

## **MEDIA ADVISORY**

**Media Contact**

Jerry Abuga | Lorine Achieng

**Media Council of Kenya**

Tel: +254-20-2737058 | +254-723 999 158 | +254-723 795 020

Email: [communications@mediacouncil.or.ke](mailto:communications@mediacouncil.or.ke)

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**FOR IMMEDIATE RELEASE**

### **MCK ADVISORY ON ADVERTISEMENTS OF GAMING ACTIVITIES ON MEDIA PLATFORMS**

The Media Council of Kenya (MCK) has noted with concern the continued increase in advertisement and promotion of gaming activities on media platforms.

The Betting Control and Licensing Board (BCLB) is mandated to license entities engaged in gaming activities including lotteries, betting and gambling.

Additionally, Section 6(k) of the Media Council Act, 2013 mandates the Council to set media standards and regulate and monitor compliance with the same, while Clause 2 of the Code of Conduct for the Practice of Journalism in Kenya requires journalists, media practitioners and enterprises to write fair, accurate and unbiased stories on matters of public interest.

Accordingly, and in view of the foregoing, the MCK advises journalists, media practitioners and media enterprises as follows:

1. Ensure that only promotions and advertisements of gaming activities entities licensed by BCLB are aired on their platforms.
2. Observe the Code of Conduct for the Practice of Journalism in Kenya specifically **Clause 4(3)** and **Clause 5** when advertising or promoting gaming activities on media platforms.

This advisory is issued in public interest to protect investors and to ensure the highest standards of media practice in relation to advertisements of gaming activities on media platforms.



**David Omwoyo Omwoyo, MBS**

Chief Executive Officer & Secretary to the Council