

PRESS RELEASE

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FOR IMMEDIATE RELEASE

MCK COMMENCES THE ANNUAL JOURNALISM EXCELLENCE AWARDS (AJEA 2021) JUDGING PROCESS

More than One Thousand Entries in Digital, Print and Broadcast Media to be judged.

The Media Council of Kenya has commenced the Annual Journalism Excellence Awards (AJEA) 2021 judging process. By the end of the application deadline on 2nd April 2021, the Council had received over One Thousand (1000) entries spread across digital, print and broadcast media.

“The Council strives to ensure that AJEA judging process is credible and is conducted in a professional manner by seasoned journalism professionals,” noted David Omwoyo, Chief Executive Officer, MCK.

A panel of 15 judges comprising distinguished media professionals drawn from the academia, seasoned former editors and journalists will sift through the entries, review and select winning stories. The panel has been divided into two levels, the Nomination and Judging level.

“The Awards are an opportunity for journalists to showcase their best work as they compete, while highlighting the importance of the media as not only an information platform, but also an arena for public debate on matters of interest to society,” said Victor Bwire, Director, Media Training and Development.

The nomination panel has already begun the process of evaluating stories on the criteria of professional journalism ethics, creativity, diversity and public interest for the next one week. The panel will shortlist well written ethical stories that will proceed to the second and final judging level.

“We have a daunting task of sifting through the entries to pick out news stories which capture topical issues and present them in the most creative and professional manner. We are looking forward to reading some good stories that have been published or broadcast, capturing pertinent issues that are of interest to the public,” stated Wanyama wa Chebusiri, Chairman, AJEA 2021 Nomination Panel.

The nominating panel comprises Mr. Wanyama Chebusiri, Mr. Wangethi Mwangi, Ms. Njeri Rugene, Ms. Dommie Yambo, Mr. Eric Shimoli, Dr. Jared Obuya, Ms. Sylvia Gakenia and Mr. Emmanuel Juma.



This year's entries were submitted on the AJEA online portal, a departure from the previous procedure where submissions were entered in hard copies. The online portal ensured that all entries were compliant with the AJEA Entry Guidelines.

“AJEA has gone digital, this is in line with emerging media trends and audience news consumption patterns, which we believe is an avenue for developing journalists’ IT skills to suit new media industry formats,” stated MCK Chief Executive Officer, David Omwoyo.

The Council included special categories to accommodate new media trends, emerging information dissemination platforms and stories on the global pandemic. The Awards have Seventeen competitive categories ranging from Gender reporting, Development and Devolution, Financial Reporting and Governance, Photojournalism and Camerawork among other categories.

The Annual Journalism Excellence Awards (AJEA) is a signature event of the Council which celebrates journalistic excellence and achievements in Kenya. This year the awards gala will be the peak of a World Press Freedom Day convention which provides an opportunity for partners to interact with media stakeholders, journalists and media industry players on emerging issues and challenges facing the industry.

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