

PRESS STATEMENT

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Thursday, 19th August 2021

FOR IMMEDIATE RELEASE

2022 POLLS: MEDIA COUNCIL OF KENYA TO ISSUE ELECTION GUIDELINES FOR MEDIA

NAIROBI, 19th August 2021 – The Media Council of Kenya will issue guidelines on participation of journalists and media practitioners in the forthcoming general elections.

As it applies in the public service where civil servants intending to vie for political office are required to leave office six months to elections and are under strict edicts not to use their space and influence to campaign for political office, the media is no exception.

The Media Council has received complaints from elected leaders about journalists and media practitioners, especially talk show hosts, keen on electoral politics, who are using their positions for personal attacks and for their political mileage.

Journalists, and by extension the media, wield an important weapon, power which must be handled responsibly and professionally. Reporters and editors should be beyond reproach.

The Council is committed to ensure that all journalists and media practitioners adhere to the expected standards and in line with the Code of Conduct for the Practice of Journalism in Kenya.

In line with its role of setting media standards and monitoring compliance, the Media Council of Kenya is leading industry efforts to review the election coverage guidelines to make them responsive to the prevailing industry and emerging issues, as the country prepares for the August 2022 general elections.

The Council has today inaugurated the Technical Committee on the Review of Election Reporting Guidelines. The team is composed of experienced journalists from across the sector who will review the 2017 elections guidelines and update them to cater for emerging issues, new electoral laws, challenges, and opportunities in line with best practices.

In reviewing the guidelines, the team will use the code of Conduct for the Practice of journalism in Kenya as a principal reference.

As Kenya prepares for the polls, a lot is expected from the media. Citizens rely on the media to enhance their understanding of the candidates and issues at play, which will enable them to make informed choices at the ballot.

A responsible and prepared media ensures that the electoral body conducts elections in a professional and transparent manner; that the state protects life and property during the period and that the judiciary resolves electoral disputes including those emanating from party primaries. The media also advocates for respect for human rights.

The robust guidelines will go a long way in strengthening interaction between the media, citizens, the IEBC and other political actors, an interface which we believe will facilitate democratic and credible elections in 2022.

Members of the team are:

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|--------------------------------|---------------------|---------------------------|
| 1. Joseph Odindo -
Chairman | 8. David Okwembah | 16. Henry Owino |
| 2. Jamila Mohamed | 9. David Aduda | 17. Alex Ikambi
Mwangi |
| 3. Jane Godia | 10. Sophia Wanuna | 18. Dr George Nyabuga |
| 4. Njeri Rugene | 11. Felix Olick | 19. Ahosi K'Obonyo |
| 5. Sarah Kimani | 12. Samuel Maina | 20. Moses Njagi |
| 6. Alphonse Shiundu | 13. Khamadi Shitemi | 21. Oscar Obonyo |
| 7. Bernard Mwinzi | 14. David Mwere | |
| | 15. Judie Kaberia | |

The Committee will work for three weeks after which the document will be subjected to industry validation before roll out.



David Omwoyo Omwoyo
Chief Executive Officer & Secretary to the Council