

It was an honour to keynote the BBC Future of Film Festival in Nairobi, where I addressed the urgent pressures reshaping journalism: dwindling resources, the exodus of experienced practitioners, and the barriers young journalists face in building professional networks.

My core argument: specialisation is the future. By owning a distinct niche, journalists can insulate themselves from volatility while offering audiences depth over noise—even amid misinformation and disinformation. Trailblazers like Alex Chamwada, John-Allan Namu, and Dr. Mercy Korir already exemplify this.

Grateful to the BBC team and every attendee. The audience remains journalism's true north.

Follow this link for the full engagement:

<https://www.youtube.com/live/yTV0nESPum0?si=fAH37N1yGkkuof8Z>

#BBCFestival #JournalismExcellence #MediaInnovation #VukaFilmFestival