



Media Council of Kenya  
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**CONTINUOUS REGISTRATION OF SUPPLIERS**

**TENDER NO. MCK/001/PROC/REG-02/2020-2021**

**TENDER DESCRIPTION: ENLISTING TRAINERS AND MENTORS FOR MCK  
AFRICA MEDIA ACADEMY**

February, 24<sup>th</sup> 2021

## **SECTION I - INVITATION FOR REGISTRATION**

The **Media Council of Kenya** hereinafter referred as “Procuring entity” intends to register candidates as **TRAINERS AND MENTORS FOR MCK AFRICA MEDIA ACADEMY**

Applications for registration must be submitted enclosed in plain sealed envelopes and **MUST BE** marked with the **Tender Name and Reference Number** and deposited in the tender box located at the Media Council of Kenya, Ground Floor Britam Centre along Ragati/Mara Road so as to be received on or before **Thursday, 11<sup>th</sup> March 2021 at 12:00 PM.**

Bids will be opened immediately after the closing time and date. Bidders or their representatives may attend the opening if they so wish.

The Council will communicate the results or outcome (successful and unsuccessful), using the above-mentioned websites within thirty days from the date the tender closes. Only candidates qualified under this registration process will be invited to tender.

## **SECTION II- INSTRUCTIONS TO CANDIDATES**

### **Eligible Candidates**

This invitation for registration is open to all candidates who are eligible as defined in Kenya’s Public Procurement Law and regulations.

The procuring entity’s employees, committee members, board members and their relative (spouse and children) **are not eligible** to participate in the tender unless where specially allowed under section 55 of the Act.

All terms found capable of performing the contract satisfactorily in accordance to the set criteria shall be registered.

### **Qualification Criteria**

Registration will be based on meeting the minimum requirements to pass in the criteria set as shown below.

The procuring entity reserves the right to waive minor deviations if they do not materially affect the capability of an applicant to perform the contract.

**EVALUATION CRITERIA**

| No | Mandatory Requirements                             | Yes | No | Remarks |
|----|--|-----|----|---------|
| 1. | Copy of Valid Tax compliance Certificate from KRA  |     |    |         |
| 2. | Detailed CV  |     |    |         |
| 3. | 150-word profile                                   |     |    |         |
| 4. | Duly completed General information form (Attached) |     |    |         |
| 5. | Duly completed Declaration forms (Attached)        |     |    |         |

**Only bidders that comply with all mandatory requirements (score YES) on all items above shall be considered for registration.**

**APPLICATION FORM (1)**

**GENERAL INFORMATION**

|    |              |                |
|----|--------------|----------------|
| 1. | Name of firm |                |
| 2. | Address      |                |
| 3. | Telephone    | Contact person |
| 4. | Fax          | E-mail         |

| Nationality |      |             |
|-------------|------|-------------|
|             | Name | Nationality |
| 1.          |      |             |
| 2.          |      |             |

**REGISTRATION SUBMISSION FORM**

Date: \_\_\_\_\_

Registration No. \_\_\_\_\_

To: CHIEF EXECUTIVE OFFICER  
MEDIA COUNCIL OF KENYA  
P. O. BOX 43132-00100  
**NAIROBI**

Dear Sir/Madam,

Having examined the registration documents, the receipt of which is hereby duly acknowledged, we the undersigned offer to provide the required services in accordance with your request and we hereby submit our registration application.

Our registration is binding to us and if found acceptable we shall be pleased to be included in your list of suppliers.

Dated this \_\_\_\_\_ day of \_\_\_\_\_ 2020

.....  
(Signature)

.....  
(In the capacity of)

## **TERMS OF REFERENCE**

### **ENLISTING TRAINERS AND MENTORS FOR MCK AFRICA MEDIA ACADEMY**

#### **Overview**

The Media Council of Kenya as an independent body established by the Media Council Act, 2013, is mandated to ensure a free and independent press as well as monitor media standards and ensure compliance with those standards as envisaged by Article 34 (5). This applies to media businesses, journalists, media practitioners, and consumers of media services. The country has a vibrant media, and a dynamic journalist community which continues to inform and educate the Kenyan society.

Looking wider, the Continent has a large population highly dependent on traditional media for information. The result is a consistent growth of media, albeit at a different pace in each country. In undertaking its role, the media brings to the agenda issues of public interest, and development matters through investigative reporting and diverse presentation of content and programming.

Traditional media in print and broadcast are the mainstream sources of information and news. However, digital platforms as alternative sources of news and information have picked momentum and are quickly becoming the new mainstream media.

It is certain that for the society to receive credible news and information, journalists need to have high professional standards of practice. To achieve these high standards, journalists need to be adequately equipped with technical know-how and market responsive capabilities to deliver on news and information.

The Council has identified media development as an important area of strategic focus on its Strategic Plan 2019-2023.

#### **1. Enlisting of Trainers and Mentors**

In the above context, the training and capacity building activities are a high priority at the Council. Training and mentoring of journalists and media practitioners is a continuous programme through the Africa Media Academy.

The Council wishes to receive expressions of interest and develop a pool of trainers and mentors to undertake training and mentorship for journalists and media practitioners.

#### **2. Objectives of the Assignment**

- To develop a content/ guideline for training of journalists and media practitioners based on the MCK curricula.
- To provide training to the MCK trainees to strengthen their capacity on professional journalism practice skills.
- To mentor journalists and Media Practitioners as they undergo training by MCK.

### **3. Trainer's responsibilities**

- Develop Course outline and contents of the training of journalists and media practitioners.
- Prepare power point presentations and necessary notes for the participants on the basis of the approved training content.
- Deliver training programmes as scheduled for different cohorts of media practitioners and journalists
- Prepare a training delivery schedule for your module.
- Mentor journalists and trainees under MCK training programmes
- To prepare and submit a report after every assignment giving challenges and recommendations for improvement of future trainings.
- Submit the final training documents, power point slides, group work exercise and other documentation including input and any output from trainees including video clips, stories and publications.

### **4. Expected Output and deliverables:**

- Prepare and submit training materials i.e. course outline, course content, power point presentations, notes, training delivery schedule.
- Submit a report on the delivery of training.
- Conduct pre- and post-evaluation reports of each training.
- Submit output-based progress report for each training or mentorship programme.
- Prepare a final report of all training programmes and mentorship as assigned including list of trainees with full contact details.

### **5. Assignment Period**

- The Council will run different training cohorts with different durations for journalists and media practitioners. The trainer(s) shall consult and coordinate with MCK secretariate to accomplish the assignments successfully. The trainer(s) will report on the progress of assigned task regularly in cases where the programme is conducted over a longer period

### **6. Eligibility Criteria**

- Minimum 2 years of experience in providing/ conducting training and developing training content.
- Experience in dealing with journalists and media practitioners and fair knowledge of media work.
- At least a Bachelor's degree in Journalism or a relevant a subject which may be related to journalism specialisations and thematic subjects including but not limited to health reporting, media ethics, climate change, elections, online journalism, gender responsive journalism, conflict journalism among others.
- Submit a detailed CV, KRA PIN Certificate and a 150 -word profile.
- A cover letter indicating your wish to be enlisted in the MCK pool of trainers.