

BACKGROUND

The Kenya Correspondents Association (KCA) was launched in August 1997. It was formed to provide a platform for media correspondents to interact, build solidarity and enhance their profile and recognition in the media industry. The Association was meant to help them address and improve their professional and welfare needs. This would in turn contribute to professionalism in the media industry.

The formation of the Association came against a background of fragmentation, exploitation and general poor working conditions for the correspondents even as it was recognized that they contribute about 80 per cent of the media content on a daily basis.

The resolve to form the Association was built through a series of training workshops for the correspondents with support from Konrad Adenauer Foundation (KAF) through the Media Development Association (MDA).

The workshops, which brought together correspondents from all the provinces, provided



Correspondents at a Science Media Workshop
Kisumu Sept. 2005

a chance for experience sharing and reflection on the challenges facing this category of journalists.

Further support and training for correspondents came from the Media Institute (MI), which for sometime provided the secretariat hosting for the Association.

KCA OBJECTIVES

1. To provide a national platform, create solidarity and enhance recognition and influence of correspondents in the media industry.
2. To advocate and lobby for better working conditions/terms for correspondents with media organizations.
3. To contribute towards professional and ethical conduct among its members and within the media industry.
4. To enhance the professional capacity of its members through further education and continuous training.
5. To create a pool of skilled journalists with specialized skills and competencies in specific fields in response to the dynamic media environment.
6. To initiate systems and structures that lead to improved marketing/competitive payment rates for the work and skills of correspondents.
7. To work closely with other media players and other organizations to promote freedom of information of the media and to contribute towards the realization of human rights, good governance and democracy.



KCA National Conference at the Pan Africa in Oct, 1997 - It brought together over 300 correspondents

8. To generally work towards improving the welfare of correspondents in the country through activities and initiatives which improve their social and economic status.

MEMBERSHIP

KCA membership is open to all recognized correspondents writing for media organizations in Kenya or abroad, both on freelance basis and on retainer arrangements. Journalists on permanent employment by media organizations are allowed to register as associate members. Individuals from different professional backgrounds with interest in the association's objectives and the media are also allowed to become associate members and may be nominated to serve in the KCA board of management from time to time.

STRUCTURE

KCA has a 15-member national committee, which includes representatives from the 8 provinces. Eastern and Rift Valley Provinces are split into two each. The regions/provinces constitute KCA's 10 chapters or branches.