

## **Zetech University Hosts The Annual Media Conference 2025**

*"We are living in an age where digital media dominates, but with great power comes great responsibility. As future media professionals, you must uphold the values of truth, fairness, and accuracy in all your endeavors." Jacob Nyongesa, Media Council of Kenya.*

Zetech University, in collaboration with Journalism Students Association of Kenya, successfully hosted the Annual Media Students Conference 2025 at Ruiru Campus from 26th to 27th September 2025, convening media students and aspiring professionals from universities across the country.

The conference dived into critical dialogue on the future of journalism and communication, with multiple panel discussions dedicated to digital media transformations, ethical practice, fact-checking, political reporting, and emerging career trajectories in the media landscape.

*"The rise of digital technologies has transformed the production, distribution, and consumption of news. Journalists increasingly rely on tools such as artificial intelligence (AI), data analytics, and mobile platforms to enrich storytelling and expand audience reach. This technological evolution has fostered more dynamic and interactive journalism, enabling real-time updates and the seamless integration of multimedia content." Ms. Sarah Hassan, Multi-Award Winning Actor, TV presenter and producer.*

The University was honoured to host representatives from the Media Council of Kenya, alongside seasoned communication experts, who emphasised the critical alignment between regulatory frameworks and academic training. The conference also recognised student excellence through awards in investigative journalism, film production, and sound design, underscoring the University's commitment to nurturing innovation, professional integrity, and excellence in media practice.

As the media landscape evolves, such conversations are pivotal in shaping our Techizens pursuing media studies into ethical, innovative, and resilient media professionals ready to lead, inspire, and make a meaningful impact in society.