

## PRESS STATEMENT

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### FOR IMMEDIATE RELEASE

## MEDIA COUNCIL OF KENYA JOINS THE WORLD IN MARKING THE 2022 WORLD PRESS FREEDOM DAY

In celebrating the 2022 World Press Freedom Day (WPFDD), the Media Council of Kenya will hold two main events: The Annual Media Summit on Thursday, 5<sup>th</sup> May 2022 and the 10<sup>th</sup> Annual Journalism Excellence Awards (AJEA) on the evening of 6<sup>th</sup> May 2022. Additionally, the Media Council of Kenya will host over 30 heads of press councils from across the world for their 19<sup>th</sup> Annual General Meeting of the World Association of Press Councils (WAPC) from 4<sup>th</sup> to 6<sup>th</sup> May 2022. The WAPC members will join the various activities to commemorate this day.

This year's WPFDD theme *“Journalism Under Digital Siege”* focuses on the impact of recent technological developments on freedom of expression, the safety of journalists, access to information and privacy.

The Annual Media Summit will bring together policymakers, award-winning journalists, media representatives, specialised NGOs, activists, stakeholders in the field of media, Artificial Intelligence and ICT and legal experts to explore and develop concrete solutions to current and emerging challenges to press freedom and privacy.

The discussions will also centre around media preparedness in harnessing opportunities and confronting emerging challenges in election coverage, the role of the media in fighting misinformation and mental health as a priority in the post-COVID recovery. The Council will also share data with stakeholders on the status of various issues affecting press Freedom.

By bringing stakeholders together around this theme, we recognise the paramountcy of exchange of information on issues affecting the media industry on the impact of technology on media sustainability, journalists' safety and privacy.

In line with this year's theme, technology has increased access to the media across the world, with the increase in mobile phones and internet penetration in the country leading to more personalised media consumption and possible changes in media consumption habits.

The Media Council of Kenya urges all to uphold safety of journalists as they undertake their rightful duties. The Council will continue advocating for journalists' safety by involving stakeholders, including law enforcement agencies to address cases of harassment of journalists.

Further, the Council will continue pushing for efforts to provide a conducive working environment for journalists. We urge media owners to remunerate media workers appropriately to cushion them against rising costs of living, which ultimately translates to enhanced independence of our media.

The Council remains committed to working closely with and bringing together industry stakeholders to promote press freedom and to ensure professionalism in reportage of matters of national interest, even as we benchmark with global practices.

A handwritten signature in black ink, appearing to read "David Omwoyo", with a stylized flourish at the end.

**David Omwoyo**

Chief Executive Officer & Secretary to the Council