

# MEDIA ADVISORY

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Tuesday, 13<sup>th</sup> July 2021.

## FOR IMMEDIATE RELEASE

### CELEBRATING EXCELLENCE IN MEDIA INCLUSIVITY

**NAIROBI** 13<sup>th</sup> July 2021 – The Media Council of Kenya (MCK) in partnership with Signs TV have rolled out a tailor-made media and journalism curricula for persons with disability to equip them with news and reporting skills and ethics.

Twelve (12) journalists who work at the station and have completed the 3-week training will be awarded certificates at a ceremony that will take place at the All Africa Conference of Churches, Desmond Tutu Restaurant, Waiyaki Way on 14<sup>th</sup> July 2021.

The journalists were taken through an intensive training on the Code of Conduct for the Practice of Journalism in Kenya and other critical topics related to journalism. The training was aimed at bridging the existing gap in the media industry through mainstreaming disability in the journalism training profession and inclusiveness in media content production.

Signs TV is a free to air broadcast station set up in 2015 to cater for persons living with disabilities in a language suitable for them. Lack of training and engagement in the media industry has continuously curtailed their ability to tell their own stories and capture events from a disability perspective. This has resulted in continued discrimination in the society.

#### WHO

**Mr David Omwoyo Omwoyo**- Chief Executive Officer, Media Council of Kenya  
**Ms Susan Otieno** - Executive Director, Action Aid International Kenya (AAIK)  
**Mr Luke Muleka**- CEO, Signs TV

**WHEN** Wednesday 14<sup>th</sup> July 2021 from 11:30 – 1:30pm (EAT)

**WHERE** All Africa Conference of Churches, Desmond Tutu Restaurant, Waiyaki Way

**WHAT** Celebrating Excellence in Media Inclusivity

#### About the Media Council of Kenya

The Media Council of Kenya (MCK) is the principal body mandated to develop and regulate the media industry in Kenya in order to promote media freedom, professionalism and independence. It is established by law under the Media Council Act of 2013 to fulfill Article 34 (5) of the Constitution of Kenya which enshrines media freedom.