



THE KUZA AWARDS

CELEBRATING EXCELLENCE IN BROADCASTING

KUZA BROADCASTING AWARDS 2023



CONFERENCE PROGRAMME



THEME: SHAPING THE FUTURE OF
BROADCASTING: TOWARDS A
CREATIVE ECONOMY

DATE:
15TH JUNE, 2023

VENUE:
MOVENPICK HOTEL AND RESIDENCES
WESTLANDS, NAIROBI



COMMUNICATIONS
AUTHORITY OF KENYA

NATIONAL ANTHEM

Oh God of all creation
Bless this our land and nation
Justice be our shield and defender
May we dwell in unity
Peace and liberty
Plenty be found within our borders

Let one and all arise
With hearts both strong and true
Service be our earnest endeavour
And our homeland of Kenya
Heritage of splendour
Firm may we stand to defend.

Let all with one accord
In common bond united
Build this our nation together
And the glory of Kenya
The fruit of our labour
Fill every heart with thanksgiving.

EAST AFRICAN ANTHEM

Ee Mungu twaomba ulinde
Jumuiya Afrika Mashariki
Tuwezeshe kuishi kwa amani
Tutimize na malengo yetu.

Jumuiya Yetu sote tuilinde
Tuwajibike tuimarike
Umoja wetu ni nguzo yetu
Idumu Jumuiya yetu.

Uzalendo pia mshikamano
Viwe msingi wa Umoja wetu
Natulinde Uhuru na Amani
Mila zetu na desturi zetu.

Viwandani na hata mashambani
Tufanye kazi sote kwa makini
Tujitoe kwa hali na mali
Tuijenge Jumuiya bora.



PROGRAMME



TIME	SESSION
8:00 AM - 8:45 AM	Arrival and Registration of Participants
9:00 AM - 10:00 AM	Opening Ceremony <ul style="list-style-type: none"> • Moderator: Mark Masai • Welcome remarks by Mr. Ezra Chiloba, Director General/CEO, Communications Authority of Kenya. • Remarks Prof. Edward Kisiangani - PS State Department of Broadcasting and Telecommunication, Ministry of Information, Communications and The Digital Economy.
10:00 AM - 10:30 AM	Photo session and tour of stands by VIP
10:30 AM - 11:00 AM	Health Break
11:00 AM - 11:45 PM	Panel Discussions <ul style="list-style-type: none"> • Moderator: Victoria Rubadiri • Session 1: The Future of Broadcasting in Kenya: Challenges and Opportunities. <ul style="list-style-type: none"> • Joel Karanja - Chairman, Digital Broadcasters Association • Daniel Waturu - Chairman, Association of Kenya Community Media • Samuel Maina - Managing Director - KBC • Tamima Ibrahim - Business Development Manager, PANG • Tabitha Mutemi - Chair Person Association of Professional Broadcasters
11:45 AM - 12:00 PM	Q&A Session
12:00 PM - 1:00 PM	Session 2: Enhancing Local Content Development <ul style="list-style-type: none"> • Peter Ikumilu - Ag. Director Compliance and Enforcement, Communications Authority of Kenya • Timothy Owase - CEO, Kenya Film Commission • Lucy Muthui - Media Specialist • Myke Mugo - Content Director, Star times • Sharon Wata - Deputy Director, Training & Research, KECOBO





PROGRAMME



<u>TIME</u>	<u>SESSION</u>
1:00 PM - 1:15 PM	Q&A Session
1:15 PM - 2:15 PM	Lunch break
2:00 PM - 4:00 PM	Panel Discussions <ul style="list-style-type: none"> • Moderator: Mark Masai • Session 3: New Media Platforms: Opportunities for the Broadcasting Industry <ul style="list-style-type: none"> • Trushna Buddhdev Patel - Co-founder, CEO & Content director - Yakwetu Online Ltd. • Winnie Kamau - Editor & Data Journalist, and President Association of Freelance Journalists and Editor in Talk Africa. • Eugene Mbugua - CEO, Young Rich Television. • Esther Kimani. Director of Content - VIUSASA.
4:00 PM - 4:15 PM	Q&A Session
4:15 PM - 5:00 PM	Vote of thanks

Guests leave at their own pleasure



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