

# Kenya: African Laughter launches service for media

By [Carole Kimutai](#)

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African Laughter has launched an online news and information centre for the Kenyan media. The website is a press release news service for journalists and editors seeking extra news leads, or who want to stay abreast of the day's media events and releases.



Working with agencies including Ogilvy, Tell-Em PR, Silver Bullet, BluePrint, Hill&Knowlton and Africa Practice, and spanning all subject areas and Kenyan announcements, the PR Alerts service also lists the day's press conferences, offering journalists the chance to register for all listed media events online.

## Searchable by keyword

The PR Alerts press release database is searchable by keyword, and will mean reporters and editors can directly access source material for stories at any point in the news production line, as well as other press releases touching on the same subject.

PR Alerts has been launched alongside the Webaraza news agency, produced by African Laughter's independent newsroom of 10 reporters, and publishing some 30,000 words a week of purely Kenyan content spanning agri-business, banking, IT, family and lifestyle news.

As international quality news and feature reporting, Webaraza is a subscriber service for all media houses and products, created on a pay-as-you-go basis at locally competitive prices.

The next phase of the website's development is the MediaZone that will have listings of freelance photographers and journalists, profiles on all top Kenyan journalists, and training tools and commentary for the Kenyan media.

[View the Webaraza website](#)

## ABOUT CAROLE KIMUTAI

Carole Kimutai is a writer and editor based in Nairobi, Kenya. She is currently an MA student in New Media at the University of Leicester, UK. Follow her on Twitter at @CaroleKimutai.

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