Q&A ON THE DRAFT ACCREDITATION GUIDELINES

1. What are the Media Council Accreditation Guidelines?

These are formal standards set by the Media Council of Kenya pursuant to section 50 of the Media Council Act, 2013.

2. Who does the guidelines apply to?

Journalists, Media Practitioners and journalism and mass communication students.

3. When do the guidelines come in force?

Upon gazettement by Cabinet Secretary.

4. What is the purpose of the accreditation guidelines?

• To provide for the procedure of being accredited by the media Council of Kenya

5. Why does MCK accredit Journalists

• To ensure compliance with set media standards
• To eliminate quacks in the media industry.
• To ensure that journalist/ media practitioners are accorded the privileges that come with their work
• To ensure accountability in the media industry.
• Safeguard press freedom.

6. Does a Journalist/ Media Practitioner need to fulfill all the requirements as provided for the Guidelines?

A journalist does not have to fulfill all the requirements. The Accreditation Manager will issue the press cards depending on the circumstances.

7. What are the features of the new accreditation cards?

The new electronic chip and serialized cards have the following information;

• Passport photograph of the applicant;
• Full Name
• ID number
• Name of Employer/ Freelance
• Different colour for citizens/ foreigners and students.
• Expiry date at the front
8. What does the Council mean by withdrawal of accreditation cards?

An accreditation card must be replaced by the Council after a journalist/ media practitioner changes his employer. This is to ensure accountability and an updated register is maintained by the Council. The intention is to prevent journalists from associating themselves with a media house that they no longer work for.

9. Who is required to undergo the ethics training?

Anyone who is hired by a media house or frequently uses the media platform to air content.

10. Cost implication of the ethics training offered by the Council?

The journalist/media practitioner will bear the cost of the training.

11. How much do I need to acquire an accreditation card?

3000 Kshs- Local Journalist;

10,000 Kshs- Foreign Journalist (long term);

5,000 Kshs- Foreign Journalist (short term – 3months and below);

500 Kshs- students.

12. How long will the accreditation card be valid?

The accreditation period will run from January to December each year.

13. Will accreditation be withdrawn upon termination from employment?

The accreditation card will bear the name of the employer or indicate whether a journalist is freelancer. The accreditation card will be withdrawn when an journalist is changing employers and the journalist will be required to get a new card showing the current employer or indicate if the journalist is freelance.

14. Why does the council issue ad hoc accreditation to foreign journalists yet they are accredited in their countries of origin?

Section 6(h) mandates the Council to accredit foreign journalists, the MCK set standards for journalists practicing in Kenya and this applies to foreign Journalists. They must commit to abide by the standards set in Kenya thus must be accredited.