

[www.glasshousepr.co.ke](http://www.glasshousepr.co.ke)

**GLASSHOUSE**PR



# OUR MEDIA OUTREACH

We have successfully used mass distribution tools such as matte releases, newswire distribution, broadcast media tours and more to reach a broad audience for our clients. We will as well use the tools , but the highest level of quality coverage will result from:



## Direct Pitching

Contacting the right reporters with a story tailored to their interests and timed to their editorial calendar



## Thought Leadership

Fully leveraging the subject matter expertise.



## Newsjacking

Fully realizing opportunistic pitch potential



## Media Education

Connecting clients with the most influential journalists in Kenya.



## Media Outreach

Coordinating outreach so it is uniform, continuous, and coordinated across all platforms.

# MEDIA TARGET

One of the desired outcomes of the strategic planning process will be the determination of specific media priorities:, by story focus, and by timing. To ensure these priorities are aligned and supported with aggressive media engagement.

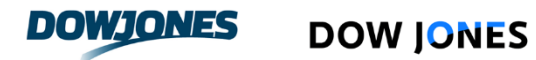
## Target Media Outlets and Blogs



# MEDIA TARGET

## Other Panafrican Media Platforms

- We shall also focus on **trade publications** within the industry.
- Our media networks enable us to distribute your press release/article on more than **100 relevant African news website**.
- We will have the press release or article publicized on **CNBC Africa, Ventures Africa, Forbes Africa, etc.**
- We shall have articles publicized on **Bloomberg Terminal, Reuters Terminal, Dow Jones Factiva and LexisNexis.**
- We shall also pitch for publication on [fastcompany.com](http://fastcompany.com), Forbes Africa and TechCrunch.
- Interviews shall also be scheduled on these platforms.



# SAMPLE BLOGGERS TARGET LIST

- Savvy Kenya – [savvykenya.com](http://savvykenya.com)
- Sam Wakoba – [techmoran.com](http://techmoran.com)
- Nick Kanali - [techstrendke](http://techstrendke)
- Mwende Ngao – [mwendengao.com](http://mwendengao.com)
- Martin Gicheru – [techweez.com](http://techweez.com)
- Kennedy Kachwanya – [Kachwanya.com](http://Kachwanya.com)
- Robert Kunga – [mulikamwizi.com](http://mulikamwizi.com)
- George Murage – [juuchini.com](http://juuchini.com)
- Michael Ouma – [aptantech.com](http://aptantech.com)
- James Wamathai – [hapakenya.com](http://hapakenya.com)
- Emmanuel Chenze – [emmanuelchenze.com](http://emmanuelchenze.com)
- Savvy Kenya – [savvykenya.com](http://savvykenya.com)
- Rebecca Wanjiku – [wanjiku.co.ke](http://wanjiku.co.ke)
- Peter Etelej - [blog.theonlinekenyan.com](http://blog.theonlinekenyan.com)
- Collins Nabiswa – [kenvibez.com](http://kenvibez.com)
- Dennis Kioko – [blog.denniskioko.com](http://blog.denniskioko.com)
- Naijeria Toweett - [mumlovestech.com](http://mumlovestech.com)
- Limo Bankelele – [bankelele.co.ke](http://bankelele.co.ke)
- Steve Biko Wafula – [sokodirectory.com](http://sokodirectory.com)
- Enock Kiprono – [fenesi.com](http://fenesi.com)
- Joel Macharia – [macharia.co.ke](http://macharia.co.ke)
- Zack Mukewa - [mukewa.com](http://mukewa.com)
- Semaj Itosno - BiztechAfrica
- Julius Omondi – BiztechAfrica UG

# MEDIA SPECIFIC ACTIVITIES

- We shall develop and maintain **relevant media** databases of all media in the market.
- We shall identify and recommend **media, journalists, KOL/influencers and bloggers, content writers and online media outlets** for coverage on the client and thus driving increased referral traffic to the client's website and improved search engine visibility.
- We shall prepare and issue **media releases and fact sheets** as per written briefs and follow-up with media to pursue publishing.
- We shall develop and write **articles or editorial pieces for publications** as required or briefed by the client.
- We shall develop and produce all long-form content as required and or briefed by the client.
- **We shall produce, develop and edit multi-media content** to support online and offline campaigns when needed.
- We shall disseminate **information and pictures to media** as instructed by Client..
- We shall approach **media and secure interviews** for the client.



# MEASUREMENT

## Quality & Quantity

The number of media placements related to the client and the associated impressions are important and will be calculated. Those metrics alone, however, do not provide the full measure of communication impact. Qualitative metrics that indicate relevancy and context are also needed. We use various media monitoring tools, mostly is **Media Tool Kit**.

### QUANTITATIVE METRICS

- **Journalist inquiries**
- **Press backlinks to the client's website.**
- **Social shares of earned media placements**
- **Number of placements**
- **Number of impressions**
- **Advertising value**

### QUALITATIVE METRICS

- Value of publication/media outlet (high, moderate or low value)
- Message inclusion
- Tonality
- Use of visuals and other Client's assets

# MEASUREMENT

**MEDIA MONITORING GRANTS** access to hard evidence facts essential for daily and strategic Business Decisions:

- Situation Analysis
- Documentation
- Archiving
- Updates and Alerts

**DAILY MONITORING:** Daily monitoring report for the four areas of interest mentioned above report Clipping scan

- Name of Publication Title
- Name of Journalist
- Page Placement
- Summary translation (Headline & Summary body translation)

**MONTHLY ANALYSIS:** Monthly analysis for the following topics:

- Client wave of coverage (Quantitative & Qualitative analysis)
- Client VS Competitor

**MEDIA PERCEPTION AUDIT:** Develop half year media perception audit and work on deficits through new activities





# CLIENT STORIES ON DIFFERENT MEDIA PLATFORMS



Paxful brand Introduction interview with the CEO in Kenya , on KTN News



CGTN Africa women empowerment feature for our client in Murang'a, Kenya.



Business Daily Newspaper feature for a client



Money and finance in Real Estate panel discussion for our client with K24 TV



Paxful CEO Interview on CNBC Africa



Citizen News feature in Kiswahili in Kilifi Kenya showing plight of locals with no access to electricity.



Switch TV Interview



K24 Inside Business Interview



KTN Business Today Interview and Feature



KBC Morning Show Discussion



Metropol TV Interview



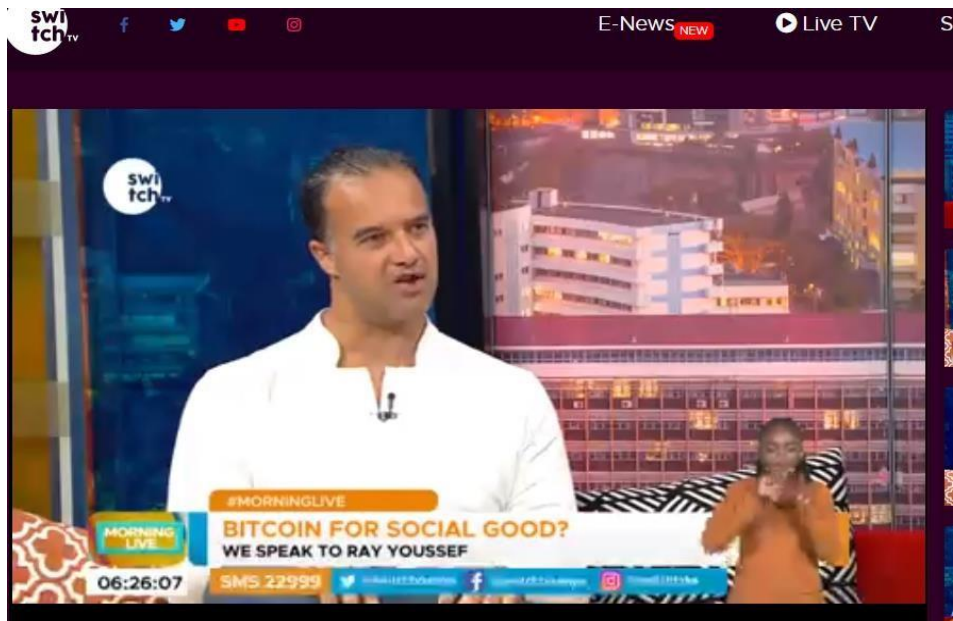
K24 Morning Show Discussion



# PAXFUL PARTNERS WITH AIRTM IN A STRATEGIC MOVE TO EXPAND INTO DEVELOPING COUNTRIES



COMMENTS



## Peer-to-Peer bitcoin marketplace Paxful launches second school in Rwanda

By CNBC Africa | January 30, 2019



Featured



A conversation on BBC Africa with Maser Group CEO

**Khaleej Times**  MAY 22, 2021  
SATURDAY  
DUBAI

**Experts laud UAE leaders' vision on economic resilience, jobs creation**

Dubai is one of the better places to live and enjoy the lifestyle attracted many high net worth individuals to Dubai, which contributed towards the growth in job market

"Considering that the Nation executed the most well-thought-out plan to battle Covid-19, it is no surprise that while the world was downsizing, the UAE was out creating more jobs. If observed, one can see that every initiative that the country's leadership takes is a piece of the path that is leading the UAE to becoming a global business hub," said Lal Bhatia, chairman, Hilshaw Group.



A feature on Khaleej Times in Dubai – Hilshaw Group Chairman –Dr. Lal Bhatia

# How solar energy is powering off-grid areas in Kenya

TUESDAY SEPTEMBER 10 2019



## How solar energy is changing women's lives in rural Kenya



A project by Greenlight Planet has seen women become financially empowered.

By HELLEN SHIKANDA

## CIO East Africa

cio.co.ke/leveraging-on-the-sun-to-address-energy-poverty-in-africa/

HP Connected Twitter Africa's Blockchain...

SUBSCRIPTION ORDERS

Home Innovation Leverage on the sun energy to address energy poverty in Africa

Innovation IT Strategy

## Leverage on the sun energy to address energy poverty in Africa

633 million people lack access to electricity while 792 million others rely on traditional biomass as their primary energy source for cooking

By Molly Wasonga - December 23, 2019

720



## allAfrica.com

allafrica.com/stories/201912230255.html

HP Connected Twitter Africa's Blockchain...



Countries Topics Development BizTech Entertainment Sport AfricaWorld Governance

Access to energy is a fundamental welfare to human beings undoubtedly and without which, households are forced to rely on polluting and dangerous sources of energy.

An Oxfam survey reports that energy poverty presents a serious challenge in sub-Saharan Africa, despite longstanding efforts to address it. That in 2014, 633 million people lacked access to electricity and 792 million people relied on traditional biomass as their primary energy source for cooking. This results to drudgery, poisoning, fires, burns, limited economic opportunity, and premature death due to respiratory diseases.

"Whereas developing Asia contains the largest number of people without access to modern cooking facilities, sub-Saharan Africa contains the largest number without access to electricity. Sub-Saharan Africa is also home to the largest number of countries with the lowest rates of electrification and has the highest rates of people forced to cook using traditional biomass," reads the report in part.

While the task of addressing the energy poverty seems daunting, alternative renewable energy technologies such as solar are creating new possibilities for achieving widespread energy access in Africa.

Mwezi Limited together with Greenlight Planet solars penned a partnership deal, to provide solar products and services that will improve the health, wealth, education and environmental impact to their customers in Kenya and developing Africa, for a complete overhaul of the traditional and unsafe sources of energy.

"We realized an opportunity to replace the ubiquitous kerosene lamps used by every off-grid home in sub-Saharan Africa with a more reliable, affordable, and cleaner lighting product," said Dhaival Radia, the Global Commercial Head and Senior Vice President at Greenlight Planet during an interview with CIO East Africa.

cio.co.ke/off-grid-solar-energy-steps-up-efforts-towards-sustainable-energy-globally/

HP Connected Twitter Africa's Blockchain...



HOME NEWS ANALYSIS BLOG VIDEOS PRODUCT REVIEWS EV

SUBSCRIPTION ORDERS

The 2020 Global Off-Grid Solar Market Trends Report estimates that the off-grid solar sector currently provides lighting and other energy services to 420 million people globally, representing about 5.7% of the entire global population. This notably, is a tremendous stride in the past decade that has helped developing countries reach their energy access goals, accelerating the global Sustainable Development Goal (SDG) 7.

The industry collectively sold over 180 million products, serving the 420 M customers globally increasing investment in the sector and demonstrating profitability. They have demonstrated that it is important to build a sustainable, sound solar financing business. Patrick Walsh, CEO and Co-Founder Greenlight Planet predicts, off-grid solar technologies could DISRUPT the way a billion people access energy.

Greenlight Planet, a company that designs, distributes and finances solar home solutions under the brand name 'Sun King', has been consistently profitable for the last 16 quarters, creating about 5500 jobs across areas of sub-Saharan Africa to the youth and women,

nges-women-lives-rural-Kenya/5362750-5482820-view-asAMP-nm1hs1/index.html&ved=2a

ain...



This off-grid project by Greenlight Planet is keen on empowering women in order to achieve the fifth Sustainable Development Goals (SDGs) of gender equality and boost the seventh one of affordable and clean energy. PHOTO | COURTESY



By HELLEN SHIKANDA  
[More by this Author](#)

### IN SUMMARY

**This off-grid project by Greenlight Planet is keen on empowering women in order to achieve the fifth Sustainable Development Goals (SDGs) of gender equality and boost the seventh one of affordable and clean energy.**

**In its pursuit for women empowerment, the firm's 5,800 sales agents include nearly 2,000 women whose commitment and hard work have seen them reach management value.**

Reaching the sun, star closest to the earth, could be herculean.

FEATURES  
**Greenlight Planet Creates Jobs for Rural Women as it Brings Power to More than 10 Million Kenyans**

**FEATURES**

# Greenlight Planet Creates Jobs for Rural Women as it Brings Power to More than 10 Million Kenyans

Published 3 weeks ago on March 8, 2020

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**Homeschooling: Here's How to Keep Your Child Learning During the Coronavirus Pandemic**

FEATURES

icctalk.co.za/greenlight-planet-creates-jobs-for-more-than-2000-women-in-rural-kenya/

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## Greenlight Planet creates jobs for more than 2000 women in rural Kenya

MARCH 9, 2020 LEAVE A COMMENT



Greenlight Planet, a global leader in solar home energy solutions has created job opportunities for more than 2000 women in rural Kenya.

- How to assess our schools' eReadiness - ITWeb 26, 2020
- Plugging the IT skills gap in SA - ITWeb 25, 2020
- Nigeria rolls out broadband to boost growth - African Business Magazine March 23, 2020
- Icasa wants companies to lower data cost during coronavirus outbreak - Fin24 Mar 2020
- Vodacom, you can do far better - News24 18, 2020
- ICT in MEA: Increased Government Spending and Novel Strategies to Shape the Future Innovation - CPO Magazine March 11, 2020
- UWC Brings Affordable Solar-Powered WiFi Rural South Africa - Techfinancials.co.za 9, 2020
- Seacom Expand Global Footprint Via Partnership With Tata Communications - Techfinancials.co.za March 2, 2020

**NEWS TICKER** [ March 30, 2020 ] Car dealers must embrace e-retail to mitigate Covid-19 related sales slump - Gartner NEWS

**REVIEWS:**

HOME > CSR > Greenlight Planet creates jobs for over 2,000 women in rural Kenya


**M-Net lines up superb shows for DStv Premium and Compact Plus pop-up channels**

13 edutainment

## Greenlight Planet creates jobs for over 2,000 women in rural Kenya

March 8, 2020 admin CSR, News 0

- AptanTech**
- @aptantech
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Kenya, operating the on-grid solar industry's largest pay-as-you-go business, the company has created a network of over 5500 commission sales agents across sub-Saharan Africa. [ 361 more words ]  
<https://aptantech.com/.../greenlight-planet-creates-jobs-for-.../>



APTANTECH.COM  
**Greenlight Planet creates jobs for over 2,000 women in rural Kenya | aptantech**

# Credit Bank Appoints New CEO

November 2, 2017



Credit Bank Ltd board has appointed **Mrs Betty Korir** as the Chief Executive Officer (CEO), effective October 1, 2017. Ms Korir has served at the bank as the head of credit, overseeing credit and legal departments for the past four years. She has over 20 years banking experience. She also served as a deputy to the previous CEO. She holds Bachelor of Education Degree, Bachelor of Laws and a Master's in Business Administration from the University of Nairobi. She is also an associate of the Kenya Institute of Bankers and Global Association of Finance and Management and Chartered Credit Analyst. Board Chairman Simeon Nyachae said Ms Korir is an experienced and talented banker who will deliver on her role.



Business

## Credit bank announces a partnership with Netherlands non-profit organisation



# From tenant to landlord: Flight attendant turns rent crisis into big business

BY CAVIN ODHIAMBO APRIL 21, 2018

341 SHARES

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EDITORIAL GUIDELINES

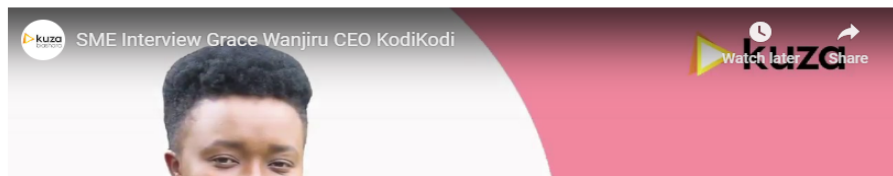
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Blog business Experiences Learning

## HOW I CAME UP WITH AN INNOVATIVE REAL ESTATE SOLUTION FOR YOUTH AND MIDDLE INCOME EARNERS – GRACE WANJIRU

May 4, 2018 Video



Grace Wanjiru; CEO Kodi kodi - Your Money

2,286 views

21

0

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KTN News Kenya

1.26M subscribers

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The Adventurer: Story of real estate company Dinara Developers

6,011 views • Jul 8, 2015

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Menu / (Business)

**NAIROBI WIRE**



Selling building materials was Andrew Kamau's day job a few years ago. High-end estates in the city like Lavington, Kileleshwa and Runda would provide the 32 year old with a reliable stream of customers.

"I used to supply sand, ballasts, stones from Ndarugu quarry and from the little earnings, I was able to raise Sh300,000 savings," said Mr Kamau.

Back then in 2009, a piece of stone was going for Sh36 and he would sell about 1,200 units in a good day.



Good Morning Kenya| Floriculture Industry

112 views • Oct 10, 2019

👍 2 🗨️ 0 ➡️ SHARE ⚙️ SAVE ...



K24 Inside Business with Sara Adam (11.10.19)

863 views • Oct 11, 2019

👍 7 🗨️ 0 ➡️ SHARE ⚙️ SAVE ...



**BUSINESS DAILY** FRIDAY, DECEMBER 1, 2017

**KEY** **Management** **Wealth Creation**

**Pattni returns in Sh10bn asset fight with Kanyotus**

**Minimum alcohol packs raised to 750ml in new B**

**Sonko's Troubles**

**Nigerian bank reveals extra pay to Moi all**

**SH370M**

**AMOUNT**

**of money that Access Bank will pay for the International Bank on July 20 and paid Sh1.2 billion in cash at the time of closing the deal.**

**Signments on 2017 revenue were companies owned by close associates of the late Sen. including Justice Kibaki, former Vice President George Saitoti.**

**The closure of the deal gives the way for Access Bank, owned by Safaricom, to be listed on the Nairobi Securities Exchange.**

**Access Bank acquired a 99.99 percent stake of Transnational Bank on July 20 and paid Sh1.2 billion in cash at the time of closing the deal.**

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**ntv BUSINESS**

**ntv TONIGHT**

**ACCESS BANK IN KENYA**

**21:38:44**

**It is the first time in eight years Safaricom is reporting a decline in net earnings**

**CITIZEN TV KENYA**

**COVID-19 PANDEMIC**

**MONDAY REPORT BUSINESS**

**ACCESS BANK IN KENYA**

**Mute (m) an lender launches Kenyan subsidiary**