

Women Journalists in Kenya Embrace Technology, But Digital Gaps Persist, New Report Finds

Story by Nelly Moraa.

NAIROBI MARCH 7 2025- A new report on the use of technology by women journalists in mainstream media in Kenya, highlights critical challenges affecting their professional growth, including digital safety threats, work life balance struggles and limited leadership opportunities.

The report was launched by the International Association of Women in Radio and Television, Kenya chapter (IAWRT-Kenya) in partnership with the Association for Progressive Communications APC.

It reveals that although women journalists in Kenya are increasingly embracing digital tools, they still experience cyber bullying, harassment, suffer burnout from the demands of long hours of digital journalism, that cloud personal time, and are under-represented in decision making and digital transformation initiatives.

Dr Grace Githaiga, Chief Executive Officer (C.E.O), Kenya ICT Action Network (KICTANet) who delivered the keynote address at the launch hailed IAWRT for readily accepting to undertake the study. She said the study highlights the realities in the media and thus a tool for evidence-based intervention.

“The data from the report will be instrumental in lobbying for better policies that will enable women journalists’ benefit from technology rather than being disadvantaged by it.”

Dr Githaiga encouraged women journalists to be early adopters of technology, particularly artificial intelligence (AI) citing immense opportunities in AI driven journalism.

She called for urgent intervention to promote gender equality in leadership, fostering diversity and addressing the systemic bias evident in media houses as highlighted in the report.

The study conducted between November 2024- Feb 2025, surveyed both male and female accredited journalists to compare gender-based experiences with technology.

The Association of Progressive Communications Subgrants Coordinator Vassilis Chryssos welcomed the report saying its findings will inform ongoing studies on how women face risks online.

“The report offers a great opportunity for collaboration in addressing the challenges women journalists face in the digital space,” said Vassilis.

IAWRT Kenya Chapter, Chairperson Josephine Karani who also serves as Board Treasurer of IAWRT international highlighted the organization’s continuous effort in implementing projects towards women empowerment in media.

She revealed of several key initiatives that include a project in partnership with UNESCO, to monitor and map violations against women journalists which is still ongoing on <https://report.iawrt.or.ke/views/map> for those keen on reporting such violations.

Karani said IAWRT pioneered a mentorship program for female journalists working with institutions training journalists and has successfully mentored about 150 young professionals.

“The projects we undertake are helping policy makers in formulating laws and regulations that support women in media,” she stated.

She said the new report aligns with this year’s international women’s day theme of ‘Accelerating Action for Gender Equality’.

Rachel Nakitare, a seasoned journalist and IAWRT's events coordinator said the organization strives to contribute to the Beijing Platform for Action Goals, particularly Section J which seeks to increase the participation and access of women to expression and decision making in and through the media and new technologies. "As governments, civil society and development agencies gather for the sixty-ninth session of the [Commission on the Status of Women](#) (CSW69), the priority is to review and appraisal of the implementation of the [Beijing Declaration and Platform for Action](#) ." she said.

The report reinforces the need for gender inclusive digital spaces in journalism, coinciding with the International Women's Day celebrations. The global day recognizes the social, economic, cultural, and political achievements of women. It serves as a call to action for accelerating gender equality worldwide.

Its recommendations include developing strong media policies to ensure safe digital workspaces, training on digital safety, enhanced female journalists' engagement with professional networks.

IAWRT is a global network of women in broadcasting, digital media, and journalism. Founded in 1951, it operates in 14 countries including Kenya to advance gender equality and enhance women professionalism in media.

Read the full report here <https://iawrt.or.ke/downloads/>