



LEGISLATIVE MEDIA REPORTING

PROGRAMME OVERVIEW

This 5-day programme equips participants with the strategic communication capabilities needed to manage relationships between journalists, media houses, and Parliament as a democratic institution. Participants leave with practical, ready-to-apply tools for shaping how legislative work is understood by the public.

PROGRAMME RATIONALE

In an era where public trust in institutions is built or lost through the media narrative, effective communication has become mission-critical for Parliament. This programme responds directly to the growing demand for advanced, specialized training in communication and in the production of high-quality media content around parliamentary proceedings, ensuring that the work of the Legislature is accurately and compellingly told.

LEARNING OUTCOMES

By the end of this course, a learner will acquire the requisite skills and knowledge to report on parliamentary proceedings and activities with accuracy, professionalism, and impact thus strengthening the bridge between Parliament and the public it serves.

TARGET GROUP

This course targets members of the Kenya Parliamentary Journalists Association, media relations officers, and public communication officers.

COURSE CONTENT

Participants will engage with the creation of compelling legislative content, the design of strategic media relations approaches, and the fundamentals of accurate, timely reporting within a legislative context.

BENEFITS OF ATTENDING

Participants gain sought-after technical skills in writing polished, credible legislative reports which is a competitive edge for any communications professional working with or within Parliament.

VISION

A global Centre of excellence in Legislative Governance

MISSION

To Enhance Capacity Development for Effective and Efficient functioning of Parliament, Legislative Assemblies and other key stakeholders.

CENTRE FOR PARLIAMENTARY STUDIES AND TRAINING

TRAINING FOR
QUALITY
GOVERNANCE

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DATES, VENUE AND FEES

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• AVAILABLE ON REQUEST.

