

MEDIA
COUNCIL OF KENYA
www.mediacouncil.or.ke



Origins

The Media Council of Kenya (MCK) is the principal national 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.

In this co-regulation arrangement, under the Media Council Act, the Council receives funding from media enterprises and journalists through subscriptions and accreditation, respectively and the Kenyan public through Parliament. It remains accountable to the public through Parliament, independent in its operations and decisions. This enables it to effectively discharge its mandate as envisioned by the Constitution.

Mission

To safeguard media freedom and enhance professionalism through setting media standards and ensuring compliance.

Vision

A professional, free and independent media accountable to the public.

Values

To align the mission and vision of the Council every member of staff as well as the actors who engage with the Council will be expected to internalize and commit to the following set of core values:

- Professionalism
- Innovation and creativity
- Accountability and transparency
- Independence
- Teamwork

Strategic Orientation

The Media Council of Kenya will address local media sector challenges through cutting-edge regulatory creativity and efficient service delivery that employs partnerships, collaboration, networking and technological innovation.

Signature Events

World Press Freedom Day & Status Of The Media Report

This event is held globally annually on 3rd May, with the Kenyan edition marked by the launch of the annual Status of the Media Report.

Annual Media Summit & Awards

This three-day event is held annually in August as a national and international event to discuss, deliberate, challenge and celebrate achievements in the Kenyan media sector. It comprises of four key events:

- Media Training
- Media Summit
- Media Debate
- Media Awards

Regional Tours & Rapid Response Initiatives

These are regular outreach activities and interventions across the country to respond to training, safety, literacy and accreditation needs of media sector stakeholders.

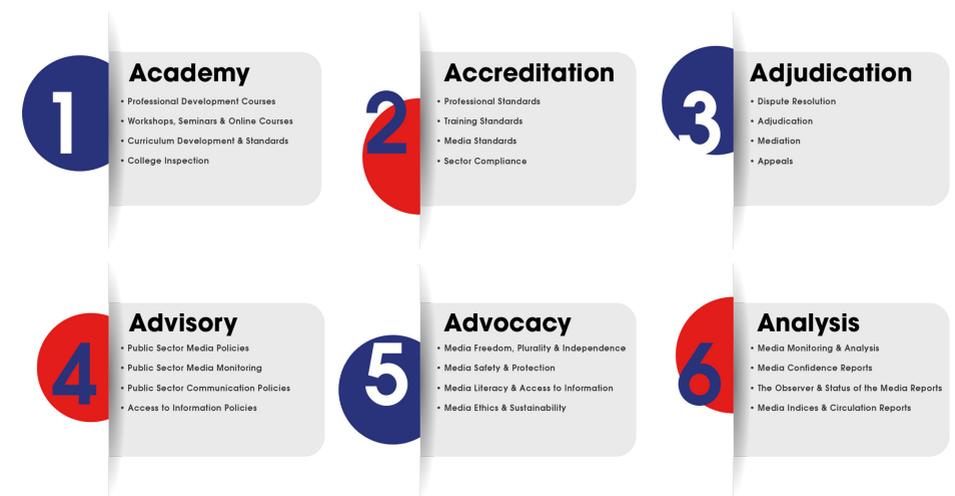
Stakeholder Engagement Forums

These are regular events held to engage with strategic stakeholders to engender understanding of and support for the MCK's work. Some of the stakeholders include:

- Media Sector
- Academic & Training Institutions
- Development Partners & Diplomatic Missions
- Legislative, Judicial & Executive Branches of Government
- Professionals, Business & Industry
- Civil Society & Public Benefit Organizations

Services

The Media Council of Kenya's fourteen functions as set out in the Media Council of Kenya Act, can be condensed into six key areas, referred to as the 6 'A's (in alphabetical order):





The MCK Africa Media Academy specifically fulfils the following two mandates of the MCK as drawn from the Act:

- Set standards, in consultation with the relevant training institutions, for professional education and training of journalists
- Subject to any other written law, consider and approve applications for accreditation by educational institutions that seek to offer courses in journalism

Accordingly, the Academy serves the needs of media professionals in management, editorial and content development positions, by providing them with continuous professional development courses, workshops and seminars through open, in-house and online delivery. It offers the following:

- Professional Development Courses
- Workshops, Seminars & Online Courses
- Curriculum Development & Standards
- College Inspection

The Academy is part of the Directorate of Media Development & Strategy and can be reached at academy@mediacouncil.or.ke



The MCK Accreditation Service specifically fulfils the following six mandates of the MCK as drawn from the Act:

- Promote and enhance ethical and professional standards amongst journalists and media enterprises
- Prescribe standards of journalists, media practitioners and media enterprises
- Develop and regulate ethical and disciplinary standards for journalists, media practitioners and media enterprises
- Accredit journalists and foreign journalists by certifying their competence, authority or credibility against official standards based on the quality and training of journalists in Kenya including the maintaining of a register of journalists, media enterprises and such other related registers as it may deem fit and issuance of such document evidencing accreditation with the Council as the Council shall determine
- Establish media standards and regulate and monitor compliance with the media standards
- Compile and maintain a register of accredited journalists, foreign journalists, media enterprises and such other related registers as it may consider necessary

Specifically, the Service offers the following:

- Accreditation of Journalists, Media Enterprises
- Register of Accredited Journalists, Media Enterprises and Sector Stakeholders
- Development and enforcement of accreditation guidelines and standards
- Set and regulate ethical and disciplinary standards for the media sector

The Service is part of the Directorate of Regulatory Affairs and can be reached at accreditation@mediacouncil.or.ke



ABOUT US

Mission

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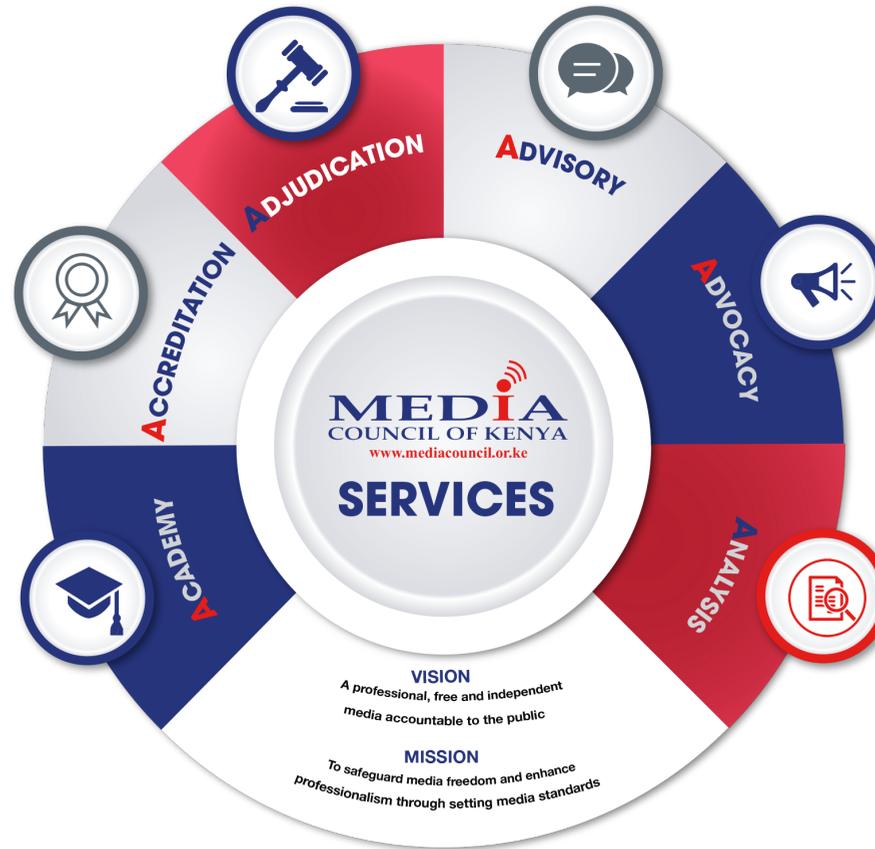
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1

Academy

- Professional Development Courses
- Workshops, Seminars & Online Courses
- Curriculum Development & Standards
- College Inspection

2

Accreditation

- Professional Standards
- Training Standards
- Media Standards
- Sector Compliance

3

Adjudication

- Dispute Resolution
- Adjudication
- Mediation
- Appeals

4

Advisory

- Public Sector Media Policies
- Public Sector Media Monitoring
- Public Sector Communication Policies
- Access to Information Policies

5

Advocacy

- Media Freedom, Plurality & Independence
- Media Safety & Protection
- Media Literacy & Access to Information
- Media Ethics & Sustainability

6

Analysis

- Media Monitoring & Analysis
- Media Confidence Reports
- The Observer & Status of the Media Reports
- Media Indices & Circulation Reports

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ADJUDICATION

The adjudication function is carried out by a special organ of Council, known as the MCK Complaints Commission, that fulfills the following clause of the Act:

- Facilitate resolution of disputes between the government and the media and between the public and the media and intra media

The MCK Complaints Commission is the only media-specific dispute resolution body in the country and deals with the following:

- Dispute Resolution
- Adjudication
- Mediation
- Appeals

The complaints can be sent to the Complaints Commission through the Registrar at **registrar@mediacouncil.or.ke**



ADVISORY

The MCK Advisory Service acts as the liaison between the Council and the branches of government, fulfilling the following two critical functions as prescribed in the Act:

- Advise the government or the relevant regulatory authority on matters relating to professional, education and the training of journalists and other media practitioners
- Through the Cabinet Secretary, table before Parliament reports on its functions

In particular, the Service endeavours to also provide the following to public or government sector institutions:

- Public Sector Media Policies
- Public Sector Media Monitoring
- Public Sector Communication Policies
- Access to Information Policies

The Advisory Service is managed directly by the Office of the Chief Executive Officer and can be reached at **advisory@mediacouncil.or.ke**



ADVOCACY

MCK's Advocacy seeks to fulfill two of its mandates under the Act:

- Promote and protect the freedom and independence of the media
- Ensure the protection of the rights and privileges of journalists in the performance of their duties

In line with this, it advocates for the following:

- Media Freedom, Plurality & Independence
- Media Safety & Protection
- Media Literacy & Access to Information
- Media Ethics & Sustainability

The Advocacy Service is part of the Directorate of Media Development & Strategy and can be reached at advocacy@mediacouncil.or.ke



ANALYSIS

The MCK Analysis Services undertakes media monitoring and analysis as part of fulfilling the following mandate as described in the Act:

- Conduct an annual review of the performance and the general public opinion of the media, and publish the results in at least two daily newspapers of national circulation

In addition to this, the Service is also responsible for the following:

- Media Monitoring & Analysis
- Media Confidence Reports
- The Observer & Status of the Media Reports
- Media Indices & Circulation Reports

The Service is part of the Directorate of Media Development & Strategy and can be reached at monitoring@mediacouncil.or.ke



Promoting Media Freedom and Responsible Journalism

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