

PRESS RELEASE

Media Contact
Jerry Abuga | Lorine Achieng
Media Council of Kenya
Tel: +254-20-2737058 | +254 723 999 158 | +254 723 795 020
Email: communications@mediacouncil.or.ke

Thursday, 12th August 2021

FOR IMMEDIATE RELEASE

MCK UNVEILS INDUSTRIAL PLACEMENT PROGRAMME FOR JOURNALISM STUDENTS

NAIROBI, 12th August 2021 – The Media Council of Kenya has unveiled an Industrial Placement Programme for journalism and media students undertaking degree and diploma training in accredited universities and colleges in Kenya.

The process will see recruitment and distribution of 400 trainees in cohorts of 100 per quarter throughout the country. The beneficiaries will be placed in various departments of different media houses for three months to enable them complete course requirements needed to graduate.

“In exercise of its mandate of setting standards and ensuring compliance with those standards, the Council has seen the need of setting up infrastructure and extending support to promote and strengthen working relations between the media sector and training institutions in Kenya”, said Media Council of Kenya CEO Mr David Omwoyo.

“Lack of functional relationship between the media industry and academia in the sector has frustrated the attainment of practical industrial exposure that is critical to skills transfer and progression of students in journalism training institutions. Students seeking industrial attachment in the extreme are forced to pay for the period should they be lucky to get space”, said Mr Omwoyo.

The partner media houses throughout the country will participate in the identification of the students and will be required to provide working space and supervision for the attachees while the Media Council will provide up to KShs 15,000 for transport and insurance for the trainees.

The industrial attachment programme will be run competitively through advertising in the media for expression of interest.

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