



## UPHOLDING MEDIA PROFESSIONALISM AND ETHICAL STANDARDS

The Media Council of Malawi (MCM) wishes to reiterate its commitment to fostering a professional, accountable, and ethical media landscape. To ensure the protection of the public and the integrity of the profession, the Council is calling upon all individuals, NGOs, Government Agencies, and private institutions to work exclusively with **accredited journalists** and **affiliated media houses**. The Council also calls on media bodies, associations, and press clubs to encourage accreditation of journalists to exercise media freedoms with highest standards of professionalism.

### Understanding MCM's Jurisdiction and Self-Regulation

The public is reminded that the Media Council of Malawi operates on a **self-regulation model**. Its current mandate is built on the voluntary commitment of its members who adhere to the Media Code of Ethics and Professional Conduct.

- **Scope of Complaints:** MCM handles and resolves complaints concerning only its member media houses and accredited journalists who have committed to self-regulation through their membership and accreditation subscriptions.
- **Non-Member Disclaimer:** Any complaints against media houses or journalists who are **not** accredited or affiliated with the Council fall outside of MCM's jurisdiction. Consequently, MCM will not be compelled to handle complaints against non-members.
- **Alternative Recourse:** Claimants aggrieved by non-accredited practitioners are advised to seek redress through other available means, such as the legal system or direct engagement with the respective entities.

### Membership and Accreditation as a Benchmark for Quality

MCM remains a **membership organization** until such a time when a new operational model is established. Through the process of **Accreditation**, the Council rigorously scrutinizes media practitioners to ensure they possess the requisite skills and professional standing to serve the public interest.

To assist the public in verifying the status of practitioners, MCM will be:

1. Publishing comprehensive directory of all affiliated media houses and accredited journalists, which will be maintained and updated on the **MCM website and distributed through digital platforms**.
2. Providing direct verification where members of the public can verify the accreditation of any journalist by placing a direct call to MCM through our accreditation desk on the following numbers **(+265990515580/ 882787806)** or email: **mcmaccreditation@gmail.com**

## **Benefits of Working with Accredited Journalists**

Engaging with accredited professionals provides a layer of security and quality assurance for both institutions and the general public. Key benefits include:

- Access to a formal, free-of-charge dispute resolution mechanism through the MCM Ethics, Complaints and Disciplinary Committee.
- Assurance of professional integrity, that the practitioner adheres to the highest ethical standards and the professional Code of Conduct.
- Credibility since information gathered and disseminated by accredited sources is subject to professional standards of accuracy, balance, and fairness.
- Protection and reduced risk of falling victim to "quacks" or unethical actors posing as journalists.

## **Conclusion**

The Media Council of Malawi urges all stakeholders to demand MCM accreditation identity cards before engaging with journalists. By supporting accredited practitioners, you are contributing to a more responsible and professional media sector in Malawi.

Signed:



**Moses Kaufa**  
**EXECUTIVE DIRECTOR**

