



PRESS STATEMENT

For Immediate Release.

Date: May 3, 2025

DTM Celebrates World Press Freedom Day 2025: Reaffirming Commitment to Media Freedom, Safety, and Integrity

Today, Development Through Media (DTM) joins the global community in celebrating **World Press Freedom Day 2025**, under the UNESCO theme “**A Press for the Planet: Journalism in the Face of the Environmental Crisis.**” This day serves as a powerful reminder of the critical role that independent journalism plays in upholding democratic values, promoting accountability, and enabling sustainable development.

As a media civil society organization working to empower communities through communication and participatory media, DTM remains committed to defending press freedom, advancing access to information, and safeguarding the rights and welfare of journalists and media practitioners in Kenya and beyond.

"World Press Freedom Day is not just a commemoration; it is a call to action," said Dommie Yambo-Odotte, the Executive Director of DTM. "We are witnessing increasing threats to journalists—from legal harassment to physical violence—and a growing climate of disinformation and censorship. This must not be the new normal. We must speak out, stand up, and strengthen support for a free and responsible press."

DTM recognizes the unique challenges faced by community media, grassroots & freelance journalists, and women in the media space, particularly in the rural and marginalised urban areas. On this day, DTM recommits to joining efforts with partners, policy makers, and media stakeholders to ensure that the media operates in a safe, inclusive, and enabling environment.

This year's theme is also a call to the media to take an active role in covering climate and environmental issues. In line with this, DTM is scaling up its environmental journalism initiative to incorporate capacity enhancement for its Development Reporters (DevReporters) currently numbering 67 and working in 36 counties in Kenya. Along with the training of other young reporters, DTM's aim is to support community storytellers to spotlight local climate resilience, environmental injustices, and grassroots innovations.

DTM therefore, calls upon the Kenyan government, regulatory institutions, and international partners to:

- Uphold constitutional guarantees on Freedom of Expression and Media Freedom.
- Protect journalists from threats, attacks, and undue interference in their work.
- Promote media pluralism, local content, and inclusive public discourses.
- Strengthen media literacy and access to accurate and verified information.

As we mark this significant day, DTM stands in solidarity with all journalists—those who report truth in the face of adversity, those who give voice to the voiceless, and those who have paid the ultimate price for press freedom.

Dommie Yambo-Odotte
Executive Director
Development Through Media (DTM)