



## **News Release**

### **“Promote Government’s Big Four Agenda”, Media Urged**

**Thursday, 14 February 2019...** The media has been urged to support the fulfilment of the government’s big four agenda namely food security, affordable housing, manufacturing and universal healthcare.

Speaking during a breakfast launch of the fourth edition of the energy journalism excellence awards in Nairobi, Principal Secretary for Energy Dr Engineer Joseph Njoroge said that media has a very central role to play in informing the public what government is doing to improve the quality of their lives.

“Media should communicate clearly to the common mwananchi and make them understand what programmes and initiatives government is undertaking in the key focus areas of food security, affordable housing, manufacturing and universal healthcare,” Njoroge urged the journalists.

The PS added that the realization of the Big Four is highly dependent on the energy and petroleum sectors and it is important that the sectors work closely with the media to have the energy story well told.

On his part, Principal Secretary for the State Department of Petroleum Mr Andrew Kamau who was also present said that it is time the media brought out the impact of the huge projects that the energy and petroleum sectors are implementing.

“Government has put in massive resources in the energy and petroleum sectors and it is high time Kenyans know the return on these investments. It is the media that will help us bridge that information gap,” Kamau told journalists while urging them to fully participate in this year’s energy journalism excellence awards being spearheaded by Kenya Pipeline Company (KPC).

KPC Chairman John Ngumi said that KPC and the energy and petroleum sectors are now more open and transparent so that Kenyans can know their contribution to the national economy.

“As KPC Board, we encourage openness and transparency when dealing with the media so that Kenyans can appreciate what we do to improve the quality of their lives,” he said.

“We always encourage our management to continuously interact with the media,” Ngumi added.

Acting KPC Managing Director Hudson Andambi said that KPC and other energy sector agencies have held several workshops with editors and reporters across the country to encourage comprehensive and objective coverage of energy-related issues in the media.

“I am happy to note that the fourth edition of EJEJA has been the most engaging and informative. As we launch today, we met a total of 560 journalists who were duly sensitized on the role of the sector in the national economy,” Andambi said during the launch.

“The media workshops were held for the editors in Naivasha and for correspondents in Nakuru, Eldoret, Kisumu, Embu, Machakos and Mombasa reaching out to journalists practising in all the 47 counties,” he added

He also urged journalists to focus more on stories that will transform the lives of Kenyans.

“We are fully aware of media’s central role towards the realization of the BIG FOUR National Agenda which focuses on food security, affordable housing, manufacturing and access to universal healthcare. Energy and petroleum power the realization of these national goals. That is the story of transformation that Kenyans want to see and we will support you in articulating it,” he urged.

The Energy Journalism Excellence Awards is an initiative of the Ministry of Energy and the State Department of Petroleum whose aim is to promote quality energy journalism with view to having the sectors’ story properly told. Now in its 4<sup>th</sup> edition, the EJEAW awards have had a big impact empowering over 1,000 journalists from across the country with the requisite skills and knowledge to cover the sector from an informed perspective.

This year’s awards focus on nine categories namely Power Generation, Power Transmission & Infrastructure, Oil and Gas, Energy and Petroleum Policy and Regulation. Other categories include Nuclear Energy, Energy and Petroleum Financing, Green Initiatives, Corporate Social Responsibility in Energy and Petroleum, Photography and Videography in Energy and Petroleum sectors.

The winners in the various categories will walk away with prestigious awards in form of trophies, cash, certificates and study tours.

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