



**PUBLIC NOTICE:**

**CALL FOR COMMENTS ON DATA GOVERNANCE GUIDELINES FOR MEDIA PRACTICE IN KENYA**

The Media Council of Kenya (MCK), through a technical committee, has developed media guidelines on the use of Artificial Intelligence (AI), data and social media to ensure appropriate and ethical integration for their use in professional journalism in Kenya.

To this end, four documents have been developed: *A Data Governance Guide for Media Practice in Kenya*, *A Media Handbook for Reporting on Artificial Intelligence in Kenya*, *Media Guide on the Use of Artificial Intelligence in Kenya* and a *Guide on the use of Social Media and the Internet for Media Practice in Kenya*.

In accordance with requirements of the Constitution of Kenya, which mandates public participation in policy making, the Council invites members of the public, stakeholders and all interested parties to submit their views, comments and recommendations on the draft guide which will inform its review.

The guidelines are available on the link: <https://bit.ly/4ahAkYz>

Written submissions should be submitted to MCK using the provided template not later than **26<sup>th</sup> January 2025**, through the email [Guidelines@mediacouncil.or.ke](mailto:Guidelines@mediacouncil.or.ke)

Chief Executive Officer  
The Media Council of Kenya  
Ground Floor, Britam Center  
P.O Box 43132-00100  
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NAME OF THE ORGANISATION/INDIVIDUAL				
S/NO	Section of the Guideline	Provision of the Guideline	Proposed amendment	Rationale for the amendment recommendation

- Provide text on exact wording of the provision in the Guideline paragraph or sub-paragraph.
- Provide the exact wording of how the proposed amendment to the Guideline paragraph or sub-paragraph is proposed to read.

**CONTACT US:**



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