

PRESS RELEASE

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FOR IMMEDIATE RELEASE

KENYA UNVEILS ROBUST MEDIA CODE TO UPHOLD ETHICS AND PROTECT VULNERABLE

Nairobi, 15 May 2025 - The Media Council of Kenya (MCK) has launched the revised Code of Conduct for Media Practice 2025, a pivotal step to strengthen ethical standards in the nation's evolving media landscape.

The new Code, published in a Special Issue of the Kenya Gazette Supplement No. 70 on 14 May 2025 (Legislative Supplement No. 40) by the Cabinet Secretary for Information Communications and the Digital Economy William Kabogo, amends the Second Schedule to the Media Council Act to establish the Code of Conduct for Media Practice 2025.

The revision was driven by the previous code's limitations and a High Court ruling that declared the Broadcasting Code unconstitutional, ordering the MCK to establish age-appropriate standards within six months to protect children and vulnerable groups.

Unveiled by Hon. Kabogo at the Annual Media Summit in Nairobi's Edge Convention Centre, the Code addresses modern media challenges. He stressed the importance of integrity, saying, "We urge the media to be fair, just and accurate. Responsible reporting underpins democracy. Speed must not override truth; accuracy and verification are crucial in the digital age." He highlighted the nearing completion of the national digital policy and investments in digital literacy and infrastructure to support community media.

Hon. Kabogo called on journalists, editors, bloggers and influencers to build a credible, accountable media ecosystem, warning against sensational headlines and underscoring the media's role in promoting national values.

Media Council of Kenya CEO David Omwoyo praised the adoption of the revised Code of Conduct for Media Practice 2025, highlighting its robust provisions to bolster ethical media standards.

"It prioritises safeguarding children, victims of sexual violence and vulnerable individuals, while combating hate speech, religious incitement and ethnic conflict. Further, it regulates user-generated content, AI and emerging technologies, alongside gaming, betting and lottery content, ensuring an ethical media landscape." He added, "This Code keeps our media accountable in a rapidly evolving digital environment."

This latest development reflects Kenya's dedication to balancing media freedom with responsibility, protecting citizens and upholding democratic principles.

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