



About APB

The **Association of Professional Broadcasters (APB)** is a premier, non-political and non-profit professional body representing Kenya's most accomplished broadcasters and media practitioners. Registered under the Societies Act (Cap 108), APB is at the forefront of shaping the future of broadcasting through strategic advocacy, professional development, and industry leadership.

APB serves as a trusted convening platform for thought leadership, policy dialogue, and innovation within the rapidly evolving media landscape in Kenya and across the East African region. APB aims at elevating Africa's broadcast industry through excellence, influence and innovation.

Tagline

A fountain for Broadcast Excellence & Legacy

Core Values (TV, Radio, Digital Broadcasting)

T (abbreviation to imply TV)–Timelessness

V (abbreviation to imply Vision) -Visionary

R (Abbreviation to imply Radio) - Relevance

D (abbreviation to imply Digital) -Diligence

B (abbreviation to imply Broadcasting) -Balance

Vision

A Timeless Professional Broadcasting for all

Mission

To promote excellence in Broadcast Journalism by;

- Promoting professionalism and ethical standards
- Advocating for broadcasters' rights and access to information
- Driving innovation and strategic partnerships

Unique Strength: A Powerful and Diverse Membership Base

APB prides itself with the vast experience of its membership, drawn from a wide array of renowned veteran and practicing broadcasters. Its greatest asset lies in its **exceptional and influential membership**, comprising:

- Radio and television programme producers and directors
- Broadcast technical experts

- Outside Broadcasting (OB) crews and field production specialists
- News anchors and editors
- Media trainers, strategists, and communication experts

This pool blends **veteran and active broadcasters**, offering unmatched institutional memory alongside real-time industry relevance.

Our membership is comprised of:

- **Fluent communicators** across English, Kiswahili, Multilingual and diverse vernacular languages
- **Master storytellers and narrative drivers** shaping public discourse
- **Influencers and agenda setters** with deep audience reach and trust
- **Respected industry leaders** with strong credibility across sectors

This unique composition positions APB as a formidable voice in media, public communication, and national and regional development conversations.

Strategic Focus (2024–2028)

Through its Strategic Plan (2024–2028), implemented in partnership with key stakeholders, APB is driving transformation across three pillars:

1. Research, Advocacy & Knowledge Leadership

- Documenting the evolution of broadcasting in Kenya
- Generating insights to inform policy and industry standards

2. Legal & Policy Influence

- Engaging in regulatory reforms
- Addressing emerging challenges in digital and broadcast media
- Promoting ethical standards and compliance

3. Professional Excellence & Capacity Building

- Training, mentorship, and coaching programmes
- Development of professional broadcasting guidelines
- Talent nurturing for the next generation of media leaders

Regional Leadership: East African Broadcasters Convention

APB is the **host of the prestigious 5th East African Broadcasters Convention**, a flagship industry platform that continues to shape the future of broadcasting in the region.

The convention builds on the success of previous editions held in Ethiopia, Kampala, Tanzania and Rwanda. The upcoming 5th edition will convene over 200 high-level industry

leaders, broadcasters, regulators, policymakers, technology innovators, regional and international stakeholders.

This premier event positions APB as a **central platform for regional dialogue, collaboration, and innovation in broadcasting.**

Value Proposition for Partners

Partnering with APB offers:

- Access to a **highly influential network of media professionals**
- Strategic visibility across **multi-platform broadcast ecosystems**
- Opportunities to shape **public discourse and national narratives**
- Engagement in **policy, advocacy, and industry transformation initiatives**
- Regional reach through **East African collaborations and platforms**

Call to Action

APB invites governments, development partners, private sector players, and industry stakeholders to **forge strategic partnerships** that will drive innovation, strengthen media ecosystems, and amplify impactful storytelling across Africa.

Contact

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