

MINISTRY OF INFORMATION, COMMUNICATIONS AND THE DIGITAL ECONOMY

ADDRESS BY MR STEPHEN ISABOKE, EBS, PRINCIPAL SECRETARY FOR BROADCASTING AND TELECOMMUNICATIONS, MINISTRY OF INFORMATION, COMMUNICATIONS & THE DIGITAL ECONOMY, DURING WORLD RADIO DAY 2026 CELEBRATIONS AS DELIVERED BY TEMESI MUKANI, SECRETARY, INFORMATION AND BROADCASTING

FRIDAY, 13TH FEBRUARY 2026

NORFOLK HOTEL, NAIROBI.

ADDRESS BY MR STEPHEN ISABOKE, EBS, PRINCIPAL SECRETARY FOR BROADCASTING AND TELECOMMUNICATIONS, MINISTRY OF INFORMATION, COMMUNICATIONS & THE DIGITAL ECONOMY, DURING WORLD RADIO DAY 2026 CELEBRATIONS

SALUTATION

- H.E William Kabogo Gitau EGH - Cabinet Secretary, Ministry of Information, Communications and the Digital Economy
- Mr Joseph Maina - Chairman, Media Council of Kenya
- Mr David Omwoyo, MBS - CEO, Media Council of Kenya
- Mr Eric Oduor - Secretary General, Kenya Union of Journalists
- Ms Zubeida Kananu - President, Kenya Editors Guild
- Ms. Nora Mbagathi - Executive Director, Katiba Institute
- Dr. James Gichiah Njogu -Ag. Secretary General, Kenya National Commission for UNESCO
- Ladies and gentlemen,

Good morning,

I. It is a distinct honour to address this distinguished gathering as we mark World Radio Day 2026, under the theme “Radio and Artificial Intelligence: AI is a tool, not a voice”. In an age of rapid digital disruption, radio remains resilient—adapting to new technologies while staying rooted in public service, community connection and national identity.

II. The Government of Kenya regards radio as essential public-interest infrastructure, anchored in our Constitution. It plays a

critical role in civic education, disaster response, peacebuilding and national cohesion, consistently providing timely and life-saving information.

III. Today, radio reaches over 30 million Kenyans, representing nearly eight in every ten adults, making it the most widely accessed medium in the country. It transcends geographical, economic and social barriers, reaching urban centres and remote communities alike in languages people know and trust. In doing so, it remains a powerful instrument of inclusion within Kenya’s expanding digital economy.

IV. Under the Digital Superhighway and Creative Economy pillar of BETA, we are investing in transmission infrastructure, spectrum efficiency and digital systems that strengthen the broadcasting ecosystem. At the same time, we recognise radio as a major employer and enabler of livelihoods, supporting journalists, presenters, producers, technicians, advertisers, musicians and content creators, many of whom are young people.

V. And indeed, as we look to the future, Artificial Intelligence is reshaping broadcasting, from audience analytics and content scheduling to translation and transcription. AI also presents an opportunity to deepen inclusion. Speech-to-text services, local language translation and adaptive content can expand access for persons with disabilities and marginalised communities—aligning fully with our constitutional principles of equity and universal access to information.

VI. As we embrace AI in the sector, we must remember that trust is the cornerstone of broadcasting. And people trust people. Towards this, we strongly reaffirm that artificial intelligence in the broadcasting sector is a tool and not a voice. This is further affirmed by Kenya's National Artificial Intelligence Strategy 2025–2030, which emphasises that AI must enhance productivity and inclusion while remaining firmly anchored in human oversight, ethical standards and public-interest values.

VII. Here, today, let us all reaffirm that technology must serve humanity. Kenya's media space remains among the most vibrant in Africa, and based on this, we are proud that the Media Council

of Kenya will host the 2026 Pan-African Media Summit and Media Excellence Awards in Mombasa this May. It is my pleasure to officially launch the countdown to this signature event, not just for the media industry but for Kenya as a whole.

VIII. As we commemorate World Radio Day 2026, we commit to a future where radio remains vibrant, innovative and trusted - fully integrated into Kenya's digital transformation while staying true to its public service mandate. The State Department of Broadcasting and Telecommunications will continue to support a broadcasting sector that strengthens democracy, drives the creative economy and leaves no Kenyan behind.

Thank you, and I wish you a meaningful World Radio Day.