



ZUBEIDAH KANANU

Communications Expert | Multimedia Journalist | Story Teller.

+254721355926 rhouzy@gmail.com zubeidahkananu Nairobi

LANGUAGES

English	Native	●●●●●
Swahili	Native	●●●●●
Kenya Sign Language	Advanced	●●●●●

AWARDS

- ◆ - Good Governance Award-AJEA 2016
 - Documentary on Land Conflict in Kenya
- ◆ - Kenya Blood Transfusion Award 2017
 - Led Campaigns on Blood Donation

VOLUNTEERING

Wellness Champion

Standard Group PLC
01/2007 - Present
Media

Fire Marshall

Standard Group PLC
2015 - Present
Media

FIND ME ONLINE

Instagram Zubeidah Kananu
@Zubeidahkananu

Facebook Zubeidah Kananu Koome
@Zubeidahkananukoome

Twitter Zubeidah Kananu
@Zubeidahkananu

SUMMARY

I am a broadcast journalist with 17 years experience and a comprehensive background in communication, research, script writing, TV news anchoring and reporting. I hold a Masters degree in Governance Peace and Security, a Bachelor's Degree in Peace and Conflict Studies and a Diploma in Journalism. Currently, I am the President of the Kenya Editors Guild-KEG, having previously served as the Vice President. This, as well as my other leadership roles, reflects my commitment to advancing journalistic standards and excellence in media. I have a vast network of contacts in both the local and international media, well-positioned to leverage these in the performance in my communications role.

SKILLS

Communication Consultant. TV Hosting and Interviews. Content Creation .
Mentorship & Training . Research . Script Writing . Video Editing . Voiceover Artist .Moderator

EXPERIENCE

Program Editor 01/2021 - Present
News Production/ Anchoring Nairobi, Kenya

- Planning, producing and hosting daily TV shows.
- Increased viewer ratings by over 30% by enhancing prime time news delivery strategies.

HEAD OF ANCHORS 09/2024 - Present
Leadership and Team Management Nairobi, Kenya

- Lead and mentor a team of news anchors, providing guidance and constructive feedback to enhance on-air performance and consistency in presentation style
- Collaborate with editorial and production teams to set and implement strategic direction for news segments, ensuring alignment with overall newsroom goals and standards
- Provide guidance and support during live broadcasts and unexpected events, helping anchors navigate real-time challenges while maintaining professionalism
- Work closely with directors, producers, and technical staff to facilitate seamless production processes, enhancing broadcast flow and audience engagement

Political Editor 01/2012 - 01/2020
News Production/ Anchoring Nairobi, Kenya

- Involved in planning the stations political events
- News anchoring, producing and hosting shows
- Field reporting
- Editing scripts for reporters

News Broadcaster 01/2007
News Anchoring & Reporting Nairobi, Kenya

- Covered major political events, including The ICC trials at The Hague, the 2009 Constitutional Referendum, the 2010 Promulgation of the Constitution of Kenya, and the 2007, 2013, 2017, 2022 General Elections. Also reported on the State Funerals of Kenya's second and third Presidents Daniel Arap Moi and Mwai Kibaki.
- Moderated the Nairobi Gubernatorial Debate and Deputy Presidential Debate ahead of the 2022 General Elections in July 2022.
- Host of five Swahili Shows: Elewa Sheria, Jukwaa la KTN, Dira ya Wiki, Kioo cha Hoja and Kivumbi 2022. The Shows are people-driven, focusing on issues that affecting 'mwananchi' (citizens), allowing them to interact with leaders, ask questions and share opinions.

Radio Host 01/2012 - 01/2013
News Reader Radio Maisha

- News reader and host on Radio Maisha, A National Swahili Radio Station.
- Increased listener engagement by over 15% through daily news segment broadcasts.

EXPERIENCE

News Coverage

2007 - Present

Kenya Television Network

Nairobi, Kenya

- Designing and Implementing News coverage strategies to ensure comprehensive coverage of National, Political, Topical and Current events.
- Training news reporters on selecting news that appeals to existing audiences and attracts new viewership/readership.
- Co-ordinating with colleagues in the newsroom and other departments to define coverage priorities.
- Collaborate with internal and external customer service teams to maintain an efficient workflow.
- Evaluating news for authenticity, verifying sources to ensure accuracy and avoid conflicts in broadcasted/aired content.
- Work closely with reporters, editors, photojournalists and anchors to ensure efficient news coverage, strengthening the company's market position.
- Administering technology backups, including computer graphics, stingers, maps, editing software, to enhance news presentation and audience appeal.

ACHIEVEMENTS

2007- Present

. Climate Change Reporting Manual.

. Editorial Lead, Football Kenya Federation (FKF) Presidential Debate:

Played a key role on the editorial team, overseeing content streamlining and assigning moderators for the debate, ensuring well-structured discussions and effective content delivery.

.Sector Working Group Member: Ministry of Information, Communication, and Digital Economy (2023)

Contributed to developing policy recommendations aimed at enhancing Information, Communication and Technology Sector growth in Kenya, focusing on areas such as Digital Infrastructure, Innovation, Cybersecurity, and expanding access to Digital Services across the country.

•Exclusive Interviews with Heads of State:

Conducted one-on-one interviews with multiple presidents, including Uganda's President Yoweri Museveni, South Sudan's President Salva Kiir, former Tanzanian President Jakaya Kikwete, Zambia's first President Kenneth Kaunda, and Ukraine's President Volodymyr Zelensky.

. Interviews with Government Officials:

Interviewed various high-ranking officials, including Cabinet Secretaries, Principal Secretaries, Chief Cabinet Secretaries, and Speakers of National, Senate and County Assemblies

• Television Host for Governance Interviews:

Hosted live TV interviews with nearly all Governors in Kenya Governance issues. Additionally, interviewed Deputy Governors, Senators, Members of Parliament, Women Representatives, and County Executives.

ACHIEVEMENTS

President, Kenya Editors Guild

April 2003– Date

. President, Kenya Editors Guild (Date – Present)

- Led the development and institutionalization of a training manual on climate change reporting for academic institutions, fostering specialized environmental journalism.
- Presented the manual on behalf of the Kenya Editors Guild to the Deputy President of the Republic of Kenya, Professor Kithure Kindiki, for implementation, reinforcing the role of journalism in climate action and policy engagement.
- Engaged stakeholders and partners in the media, government, and academia to enhance the manual's content, securing input from colleagues and experts to refine and improve its quality.
- Mobilized resources to support the manual's development and implementation, ensuring its sustainability and widespread adoption.
- Led my team in engaging and signing an MOU with Daystar University, where the manual is domiciled, strengthening its academic and professional impact.
- Trained and mentored journalists across the country, encouraging specialization in climate change and science reporting to enhance in-depth and impactful storytelling.
- Advocated for the establishment and strengthening of climate and science desks in media houses by engaging media executives on the need for dedicated personnel and adequate resources.
- Collaborated with the government, KWS, and KFS to take journalists to regions worst affected by climate change, providing firsthand exposure and deepening their reporting capacity.
- Organized tree planting initiatives and facilitated journalist engagement in environmental restoration efforts.
- Convened a side event on media and climate change during the Africa Climate Summit in Nairobi, highlighting the role of journalism in climate action.
- Overseeing the development of a simplified version of the manual, including translation into multiple languages, to ensure accessibility and broader reach.
- Overseeing the finalization of the Biotech Reporting Handbook, set for imminent launch, to strengthen journalistic standards in Biotechnology reporting.

ACHIEVEMENTS

Media Sector Engagement, Training, and Advocacy

As President of the Kenya Editors Guild, I have actively engaged with colleagues from the media sector in Kenya and across the region, focusing on training, mentorship, and advocacy to strengthen journalism standards, support career growth, and promote press freedom.

Training & Capacity Building

- Conducted training sessions for journalists across Kenya and the region on key topics including:

- Ethical journalism and professional standards

- Career growth and newsroom leadership

- Emerging technologies and AI in journalism

- Litigation, research, and fact-checking

- Scripting and storytelling

- Mentored journalists at various career levels, encouraging specialization in critical areas such as climate change, science, and investigative reporting.

- Provided mentorship for students in media schools and high schools, nurturing the next generation of journalists.

Advocacy & Media Collaboration

- Advocated for improved working conditions, press freedom, and journalist safety, including engagements with media owners, government agencies, and international partners.

- Facilitated media house collaborations through exchange programs, signing agreements with different media organizations to foster knowledge-sharing and professional development.

- Led two delegations to China in partnership with the Chinese Embassy, where we toured major media houses and explored areas of collaboration and partnership for Kenyan media houses.

Training & Capacity Building

- Conducted training sessions for journalists on AI and emerging technologies, with a focus on leveraging technology in storytelling to enhance accuracy, engagement, and efficiency in news production.

- Led workshops on the application of AI tools in journalism, including fact-checking, content automation, and audience engagement strategies.

- Most recently trained a cohort of female journalists from Bilan Media in Somalia, equipping them with digital storytelling techniques and AI-driven media tools to strengthen their reporting.

- Provided mentorship on navigating technological advancements in journalism, ensuring journalists remain adaptable in an evolving media landscape.

ACHIEVEMENTS

International Collaborations & Strategic Partnerships

Kenya Editors Guild
Nairobi, Kenya | Ongoing

- Forged and led high-impact collaborations with key embassies and high commissions, including the United States, France, China, Ukraine, the United Kingdom (British High Commission), Uganda, Tanzania, and Zambia.
- Partnered with the Chinese Embassy on cultural exchange forums, joint media events, and capacity-building programs focused on AI and Emerging Technologies in journalism.
- Worked with the British High Commission to implement projects on election coverage, fact-checking, and capacity building, supporting credible journalism and information integrity.
- Engaged with the French Embassy on press freedom advocacy, media literacy, and journalist development through forums and knowledge exchange programs.
- Collaborated with the U.S. Embassy and other missions to champion press freedom, safety of journalists, and policy dialogue in Kenya and the region.
- Built strong partnerships with global and local tech companies—Google, Facebook (Meta), Microsoft, TikTok, Safaricom, and Huawei—to advance digital literacy, newsroom innovation, fact-checking, AI awareness, and media sustainability.
- Moderated high-level public forums, facilitated media coverage for diplomatic and corporate events, and contributed to shaping the national discourse on media transformation and responsible technology use.
- Positioned the Kenya Editors Guild as a central convenor in discussions on the intersection of media, democracy, and digital transformation.

Strategic Partnerships with Civil Society, NGOs, Development Agencies & Institutions

Kenya Editors Guild
Nairobi, Kenya | Ongoing

- Spearheaded collaborations with civil society organizations, NGOs, international development partners, academic institutions, and government agencies to promote press freedom, civic education, capacity building, and inclusive governance.
- Partnered with organizations such as White Ribbon Alliance to champion maternal and reproductive health advocacy through targeted media engagement and journalist sensitization.
- Worked with Amnesty International, Haki Africa, ELOG, Vocal Africa, ELGIA, CRECO, the Law Society of Kenya (LSK), and the Independent Electoral and Boundaries Commission (IEBC) to advance human rights, electoral transparency, access to justice, and civic awareness.
- Collaborated with global institutions including UNICEF, UNDP, the Bill & Melinda Gates Foundation, GIZ, AATF, and Friedrich Naumann Foundation (FNF) to support fact-checking, journalist training, and governance reporting.
- Built strong partnerships with leading universities such as Aga Khan University, Daystar University, Technical University of Kenya (TUK), and Mount Kenya University to co-create training manuals, offer professional development, and conduct research on journalism and emerging media trends.
- Co-ordinated national and county-level capacity-building programs on media ethics, devolution, digital rights, and public accountability, positioning the Guild as a convenor in democratic and media development.

EDUCATION

Master of science in Governance, Peace and Security Africa Nazarene University	01/2016 - 01/2018 Nairobi, Kenya
Bachelor's Degree in Peace and Conflict Studies Africa Nazarene University	01/2013 - 12/2016 Nairobi, Kenya

EDUCATION

Diploma in Journalism	01/2003 - 12/2005
Cross World Institute, Shang Tao Media Arts College	Nairobi, Kenya
<ul style="list-style-type: none">Broadcast Journalism majorGraphic Design	
CERTIFICATES	2003 - 2005
Aga Khan University, University of Nairobi, DW Akademie	Nairobi, Kenya
Media Management	01/2022
Aga Khan University	Nairobi, Kenya
Podcasting-Making an Audible difference	05/2021 - 05/2021
Deutsche Welle Akademie	Nairobi, Kenya
Kenya Sign Language (KSL)	01/2019 - 01/2020
University of Nairobi	Nairobi, Kenya
Certificate Information Technology	01/2002 - 12/2003
Kenya Institute of Professional Studies	Nairobi, Kenya
K.C.S.E	02/1998 - 12/2001
Ruri Girls Secondary School	Meru, Kenya
<ul style="list-style-type: none">Kenya Certificate of Secondary Education	