

MEDIA ADVISORY

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Thursday, 21st January, 2021

FOR IMMEDIATE RELEASE

PROTECTION OF CHILDREN'S RIGHTS: CALL TO ADHERENCE TO THE JOURNALISM CODE OF CONDUCT

The Media Council of Kenya notes with great concern increasing media reports that expose and violate children's rights to privacy and calls for responsible conduct when covering stories involving minors.

The Council cautions online content producers and journalists against irresponsible use of photos and failure to protect children. In addition, they are reminded to adhere to the journalism code of conduct as it applies to online and offline users, and any violation will attract disciplinary action.

Accordingly, journalists and content producers are advised that:

- Children shall not be identified in cases concerning sexual offences, whether as victims, witnesses, or defendants. Except in matters of public interest, for example, cases of child abuse or abandonment, journalists shall not interview or photograph children on subjects involving their personal welfare in the absence, or without the consent, of a parent or other adult who is responsible for the children.
- Children shall not be approached or photographed while at school and other formal institutions without the permission of school authorities.
- In adhering to this principle, a journalist shall always consider specific cases of children in difficult circumstances.

The Constitution of Kenya, 2010 under Article 53 (d) recognizes the right of all children to be protected from abuse, neglect, harmful cultural practices, all forms of violence, inhumane treatment, punishment, and hazardous or exploitative labor.



David Omwoyo Omwoyo

Chief Executive Officer & Secretary to the Council

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