

PRESS STATEMENT

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FOR IMMEDIATE RELEASE

SEEK THE TRUTH AND REPORT IT – CAUSE NO HARM

The Media Council of Kenya (MCK) has noted with concern, an emerging trend where media coverage of national issues displays a betrayal of public interest and violation of the *Code of Conduct for the Practice of Journalism*. Sadly, after a close and critical analysis of media content in the last few months, the MCK has established a worrying trend of screaming headlines without corresponding content alongside multiple repetition of headlines over a short period of time, without offering additional information and sources.

While respecting the discretion of editors in making decisions on the publication and broadcast of news, the MCK hastens to note that the current handling of national issues is fast eroding the credibility of the media and resultant public trust.

As the Fourth Estate, the media has a sacred commitment to the public good as gatekeepers of society and must owe their loyalty first and foremost to Kenyans and remain neutral in all public contestations. However, in perhaps the worst display of prejudiced journalism the media have resorted to a partisan, skewed and informal presentation of news and current affairs, even when covering pertinent national issues that deserve professional and balanced approach.


Accordingly, the MCK warns that if the present trend continues, the good image, credibility and capacity of the media to contribute to national development will suffer great damage.

While the Media Council of Kenya remains non-partisan as dictated by its mandate, it finds some of the emerging disapproval of media coverage based on sound grounds and as the only national institution entrusted by the Constitution to set and ensure compliance with media standards, strongly appeals to editors to sincerely reflect on these serious concerns and remain true, first and foremost, to their professional calling in the greater interest of the Kenyan public.

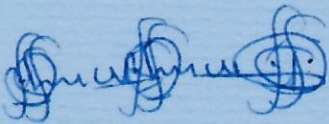
The Kenyan public is looking to the media to provide them with information which they can rely on to understand the world around them and to make important decisions on public affairs. The media must therefore, make sure that such information is factual, balanced and verifiable, especially in the era for fake news and misinformation. They must uphold the *Code of Practice for the Conduct of Journalism in Kenya*.

The Media Council of Kenya will continue to support the media industry to meet its professional and ethical obligations in their efforts to enrich and build an informed and balanced public discourse on national issues.

For and on behalf of the Media Council of Kenya



Maina Muiruri
Chairperson, Media Council of Kenya



David Omwoyo Omwoyo
Chief Executive Officer & Secretary to the Council