

Unregulated colleges worry Media Council

By PHILIP MWAKIO

The mushrooming of bogus media training colleges has sounded alarm bells in the Media Council of Kenya (MCK).

Speaking in Mombasa, MCK Chairman Wachira Waruru said it is imperative for media industry to rein in and regulate colleges that purport to offer quality training to journalists.

He said the colleges threatened development of a free and independent media in Kenya.

Mr Waruru said graduands from such colleges were poorly prepared to work in the fast changing competitive industry.

"The Media Council is established for the purpose of promoting professionalism in the media sector and it is our general feeling that standards and benchmarks are introduced to regulate training of journalists," he said.

UNETHICAL PRACTICES

The Director of Information Ezekiel Mutua said the Government was keen to enhance capacities in development communications. "The increasing cases of unethical practices in the mass media is as a result of poor journalistic training and upbringing," he said.

He added: "It is universally acknowledged that freedom of the Press is an indispensable ingredient in the recipe of democracy." He said media should influence positive change.