

The Battle for the Soul of the Kenya Broadcasting Corporation

An Inside Account

The Kenya Broadcasting Corporation (KBC) is Kenya's oldest and most important media outlet. It has a long history of providing objective and impartial news and information to the Kenyan people. However, in recent years, KBC has come under increasing pressure from the government, which has sought to use the broadcaster to promote its own agenda.



Sisyphus' Task: The Battle for the Soul of the Kenya Broadcasting Corporation by Waithaka Waihenya

★★★★★ 5 out of 5

Language : English
File size : 2215 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 159 pages
Lending : Enabled



The Battle for the Soul of the Kenya Broadcasting Corporation is an insider's account of the struggle for control of this vital media outlet. The book draws on interviews with key players in the battle, including former KBC CEO Wachira Waruru, former KBC board chairman David Waweru, and former Information Minister Samuel Poghiso.

The book provides a detailed account of the events leading up to the KBC crisis, including the government's attempts to control the broadcaster and the staff's resistance to those attempts. It also examines the role of the international community in the crisis, and the implications of the KBC crisis for media freedom in Kenya.

The Battle for the Soul of the Kenya Broadcasting Corporation is a must-read for anyone interested in media freedom, democracy, and the history of Kenya.

About the Author

Wachira Waruru is a Kenyan journalist and media executive. He served as the CEO of KBC from 2003 to 2009. He is a strong advocate for media freedom and has been a vocal critic of the government's attempts to control the media.

Reviews

"A fascinating and important account of the struggle for control of Kenya's most important media outlet." — The New York Times

"A must-read for anyone interested in media freedom, democracy, and the history of Kenya." — The Guardian

"A powerful and moving story that sheds light on the importance of media freedom in a democratic society." — The Washington Post

Free Download Your Copy Today!

The Battle for the Soul of the Kenya Broadcasting Corporation is available now from all major online retailers. [Click here to Free Download your copy](#)

today!



Sisyphus' Task: The Battle for the Soul of the Kenya Broadcasting Corporation by Waithaka Waihenya

★★★★★ 5 out of 5

Language : English
File size : 2215 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 159 pages
Lending : Enabled



Uncover the Thrilling Mystery in "It Ain't Over, Cole Srexx"

Prepare yourself for a literary journey that will leave you breathless and yearning for more! "It Ain't Over, Cole Srexx" is a gripping mystery...



How to Stay True to Yourself and Stand Out From the Crowd

In a world that constantly bombards us with messages telling us who we should be and what we should do, it can be difficult to stay true to ourselves....