

## Media Council of Kenya Strengthens Ties with Alupe University



Alupe University hosted the Media Council of Kenya (MCK) on 18<sup>th</sup> February 2026 during a courtesy visit by the Council's Kisumu Regional Coordinator, Mr. Evans Teddy Oundo, marking a significant step toward deepening collaboration between academia and the media industry.

During the visit, Mr. Oundo paid a courtesy call to the Ag. Deputy Vice Chancellor, Administration, Finance and Development, Prof. Mahero Toboso, where discussions focused on strategic areas of mutual collaboration. He affirmed that the Media Council of Kenya is ready to collaborate with Alupe University on initiatives of common interest, particularly those aimed at strengthening professional training and industry linkages in the media industry.

Mr. Oundo later engaged students and faculty in an interactive session that challenged them to position themselves competitively for the dynamic media landscape. He emphasized the importance of responsible use of AI, enhancing digital skills, remaining versatile and open-minded, and being willing to start small while building professional experience. He further advised students to continuously develop their portfolios and maintain updated, effective CVs to improve their employability in the evolving communication sector.

The session further featured insights from Alupe University faculty, including Dr. Caren Jerop, Dr. Isaac Manje, and the Chair of the Department of Management Science, Development Studies, and Communication, Dr. Charles Omoga. The scholars addressed emerging professional issues such as the growing influence of Artificial Intelligence in media practice, the importance of

professional self-branding, and the need for continuous skills development in a rapidly evolving communication environment.

Students also benefited from hands-on mentorship on practical media skills. Alupe University's media specialists, Victoria Magar and Savai Sabwa, guided learners on handling media equipment, conducting professional interviews, and observing best practices in field and studio production, equipping them with essential industry competencies.

The engagement underscored Alupe University's commitment to nurturing industry-ready graduates through strategic partnerships, practical mentorship, and forward-looking academic guidance.







