

PRESS RELEASE

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FOR IMMEDIATE RELEASE

MCK LAUNCHES HISTORIC KES 100M GRANTS FOR MEDIA HOUSES

The Grant will Target More Than 129 Community Radio and 25 Digital TV Stations Across the Country

NAIROBI, JUNE 5, 2020 – The Media Council of Kenya (MCK) on Friday, 5th June, 2020, launched a historic grant for media houses targeting community radio and television stations across the 47 counties of Kenya

Speaking at the virtual Press Conference to launch the initiative, MCK CEO, David Omwoyo noted that the historic grant will reach more than 150 media houses.

“The challenges brought about by Covid-19 has put a strain on media houses. The grant will reach more than 129 community radio and 25 TV stations starting this afternoon. We hope that it will improve the work and life of what we do in our media houses,” Omwoyo said.

Hon. William Kisang, Chair of the Communication, Information, and Innovation Parliamentary Committee, underscored the importance of community radio in reaching grassroots, especially concerning the novel Coronavirus, Covid-19 in order to reduce stigma.

“This initiative will ensure that information reaches the grassroots and that members of the public are aware of and follow the safety measures put forward by the government to help flatten the curve,” the Marakwet West MP said.

Maina Muriruri, Chairman, MCK, thanked the Parliamentary Committee on Communication, Information and Innovation for providing the fund, and requested for more support in establishing a permanent solution for increasing plurality in media.

“The aim of this initiative is to help the media stand and get through this pandemic together. It will serve as a pilot and reference point for the Media Diversity Fund. We hope to receive similar support from the Parliamentary Committee as we chart the way towards establishing the Media Diversity Fund,” said Muriuri.

Kenya Community Media Network Coordinator, Tom Mboya Odhiambo, commended MCK for the initiative noting that it will help keep strained media houses afloat. He also urged media stakeholders to work on a permanent solution to foster media development.

“This initiative was long overdue as community media houses normally operate with little funding and numerous challenges. Funding needs to be made permanent and sustainable to enable community radio stations serve the communities,” Mboya said.

Mboya’s sentiments were echoed by Kenya Union of Journalists (KUJ) Secretary General, Eric Oduor, and Association of Media Women in Kenya (AMWIK) Executive Director, Marceline Nyambala, who noted that the fund will go a long way in helping keep media houses operational through the crisis period.

The fund joins a raft of other MCK measures intended to help journalists conduct their work even as the country observes restricted movement and a dusk-to-dawn curfew. The Media Council, in May, launched a health reporting grant targeting at least 200 journalists.

The virtual launch brought together industry stakeholders including the Ministry of ICT, Innovation and Youth Affairs, Communication, Information and Innovation Parliamentary Committee Association of Media Women in Kenya (AMWIK), Kenya Union of Journalists (KUJ), Kenya Community Media Network (KCOMNET) and Digital Broadcasters Association (DBA).

To watch the recording of the Virtual Press Conference please follow the link below or go to our YouTube channel.

<https://www.youtube.com/watch?v=uPxLIFuUtTQ>

About the Media Council of Kenya

The Media Council of Kenya (MCK) is the principal body mandated to develop and regulate the media industry in Kenya in order to promote media freedom, professionalism and independence. It is established by law under the Media Council Act of 2013 to fulfill Article 34 (5) of the Constitution of Kenya which enshrines media freedom.

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