



Kenyatta University

Transforming Higher Education...Enhancing Lives

KUTV OFFICIALLY LAUNCHED

Nairobi, 7th November 2015.... Kenyatta University today officially opened a new national television station dubbed KUTV. The new television station was officially unveiled in a colourful ceremony graced by the Chancellor, Dr. Benson Wairegi, German Ambassador to Kenya, Amb. Jutta Frasc, representatives from DW News, members of Kenyatta University Council, among other distinguished guests.

Speaking during the opening ceremony, the Chief Guest, Dr. Benson Wairegi noted that KUTV was already a champion since it is one of the premiere television stations that are operated by a University in Kenya. The establishment of KUTV from his observation comes in timely given the current period when ICT has been singled out as the driver of all development sectors globally. This is besides provisions of Kenya's Vision 2030 blueprint that lays emphasis on communication as an important pillar in creating a knowledge-based economy. By setting up KUTV, Kenyatta University continues with her tradition of contributing to both the Vision 2030 and to national development.

In the current Kenyan situation, as observed by the chief guest, the government has continued to create an enabling environment for the media, liberalizing the industry, and modernizing it through the switch over to the digital platform. He further cited recent pleas by the President to the national assembly not to pass bills that encroach on media freedom. These from his observations were an affirmation of the government's commitment to providing a conducive environment for both established and upcoming media houses to carry out their mandate. This has encouraged institutions such as Kenyatta University to set up KUTV. In addition, he highly commended the Vice-Chancellor, Prof. Olive Mugenda for her leadership that has guided the University to take advantage of the enabling environment and establish KUTV. He further noted that KUTV will be airing relevant content that majority of Kenyans can identify with. This is expected to reinforce the Africans'

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effort to tell the African story to the world, while at the same time bring the stories of the world to Africa.

In her remarks during the ceremony, Kenyatta University Vice-Chancellor, Prof. Olive Mugenda noted that the newly launched KUTV shall serve not only to provide alternative programming to existing national television industry but also serve as a melting pot for the great talent nurtured at Kenyatta University. She disclosed that internal capacities in staff and students shall be tapped into in providing high quality programmes for the new TV. As a premier TV station, KUTV will continue to deepen partnerships with industry stakeholders and sector players. A case in point as noted by the Vice-Chancellor is the current partnership with DW News that will see the newly launched KUTV tap into capacities by the German International television service to provide rich international bulletins and programming. In addition, she lauded various stakeholders with whose input the new station has come to be.

KUTV television channel provides programming of high quality in its subject matter, style, and content. The television channel targets a Family Set Up, unifying and bonding the family as they watch and share great times together. Through KUTV, the children, youth and adults will be informed, educated and entertained. There are talk shows, news updates, features on interesting topical areas, and numerous documentaries. KUTV will showcase great talent through Comedy, Drama and Fantasy. There are music, dance and inspirational times. KUTV aims at being a game changer on what information is passed to viewers and how it positively impacts on the lives of these very viewers.

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*For more information, please contact: Paul Waitbaka, Public Relations and Marketing Manager;
Tel +020 8713121; Email: pro@ku.ac.ke*

About Kenyatta University

PRESS RELEASE

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Kenyatta University is the one of the largest universities in Eastern Africa whose vision is to be a dynamic, inclusive and a competitive centre for excellence in teaching, learning, research and service to humanity.

Founded in 1965, K.U has taken significant steps towards becoming a world-class university.

Kenyatta
University
P. O. Box 43844
00100 Nairobi
Tel: 8710901-19
Fax: 8711575
Email:
pro@ku.ac.ke