



AMWIK WOMEN IN MEDIA CONFERENCE 2026 REPORT

Theme: Resilient Professionals, Sustainable Futures.

23 April 2026

Golden Tulip, Nairobi, Kenya

EXECUTIVE SUMMARY



The AMWIK Women in Media Conference and Awards 2026 was held on 23 April 2026 at the Golden Tulip, Nairobi. Convened under the theme Resilient Professionals, Sustainable Futures: Women Building Inclusive Media, the conference brought together women journalists, editors, digital creators, media regulators, civil society actors, development partners, technology platforms, and government representatives.

The conference marked a significant institutional moment for the Association of Media Women in Kenya. AMWIK used the forum to reflect on its 44-year history, launch the State of Women in Media in Kenya Report 2026, convene sector partners, and hold its inaugural Women in Media Awards.

Three findings shaped the day's discussions. First, the State of Women in Media Report showed that only 14% of women in media hold permanent employment, 64.8% have experienced safety or security breaches, and only 17.2% felt safe covering elections. Second, speakers across all sessions agreed that the barriers facing women in media are systemic, not anecdotal, and require structural responses from newsrooms, regulators, government, and technology platforms alike. Third, the Cabinet Secretary for Information, Communications and the Digital Economy committed publicly to formally receive the report, respond within weeks, and personally write to Cabinet colleagues and State Corporation heads to encourage female communications staff to join AMWIK.

The conference closed with a shared call to action. Women in media must be protected, supported, promoted, and represented where decisions are made. Awareness is no longer the gap. Action is.

INTRODUCTION

The AMWIK Women in Media Conference and Awards 2026 convened at a moment of significant pressure in Kenya's media sector. Newsroom budgets are thinning, employment terms are less secure, digital disruption continues to reshape how stories are told and consumed, and public trust in media is under strain. Women experience these pressures in specific and compounded ways, through harassment, discrimination, exclusion from leadership, poor work conditions, and unequal access to career opportunities.

For AMWIK, the conference was long overdue. As Executive Director Queenter Mbori noted in her opening remarks, the question of why a 44-year-old association had never held a dedicated national woman in media conference had been raised directly, and the 2026 conference was AMWIK's answer to that challenge.

The programme included opening and welcome remarks, the launch of the State of Women in Media in Kenya Report 2026, three panel discussions, a solidarity partnerships session, a sustainability roundtable, and the inaugural AMWIK Women in Media Awards Gala Dinner.

OPENING CEREMONY AND WELCOME REMARKS

The conference opened with arrival and registration, followed by the Kenya National Anthem and the East African Anthem. The dual anthems set a regional tone, affirming that the challenges and opportunities facing women in media extend beyond Kenya's borders. Welcome remarks were co-facilitated by Mildred Ngesa and Precious Owoko.

Participants were invited to reflect on a central question: what does inclusion mean? The reflection drew on the phrase *Enshe Engai* as a cultural grounding point, linking the day's discussions to identity, community, and shared responsibility. Inclusion, speakers noted, is not a surface condition. It reaches safety, equity, access, voice, and the freedom to do the work without fear.

Mildred Ngesa situated the discussion historically, tracing how media has changed from the era of radio listening groups through the rise of television broadcasting to today's AI-informed digital newsrooms. Across all those shifts, she noted, the profession's history cannot be erased, and the road forward must be built on what has been learned and, in some cases, what must not be repeated.



38.7%

OF WOMEN SURVEYED
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REMARKS BY QUEENTER MBORI, EXECUTIVE DIRECTOR, AMWIK



Queenter Mbori opened by acknowledging that a dedicated national woman in media conference had been a long time coming for a 44-year-old organization. She described the theme not as an aspiration but as a practical guide for the sector.

She traced AMWIK's institutional journey from the pioneering days of radio listening groups, when women's voices were largely absent from national media to the current moment of AI-driven newsrooms and digital-first audiences. Her remarks carried both pride and a clear-eyed assessment: AMWIK at 44 is not a finished project. It is, as she put it, just getting started. She described the State of Women in Media Report as a foundational intervention, one that documents the leaky pipeline through which talented women leave journalism prematurely.

"For AMWIK, Resilient Professionals represents our commitment to equipping women journalists with the armour they need to survive and excel, ranging from digital security skills to combat technology-facilitated gender-based violence, to the mental fortitude required to navigate newsrooms that are still evolving."

— Queenter Mbori, Executive Director, AMWIK

REMARKS BY ROBI KOKI, BOARD CHAIRPERSON, AMWIK

Robi Koki addressed safety and inclusion as inseparable concerns. Women cannot fully participate in media where they feel unsafe, unheard, or unsupported.

She argued that leadership must be measured not by job titles but by influence and service and called on the sector to move decisively from recognition of the problem to practical systems that protect women and support their advancement.

The choices made now, she noted, will determine what the profession looks like for the next generation.



PARTNER AND STAKEHOLDER REMARKS

The opening session drew remarks from media associations, regulators, development partners, technology platforms, and government representatives. Taken together, these contributions mapped the breadth of actors whose decisions shape the environment in which women in media work.

Erick Oduor | Secretary General, Kenya Union of Journalists

Erick Oduor recalled KUJ's long working relationship with AMWIK and raised concerns about misinformation, declining media credibility, and the increasing harassment of women journalists, particularly during elections. His most pointed contribution concerned the review of the Media Act to formally incorporate AMWIK to provide for gender focused media organizations within the structure.

He was direct about the inadequacy of current oversight:

"If you look at the 13 organizations that are incorporated in the Media Act, some of them don't have any idea. I appeared there to be interviewed, and I ended up interviewing them because they didn't know what to ask me. With AMWIK representation, they will get to ask the right question concerning gender representation." —

Erick Oduor, Secretary General, Kenya Union of Journalists

Zubeida Kananu | President, Kenya Editors Guild

Zubeida Kananu spoke directly to the safety risks women journalists face, drawing on her own experience of exclusion from leadership spaces and the pattern she has observed across the profession. Her remarks focused particularly on election coverage:

"Elections are high-pressure periods for journalists, but for women the risks are significantly higher. We have seen increased hostility towards women journalists covering politics, targeted online attacks aimed at discrediting and silencing them, and safety risks in the field during protests and political events. If we do not act now, we risk going into a critical democratic process with fewer women shaping the national conversation." — Zubeida Kananu, President, Kenya Editors Guild

She called for technology-facilitated gender-based violence to be treated as real violence, with the same legal and institutional seriousness given to physical harm, and for sustained effort to challenge toxic newsroom cultures that are driving women out of journalism.

Juddie Kaberia – Senior Project Manager, Friedrich Naumann Foundation

Juddie Kaberia addressed the sustainability challenges affecting women journalists and emphasized the need for stronger institutional accountability across both political and media spaces. She noted that women in media continue to face economic precarity, exclusion from decision-making spaces, and inadequate institutional support despite their significant contribution to journalism and public discourse. Her remarks highlighted the importance of building systems that protect journalists, strengthen newsroom accountability, and create sustainable pathways for women to remain and grow within the profession.

Maina Muiruri – Board Chairperson, Media Council of Kenya

Maina Muiruri raised concerns about the declining levels of public trust in media and stressed the importance of restoring credibility through stronger enforcement of professional and ethical standards. He emphasized that regulators and media organizations must work more closely together to strengthen accountability, improve professionalism, and rebuild confidence in journalism. His remarks also underscored the responsibility of the media sector to remain credible, independent, and responsive to the changing needs of audiences and democratic institutions.

PARTNER AND STAKEHOLDER REMARKS

Keagile Makgoba | Head of Communications, Sub-Saharan Africa, TikTok

Keagile Makgoba challenged the tendency to treat online and offline violence as separate problems. She argued that digital abuse and physical abuse reinforce each other in a feedback loop, and that addressing one without the other is insufficient:

“The rise of online threats doesn't mark the end of the offline ones. Rather, they exist in a relentless feedback loop. As we sharpen our tools to combat digital abuse, we must remain equally steadfast in addressing systematic violence that occurs in our homes, streets, and workplaces.”

Ruth Kronenburg | Executive Director, Free Press Unlimited

Ruth Kronenburg congratulated AMWIK on the milestone and highlighted Free Press Unlimited investment in Kenyan journalism through training partnerships. She raised the growing impact of technology-facilitated gender-based violence on women journalists and called for stronger institutional support for victims of online abuse, noting that solidarity, not only tools and training, is what sustains journalists under pressure.

Christina Barrios | Head of Political Section, European Union

Christina Barrios reaffirmed EU support for independent media and offered a framing that rejected pessimism about the sector: the media is being tested, not declining, and the pressure it faces reflects its continued importance to democratic life. She raised concern about the influence of social media on young women's identity and self-perception and closed with the EU's guiding principle of being united in diversity as a frame for what inclusive media should look like.



REMARKS BY THE MINISTRY OF INFORMATION, COMMUNICATIONS AND THE DIGITAL ECONOMY

Patricia Ond'eng | Secretary, Public Communication, representing Hon. William Kabogo, EGH, Cabinet Secretary

The Cabinet Secretary's speech, delivered on his behalf, was among the most substantive contributions of the conference. It placed the day's discussions squarely within national policy and signaled government commitment in concrete terms.

The speech acknowledged AMWIK's 44-year history and its role in advancing women journalists and situated the conference within the pressures currently facing the sector: thinning newsroom budgets, digital disruption, and the burden of insecurity falling heaviest on those who were last hired and, too often, first let go.

On technology-facilitated gender-based violence, the Cabinet Secretary was direct and refused to minimize the scale of the problem:

"More than six in ten women in prominent public roles in Kenya have experienced technology-facilitated gender-based violence. Coordinated online campaigns, deepfake-enabled, algorithmically amplified, and in some cases politically motivated, are being deployed deliberately against women journalists to silence them, to discredit them, and to drive them out of the public conversation. That is not a private inconvenience. That is a public harm."

— Hon. William Kabogo, EGH, Cabinet Secretary, Ministry of Information, Communications and the Digital Economy

He stated that Kenya's digital economy must be safe for everyone. A digital environment in which women cannot post, broadcast, or report without organised abuse is not a digital economy but a digital exclusion problem. Second, the Ministry is engaged with the Communications Authority of Kenya, the Office of the Data Protection Commissioner, the Media Council of Kenya, and international partners on the regulatory architecture needed to deter and respond to TFGBV, including through the Data Protection Act 2019. Third, the revised Code of Conduct for Media Practice is a priority, with the protection of women and children as a non-negotiable element.

He closed with a commitment to personally write to fellow Cabinet Secretaries and Chief Executives of State Corporations, urging them to facilitate their female communications staff to join AMWIK as active, registered members. Professional association membership must remain voluntary, he noted, but government can create conditions that make that choice easy and attractive.

"A womanless media is not a viable media. It is not representative of our democracy. It is not economically sustainable. And it is not socially responsible in its coverage of the issues that affect the majority of the people in this country. If you are not at the table, the story is incomplete."



LAUNCH OF THE STATE OF WOMEN IN MEDIA IN KENYA REPORT 2026

The launch of the State of Women in Media in Kenya Report 2026, with findings presented by Dennis Mbau, AMWIK's Communications Manager, was a defining moment of the conference. The report drew from an online survey, key informant interviews, a focus group discussion, and secondary review to produce the first comprehensive evidence base on women's professional status, working conditions, safety needs, and support gaps in Kenyan media.

Key Findings

On workforce profile:

- 70.1% of respondents were below 35 years of age, indicating a young workforce that is entering but not staying in journalism.
- 58.5% had five years' experience or less, pointing to a high attrition risk before women reach senior roles.
- Only 14% were in full-time permanent employment. A further 26.2% worked on fixed-term contracts, with the remainder working as interns, freelancers, or correspondents.
- 31.4% of women journalists worked in radio, the dominant medium for women in the sector.
- Only 3.7% had reached managing editor or media manager level. Just 2.8% were media owners.

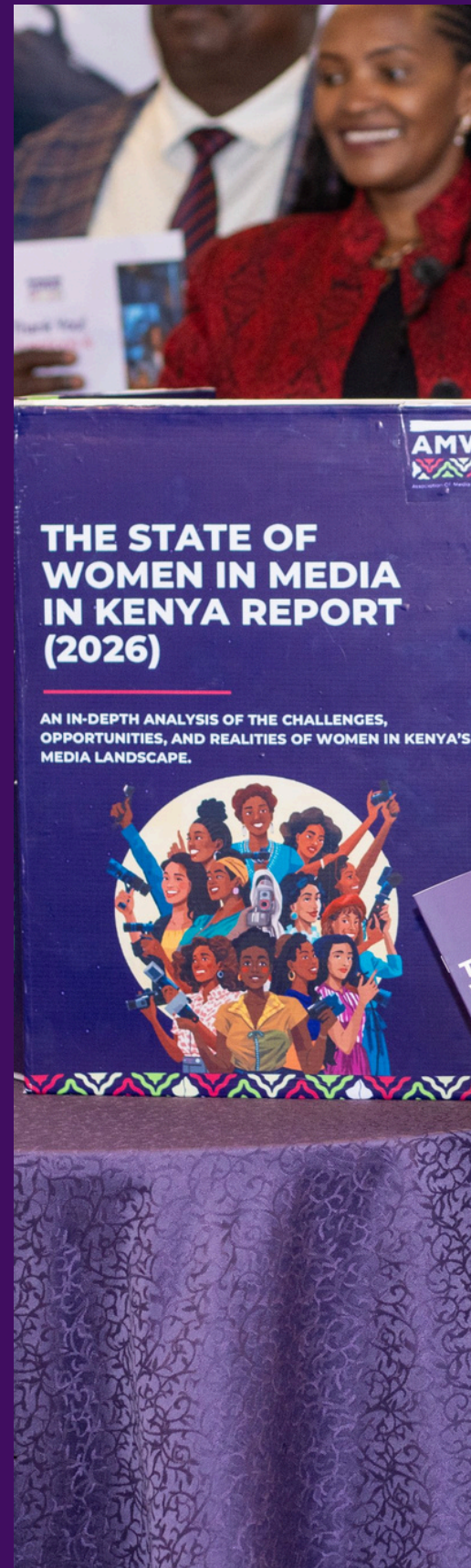
On workplace challenges:

- 63.2% cited lack of career advancement as a major challenge.
- 39.6% reported gender-based discrimination.
- 38.7% identified sexual harassment as a significant concern.
- 35.8% cited safety threats in the course of their work.
- 25.5% reported pay disparities.

On safety:

- 64.8% of respondents experienced safety or security breaches during their careers.
- Only 17.2% felt safe covering elections, a finding that carries urgent implications for the next electoral period.
- Media house support was rated at an average of 4.83 out of 10, reflecting weak institutional responses on maternal health, safety protocols, mental health, pay equity, and harassment.

The report gave the conference's discussions a firm evidence base. It moved the conversation from general concern to documented, measurable challenges, and provided the foundation for the recommendations that followed throughout the day.



PANEL ONE: STATUS OF WOMEN IN MEDIA — CHALLENGES, SAFETY, AND OPPORTUNITIES



Moderator: Fatuma Sanbur

Panelists: Queenter Mbori: ED-AMWIK, Noella Nguyam: Communications Officer, Elen Johnson Sirleaf Presidential Center (the EJS Center), Oloo Janak: Director of Programs, Kenya Correspondents Association (KCA), Catherine Wanjeri: Broadcast Journalist, Kameme FM and Victor Bwire: Director, Media Training and Development, Media Council of Kenya (MCK)

The first panel connected the report's findings to the lived experience of women working across Kenyan newsrooms, field assignments, and digital platforms. Panelists confirmed that the data reflects daily realities, not outlier cases.

The panel examined why women who enter journalism with skill and commitment leave before reaching senior roles. The discussion identified poor working conditions, harassment, weak or informal contracts, discrimination in assignment decisions, and the absence of mentorship as the principal drivers. Motherhood was raised as a particular inflection point: career penalties linked to pregnancy and childcare are common and rarely challenged.

Panelists also addressed the normative environment in which many newsrooms operate. Social and cultural dynamics that marginalize women do not stop at the newsroom door. They shape who gets assigned to high-visibility stories, whose editorial judgment is trusted, and who is consulted when decisions are made about coverage and staffing.

The panel was direct about digital platforms. Online abuse is not an adjacent concern to journalist safety. It is now central to it. Women who cover sensitive political, social, or security topics face coordinated campaigns designed to discredit and silence them. The effect is a narrowing of the range of voices willing to cover those subjects of public interest.

The panel called for newsroom policies that are not merely written and filed, but known, enforced, funded, and monitored. It also called for women to be placed in decision-making roles, not only as a matter of fairness, but because their absence from those roles affects what gets covered and how.

PANEL TWO: SUSTAINABLE MEDIA MODELS — CASE STUDIES AND BEST PRACTICES



Moderator: Dennis Mbau

Panelists: Dinah Ondari- Manager, Media Monitoring & Research (MCK), Riziki Shaher- Chief Operations Officer, Willow Health, Julia Majale- Managing Director, Tuko.Co. Ke, Francis Mureithii- Digital Editor, Radio Africa Group

The second panel examined the financial and structural conditions needed for media organizations to remain viable. Panelists were frank: traditional advertising-led and donor-dependent models no longer provide enough stability for most organizations in the sector.

The discussion identified mobile-first audiences as the design principle that must now shape content, format, and distribution decisions. Audiences have moved. The question is whether media organizations have moved with them. Short-form video, direct audience relationships, and platform-specific storytelling were presented as practical areas of investment.

On revenue, panelists noted that diversification is no longer optional. Advertising alone cannot sustain journalism. The panel discussed partnerships, events, subscriptions, digital products, branded content, training services, and community-based models as viable alternatives and supplements. None is a complete solution in isolation, but together they create a more resilient revenue base.

Artificial intelligence attracted significant discussion. Panelists acknowledged that AI is changing how content is produced and distributed but stressed that editorial oversight and accuracy cannot be sacrificed for efficiency. Credibility was identified as the sector's core asset. Without trust, media organizations lose audiences, advertisers, and public value, and no revenue strategy can compensate for that loss.

The panel's central message to media boards and senior managers was direct: sustainability planning cannot be left to programme staff. Boards must understand the financial condition, risks, and long-term strategy of the organizations they govern. Donor-funded organizations in particular were urged to develop clear exit plans rather than allowing dependency to persist until funding is withdrawn.

PANEL THREE: SAFETY OF MEDIA PRACTITIONERS — PHYSICAL, PSYCHOSOCIAL, AND DIGITAL



Moderator: Fenny Jowi

Panelists: Mustapha Dumbuya-Journalists for Human Rights (JHR), Duduzile Mkhize- Sub-Saharan Africa Outreach and Partnerships Manager, TikTok, Abraham Mariita-Programs Manager, Internews, Sr. Michelle Njeri- Director of the Communication Network for Catholic Sisters (CNCS) in Kenya and Faith Khalayi-Program Officer, Legal, COVAW

The third panel brought together physical safety, psychosocial support, and digital protection under a single frame: institutional duty of care. The discussion showed that in most Kenyan newsrooms, this duty is poorly understood and weakly discharged.

Physical and Institutional Safety

Journalists face risks during protests, elections, investigations, public events, and travel assignments. Women face additional risks through gendered abuse and social pressure that can accompany high-profile assignments. The panel noted that many journalists are deployed into risky situations without proper risk assessment, protective equipment, emergency contacts, or any plan for post-assignment support.

Psychosocial Safety

Exposure to trauma, harassment, threats, and sustained online abuse causes real psychological harm. Yet structured support, whether counselling, peer support, or trauma response pathways, is largely absent from Kenyan newsrooms. The panel called for psychosocial support to be treated as part of the professional infrastructure of journalism, not a personal matter to be managed privately.

Digital Safety

The panel addressed digital safety as a newsroom responsibility, not an individual burden. Key areas included:

- Secure communication tools, including Signal, should be standard rather than optional.
- Journalists must understand metadata exposure: images and documents shared online can contain location data, device information, and other identifiers that create risk.
- Account security, device protection, and awareness of impersonation tactics are baseline skills that newsrooms should provide training on.
- Incident reporting systems must exist so that online threats are documented and can be acted upon, legally and institutionally.

SOLIDARITY PARTNERSHIPS

The session placed AMWIK within a wider ecosystem of the changing donor landscape and the need to maintain relationships. These relationships matter because the challenges facing women in media, from TFGBV to economic precarity to political pressure, are too broad for any single organization to address alone. Solidarity, rather than competition for attention or resources, was the working principle.

The Donor Landscape, Solidarity, and Support Systems

- **The Changing Ecosystem:** AMWIK operates within a shifting donor landscape that demands a strong focus on maintaining strategic relationships.
- **Solidarity Over Competition:** Because challenges like Technology-Facilitated Gender-Based Violence (TFGBV), economic precarity, and political pressure are too vast for one organization, solidarity must replace competition for resources.
- **Holistic Support Needed:** Participant feedback emphasized that support must move beyond simple training events to include legal aid, rapid-response emergency mechanisms, policy advocacy, and systemic change.

Media Sustainability and Financial Health

- **Declining Donor Predictability:** Many Kenyan media models rely heavily on donor funding, which is currently becoming less predictable and actively declining.
- **Defining True Sustainability:** Financial health alone is not enough; true sustainability requires sound governance, audience trust, editorial independence, and the resilience to manage uncertainty.
- **The Trap of Compromise:** Media organizations that are financially healthy but editorially captured—or financially stressed and editorially compromised—cannot be considered truly sustainable.

Governance and Internal Capacity

- **Passive vs. Active Boards:** Media boards are often too passive, merely approving budgets rather than managing strategic risk. Boards must actively own sustainability planning, understand financial health, and drive income diversification.
- **The Skills Gap:** Organizations urgently need to build internal staff capacity in writing competitive grants, developing commercial partnerships, and managing multiple revenue streams.

Mentorship, Specialization, and Professional Networks

- **Essential Career Infrastructure:** Networking and mentorship are not "soft extras"; they are crucial structures for women to access opportunities, navigate hostile work environments, and advance their careers.
- **Deliberate Specialization:** Women are encouraged to specialize in specific beats to build authority, increase visibility, and become indispensable journalists who are difficult to sideline.
- **Active Association Membership:** Professional associations like AMWIK provide identity, advocacy infrastructure, and the intergenerational transfer of knowledge. Women must actively invest their energy into these institutions rather than just using them for networking events.



GALA DINNER AND AMWIK WOMEN IN MEDIA AWARDS

The inaugural AMWIK Women in Media Awards were held at the Gala Dinner, emceed by Mildred Ngesa and Precious Owoko. The awards honoured women whose contributions have shaped journalism, digital media, investigative reporting, media leadership, and enterprise. The recipients were:

- Hall of Fame Award: Mercy Mwikali, recognized for lifetime contribution to journalism, media excellence, and the advancement of women in the profession.
- Investigative Eye Award: Christine Mungai, recognized for investigative journalism that exposes important issues and holds power to account.
- Content Creator of the Year Award: Ann Njogu, recognized for digital content creation and audience engagement across platforms.
- Most Outstanding Member of AMWIK: Juddie Kaberia, honoured for active service and commitment to AMWIK's mission.
- Young Woman in the Media Award: Zipporah Achieng, recognized for emerging talent, leadership promise, and fresh perspectives in the profession.
- Gamechanger Owner's Award: Reyhab Watari, recognized for media ownership, entrepreneurship, and contribution to sustainable media.

The awards were designed not only to celebrate individual achievement but to make visible the standard that the profession should be able to offer all its practitioners. Recognition and accountability, the evening affirmed, belong together.



KEY OBSERVATIONS

The following observations reflect patterns that emerged consistently across the day's sessions, rather than the position of any single speaker or panel.

- Women are entering media in significant numbers, but many do not remain long enough to reach senior roles. The pipeline is active; the problem is structural attrition, not lack of ambition or ability.
- Job insecurity is the defining condition for most women journalists. Freelancers, correspondents, interns, and fixed-term staff represent the majority, yet they carry the greatest exposure to risk with the least institutional protection.
- Online abuse is now inseparable from the broader safety question. It must be treated with the same institutional urgency as physical threats, including through formal reporting systems, legal pathways, and platform accountability.
- Election coverage represents the highest-risk period for women journalists, yet safety planning ahead of electoral cycles remains the exception rather than the norm.
- Mental health support is largely absent. The psychological cost of harassment, trauma, and sustained online abuse is being borne privately, without counselling, peer support, or structured care.
- Media sustainability is a people question as well as a financial one. An organization that cannot protect its staff cannot sustain its journalism.
- Professional associations, including AMWIK, KUJ, KEG, and the Media Council, remain essential infrastructure for policy influence, accountability, and intergenerational professional support.
- The State of Women in Media Report has created a baseline. The task now is implementation, monitoring, and public reporting on what has changed.





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RECOMMENDATIONS

The following recommendations were drawn from panel discussions, stakeholder contributions, the sustainability roundtable, and the findings of the State of Women in Media in Kenya Report 2026. They are addressed to the specific actors best placed to act on them.

For Media Houses and Newsrooms

- Adopt and enforce clear gender policies covering harassment, discrimination, promotion, pay, maternity support, and safety. Policies that are written but not known, funded, or monitored are not policies.
- Establish confidential complaint reporting systems. Complaints must be handled promptly, fairly, and without retaliation.
- Conduct formal safety risk assessments before deploying staff to protests, elections, investigations, and travel assignments. Provide protective equipment and emergency contact protocols as standard.
- Provide digital safety training covering account security, metadata risks, device protection, secure communication, and online abuse response.
- Make psychosocial support available, including access to counselling, peer support, and trauma care.
- Review pay structures and promotion patterns for gender equity. Pay gaps and disparate advancement opportunities should be identified and remedied.
- Create mentorship structures connecting senior journalists to early-career women across beats, editing, management, and ownership.
- Review assignment practices to ensure that motherhood, age, marital status, or disability do not determine who gets access to high-profile or high-impact work.

For Government and Regulators

- The Ministry of Information should formally receive the State of Women in Media Report and provide AMWIK with a written response on areas within its mandate within the committed timeframe.
- AMWIK should be included as a formal stakeholder in the review of the Media Act. Women journalists must have a voice in decisions that govern their profession.
- The Communications Authority, the Office of the Data Protection Commissioner, and the Media Council should strengthen enforcement of TFGBV-related provisions, including doxxing, non-consensual intimate imagery, impersonation, and coordinated harassment campaigns.
- The Data Protection Act 2019 should be actively used where personal data of journalists is being abused. Public officers and media actors should be trained on available legal pathways.
- Labour protections should be extended to cover freelancers, correspondents, interns, and contract workers who currently fall outside most formal safeguards.
- Election safety planning should include gender-specific risk assessment, training, field accreditation, and emergency reporting channels for women journalists.

RECOMMENDATIONS

For AMWIK

- Lead follow-up on the State of Women in Media Report. Track action by media houses, regulators, and partners, and report publicly on progress.
- Develop policy briefs from the report findings for submission to Parliament, the Ministry, MCK, KUJ, KEG, and media owners.
- Develop a newsroom gender accountability scorecard to measure policy adoption, safety systems, leadership representation, and pay practices.
- Strengthen membership recruitment, with specific outreach to young journalists, correspondents, freelancers, and public communications officers.
- Create mentorship circles connecting early-career journalists with senior women across journalism, editing, management, and media ownership.
- Establish a rapid referral system enabling members to access legal aid, psychosocial support, digital safety assistance, and emergency help.
- Convene the conference annually, using it as an accountability platform to track sector progress and sustain pressure for change.

For Development Partners

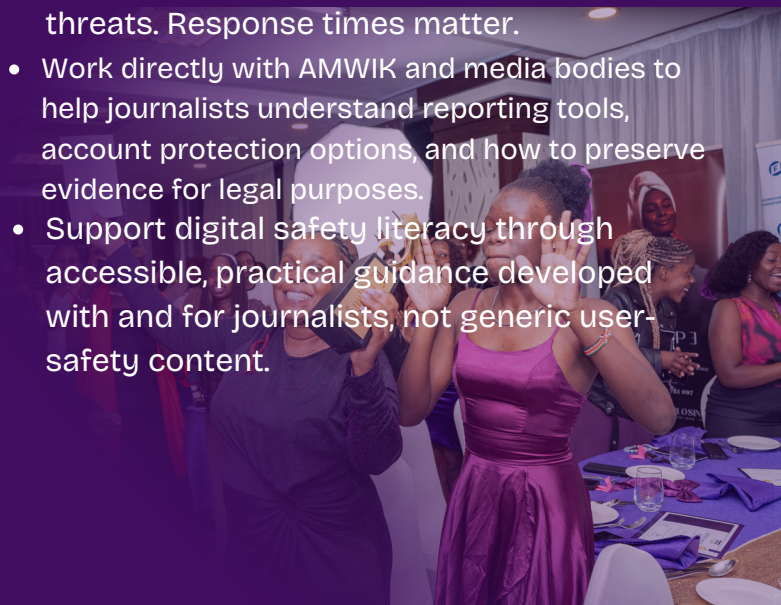
- KUJ, KEG, AMWIK, the Kenya Correspondents Association, and other associations should coordinate joint advocacy on safety, contracts, pay equity, election coverage, and legal protection.
- Establish shared referral pathways for members facing harassment, online attacks, arrest, threats, or trauma. Quick, coordinated responses save careers and protect lives.
- Push for women's formal representation in all policy spaces where laws, codes, budgets, and newsroom rules are decided.

For Development Partners

- Fund long-term safety systems, not only training events. Training must be linked to policy change and newsroom implementation to have lasting impact.
- Prioritize legal aid and mental health support funding. These are among the most urgent needs identified by women journalists but among the least funded.
- Support investigative grants for women journalists working on public interest subjects, reducing the financial barriers that currently limit who can do this work.
- Fund media sustainability support, including revenue training, governance strengthening, audience research, and digital product development.
- Commission follow-up research on career exits, rural journalists, gender-diverse experiences, and the impact of existing interventions.

For Technology Platforms

- Strengthen reporting and response systems for women journalists facing abuse, impersonation, coordinated attacks, and threats. Response times matter.
- Work directly with AMWIK and media bodies to help journalists understand reporting tools, account protection options, and how to preserve evidence for legal purposes.
- Support digital safety literacy through accessible, practical guidance developed with and for journalists, not generic user-safety content.



OVERALL CONCLUSION

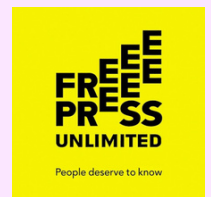
The AMWIK Women in Media Conference and Awards 2026 demonstrated both how much has been built and how much remains unfinished. Women are present in Kenya's media sector in significant numbers. They are trained, active, and committed to the profession.

The problem is not their presence. The problem is the conditions in which they are expected to work and the structural barriers that determine how far most of them can go. The State of Women in Media in Kenya Report 2026 gave the conference something that most sector discussions lack: a factual baseline. It documented the barriers that push women out of journalism, measured the support gaps that make the work harder than it needs to be, and gave regulators, media owners, associations, and partners a common reference point from which accountability can be demanded and measured. The speeches and panel discussions moved the matter beyond concern. The Cabinet Secretary for Information committed to government action in concrete terms.

The Kenya Editors Guild, Kenya Union of Journalists, and Media Council of Kenya each affirmed their roles in a shared agenda. Development partners, technology platforms, and civil society organizations signaled their continued investment in solutions. The inaugural AMWIK Women in Media Awards closed the day by making visible the standard that the profession can reach and must protect. The conference closed with one message that crossed every session: the future of journalism in Kenya depends on making it genuinely safe, sustainable, and inclusive for women. That is not a charitable concern or a special-interest claim.

It is the condition on which the quality and credibility of Kenyan media depend. AMWIK now has an opportunity to turn this conference into an annual accountability platform, one that returns each year to ask what has changed, what has not, and who is responsible. The report should not remain a conference document. It should guide policy, drive newsroom reform, inform funding choices, and keep the pressure for sector-wide change alive.

OUR PARTNERS





CONTACT US

Mbaruk Rd, Off Muchai Drive
P.O Box 10327-00100, Nairobi, Kenya
www.amwik.org / info@amwik.org

Contact

+254 722 201958
