



REPUBLIC OF KENYA
MINISTRY OF INFORMATION, COMMUNICATIONS AND TECHNOLOGY
SPEECH BY MR. JEROME OCHIENG, PRINCIPAL SECRETARY,
MINISTRY OF INFORMATION, COMMUNICATIONS AND
TECHNOLOGY DURING THE LAUNCH OF TWO RADIO STATIONS
BY THE STANDARD GROUP PLC ON 20TH AUGUST, 2019 AT
STANDARD GROUP, NAIROBI

Mr Orlando Lyomu, The Chief Executive Officer

Mr. Joe Munene, The Managing Director

Ladies and Gentlemen,

Good Morning!

1. I want to thank you for according me this opportunity to be a part of this gathering to witness and celebrate the launch of Spice FM and Vybez Radio.

- 2. As Kenya's oldest and most** consistently inventive media company, The Standard Group PLC has invested heavily in the growth of the Media industry not only in Kenya but across Africa.
- 3. The launch of these two new** radio stations is a testament to the groups enduring belief in the importance of media in our society. What is new is that for the first time in this part of the world, we are merging audio and visual to give our audiences a simulated experience commensurate with the changing media consumption habits.
- 4. Use of such audio-visuals that** create lasting impressions in human memory is critical in influencing perceptions and attitudes. I

would therefore urge program producers to use the power of the media to transform the image of Kenya and the continent in general by sharing Africa's inspiring and motivational stories and technology innovations with the world.

5. Spice FM seeks to plug the gap for serious elevated conversations on Radio, while **Vybez Radio** is a platform for the youth to articulate pertinent issues on governance, health, education and general information."

Ladies and Gentlemen,

6. In Kenya, we currently have over 62 free-to-air TV stations and over 178 FM stations that have created employment to some of the 3000 documented journalist working in both the print and electronic field. The growth is attributed to supportive Government policies and legislations that have reduced cost of licensing - making it cheaper to invest and operate in the broadcasting industry.

7. I want to assure you that the Government is committed to create conducive environment for the investment in the sector. For instance, through the Communications Authority of Kenya (CA) the government

has put in place a Spectrum Management and Monitoring System (SMMS) to enhance efficiency in the management of radio frequency spectrum in the country in order to create a level playing field in the sector and optimize utilization of the frequency spectrum resource.

8. As watch dogs of the society, it is incumbent upon the media to utilize the spectrum space responsibly to facilitate citizens access credible limitless for a conscious and robust democratic society. In our country, the constitution expressly provides for the right to freedom and access to information by the public and the media.

- 9. Kenya's media and news landscape** remains one of the most vibrant in Africa, and across the world. The digital migration has placed power in the hands of Kenyans who are now demanding for content that they want.
- 10. In a sense,** consumers are now driving the agenda, and a successful media house is the one that literally puts its ear on the ground and creates content that Kenyans are seeking.
- 11. Media is a corporate citizen,** with duties and obligation similar to those of an ordinary citizen and perhaps much more. Salient among these is to represent issues and facts in a manner that create positive perception about the state of affairs in the country.

- 12. The Government considers the media** a crucial partner in driving the development agenda of our country, and strives to promote a free environment in which the media can operate and flourish.
- 13. We acknowledge that freedom** of the press is a prerequisite for democracy and the media have a critical role in the shaping of credible political formations and their legitimacy. The media is also important in promoting good governance and harmonisation of political relationships during the mediation.
- 14. I want to assure you that,** the Government is determined to protect the media working space and would take punitive measures

against those who direct violence against reporters. On the same note, I also believe Media houses should play a greater role in supporting and protecting their journalists.

Ladies and Gentlemen

15. As I conclude, allow me to once again congratulate The Standard Group PLC for the launch and thank everyone who has come here to witness this great occasion. It is my pleasure now to declare Spice FM and Vybze Radio officially launched.

Thank you!