



MEDIA
COUNCIL OF KENYA

SERVICE CHARTER 2024

THE COUNCIL

The Media Council of Kenya (MCK) is an independent national institution established by the Media Council Act, 2013 (the Act) to develop and regulate the media industry in Kenya in order to promote media freedom, professionalism and independence as set out in Article 34(5) of the Constitution.

MCK's Service charter identifies our core services and standards of service expected by customers. It gives an insight on the mandate of the Council aimed at enlightening our stakeholders on our Mission, Vision, Core Values and the standards that the MCK commits to uphold in an effort to continuously be of service to our customers.

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PURPOSE OF THE SERVICE CHARTER

This service charter is a statement of intent of our commitment to provide the best possible service to our stakeholders. It sets out guidelines for service delivery to all our stakeholders.

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.

OUR CORE 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 internalise and commit to the following set of core values:

- Professionalism
- Innovation and Creativity
- Accountability and Transparency
- Independence
- Teamwork

OUR MANDATE

- i. Promote and protect the freedom and independence of the media;
- ii. Prescribe standards for journalists, media practitioners and media enterprises;
- iii. Ensure the protection of the rights and privileges of journalists in the performance of their duties;
- iv. Promote and enhance ethical and professional standards amongst journalists and media enterprises;
- v. Advise the government or the relevant regulatory authority on matters relating to professional, education and the training of journalists and other media practitioners;
- vi. Set standards, in consultation with the relevant training institutions, for professional education and training of journalists;
- vii. Develop and regulate ethical and disciplinary standards for journalist's, media practitioners and media enterprises;
- viii. 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 maintaining of a register of journalists, media enterprises and such other related registers as it may deem fit and issuance of such documents evidencing accreditation with the Council as the Council shall determine;
- ix. Conduct an annual review of the performance and the public opinion of the media, and publish the results in at least two daily newspapers of national circulation;
- x. Through the Cabinet Secretary, table before Parliament reports on its functions;
- xi. Establish media standards and regulate and monitor compliance of media standards;
- xii. Facilitate resolution of disputes between the government and the media, between the public and the media and intra media;
- xiii. Compile and maintain a register of accredited journalists, foreign journalists, media enterprises and such other related registers as it may consider necessary;
- xiv. Subject to any other written law, consider and approve applications for accreditation by educational institutions that seek to offer courses in journalism; and
- xv. Perform such other functions as may be assigned to it under any other written law.

OUR STAKEHOLDERS

MEDIA SECTOR	(1) Media Owners & Executives (2) Media Editors (3) Media Reporters, Writers, Photographers & Content Directors (4) Bloggers & Social Media Editors (5) Media Professional Associations & Caucuses (6) Related Professional Associations (7) Academia & Media Training Institutions (8) Associations of Media Owners (9) Independent Media Sector Experts & Consultants
GOVERNMENT SECTOR	(1) National Government – Ministries & Departments; (2) Parliament – Senate, National Assembly; (3) Judiciary – Supreme, Appeal, High & Magistrates’ Courts & Tribunals; (4) County Governments – County Executive Committees, County Assemblies; (5) State Corporations; (6) Semi-Autonomous Government Agencies; (7) Independent Commissions & Offices; (8) Statutory Commissions, Authorities & Committees
CITIZENS & CIVIL SOCIETY	(1) CSOs (2) CBOs (3) Churches & Religious Institutions (4) Special Interest Groups (Youth, Women, Children, People Living With Disabilities, Refugees) (5) Residents’ Associations
DEVELOPMENT PARTNERS	(1) UN Agencies (2) Diplomatic Missions (3) International Governmental Organisations (4) International NGOs (5) Local & International Foundations & Trusts
PROFESSIONALS, BUSINESS & INDUSTRY	(1) Professionals’ Associations (2) Business Member Organisations (3) Trade Associations

OUR SERVICES

S/No.	SERVICE /GOOD	REQUIREMENTS TO OBTAIN SERVICE/GOOD	COST OF SERVICE/GOOD	TIMELINE
1.	ACADEMY College Inspection and Curriculum Accreditation	(a) Dully Filled Form A – Curriculum Accreditation Application Form; (b) Duly filled Form B - Curriculum Accreditation Self- Assessment Form available in the Council's website	Free	30 Working days
2.	Grants	Filled Grants Application form https://www.mediacouncil.or.ke/form/grant-application	Free	30 Working Days
3.	Training	Filled Training Request form https://www.mediacouncil.or.ke/academy/training/apply-for-a-training	Free	5 Working Days
4.	Accreditation	Apply through Accreditation portal: https://accreditation.mediacouncil.or.ke:882 Accreditation Hotline: 0110131447 Note: Media Practitioners will require a certificate from MCK	National KShs. 2,000 Foreign Long Term KShs. 10,000 Short Term KShs. 5,000 Students KShs. 300	2 Working Days
		Card Replacement	KShs. 300	2 Working Days
		Media House Subscription https://accreditation.mediacouncil.or.ke:882/media-house/register	As per the rates on the gazette notice	7 Working Days

S/No.	SERVICE /GOOD	REQUIREMENTS TO OBTAIN SERVICE/GOOD	COST OF SERVICE/GOOD	TIMELINE
		Registration of Media Associations/ Support Groups https://www.mediacouncil.or.ke/sites/default/files/downloads/Media_Associations_Submissions_Form.pdf	Free	7 Working Days
5.	Journalist Verification	Verification Number 40314 (Free SMS Service) https://www.mediacouncil.or.ke/accreditation/journalist-verification	Free	Immediate
6.	Media Complaints	Filed Complaint	Free	3 Working Day (Acknowledgement of receipt)
7.	Adjudication	Fill form in the Complaints Commission website www.complaintscommission.or.ke	Free	5 Working Days
8.	Press Freedom Violations	Fill Form in the MCK website: https://www.mediacouncil.or.ke/form/report-violation Hotline: 0702 222 111	Free	Within 24 Hrs.
9.	Information Request	Fill form in the MCK website: https://www.mediacouncil.or.ke/services/information-request	Free	5 Working Days
10.	Corruption Reporting	Fill Form in the MCK website: https://www.mediacouncil.or.ke/complaint/corruption-reporting	Free	7 Working Days
11.	Public Complaints	Fill Form in the MCK website: https://www.mediacouncil.or.ke/complaint/service-complaints	Free	7 Working Days
12.	Procurement	Contract signing from date of acceptance	Free	30 Working Days
		Issuance of an LPO	Free	1 working Day
13.	Payments	Invoice	Free	30 Working Days

YOUR RIGHTS AS A CUSTOMER

As our customer you have the right to;

1. Be treated with courtesy, fairness and dignity in all your interactions without any discrimination.
2. Issued with complete and accurate information about our services.
3. You have the right to quality services in a timely manner, have access to our facilities and information without offering inducements by way of gifts and other offers to staff, or to solicit the same in return for services.
4. Privacy and confidentiality with respect to personal, business, contractual and financial information in written or oral.
5. File in writing complaint when aggrieved by services received from us.

YOUR RESPONSIBILITY AS OUR CUSTOMER

As a Customer of the Council, you will be required to;

1. Ensure you are acquainted with our Service Charter.
2. Provide the Council with accurate and timely information.
3. Submit, complete and relevant documentation and provide requirements needed for the service sought.
4. Comply with legal and administrative requirements relevant to the practice of journalism in Kenya.
5. Treat the staff with courtesy and respect.
6. Be honest, ethical and professional in your dealing with us.
7. Provide us with clear feedback about our services within reasonable time frames.
8. Ensure that correspondences to us are correctly addressed and that you provide us with complete contact information to enable us to respond to you promptly.

OUR COMMITMENT TO YOU

The Council pledges the following to our customers;

1. To be ethical and professional in our service delivery.
2. To resolve and offer services as stipulated in the Corporate Service Charter.
3. Provide access to information upon request on issues about the Council.
4. To treat information given with utmost confidentiality.

CUSTOMER COMPLAINTS

We believe that the best way to solve a complaint and to achieve customer satisfaction is to deal with the issue at the point of initial contact. Initial complaints should be addressed to the office that dealt with you originally.

We will issue a full response to your complaint within seven (7) working days of receiving it, and if it is delayed, we will inform you why, and let you know when you can expect a full response.

In case of non-response or inadequate response, you may lodge an appeal with:

Chairperson

Public Complaints Handling Committee
Media Council of Kenya,
Britam Centre, Ground Floor,
P.O. Box 43132-00100, Nairobi Kenya
Email:
Website: www.mediacouncil.or.ke

In case your complaint is not adequately addressed by the Chairperson of the Public Complaints Handling Committee, the appeal should be lodged with:

The Chief Executive Officer
Media Council of Kenya,
Britam Centre, Ground Floor,
P.O. Box 43132-00100, Nairobi Kenya
Email: info@mediacouncil.or.ke
Website: www.mediacouncil.or.ke

OR Commission on Administrative Justice,
West End Building, 2nd Floor,
P.O. Box 20414-00200
Tel: 254-02-2270000/2303000/2603765/2441211
Email: complain@ombudsman.go.ke

If you wish to appeal against a decision made by Council, please inform us formally in writing and we will review the decision.

CUSTOMER FEEDBACK

We undertake to handle customer concerns effectively and efficiently. If you are not satisfied with any of our services, or you would like to compliment us, please register your feedback in writing, via email, telephone or in person to using any of our contacts below

KEY CONTACTS

The Chief Executive Officer,
Media Council of Kenya,
Britam Centre, Ground Floor,
P.O. Box 43132-00100, Nairobi Kenya

Telephone Number: 0202716265,2737058

Mobile Number: +254727735252, +254 702558233

+254 702558234, +254 702558453

Email: info@mediacouncil.or.ke

Website: www.mediacouncil.or.ke

HUDUMA BORA NI HAKI YAKO



MEDIA

COUNCIL OF KENYA

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