

PRESS RELEASE

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FOR IMMEDIATE RELEASE

MCK LAUNCHES CONTENT MANAGEMENT AND MONETISATION PLATFORM FOR KENYA'S PRESS CLUBS

MACHAKOS - Press clubs around the country have received a new lease of life following the launch of a model platform for content management and monetisation powered by the Media Council of Kenya (MCK).

The portal (www.pressclub.or.ke) will provide press clubs with tools and resources to manage content effectively while creating sustainable revenue streams. It will also address challenges of content distribution, audience engagement and monetisation in a rapidly evolving media landscape.

MCK CEO Mr David Omwoyo who presided over the event in Machakos County today said the Council is supporting establishment of press clubs in Kenya as a strategic initiative aimed at empowering journalists, promoting press freedom and strengthening professionalism in the industry.

“The Council acknowledges the changing media landscape in Kenya and beyond. It is against this background that we have rolled out support for the establishment of press clubs in Kenya with a view of assisting journalists to align their activities to the media’s paradigm shift, including the emergence of entrepreneurial journalism”, said Mr Omwoyo.

He added that press clubs are envisioned to serve as a vital platform for journalists and media practitioners to among others, collaborate, network, engage in professional development, develop digital content and collaboratively undertake other entrepreneurial journalism activities.

“Press clubs have evolved over time in Kenya and are now taking a more professional approach. We seek to enhance this through supporting journalists across the country to come together to provide a framework where they can share experiences skills and advocate for professionalism. Such efforts will contribute to a vibrant and independent media sector that serves the public interest and upholds democratic values in Kenya”, said Mr Omwoyo.

“The establishment of press clubs in Kenya therefore, aims to foster a vibrant and empowered community of journalists and enhance professional viability in the sector through monetisation of digital content and venturing in entrepreneurial journalism as a whole”, he said.



The Media Council of Kenya's support to establishment of press clubs in Kenya is a strategic initiative aimed at empowering journalists, promoting press freedom, and strengthening media professionalism. The Council has so far supported the establishment of 15 press clubs in Meru, Kisumu, Siaya, Kisii, Kericho, Nandi, Elgeyo Marakwet, Nyeri, Kilifi, Mombasa, Busia, Kwale, Mt Elgon, Kitale and Marsabit counties.

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