

# The Battle for the Soul of the Kenya Broadcasting Corporation



## 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 Kenya Broadcasting Corporation (KBC) has been at the heart of the country's media landscape for decades. It was founded in 1928 as the British Broadcasting Corporation (BBC) and became the Kenya Broadcasting Corporation in 1963, when Kenya gained independence from Britain.

KBC has a long and proud history of providing news and entertainment to Kenyans. In the early years of independence, KBC was the only source of broadcasting in Kenya. The corporation played a vital role in informing the public about the country's political and economic development. From the early 2000s, the corporation started facing challenges from privately-owned media houses and its market share had steadily declined.

In recent years, however, KBC has been embroiled in a battle for its soul. The corporation has been accused of bias, corruption, and mismanagement. In 2019, the government announced plans to privatise KBC. However, the plans were met with resistance from some quarters. The Kenya Correspondents Association, for example, said that the government should first address the issues that have led to KBC's decline.

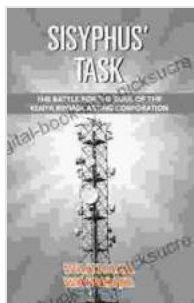
The battle for the soul of KBC is not just about the future of the corporation. It is also about the future of public broadcasting in Kenya. Public broadcasting plays a crucial role in informing the public about important issues. It provides a platform for diverse voices and perspectives. It can also be a force for social change.

There are those who believe that KBC can be reformed and should be given a chance to continue operating as a public broadcaster. They argue that the corporation has a long history and a wealth of experience. They also argue that KBC is essential for the development of a democratic society. However, there are also those who believe that KBC is beyond reform and should be shut down. They argue that the corporation is corrupt and biased. They also argue that KBC is a drain on the public purse.

The future of KBC is uncertain. The government has not yet made a decision on whether to privatise the corporation or not. However, it is clear that KBC is facing a number of challenges. The corporation needs to address the issues of bias, corruption, and mismanagement. It also needs to find a way to compete with the privately-owned media houses. If KBC is able to overcome these challenges, it has the potential to continue playing a vital role in the media landscape of Kenya.

However, if KBC is unable to overcome these challenges, it may be forced to close down. This would be a sad day for Kenya. The Kenya Broadcasting Corporation has been a part of the country's history for decades. It has played a vital role in informing the public about the country's political and economic development. It has also provided a platform for diverse voices and perspectives. It would be a shame to see KBC close down.

The battle for the soul of the Kenya Broadcasting Corporation is not just about the future of the corporation. It is also about the future of public broadcasting in Kenya. Public broadcasting plays a crucial role in informing the public about important issues. It provides a platform for diverse voices and perspectives. It can also be a force for social change. It is important that we support public broadcasting and ensure that it continues to play a vital role in our society.

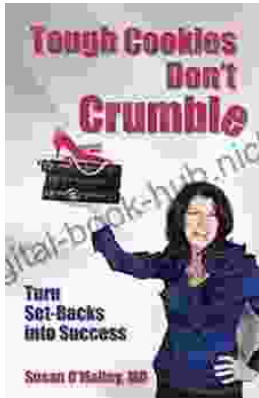


## Sisyphus' Task: The Battle for the Soul of the Kenya Broadcasting Corporation by Waithaka Waihenya

★★★★★ 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





## **Tough Cookies Don't Crumble: The Unbreakable Spirit of Those Who Overcome Adversity**

Life is full of challenges. We all face them, in one form or another. But for some people, the challenges are so great that they seem insurmountable. They may come in...



## **The California-Born Diners, Burger Joints, and Fast Food Restaurants That Changed the World**

California is known for many things, but its fast food scene is one of its most iconic. From In-N-Out to McDonald's, some of the most well-known fast food...