

## **MEDIA ADVISORY**

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### **MEDIA COVERAGE OF PRIESTS' DEATH IS SENSATIONAL AND DEVOID OF EMPATHY**

The Media Council of Kenya (MCK) has noted with concern the media coverage around the circumstances that led to the death of Father Joseph Kariuki.

An analysis conducted by the Council subjected to the test of empathy, intrusion into grief and shock and the “Do no harm” principle has shown that most of the coverage in both mainstream and social media was unprofessional, unnecessarily intrusive, and lacks common decency as provided for in The Code of Conduct for the Practice of Journalism in Kenya.

The use of sensational words and derogatory terms was insensitive and uncalled for, violating the dignity of the subjects involved, and resulting in invasion of the individual’s privacy.

A review of the media coverage shows inconsistencies in reporting facts of the story, sensational headlines, and breaches of the code of conduct on accuracy & fairness, integrity, accountability, obscenity, taste, and tone.

The Code of Conduct for the Practice of Journalism in Kenya requires that:

- In cases involving personal grief and shock, inquiries shall be made with sensitivity and discretion.
- Journalists shall present news with integrity, common decency and respect the dignity of the audience as well as the subject of news.

The Council advises that as the media continues to cover the story, caution must be taken to protect the dignity of individuals involved and adherence to expected professional practices at all times.



**David Omwoyo Omwoyo, MBS**

Chief Executive Officer & Secretary to the Council