transformed these challenges into opportunities for impactful storytelling.

Among her most significant achievements was a two-year investigation into Kenya's fertilizer scandal, which exposed corruption involving suppliers and officials who sold substandard fertilizer to farmers. The investigation earned her the 2025 AJEA Investigative Journalist of the Year Award and helped drive policy reforms, underscoring the impact of accountability journalism.



STAY TRUE TO YOURSELF, BELIEVE IN YOUR CAPABILITIES

The Road Ahead: Bridging Media and Academia

The Road Ahead: Bridging Media and Academia Gichiri continues to pursue impactful investigations while working toward further academic growth. With plans to pursue a PhD, she hopes to bridge the gap between journalism and academia and inspire the next generation of investigative reporters.

In her message to aspiring journalists, particularly young women, she encouraged them to remain authentic, believe in their abilities, and stay consistent, emphasizing that their voices matter.

BEYOND HEADLINES: USING MEDIA TO CHAMPION THE RIGHTS OF AFRICAN CHILDREN

Media holds immense power, not just to inform, but to transform. At AMWIK, we believe that the stories of African children deserve more than fleeting attention, they deserve bold, ethical, and empathetic storytelling that drives real change.

In commemoration of the Day of the African Child, AMWIK shed light on the critical role of the press in shaping public awareness and response to children's issues. This follows the release of a chilling documentary by Africa Uncensored, investigating the mysterious disappearance of children under similar circumstances in Mukuru.



The dialogue also explored ways in which media can move beyond superficial coverage to sustained, impact-driven reporting, one that not only informs, but mobilizes action, safeguards rights, and amplifies the voices of children.

AMWIK remains committed to ensuring that the rights, challenges, and aspirations of African children are not just documented, but defended through ethical journalism, inclusive storytelling, and cross-sector collaboration.

The story, led by journalist Calvin Rock exposed gaps in justice and protection systems, raising urgent ethical questions about how media covers stories involving vulnerable minors.

To deepen this conversation, AMWIK hosted an X Space discussion featuring various stakeholders from **Akili Network, Media Council of Kenya and Mtoto News** to explore the responsibilities and risks journalists face when reporting on child abuse, exploitation, or trauma. The session focused on the need for sensitivity, accuracy, and accountability, while ensuring the dignity of children remains central to every narrative.

EXCELLENCE CORNER



TRIBUTE:

CONDOLENCE MESSAGE



DR. ANNE MUNGAI

AMWIK family mourns the passing of Dr. Anne G. Mungai, a pioneering Kenyan film director, mentor, and long-standing member of AMWIK.

Renowned for her groundbreaking film Saikati (1992), Dr. Mungai used cinema to amplify the voices and experiences of African women navigating the complexities of post-colonial societies. Through her storytelling, she inspired generations of filmmakers and media practitioners to tell authentic, women-centered African stories.

We extend our heartfelt condolences to her family, colleagues, and all who were touched by her work and kindness.

May her soul rest in eternal peace. 🕊



02

GENDER AND GOVERNANCE

**“ADVANCING GENDER EQUALITY THROUGH
ADVOCACY, LEADERSHIP DEVELOPMENT,
MEDIA ACCOUNTABILITY, AND GOVERNANCE
ENGAGEMENT.”**

CSW69: ADVANCING GENDER EQUALITY AND MEDIA EMPOWERMENT

COMMISSION *on the* STATUS OF WOMEN



At the 69th session of the Commission on the Status of Women (CSW69) in New York, Executive Director Queenter Mbori strategically positioned AMWIK at the center of the global gender equality discourse. By championing the 2025 theme, "Accelerating gender equality through economic empowerment and innovation," her participation directly advanced the organization's mission to amplify women's voices and institutionalize gender-responsive media practices on an international stage.

AMWIK has been at the forefront of empowering women in media, advocating for gender-sensitive reporting, and providing training to enhance women's leadership in the industry. At CSW69, ED Queenter highlighted how media plays a crucial role in shaping narratives around women's economic participation and innovation.

The discussions at CSW69 reinforced the need for inclusive policies and digital opportunities for women, a vision AMWIK continues to drive forward through its programs.



NARRATIVES FOR CHANGE: TAKING STOCK OF MEDIA ACCOUNTABILITY AND GENDER REPRESENTATION

The "Narratives for Change" workshop, convened by the Association of Media Women in Kenya (AMWIK) and UN Women Africa, was successfully hosted at the Goethe-Institut as a cornerstone event of the Rewind, Remix, Reclaim Festival, marking the 40th anniversary of the landmark 1985 UN World Conference on Women.

The high-level session served as a critical platform to evaluate the media's structural role in advancing gender equality. Facilitated by veteran journalist and AMWIK member, Dorcas Odumbe, the workshop convened 45 media professionals, including editors, journalists, and gender advocates, to rigorously assess historical milestones, current institutional challenges, and future strategic priorities for gender-responsive reporting.

A comprehensive comparative analysis revealed a significant evolution in media framing, noting a 60% increase in substantive engagement with women's issues between the 1985 Nairobi conference and the 1995 Beijing conference. However, contemporary metrics underscore persistent systemic gaps; a practical media audit of 47 recent national newspaper stories indicated that women constitute only 24% of news subjects, represent a marginal 3% of front-page leads, and remain underrepresented in political and business journalism.

Additionally, the initiative prioritizes capacity building through digital safety programs, rapid-response mentorship for journalists, and sourcing training for male allies, a clear path toward building an inclusive, safe, and equitable media ecosystem.

Furthermore, while digital media has successfully amplified critical advocacy campaigns like #MyDressMyChoice, the digital ecosystem presents distinct challenges. Data from AMWIK's recent survey highlighted that 73% of women journalists face online harassment, a crisis compounded by algorithmic biases and a digital divide that disproportionately excludes rural and older demographics.

To systematically address these disparities, AMWIK and its partners established a comprehensive framework designed to drive institutional accountability and content innovation across the Kenyan media landscape.

The proposed strategic roadmap outlines urgent institutional reforms, including funded newsroom gender audits, editorial policy reviews, and the implementation of a national Media Gender Equity Index.

60%

More women's stories

24%

News subjects

3%

Front-page leads

73%

Face harassment



AMPLIFYING WOMEN'S VOICES AT THE PEOPLE DIALOGUE FESTIVAL

DATE

March 5 - March 8

VENUE

Uhuru Park, Kenya

PARTNER ORGS.

AMWIK & CMD

The People Dialogue Festival (PDF) 2025, a collaborative effort between AMWIK and the Centre for Multiparty Democracy (CMD) among others, transformed Uhuru Park into a dynamic hub for civic engagement from March 5th to 8th. This event, drawing a diverse array of stakeholders, served as a vital platform for discussions on democracy and governance. At its core, the Association of Media Women in Kenya (AMWIK) curated the "Political Village," a four-day immersive experience dedicated to "Women, Leadership, and Politics."

The AMWIK Political Village resonated deeply, attracting political parties, activists, journalists, students, and members of the public, with over 100 individuals engaging directly at the AMWIK booth. This vibrant space was designed to empower women, address the obstacles they face in politics, illuminate the media's influence on their narratives, and foster crucial mentorship connections.

The opening day set the stage, dissecting the systemic barriers hindering women's political participation. Led by AMWIK's Queenter Mbori, a panel featuring Maria Wanza, Mitchell Oyuga, and Wanja Maina explored the challenges of financial constraints, gender-based violence, and media bias. The discussions underscored the transformative power of mentorship, the media's potential as a catalyst for change, and the urgent need to dismantle systemic barriers.

Beyond the panels, the AMWIK booth became a focal point for engagement. It functioned as a hub for recruitment, awareness, and networking, fostering conversations between AMWIK representatives and media professionals, aspiring journalists, and civil society members. These interactions centered on critical issues like media freedom, gender representation, and the potential for collaborative initiatives, solidifying AMWIK's role as a driving force for change.



AMWIK CHAMPIONS FOR WHISTLEBLOWER PROTECTION LAWS

The Association of Media Women in Kenya (AMWIK), in partnership with the Kenya Young Parliamentarians Association (KYPA), brought together a diverse group of journalists, media professionals, civil society representatives, and legal experts for a crucial dialogue on enhancing the legal and operational environment for journalists and whistleblowers in Kenya. The forum focused on the vital role that journalists and whistleblowers have played in exposing corruption, illicit financial flows (IFFs), and governance failures, often at great personal risk.

A central theme of the dialogue was the progress of the Whistleblower Protection Bill, 2023, currently before Parliament. Sponsored by Hon. Irene Kasalu, the Bill was designed to address the longstanding gap in Kenya's legal framework by providing robust protections for whistleblowers and recognizing the critical role of the media in disclosing information of public interest.

Hon. Irene Kasalu who was the keynote speaker called for strong advocacy from all stakeholders to push for the Bill's enactment, emphasizing that its passage would empower whistleblowers and journalists to report wrongdoing without fear and help foster a culture of transparency and accountability in Kenya.



Hon Irene Kasalu, AMWIK ED, KYPA leadership with media stakeholders. [PHOTO: AMWIK]





3

SEXUAL HEALTH AND REPRODUCTIVE RIGHTS

AMWIK CONTINUES TO CHAMPION INFORMED CONVERSATIONS, RIGHTS-BASED ADVOCACY, AND GENDER-RESPONSIVE REPORTING ON SEXUAL AND REPRODUCTIVE HEALTH ISSUES.

Advocacy

Strengthening awareness and rights.

Media Training

Promoting accurate and ethical reporting.

Community Engagement

Supporting informed public dialogue.

JOINING FORCES WITH CSOS TO COMBAT GBV AND FEMICIDE IN KENYA

The rising cases of GBV and femicide in Kenya demand urgent and sustained action. The Association of Media Women in Kenya (AMWIK) participated in a critical engagement by Journalists for Human Rights (JHR) and other Civil Society Organizations (CSOs) to draft and submit a memorandum to the Technical Working Group on GBV including Femicide, the insights and recommendations aim to strengthen Kenya's response to gender-based violence (GBV) and femicide.

The technical Working Group on GBV including Femicide was appointed by His Excellency President William Samoei Ruto through the Kenya Gazette Notice Vol. CXXVII – No. 3 of 10th January 2025. The group is tasked with assessing, reviewing, and recommending measures to enhance Kenya's policy, legal, and institutional frameworks in addressing GBV and femicide.

As a key stakeholder in media and gender advocacy, AMWIK contributed to the memorandum, ensuring that the voices of women and media professionals were represented. The submission emphasized strengthening media reporting on GBV to avoid sensationalism and protect survivors, enhancing collaboration between journalists, law enforcement, and CSOs to ensure accurate and ethical coverage and advocating for policies that support survivors and hold perpetrators accountable.

The Technical Working Group will review the memorandum and other stakeholder submissions before presenting its final recommendations to the government.

Policy callout

**Kenya Gazette Vol. CXXVII
No. 3 · 10 Jan 2025 TWG
mandate**



BUILDING RESILIENT NEWSROOMS: AMWIK CHAMPIONS MENTAL HEALTH AWARENESS AMONG YOUNG JOURNALISTS

60%

Faced sexual harassment

80%

Cases remain hidden

20%

Newsrooms offer MH support

In 2025, a comprehensive report by the Association of Media Women in Kenya (AMWIK) underscored a growing crisis in the industry: 60% of media practitioners in Kenya had experienced sexual harassment, with 40% of female interns and early-career journalists being the most vulnerable.

Furthermore, research indicated that 80% of these cases remained hidden due to a "culture of silence" and a lack of psychosocial support, where only 20% of newsrooms were found to offer adequate mental health resources.

To combat these systemic issues, AMWIK hosted a Psychosocial Awareness Training for Young Journalists at the Monarch Hotel in Nairobi.

This 2025 workshop served as a critical follow-up to AMWIK's ongoing initiative on Sexual Harassment Policy Implementation. It addressed the heavy emotional toll placed on journalists, acknowledging that unaddressed trauma not only harms personal health but also compromises professional performance and ethical journalism.

The training sessions focused on practical resilience-building through various psychological frameworks. Participants were introduced to the HEAL Model—which prioritizes Having resources, Educating oneself, Advocating for rights, and Listening without judgment—specifically tailored to support survivors of Sexual and Gender-Based Violence (SGBV).

They also explored the 4A's Model (Adapt, Avoid, Accept, Alter) and the STEPS approach to problem-solving, enabling them to identify early warning signs of burnout such as social withdrawal and chronic exhaustion.

AMWIK Executive Director Queenter Mbori concluded the event by redefining newsroom safety to include emotional and mental well-being as a standard requirement. The workshop reaffirmed that a journalist's health is a professional asset; by equipping young reporters from across the country with self-care plans and trauma-informed tools, the initiative aimed to foster a supportive media community capable of producing impactful, ethical stories in a safer environment.



PUSH FOR WOMEN'S SAFETY AND LEADERSHIP



AMWIK and SEPAR hosted an empowering Women's Dialogue focused on leadership, psychosocial well-being, safety, and women's rights. The participants engaged in critical discussions on building mental resilience, navigating toxic environments, strengthening women's leadership, and advancing gender equality and equipping them with the knowledge, skills, and networks needed to drive meaningful change in their communities.

A key highlight of the event was the launch of the **Gender-Based Violence (GBV) Toll-Free Helpline —0800 000 999**—by Usukimye and SEPAR. The number is a crucial resource, providing immediate support, confidential counselling, legal guidance, and referrals to safe shelters and medical care for survivors of gender-based violence.

This initiative marks a significant step forward in safeguarding women's rights, as we continue to advocate for gender equality and women's empowerment.



A purple and white poster for 'USUKIMYE!' (Usukimye! Together, we can end gender-based violence). It features the SEPAR logo in the top right corner. The text on the poster reads: 'Toll-Free Gender-Based Violence Support now Available', 'If you require support related to Gender-Based Violence (GBV), please reach out to Usukimye for confidential assistance.', 'Help is available. You are not alone!', 'TOLL FREE', '0800 000 999', and 'info@usukimye.org'. At the bottom, there are social media icons for Twitter (@AMWIK), Facebook (ASSOCIATION OF MEDIA WOMEN IN KENYA), Instagram (@amwik.amwik), and a website link (www.amwik.org).



4. WOMEN'S ECONOMIC EMPOWERMENT

“

”

THE URGENCY OF THE 2030 AGENDA & THE ROLE OF THE MEDIA



Participants follow proceedings at an AMWIK forum on gender, media, and the 2030 Agenda.

The Sustainable Development Goals (SDGs) remain a universal blueprint for eradicating poverty, advancing equality, and protecting the planet. With only five years left at the time, the race against the clock had never been more urgent.

At the heart of this urgency was the media. By bridging the gap between policy and the public, the media acts as a catalyst for accountability and change. It plays a vital role in shaping public discourse, amplifying marginalized voices, and driving policy reform.

To bridge reporting gaps and foster inclusive progress, AMWIK partnered with SDGs Kenya Forum in 2025 to host the Gender Policies Meetings across Makueni, Homabay, Laikipia, and Uasin Gishu counties. This two-day training was designed to tackle inequalities and build a nationwide movement for gender-responsive storytelling and policy reform.

The first day laid the foundation by unpacking the complex policy frameworks surrounding care work, economic inclusion, and gender equity. On the second day, the focus shifted to the communicators themselves, empowering journalists as key agents of accountability and catalysts for change.



A major highlight were powerful sessions led by AMWIK's Queenter Mbori, which focused on the media's strategic role in advancing gender-responsive policies. Through interactive training on evidence-based reporting, strategic storytelling, and advocacy journalism, she equipped storytellers with the tools to influence public discourse. She emphasized a core tenet of advocacy: how one communicated was just as important as what they communicated, because the chosen channels and tools directly determined the impact of the message.





5. DIGITAL SAFETY AND SECURITY



PODCAST SERIES LAUNCHED TO TACKLE TECHNOLOGY FACILITATED GBV

The Association of Media Women in Kenya (AMWIK) launched a new podcast series aimed at raising awareness and building resilience against TFGBV, especially within the media sector. The podcasts feature candid conversations with female journalists, human rights defenders, legal experts, and community leaders who share their personal experiences with online violence and discuss strategies for digital safety.



"OVER 60% OF WOMEN EXPERIENCED ONLINE HARASSMENT."

This initiative follows the release of AMWIK's 2024 research report, which exposed the alarming prevalence and impact of TFGBV on women in public life, particularly female journalists and leaders. The report revealed that over 60% of women had experienced some form of online harassment. The most common platforms for abuse were Facebook and WhatsApp, where incidents ranged from cyberbullying and hate speech to intimate image sharing and cyberstalking. The psychological toll is significant: many victims reported feeling unsafe online, with some forced to withdraw from public discourse or self-censor, resulting in a loss of authentic female voices in digital spaces.



The podcast series is hosted by AMWIK member, Cecilia Maundu, who is also the founder of the Digital Dada Podcast.



Available on
AMWIK YouTube

Spotify —
Digital Dada Podcast

Thematic focus:
improving digital
safety

This podcast initiative is part of AMWIK's broader thematic focus on improving digital safety for female journalists. By equipping women with knowledge, sharing real-life experiences, and advocating for systemic change.

www.amwik.org

CAPACITY STRENGTHENING IN KISUMU AND MOMBASA TO COMBAT TFGBV

In 2024, AMWIK launched a pivotal report on Technology-Facilitated Gender-Based Violence (TFGBV), shedding light on the growing threats faced by women in public life, including journalists, politicians, and activists. The report not only outlined the challenges but also provided actionable recommendations to curb this alarming trend.

Building on this momentum, AMWIK conducted digital safety and security capacity-strengthening trainings in Kisumu and Mombasa for media professionals, policymakers, legal experts, and civil society players. These workshops aimed to enhance the digital resilience of women in media, politics, and public life through a multistakeholder approach, bringing together diverse voices to tackle TFGBV.

Kisumu
workshops

Mombasa
workshops

With the rise of online harassment, cyberbullying, doxxing, and other forms of digital gender-based violence, women in the public eye—especially female journalists—face increasing risks, including targeted trolling and threats that can escalate into offline harm. The sensitization workshops focused on safe online reporting, legal redress mechanisms, support networks, and practical self-protection measures to help participants safeguard their personal and professional digital presence. This version reduces the text by approximately 30% while retaining all key points.

Safe online
reporting

Legal redress

DIGITAL COMMUNITY OF PRACTICE TO EMPOWER WOMEN IN THE DIGITAL WORKPLACE UNVEILED



AMWIK, in partnership with Pollicy, launched the Future of Work Kenya (FoW) Community of Practice (CoP) with a hands-on training session focused on using multimedia to promote digital resilience for women in the workplace.

Building digital literacy, online safety, and a shared Community of Practice.

The program equipped participants with essential digital skills, strengthened online safety awareness, and fostered a supportive learning environment. It addressed challenges such as online harassment, privacy concerns, and unequal access to digital opportunities by promoting digital literacy, online safety, and knowledge-sharing through the CoP. Bringing together journalists, digital activists, and human rights advocates, the initiative also included an online mentorship program that enabled AMWIK member journalists to deepen their understanding of digital resilience. This version is reduced by approximately 30–35% while retaining all the key information and outcomes.

Diigital
literacy

Mentorship
program

FORUM CALLS FOR URGENT ACTION TO PROTECT WOMEN JOURNALISTS IN DIGITAL SPACES

Over 60%
of Kenyan women have
experienced TFGBV – victims
as young as 15



The Association of Media Women in Kenya (AMWIK), with support from the Urgent Action Fund-Africa, convened a high-level policy forum on “Safeguarding Women Journalists in Digital Spaces.” The forum brought together journalists, policymakers, civil society organizations, and digital rights advocates to address the growing threat of online violence against women in media. Discussions underscored the dual nature of the digital age: while technology has expanded opportunities for journalists, it has also increased exposure to harassment, doxing, and technology-facilitated gender-based violence (TFGBV).

Women journalists face disproportionate risks, with online abuse often escalating into offline threats and violence. The forum highlighted the psychological impact of digital attacks, including anxiety, self-censorship, and career withdrawal. Participants also noted that despite constitutional protections for freedom of expression and privacy, existing legal frameworks remain outdated, inconsistently enforced, and insufficiently responsive to gender-specific forms of digital harassment.

- **Policy & Legal Action:** Strengthen laws to criminalize online harassment, integrate TFGBV into cybersecurity strategies, and ensure accountability for media owners and tech platforms.
- **Safety Training & Awareness:** Mandate digital security training for journalists, improve reporting mechanisms, and promote media literacy to combat misinformation and abuse.
- **Institutional Accountability:** Media houses must adopt zero-tolerance policies on harassment, establish support systems, and collaborate with mental health professionals to address trauma.
- **Multi-Stakeholder Collaboration:** Governments, tech companies, and civil society must work together to enforce stricter content moderation and fund advocacy initiatives.

The forum concluded with a powerful message: protecting women journalists is not just about individual safety, it is a prerequisite for press freedom, gender equality, and democracy itself.

Four urgent reforms

Policy & Legal Action

Criminalise online harassment · integrate TFGBV into cybersecurity

Safety Training

Mandate digital security training · improve reporting mechanisms

Institutional Accountability

Zero-tolerance policies · mental health support systems

Multi-Stakeholder Collaboration

Governments · tech companies · civil society

AI, SAFETY, AND THE SOUL OF JOURNALISM: KENYA MARKS WORLD PRESS FREEDOM DAY WITH A CALL FOR ETHICAL INNOVATION



The media community joined hands in commemorating World Press Freedom Day 2025, under the theme “The Impact of Artificial Intelligence on Press Freedom and the Media.” In an event held in Nairobi, journalists, media leaders, civil society organizations, government officials, and law enforcement representatives convened to reflect on the complex intersection between technology, ethics, and media freedom in a rapidly changing world.

“AI is not neutral — it reflects the ambitions, blind spots, and biases of its creators.” — Zubeidah Kananu

At the heart of the conversation was the dual-edged impact of Artificial Intelligence (AI) on journalism. Speakers acknowledged AI’s ability to transform storytelling through tools like automated content generation, data analysis, and fact-checking. However, they also sounded the alarm about AI’s potential to amplify disinformation, infringe on rights, and entrench inequalities, especially in an environment already grappling with shrinking revenues, eroded public trust, and escalating threats to journalist safety.

Zubeidah Kananu, President of the Kenya Editors’ Guild, highlighted both the promise and peril of AI. “AI is not neutral it reflects the ambitions, blind spots, and biases of its creators. We must ask: who is training these algorithms, and what voices are being amplified—or silenced?” She cautioned that while AI may improve efficiencies, it could also deepen the information divide, especially for rural journalists.

The Media Council of Kenya (MCK) CEO, David Omwoyo, echoed the need for thoughtful regulation and ethical journalism. He urged media stakeholders to resist the temptation to treat AI merely as a tool and instead view it as a test of media integrity. Omwoyo advocated for AI-focused training modules to equip journalists with the skills needed for ethical, informed reporting in the digital age.

“A free press must also be a safe press.” — Queenlee Mbori, AMWIK

Safety of journalists—especially women and young media workers—was highlighted as a major concern. AMWIK Executive Director Queenlee Mbori cited 2024 research showing that over 60% of journalists, mainly aged 20–25, have faced sexual harassment. She urged stronger emergency protocols and safety systems across physical and digital spaces, stressing that “A free press must also be a safe press.”

The National Police Service (NPS), represented by Muchiri Nyaga, reaffirmed commitment to media freedom and officer accountability, citing Article 34 on freedom of expression and the press. He emphasized the need for a professional relationship between police and journalists. In closing, stakeholders called for collaboration among media houses, regulators, tech platforms, and government to promote ethical innovation, protect journalist rights, and build an inclusive media ecosystem grounded in justice, truth, and representation.

SOWING SEEDS OF DIGITAL SAFETY: AMWIK'S TFGBV INITIATIVE BEARS FRUIT

In an era where digital spaces have become battlegrounds for gendered abuse, a quiet yet powerful revolution is taking shape, one led by those once trained, now emerging as advocates, educators, and defenders of digital dignity.

One of the participants of AMWIK's Training of Trainers (ToT) session on Technology Facilitated Gender Based Violence (TFGBV) is the **Hope Rekindled Initiative (HRI)**, a local organization in Kisumu. As an initiative committed to safeguarding young and vulnerable voices, HRI has taken the lessons from AMWIK's training and embedded them into its grassroots work. From facilitating digital safety workshops to mentoring youth on safe online practices, HRI is helping bring the ToT model to life on the ground.

Another entity is the KINTARA application which was developed by Jovian Kowido, a participant, as a targeted response to the increasing cases of Gender-Based Violence (GBV) in grassroots communities. The program aims to provide timely support, raise awareness, and strengthen local capacities to address and prevent GBV at the community level.

The two initiatives builds upon AMWIK's earlier capacity-building work in Kisumu and Mombasa, where local journalists, civil society leaders, and community influencers were trained to tackle TFGBV within their unique contexts. From those regions, we have already seen the ripple effects as the stakeholders undertake online campaigns, mentorship programs, school outreach, and even the development of localized digital protection policies, proof that these seeds are indeed bearing fruit.

The ToT equipped participants with the skills to lead community campaigns, train others, and build strategic responses against the growing tide of digital violence. From the coast to the capital, a new wave of informed, empowered, and resilient voices is rising, transforming learning into sustained impact.



AMWIK's Training of Trainers (ToT) session.



of research respondents experienced some form of online harassment, with women constituting 81% of the victims.

Advocacy and Alliance Building: Safeguarding Women Journalists in Digital Spaces

The digital era has fundamentally transformed journalism, offering new frontiers for storytelling and civic engagement, yet it has simultaneously exposed journalists, particularly women to heightened risks of online harassment, cyberbullying, and doxxing. Recognizing that Kenya's existing regulations lack comprehensive provisions on digital safety, the Association of Media Women in Kenya (AMWIK), with support from the Urgent Action Fund, launched the project: "Advocacy and Alliance Building: Safeguarding Women Journalists in Digital Spaces." to close this policy gap and protect those on the frontlines of truth.

To address these urgent needs, the project focused on a strategic mix of high-level advocacy and direct capacity building. Key activities included specialized digital security trainings, the development of a comprehensive policy brief, and strategic stakeholder forums designed to push for the integration of digital safety into national media regulations. These initiatives aimed to highlight the institutional gaps that expose women to harm while proposing the establishment of a national response mechanism for online harassment.

Simultaneously, legal and psychosocial support sessions were conducted to ensure that women journalists were not only technically secure but also legally empowered and mentally resilient, providing them with the tools to seek redress and maintain their professional presence in a rapidly evolving media landscape.

The impact at the individual level was equally transformative, as evidenced by a post-analysis of the trained journalists. The project successfully reached 125 participants directly through trainings and stakeholder forums, while an estimated 7,452 people were reached indirectly through social media campaigns and educational resources like comic strips. Among those trained, 83% reported implementing stronger digital security practices, such as two-factor authentication and secure messaging, making them significantly more resilient against impersonation and account breaches.

Following the dissemination of the AMWIK Policy Brief and a consultative meeting with ICT CS William Kabogo, the Kenya Media Sector Working Group (KMSWG) began developing modalities to introduce this framework to strengthen journalist protection in the digital era. This advocacy also birthed a national research study on the status of women in media in Kenya.

"83%

reported implementing stronger digital security practices

125

directly trained

7452

reached indirectly

83%

adopted stronger security

1

national study on women in media

Furthermore, 75% of participants indicated a greater confidence in responding to online harassment without resorting to self-censorship, ensuring that gender-diverse voices remain active in Kenya's public discourse. Beyond technical skills, the project fostered a burgeoning community of practice, with 64% of participants expressing a readiness to support peers facing online abuse.

This network provides a vital, rapid-response mechanism in an environment where formal institutional support can be slow. While legal remedies in Kenya remain expensive and complex, the 100% confidence reported by participants in their understanding of legal and psychosocial pathways marks a fundamental shift in professional agency.



By moving from individual consultations to multi-sectoral collaboration, the intervention has laid a coordinated roadmap for addressing safety, representation, and working conditions, proving that while policy change takes time, evidence-based advocacy and collective action are the most effective tools for defending the digital frontier.



AMWIK HOSTS INTERNEWS FOR STRATEGIC MEETING ON WOMEN'S DIGITAL SAFETY

The AMWIK team hosted a delegation from Internews Europe, led by CEO Meera Selva and including Fatuma Sanbur and Abraham Mariita, for a collaborative meeting on addressing Tech-Facilitated Gender-Based Violence (TFGBV) and advancing women's safety in digital spaces.

The productive discussion explored key challenges women face online, from doxxing and harassment to the spillover of digital threats into physical violence. Both teams agreed on the urgent need to develop practical solutions, including enhancing reporting mechanisms like AMWIK's case tracker initiative in Kisumu, pushing tech platforms for greater accountability, and preparing protective measures ahead of Kenya's 2027 elections.

With Internews sharing valuable insights from the UK's progress on newsroom safety and AMWIK highlighting Kenya's media landscape challenges, this partnership marks an important step toward creating safer digital environments for women journalists and leaders. The teams committed to joint advocacy, awareness campaigns, and grassroots programs to combat TFGBV and promote gender equality in media and beyond.

**Joint commitments: advocacy · awareness
· grassroots programs**

BUILDING A SAFER DIGITAL KENYA: SOCIAL MEDIA 4 PEACE PHASE 2 LAUNCHED

Advancing Social Media 4 Peace

The second phase of the Social Media 4 Peace (SM4P) project officially launched, reinforcing efforts to create safer, more inclusive, and responsible digital spaces across Kenya. Implemented in partnership with UNESCO East Africa and supported by the European Union in Kenya, the initiative strengthened action against harmful online content while promoting digital safety and rights-respecting behavior through collaboration with the National Coalition on Freedom of Expression and Content Moderation in Kenya (FECMo).

The new phase builds on AMWIK's achievements in the project's initial stage, which included a major digital rights and stakeholder engagement workshop in Mombasa that brought together regulators, policymakers, civil society organizations, tech experts, and academics. The forum culminated in the adoption of a ten-point joint resolution.

By carrying this momentum into Phase II, AMWIK and its partners are working to turn these commitments into practical, tech-driven and community-led solutions for a more peaceful digital landscape.

**10-point resolution from Mombasa Phase 1
— now in execution**



FORGING A PATH TO SAFER DIGITAL SPACES: AMWIK PRESENTS RESEARCH ON TFGBV AT TIKTOK ROUNDTABLE

80%

TFGBV Victims
are women

20%

stopped using
social media

42%

faced targeted
online
harassment

→ physical
threats or
stalking

In 2024, a landmark study conducted by the Association of Media Women in Kenya (AMWIK) revealed a sobering reality: 80% of TFGBV victims in the country were women, and nearly 20% of those targeted had completely stopped using social media due to persistent abuse.

Furthermore, the data showed that 42% of female journalists had faced targeted online harassment that escalated into physical threats or stalking. These figures provided the critical backdrop for a high-level dialogue aimed at reclaiming digital safety for women in public life.

To address the recommendations, AMWIK presented the report at the TikTok Multi-Stakeholder Safety Roundtable, organized in partnership with the Centre for Analytics and Behavioural Change (CABC). The event brought together a diverse coalition of journalists, government regulators, civil society leaders, and digital safety experts. The primary goal was to move beyond anecdotal complaints and use AMWIK's data-driven insights to forge a unified front against the coordinated harassment campaigns that disproportionately targeted women in media and politics.

From Dialogue to Policy Action

Discussions focused on three key areas: survivor-centered support, platform accountability, and multi-sector collaboration. Stakeholders called for improved access to legal aid and mental health services, stronger reporting and content moderation systems by social media platforms, and closer cooperation among tech companies, security agencies, and the media. The roundtable also advanced policy advocacy efforts, with participants urging stronger enforcement of the Computer Misuse and Cybercrimes (Amendment) Act. By the summit's conclusion, online abuse had been reframed from a social media issue to a national concern, reinforcing a shared commitment to creating safer and more inclusive digital spaces for women.



**"ONLINE ABUSE IS NO LONGER A SOCIAL
MEDIA SCANDAL — IT IS A NATIONAL
CRISIS."**



**Computer Misuse & Cybercrimes Act
— enforcement called for**

**TikTok commitment: inclusive digital
spaces**

FINANCIAL STATEMENT

2024

Association of Media Women in Kenya (AMWIK)

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Annual report and financial statements

For the year ended 31 December 2024

STATEMENT OF FINANCIAL POSITION

	Notes	2024 Kshs	2023 Kshs
CAPITAL EMPLOYED			
Current project balances	5	13,303,234	23,916,919
Capital fund	6	2,137,763	1,651,712
Scholarship Fund		1,687,169	1,687,169
General Fund		18,477,894	212,862
TOTAL FUNDS		35,606,060	27,468,662
ASSETS			
Non-current Assets			
Property, Plant & Equipment	6	2,137,763	1,651,712
Financial Assets	7	839,057	552,594
		2,976,820	2,204,306
Current assets			
Receivable	8	769,147	812,899
Cash & Cash equivalent	9	32,057,640	24,745,705
		32,826,787	25,558,604
Current Liabilities			
Payables	10	197,547	294,248
Net current Assets		32,629,240	25,264,356
TOTAL ASSETS		35,606,060	27,468,662

FINANCIAL STATEMENT 2024

Association of Media Women in Kenya (AMWIK)
Annual report and financial statements
For the year ended 31 December 2024

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STATEMENT OF INCOME AND EXPENDITURE

	Designated Funds (Note 4) Kshs	General Funds Appendix I Kshs	2024 Kshs	2023 Kshs
INCOME				
Grants	65,127,802	25,345,815	90,473,617	18,089,919
Other Income	-	267,346	267,346	1,677,049
Subscriptions	-	501,000	501,000	1,236,500
	65,127,802	26,114,161	91,241,963	21,003,468
EXPENDITURE				
Direct project	35,227,585	1,098,048	36,325,632	8,848,823
Project support	7,012,221	399,665	7,411,886	2,451,192
Personnel costs	21,650,717	6,555,009	28,205,726	7,950,417
Capital costs	1,237,279	23,000	1,260,279	1,646,799
	65,127,801	8,075,721	73,203,523	20,897,231
Surplus for the year	-	18,038,440	18,038,440	106,237

SWOT ANALYSIS

STRENGTHS

- Legally registered entity with a constitution.
- Strong diverse membership in terms of professional skills, experience and age.
- Stable organization in existence for over 4 decades
- A fully operational secretariat and office.
- Years of experience and institutional memory in media strengthening, advocacy and promotion of women's rights through the media

WEAKNESSES

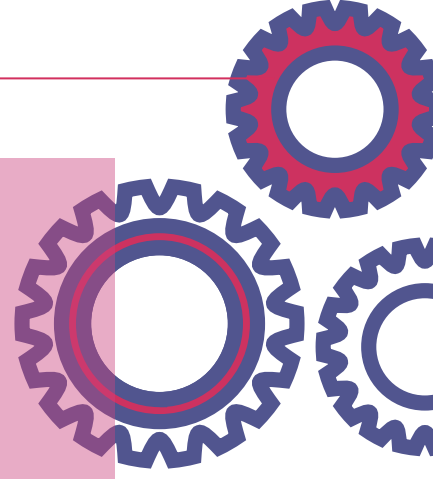
- Limited number of staff.
- Limited resources to expand Association's activities.
- Inadequate resources/facilities and equipment.

OPPORTUNITIES

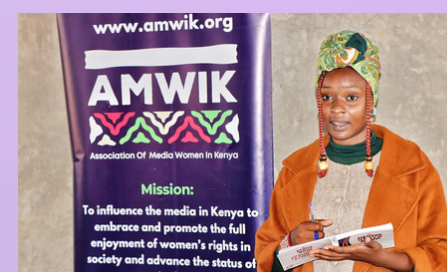
- Thriving media environment
- Large and diverse pool of professional Women in the media
- Opportunities from professionals outside of media to help AMWIK in fundraising and profile raising.
- Opportunities for AMWIK to engage and grow a younger membership.

THREATS

- Unpredictable and shrinking donor Operations
- Political environment – shrinking civic space.
- Increased harassment on women in media

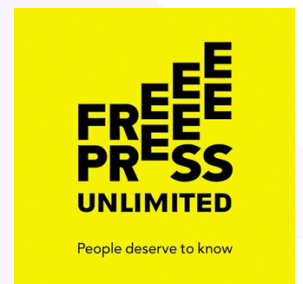


PICTORIAL





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