

PRESS STATEMENT

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FOR IMMEDIATE RELEASE

MCK REVAMPS AJEA 2025 TO COVER ALL PLATFORMS

NAIROBI- The Media Council of Kenya (MCK) has announced significant changes to this year's Annual Journalism Excellence Awards (AJEA), with a focus on recognising quality journalism across all platforms.

Speaking during the launch of the AJEA 2025 categories in Nairobi today, MCK CEO David Omwoyo highlighted the Council's commitment to rewarding excellence in storytelling irrespective of the medium.

“Good journalism transcends platforms. This year, we are awarding quality, be it on TV, radio, print or digital and there will be only one winner per category. These changes aim to celebrate impactful storytelling while setting higher standards for Kenya's media industry”, he stated.

Mr Omwoyo announced new thematic special categories designed to inspire journalists to cover emerging and critical issues. These include the *Tourism Reporting Award*, *National Cohesion/Developing Story Award* and the *Animal Welfare Award*.

“These special categories are a reflection of the evolving nature of journalism and the need to capture the most pressing issues of our time,” said Mr Omwoyo. He also called for a broader conversation around the media's role in driving narratives that foster national cohesion and patriotism, urging journalists to approach stories with sensitivity and balance.

The MCK CEO stressed the critical role of editors and sub editors in the awards, saying they contribute to maintaining editorial standards. He urged editors and sub-editors to set the tone for stories, adhere to the code of ethics and ensure context is well-articulated. Mr Omwoyo commended journalists for their resilience amidst challenges posed by the digital transition and economic constraints and reaffirmed the media's critical role in serving the citizenry.

The Annual Journalism Excellence Awards (AJEA) is a signature event of the Media Council of Kenya that recognises and celebrates excellence and professionalism in the media industry in Kenya. The awards are usually the peak of celebrations to commemorate the World Press Freedom Day marked globally on 3rd May.

Issued in Nairobi on 21 January 2025

For and on behalf of the Media Council of Kenya

DAVID OMWOYO OMWOYO, MBS

CHIEF EXECUTIVE OFFICER & SECRETARY TO THE COUNCIL

Promoting Press Freedom and Responsible Journalism