



PRESS RELEASE

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FOR IMMEDIATE RELEASE

MEDIA COUNCIL KENYA AND RNTC PARTNER TO CREATE A REGIONAL MEDIA SKILLS DEVELOPMENT & INNOVATION HUB

The Media Council of Kenya and RNTC (Radio Netherlands Training Centre) have signed a pact to establish a Regional Media Skills Development and Innovation Hub in Kenya. The Hub will provide high-quality, inclusive, and forward-looking training programs for journalists, digital content creators, media practitioners, and communications professionals across East Africa.

This strategic partnership recognises the pivotal role that practical media training plays in fostering informed societies, protecting democratic values, and enhancing the quality of public discourse. The collaboration builds on RNTC's global commitment to adapt to the ever-changing media landscape and to pioneer new approaches for strengthening professional capacity in public interest media. This is also in line with the Council's mandate to set standards and ensure compliance through training, thereby enhancing professionalism in the media industry in Kenya.

The Hub will offer a range of learning pathways on key issues affecting the media ecosystem today. It will include a Training of Trainers (ToT) certification program to build cascading capacity within the industry. The Hub will also provide space for collaboration and innovation, for stakeholders to co-create solutions that strengthen East Africa's media ecosystem.

The partnership will leverage both organisations' reputations to attract funding and strategic alliances to the Hub. RNTC will provide pedagogical leadership and course development expertise, while MCK will ensure alignment with regional standards and outreach within the East African media ecosystem.

Speaking at the partnership collaboration signing ceremony at the Media Council's offices in Nairobi, Wouter van Tongeren, the CEO of RNW Media, highlighted the significance of the pact in capacity building among journalists.

"We believe that media is a cornerstone of healthy, informed societies. Together with the council, we are investing in the journalists, storytellers, and media leaders, whose work shapes public dialogue and strengthens democracy across the region", he said.

MCK CEO David Omwoyo welcomed the partnership, acknowledging the Council's efforts to partner with like-minded organisations in advancing media development in the country.

"We are thrilled to partner with RNTC to establish this Hub in Kenya. This initiative aligns with our mandate to elevate journalism standards and empower media professionals across

East Africa. By combining MCK's deep understanding of the regional media landscape with RNTC's global expertise, we are creating a transformative platform that will equip journalists and communicators with the skills and tools to navigate today's dynamic media environment, fostering credible, inclusive, and impactful public discourse", he noted.

Both organisations are committed to fostering broader collaboration with like-minded stakeholders to realise the Hub. Through this approach, we aim to expand access to capacity-building, enhance the resilience of media professionals, and foster a vibrant community of practice where knowledge, experiences, and innovations can be shared.

For more information, contact Sam Moseti at sam.moseti@rnw.org or communications@mediacouncil.or.ke

About RNTC

RNTC, the internationally renowned training centre of RNW Media, delivers journalism and digital media training that drives social impact. Established in 1968, RNTC brings over 55 years of expertise in providing state-of-the-art training to more than 10,000 journalists, media makers and NGO communication professionals from over 110 countries. Its diverse portfolio covers a wide spectrum of topics on journalism and digital media including investigative journalism, ethical AI in journalism, storytelling and communication, digital media leadership, digital accessibility and rights, digital security and digital transformation, engagement and advocacy. By blending innovative theories with practical case studies and reinforcing learning through follow-up coaching, RNTC ensures that participants can effectively apply new skills in real-world contexts. Its integrated approach, combining both online and offline learning formats, offers an engaging, flexible and highly impactful learning experience for professionals worldwide.

About MCK

The Media Council of Kenya (MCK) is an independent national institution established under the Media Council Act No. 46 of 2013 to regulate the media industry, set standards for journalism education and training, and promote media freedom and professionalism in Kenya. MCK works to enhance the quality of journalism through capacity-building initiatives, accreditation of journalists, and advocacy for ethical and responsible media practices. With a commitment to fostering a vibrant and accountable media ecosystem, MCK collaborates with stakeholders to strengthen public interest journalism and support the professional development of media practitioners across the region.

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