Ethical & Professional glimpse Report

Media Coverage
Ethical & Professional glimpse Report

Assessing ethical & professional performance of media on key topical issues

Media Council of Kenya
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Foreword

This report looks at the various topical issues that are covered by the media in Kenya. Some of the topics covered are sometimes controversial and the media finds it hard to present them to their audiences. Media coverage of any issue in the society should adhere to the code of conduct for the practice of journalism in Kenya. Media coverage can be generally be defined as the way in which a particular piece of information is presented by media either as news, entertainment or as infotainment. Media coverage can affect the extent of information dissemination as well as influence the audience opinion while giving out the information.

Various contemporary issues like coverage of homosexuals and other new phenomenon in society often present the media with a lot of challenges in terms of coverage. While journalist may have adequate knowledge of the same, the way they package and present the same information can be a challenge because of the perceptions of different target groups.

The commitment of the Media Council in enhancing the ethical standards in the media is one of the important components of its mandate. The Media Council understands that journalist have a responsibility to report issues and events in a way that reflects sanctity and plurality of views; to practice a journalism that helps different groups understand each other better. Reports should be accurate, balanced and diverse, as judged from an international perspective. A biased and parochial journalism can wreak havoc in a tightly linked global world. Unless reported properly

We now live and interact in a highly mediated system. The sheer amount of information produced and distributed by the mass media on a daily basis can impact significantly on the manner in which people, communities and societies understand (or misunderstand) each other. Whether it is considered as a fourth estate, a watchdog or a pillar of democracy, the press is undoubtedly an essential element of the public sphere.

However, it continuously faces several challenges and is assailed by multiple forces. Indeed, competition on the digital front, pressures to publish fast and quick, the temptation of sensationalism, job insecurity and high staff turnover are some of the threats to the profession. The constraints abound both on the internal front (search for new revenue models, unstable recruitment and training, lack of professionalization, conflicts of interest, ownership issues, etc.) and on the external front (government pressure, economic pressure, competition, public scrutiny, etc.).
Chapter One

COVERAGE OF GAYS IN THE KENYAN BROADCAST & PRINT MEDIA

I. Introduction

Media coverage of lesbian, gay, bisexual and transgender individuals has increased substantially. In Kenya, renowned author Binyavanga Wainaina published “the lost chapter” openly coming out and declared that he is gay in January 18th, 2014. The lost chapter from his memoir, One Day I Will Write about This Place, “I am a homosexual, Mum” was published in the blog, Africa is a country. The publication stirred up a lot of debate among Kenyans and extensive media coverage as well.

The publication came out at a time, when the Ugandan and Nigerian Governments were enacting strict anti-gay laws. In Uganda, a bill introducing death penalty for some homosexual acts was being enacted while in Nigeria same-sex relationship or its promotion, was criminalised.

On the 24th of January, Larry Madowo, NTV’s "the trend", show host covered Wainaina’s story, setting the gay agenda as a prominent issue for discussion. One of the most prominent platforms or discussion with substantial viewership is the Jeff Koinange show. The homosexual debate was highly profiled when Binyavanga Wainaina was invited to Jeff Koinange Live (JKL) on the 29th of January 2014. Jeff Koinange Live, is a magazine talkshow that airs every Wednesday and Friday on KTN at 10pm.

II. Methodology

The study used content analysis and examined print and TV platforms in its analysis. Furthermore, this report involved a critical analysis of this interview, in JKL. The main focus of this analysis is to examine the adherence to the code of Conduct in the practice of Journalism in Kenya.

III. Key findings

In the period between the 1st of January and February 28th, 2014 the Kenyan print media published an increasing number of articles on homosexuals. A total of 66 articles were published.

The Daily Nation had a majority of stories published at 36.4%, the Star covered had 25.8%, the people had 22.7% and the Standard had the least stories at 15.2%. An example of some of the stories include: Star on the 5.02.2014 “we’re queer, we’re here and we’re drinking our beer” published an article that highlighted on the social spots that most gay people frequent. Standard 11.02.2014 “Gays oppose Uganda’s harsh laws”, the people newspaper, 19.02.2014, “MPs launch anti-gay war” gave the views of the stringent laws around homosexuality.

Clear breach of the code of conduct and ethical principles was observed. Fair representation of an opposing and supporting sides of the argument was missing, the interview was one sided.
Television analysis

Quality of Coverage

While covering issues such as homosexuality, journalists should demonstrate awareness of the constitutional law as it is the supreme law of the land. While the constitution provides for the freedom of expression and therefore, allows for a vibrant and free forth estate, in Article 33, every person has the right to freedom of expression which includes freedom to seek, receive or impart information or ideas.

There is however, a constitutional provision to every freedom and it is this that journalists should be alive to, in the constitution, the right to freedom of expression doesn’t extent to propaganda for war; incitement; hate speech; or advocacy for hatred that constitutes to ethnic incitement, violation of others or incitement to cause harm; or is based on any ground of discrimination specified or contemplated in Article 27 (4).

Article 27 (4) says that the state shall not discriminate directly or indirectly against any person on any ground, including race, sex, pregnancy, marital status, health status, ethnic or social origin, colour, age, disability, religion, conscience, belief, culture, dress, language or birth.

Journalists have a big responsibility therefore, to ensure they do not infringe on the rights of others or promote any criminal behaviour, derogatory statements in their coverage as they exercise their right of freedom for expression.

Adherence to the Code of Conduct

Due to the controversial nature of the coverage of homosexuals/homosexuality, ethically journalists are required to adhere to the set principles of journalism. While examining the JKL show it is clear that some ethical principles were breached.

1.1 Accuracy and Fairness

Article 2(2),of the code of Conduct of the practice of Journalism in Kenya, states that all sides of the story shall be reported, wherever possible. In most stories/publications aired, journalists give one side of the story comfortably protected under the umbrella statement that is so often used, “Sources could not be reached for comments”.

The Show Host had mentioned that he had invited individuals who would offer an alternative viewpoint “…I invited a whole bunch of church folk…” most of whom were limited to pastors and religious leaders, he made no further effort to invite legal experts who would have also give a second/different viewpoint. His main focus as a source of alternative viewpoint started and stopped at the church.

In this case, then we need to interrogate if, enough was done to ensure that the public was the option of conducting a follow-up interview with the church explored to ensure that they were accorded given the
right of reply? The answer is no. The guest makes comments about the church specifically the Pentecostal church. He calls them, “semi-literate broker thieves of people” The church was not accorded a chance to respond during or after the interview. Article 2(3) of the code of Conduct calls for balanced views where anyone mentioned in an unfavourable context shall have their side of the story represented

Homosexuality is a topic that has only recently been discussed openly; it is therefore a journalist’s responsibility to critically educate and inform the audience on all the aspects if they choose to tackle it as a point of discussion, which this interview failed to do.

4.2 Hate speech
According to Article 25 of Code of Conduct of the Practice of Journalism in Kenya quoting a person making derogatory remarks based on ethnicity, race, creed, colour and sex shall be avoided. In the interview, the presenter makes disparaging remarks about the Pentecostal church. In one instance has a disrespectful attitude towards the church when he calls them, demon hunters, thieves and illiterate.

The interviewee had some very strong views about the Pentecostal church. However, the host did not stop him from making such comments on air or challenge him on his statement. National Cohesion has defined hate speech as any utterances of words intended to incite feelings contempt, hatred, hostility, violence or discrimination against any person, group or community on basis of ethnicity, religion or race. These statements are made against the Pentecostal church based on their varied beliefs from that of the interviewer intended to incite negative feelings about the Pentecostal church.

[...Binyavanga: Public space has been squashed by what I call the Pentecostal demon hunters. Why are we reaching the point where semi-literate broker thieves of people, go open hundreds of churches from corner to corner of every slum, every suburb of this urban continent with bible school from Alabama and then they are talking about intellectual bible study and they are telling people your problem is not the government, your problem is the…. homosexual demon…
Jeff Koinange: Do you go to church?
Wainaina: No
Wainaina: I got detoxed from church, by those pastor marks creams in my ear
When someone screams to me in tongues which have no grammar and then you’re taking me to Uhuru Park with no grammar…]

4.3 Tone, taste and Obscenity
In article (10) of The Code of Conduct and Practice, Journalists are generally advised against the publication of obscene or vulgar material unless such material contains news value. The question then becomes if homosexuality should be discussed on national television? Should journalists talk about same sex unions/relationships on television? The code allows for coverage of such controversial issues where public interest prevails. The discussion however, should be tasteful and seek to inform and educate rather that highlight the issue in a way that is deemed to be in bad taste and vulgar.

In that context then, journalists should not allow comments such as below to be aired on television.

Koinange: Kenyans are conservative by nature?
Wainaina: That’s what they say… I don’t think so, I think we are hypocrites. Look at how AIDS came into Kenya and swept through. This is not only because men are just screwing their wives.
Koinange: You used that word on television?
Wainaina: I guess I just did…]

In another example the host gets carried away and almost says the F*** word on television
[Koinange: In social media people can hide, Sam Josh on twitter asks I think binya has fallen in love with you Jeff. I mean wwwwhhhatt theeee….What the …?]

And finally, the host asks the guest, “…You’ve had sex with women? “And the guest proceeds to answer, “…Yea and I’ve loved it there is no time I can say I have ever hated it. I just never wanted to call them the next day…”
It is the journalists job to ensure that tone of reporting, taste are maintained and no obscene utterances or material is published or aired in this instance the journalist did not act responsibly not only to just moderate the utterances of the guest but to ensure that he also doesn’t breach this article of the code.

2. Conclusions and Recommendations
5.1 What is the Impact?
Many ethical issues are yet to be discussed, especially when covering issues of homosexuality. Majority of Government policies are informed by discussions that are started or generated in the media and snowball to discussions that have changed laws and regulations. Whether you agree or disagree with homosexuality is something that is a reality and the way journalists handle the debate should be done ethically and as professionally as possible. The impact of such discussions could have historical ripple effects in the future.

5.2 Public Interest
Commendable is that journalists are not afraid to discuss homosexuality. While doing so they bring to the fore such issues as the health implications and access to medication of homosexuals. The host also highlights on where one can go for professional advice or help.

[Interviewer: If there is probably someone watching the show and they are gay and they don’t know how to come out, they don’t know how to express themselves is there any advice, what does that person do
Interviewee: Contact GALK and get counselling and help]
Print Media analysis

1. Introduction

From January 1st to February 28th, 2014, the Media Council of Kenya monitored the coverage of Gay individuals in four Kenyan dailies, The Daily Nation, The Star, The Standard and The People Newspaper. Articles that carried the Keyword ‘gay’ or ‘homosexual’ were analysed. The focus of the monitoring process was to assess the extent of media coverage on gay individuals.

Key Findings

- The Code of Conduct and practice of journalism was not breached by any newspapers.
- No hate speech or obscenity was observed during the monitoring scope of articles published on gay minorities.
- Majority of the articles published were opinion pieces with majority of the man/woman on the street using this platform to air their views on gay/homosexuals.
- Only a few articles had coloured pictures indicating that prominence in terms of pictures was minimal.
- Tonality was mainly neutral; however more negative tonality was monitored than positive tonality indicating that people are still not as open and accepting of homosexuality.

2. Scope

The total number of articles analysed was 66. The Daily Nation (DN), published 24 articles, The Star 17, The People (TPN) published 15 articles and The Standard (STD) published the least articles (10).

Distribution Frequency Table

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3. Findings

4.1 General Observations
The coverage of the Gay individuals was sparked by the legislative move in Nigeria and Uganda. And by the release of the “Lost Chapter” by renowned author Binyavanga Wainaina, who came out and openly declared that he is gay. Following this series of events the Kenyan media and public began to write about the issue in the four main dailies.

4.2 Article Format

More than half, 51.5% of the articles published were opinion pieces. These findings indicate that the public wanted to weigh in on the issue and the opinion pages gave them a platform to do so.1 Out of a total of 27 articles 66 monitored at 40.9% were news reports. The news reports mainly focused on what the sources said and the newspapers generally refrained from commenting or making a formal stand on the issue of homosexuality. Only 6% of the articles were features.

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The Daily Nation had the most opinion pieces published at 24.2%, one cartoon under ‘other’ was published in The Star. The Standard had equal numbers of opinion and news reports published at 3.0% and 7.6% respectively.

1 Daily Nation, 10 Feb 2014, opinion piece, “‘Homosexualism’ could be a double –edged sword for African gays” The People Newspaper, 23 Feb 2014. “Africa should not entertain same-sex unions in the name of minority rights”
4.3 Article Placement

Majority of the articles as indicated below (and as supported by the article format graph above) were placed in the opinion pages section of the papers, on page 12, 13 and 14 all covering a majority 8% of all articles monitored. However, it is noted that the topic received a slightly significant amount of prominence as per the news reports published in the first and third page of the papers at 6% and 5% respectively.

4.4 Picture Distribution

In the graph below comparing the type of pictures published in the article formats, it is clear that majority of the opinion pieces 34.8% did not have pictures and only 12.1% and 4.5% had coloured and black and white pictures respectively. 22.7% of the news reports had coloured pictures and only 18.8% did not have pictures. As per the graph it is clear that the prominence is terms of pictures accompanying articles published were not given to articles focusing on the topic.
3.5 Tonality of Coverage

Tonality in this case was positive, negative or neutral. Positive tonality represented that published articles that were more tolerant to gay minorities. Negative articles were mostly those that aired strong criticism about homosexuality and homosexuals. Neutral articles were presented in an unbiased manner and without a discerning tone.

**Tonality of Articles**

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<tr>
<td>Total</td>
<td>66</td>
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57.6% of the overall coverage of gay minorities was classified as neutral, whereas 27.3% was negative\(^2\) and 15.2% was positive\(^3\). This figures clearly indicates that majority of the published articles were neutral.


\(^3\) The Star, 5.02.2014, “Were queer, were here and were drinking our beer” The Standard, 23.02.2014, “Society ought to be real, homosexuals are here to stay” The Daily Nation, 23.02.2013, “Homophobia creates intolerance, dangerous society”
4. **Conclusions and Recommendations**

- Media houses missed the chance to challenge the gay issue, by scrupulously investigating the issue from a legal perspective, biological and psychological perspective.
- The newspapers fell short of providing basic informative, educational information to the readers on the gay issue.
- A significant part of the observed coverage was based on individual’s opinions and not hard news. Journalists should therefore cover the gay issue as opposed to publics just airing their opinion.
Chapter Two

Media Coverage of Women and Youth in Kenya

Introduction

The Media Council of Kenya is an independent national institution established by the Media Council Act, No. 20 of 2013 for purposes of setting of media standards and ensuring compliance with those standards as set out in Article 34(5) of the Constitution and for connected purposes. With the effort to promote professionalism the Media Council monitored the coverage of women and youth issues by the media to measure journalistic performance in regards to the Code of Conduct for Practice of Journalism in Kenya. The study also further interrogated the major topical issues the media focused on with regards to women and youth.

Key Findings

- 63.5% of the articles were written by male authors. This indicates that a Majority of the articles published were written by male authors. Therefore male reporters played a dominant role on the creation and portrayal of the feminine narrative through the media.
- It was evident from the articles analysed that despite of the stories focus largely being on women and the youth, a vast majority of the articles had men as their central focus and this constituted 55.8% of the articles analysed.
- Of all the four dailies reviewed three (Star, The Standard and The people) did not contain any articles written by female authors, only Daily Nation, published articles (3%) written by female Authors.
- The topical issues covered in the media on women and youth varied significantly from newspaper to another. However, women issues were largely covered in regards to Health, business, and sexual abuse topical issues. The youth matters were largely reflected in business, sports Law and order. Radicalisation in Mombasa was extensively covered and largely associated with youth who were reportedly involved in Jihad teachings in Mosques.
- The Beyond Zero campaign launched by First lady Margret Kenyatta to raise funds in order to improve maternal and child health outcomes in Kenya was extensively covered.
- The Kiambu Govenor’s stereotypical remark against single women over thirty five years of age taking political leadership drew public attention and was expansively covered.

Objective, Sample and Methodology

MCK monitored the coverage of Women and Youth from February 2-9, 2014. The main focus was print media where four newspapers Daily Nation, The Standard, The people and The Star, were analysed. Any articles that had mentions in regards to youth and women issues were analysed with regard to their adherence to the code of conduct for practice of journalism in Kenya. Data was entered into the MCK’s digital portal” Newbase”. Statistical analysis was carried out using SPPS version 17.0. The main
The objective of this project was to measure journalistic performance in coverage of women and youth issues against the Code of Conduct for Practice of Journalism in Kenya.

**Background**

According to The Hunger Project (THP), Women bear almost all responsibility for meeting basic needs of the family, yet are systematically denied the resources, information and freedom of action they need to fulfil this responsibility.

THP further notes that majority of the world's poor are women. Two of the world's illiterate population are female. Of the millions of school age children not in school, the majority are girls. And today, HIV/AIDS is rapidly becoming a woman's disease. Women comprise nearly 60 percent of all people living with HIV/AIDS in Sub-Saharan Africa.

Studies show that when women are supported and empowered, the whole society benefits. Their families are healthier, more children go to school, agricultural productivity improves and incomes increase. In short, communities become more resilient.

According to Foundation for Sustainable Development (FSD), Throughout Kenya's history, women have been subjugated to consistent rights abuses while shouldering an overwhelming amount of responsibilities. A prominent good example of this relates to agriculture, which creates over 80 percent of Kenya's jobs and 60 percent of income.

Currently, women in Kenya do the vast majority of agricultural work and produce and market the majority of food; yet they earn only a fraction of the income generated and own a nominal percentage of assets. Only 29 percent of those earning a formal wage throughout the country are women, leaving a huge percentage of women to work in the informal sector without any federal support. The effect is severe with nearly 40 percent of households run solely by women, and, because of a lack of fair income, nearly all these homes suffer from poverty or extreme poverty.

As noted in the Jubilee manifesto on their pillar of Youth Empowerment, 70% of unemployed people in Kenya are the youth. The youth aged between 18 and 35 are 30.3% of the total population in Kenya. Part of the solution provided by the manifesto in solving the youth unemployment dilemma is to allocate 2.5% of the national revenue annually towards establishing a Youth Enterprise Capital/Fund designed along the Constituency Development Fund Model to enable youth access interest free business financing either individually or in groups without the requirement of traditional collateral.

The government in the heart of promoting and protecting the role of women in the society vowed to fully implement the ‘one-third rule’ to ensure at least 33% of all Government and Parastatal appointments are women. Further, there was a promise to promote women by outlawing workplace discrimination and providing grants and loans for business purposes in the enterprising spirit of elevating women's livelihood.

The government is focused on creating more opportunities for women, youth and peoples with disabilities. A government treasury circular NO14/2013 issued on 25th September 2013 to all government institutions indicated that the president had issued a directive that 30% of all government
tenders be awarded to youth, women and persons with disabilities. This was as a result of the amendment to Public Procurement and Disposal (Preferences and Reservations) Regulations vide legal Notice NO 114 of 2013. The Regulations 31(1) of the referenced amendments specifies that 30% of all government tenders are to be awarded to this target group.

The regulations are in line with Article 227 of the constitution of Kenya, which requires all state organs or any other public entity to be fair in contracting for procurement of public goods and services, including the development of the provisions to designate categories of preferences in the allocation of contracts and the protection of advancement of persons.

The media often referred to as The Fourth Estate plays a significant role in the day to day running of the government. Generally, the media informs, educates, and entertains among other roles. In its course, it shapes public opinion in the way they report issues affecting the society. When public views are affected due to the media reporting the public change their perceptions on the government, which often is a positive or a negative change.

Access to information is essential to the health of democracy for at least two reasons. First, it ensures that citizens make responsible, informed choices rather than acting out of ignorance or misinformation. Second, information serves a "checking function" by ensuring that elected representatives uphold their oaths of office and carry out the wishes of those who elected them; (www.usfca.edu).

The media is often called the fourth branch of government (or "fourth estate"). That's because it monitors the political process in order to ensure that political players don't abuse the democratic process. Others call the media the fourth branch of government because it plays such an important role in the fortunes of political candidates and issues. This is where the role of the media can become controversial. News reporting is supposed to be objective, but journalists are people, with feelings, opinions and preconceived ideas; (www.usfca.edu).

There has been a noticeable paradigm shift in governance prompted by the constitution of Kenya, and a new political regime, that is gravid with fresh ideas. The media therefore plays a key role in coverage of emerging issues to keep the public informed. Youth and Women in this respect having been disadvantaged as earlier noted, and having been of the greater focus by the current government, cannot escape the media eye. It is therefore important to evaluate how these two groups have been covered by the media.

**Findings**

**General Observations**

The dominant topics covered in regards to women and youth issues on February 3rd-9th, 2014 were: economy, Law and order, political process and administration, War and National Security, Health and religion among others.

The youth were vastly covered in regards to law and order, war and national security and religion due to the on-going anti-terrorism campaign in Mombasa, where incidences of extremism and radicalisation of Islam youth were notably reported. *Star*, 03.02.14; “Two killed in Mombasa Masjid Musa Fighting”,

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**General Observations**

The dominant topics covered in regards to women and youth issues on February 3rd-9th, 2014 were: economy, Law and order, political process and administration, War and National Security, Health and religion among others.

The youth were vastly covered in regards to law and order, war and national security and religion due to the on-going anti-terrorism campaign in Mombasa, where incidences of extremism and radicalisation of Islam youth were notably reported. *Star*, 03.02.14; “Two killed in Mombasa Masjid Musa Fighting”,

The media often referred to as The Fourth Estate plays a significant role in the day to day running of the government. Generally, the media informs, educates, and entertains among other roles. In its course, it shapes public opinion in the way they report issues affecting the society. When public views are affected due to the media reporting the public change their perceptions on the government, which often is a positive or a negative change.

Access to information is essential to the health of democracy for at least two reasons. First, it ensures that citizens make responsible, informed choices rather than acting out of ignorance or misinformation. Second, information serves a "checking function" by ensuring that elected representatives uphold their oaths of office and carry out the wishes of those who elected them; (www.usfca.edu).

The media is often called the fourth branch of government (or "fourth estate"). That's because it monitors the political process in order to ensure that political players don't abuse the democratic process. Others call the media the fourth branch of government because it plays such an important role in the fortunes of political candidates and issues. This is where the role of the media can become controversial. News reporting is supposed to be objective, but journalists are people, with feelings, opinions and preconceived ideas; (www.usfca.edu).

There has been a noticeable paradigm shift in governance prompted by the constitution of Kenya, and a new political regime, that is gravid with fresh ideas. The media therefore plays a key role in coverage of emerging issues to keep the public informed. Youth and Women in this respect having been disadvantaged as earlier noted, and having been of the greater focus by the current government, cannot escape the media eye. It is therefore important to evaluate how these two groups have been covered by the media.
There was a significant coverage of youth empowerment issues in regards to business, education, and sports among others. Standard: 09.02.14 “Give the youth hope of a better life tomorrow”, Star: 08.02.14 “Construction sector to be streamlined”, The People: 08.02.14 “Improve on beach games to expose youth talent”, 07.02.14; “Amani centre turns around Kibera children’s fortunes”, Standard: 07.02.14 “State agency to train youth, women on bidding process”, Daily Nation: 07.02.14; “Uhuru urges MPs to pass Uwezo Fund law”, Star: 05.02.14; “Challenges of managing a youth polytechnics”, The People: 04.02.14; “Youth Fund sets aside Sh100m for local artistes in credit scheme”, Standard: 04.02.14; “KITU Church trains youth on participatory governance.”

Youth funds that are geared towards youth economic empowerment and one key agenda of the jubilee government for youth was covered; e.g. Daily Nation: 07.02.14; “Uhuru urges MPs to pass Uwezo Fund law”, Standard: 07.02.14; “State agency to train youth, women on bidding process”,

Women were vastly covered in regards to health, and business issues. The first lady marathon dubbed ‘Beyond Zero Campaign’ that is aimed at reducing preventable maternal and child deaths is one of the biggest event that received massive coverage as observed during the period on focus. Star: 03.02.14; “Margaret Kenyatta launches First Lady’s Half Marathon”, “Child health campaign rolled out to counties”06.02.14” UN praises First Lady’s maternal health project”. Women economic empowerment matters were covered and specifically the table banking idea introduced by Rachel Ruto the second lady and the wife of the Vice president William Ruto received limelight. E.g. The People: 07.02.14; “Mrs Ruto gifts Kisii women with table banking”, Standard: 07.02.14; “Embrace table banking, Ruto tells women”
Sexual abuse is one of the vices that were reported in regards to women. Most affected are the young girls and the old, e.g. Daily Nation Smart Company: 04.02.2014; “Sexual violence causes many health problems”, Daily Nation: 04.02.14; “Man handed 40 years for raping stepdaughter”, The People: 04.02.14 “Alarm over underage sex workers in Mai Mahiu”, Star: 05.02.14; “Trader denies he defiled teen girl”, Standard: 06.02.14; “BUSIA: Man accused of defiling daughter, infecting her with HIV and Aids”, “Man to serve 10 years for assaulting step daughter”.

Political issues were covered and specifically the Kiambu governor William Kabogo, remarks in regards to women and leadership, where he was reported to have openly said that unmarried women over 35 years of age should not be allowed to take political leadership because they lacked the moral authority to do so. The remarks were not taken positively, and due to public pressure he apologized to the women. E.g. Star: 03.02.14; “Apologise to women, Duale tells Kabogo”, Daily Nation: 05.02.14; “Kabogo offers olive branch, asks for forgiveness”, 07.02.14: “MP accepts Kabogo’s apology, calls for unity”.

Adherence to the Code of Conduct

Accuracy and Balance

95% of all news reports provided more than one viewpoint, only 5% did not. 78.4% of all news reports provided all the W/H questions (who? What? When? Where? Why? How?) Whereas only 21.4% only answered five of the questions. 43.2% of all news reports referred to two sources, 32.4% to one source, 13.5% to three sources while 10.8% referred to four sources and more.

Hate Speech

None of the articles analysed contained hate speech.

Obscenity

None of the articles analysed contained obscene language or images.

Gender Balance
A vast majority of articles were written by men (63.5%), while 26.9% did not contain any by-lines, only 9.6% were written by female authors. Despite the focus of this study being women and youth; a vast majority of the articles 55.8% central focus was men, only 13.5% covered women as the central subjects; the rest of the articles 30.8% had both and women and men as their central focus.

Of all the four dailies reviewed three (Star, The Standard and The people) did not contain any articles written by female authors, only Daily Nation, published articles (3%) written by female Authors.
**Geographical Scope**

A vast majority of the articles analysed (86.5%) were classified as National news, while (13.5%) were classified under Local news.

**Article Format**

A majority of the articles analysed 71%, were classified as News reports, 21% as opinion, while 8% were classified as feature articles.
Conclusions and Recommendations

- Women issues were not extensively covered, and most of the articles presented had men as the central focus; therefore the media can play a better role by championing for women and youth empowerment as so far they remain as the disadvantaged groups.
- Most feature stories focused on women health issues, such as sexual assaults, reproductive health among others. The media can play a better role by reporting matters that can economically empower women, such as women leadership and entrepreneurship ventures among others.

References
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Chapter Three

Coverage of the wage bill debate in March 2014

Introduction
The soaring public wage bill has in the past been an issue of public debate. The Country’s public sector wage bill was estimated at 12.7% of the GDP in 2013, taking a significant portion (almost 50%) of the Country’s Total revenue. This GDP and Wage bill ratio to revenue at 7% and 30-40% respectively is higher than internationally accepted standard of wage bill (Kippra 2013)

At a cabinet retreat at the Mt. Kenya Safari club, Nanyuki on March 10th 2014, President Uhuru Kenyatta together with his deputy William Ruto announced that they would each take a 20% pay cut in an effort to bring down the skyrocketing wage bill. The President further directed the cabinet to take a 10% wage cut. This directive culminated into a National debate culminating to the launch of the National Dialogue Conference On March 11th 2014, launched by the President and hosted by the Salaries and Remuneration Commission (SRC).

One of the crucial Mandates of the Media Council of Kenya is to regulate media standards and as a result, the Council From March 11 until March 17 2014, the coverage of the wage bill debate following the launch of the National dialogue on the wage bill by President Uhuru Kenyatta on March 10, 2014 across four Television station (K24, KTN, NTV and Citizen TV).

Key Findings
- Interpretative reporting is gaining momentum across Kenyan media. A combined 46% of published reports were interpretative
- Women were underrepresented as news subjects. Only 3% of the stories had women as subjects of news
- The education role of the media in the wage bill debate surpassed any other media role
- Biased reporting came through one sided reports where parties mentioned negatively did not have their side of the story represented

Methodology
All news items mentioning the wage bill were analyzed with regards to their adherence to the Code of Conduct in the practice of Journalism in Kenya.

The total number of articles monitored was 26 with K24 and NTV airing 7each while KTN and Citizen aired 6 each.
Format

Majority of items were news reports (54%), 27% were interviews while 19% of the total coverage on the wage bill were features.

Gender Presence

Women were massively underrepresented as news sources. Almost 70% of the news sources were men while 25% of the stories analysed had news sources as men and women. Only 3% of news sources were women.

Role of the Media
The media plays a significant role in society today, it shapes perspectives and worldviews of its audiences thus the flow of information is crucial for the development of an informed citizenry. The media facilitates this. Without a wide array of information, people’s opinions and views will be limited to their impressions and conclusions of the world around them. (Richter 2007) The media does not just provide pages of facts and statistics to their audiences. They project important societal issues and put them in a context that the average person can make sense in order to form their own opinions. Through critical interrogation of issues, the media ensures that the public is well informed.

During the period of monitoring, the watchdog, agenda setting and education roles of the media were examined. The overall role of the media was classified as predominantly educative at 81%. 15% had an agenda setting role while only 4% of the published stories had a watchdog role.

### Adherence to the code of Conduct

#### Accuracy and Fairness

There was considerable improvement as far as adherence to the code of conduct was concerned. Only three articles (12%) of the total coverage contained breaches. These breaches came from KTN, Citizen and NTV.

On March 11th 2014 for instance, KTN in an interview with former Kenya Anti-corruption Commission Chairperson Patrick Lumumba quoted him saying the Sarah Serem’s Salaries and Remuneration Commission was on a “money wasting expedition going round the country collecting public on the bloated wage bill”. Principle 1 on the code of conduct calls on Journalists to report both sides of a story. In this story the SRC’s chairperson’s side of the story was not presented.

On March 12th 2014, NTV reported that the executive was not prescribing correct measures to curb the skyrocketing wage bill. The story did not represent any views from the executive side of the Government.

On the 15th March 2014, Citizen TV aired a story in which senate majority leader Kithure Kindiki said that he will table a motion to reduce the number of parastatals. In the same story it was reported
Parastatal chiefs will be forced to take salary cuts in austerity measures. The story did not have standpoints of the said parastatal views nor even the views of the public/analysts to make it more.

### Source * Viewpoints Cross tabulation

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In many occasions, organizations involved in the reporting of journalistic performance tend to dwell on the critical impulse (William James et al 1990). Many performance reviews only offer a critical appraisal on journalists’ performance. Journalists deserve to be commended when they do their job well. This report appraised good journalism.

### Coverage by individual stations

**Citizen TV**

Citizen TV dwelt on interviews and analysis on the wage bill phenomenon. Comprehensive and in-depth analysis of the subject was on March, 11th 2014 when the station hosted Deputy President William Ruto on the regular Monday special show. Also on March, 12th, 2014, the station hosted Kwame Owino who gave a breakdown of a business and economic perspective to the wage bill debate.

**Good interview moderation skills**

On March, 11th 2014, the station hosted Deputy President William Ruto to speak about austerity measures the Government was adopting to control the bloated wage bill. In the interview, Citizen TV journalist Hussein Mohammed articulated issues in a commendable way. He asked questions that are in the public interest. The host did not shy away from interrogating issues that Government failed to state as causes of the wagebill. When the DP seemed elusive on some issues, the interviewer did not shy away from probing further.
Some of the questions

Why do Cabinet Secretaries still keep huge motorcades, don’t you think the Government can cut costs if these motorcades are reduced?

What is your stand on corruption in Government, because most public servants are reluctant to take pay cuts only for the saved money to end up in pockets of corrupt individuals?

You have freezed employment, but one of Jubilee’s campaign pledges was to create employment, don’t you think it’s a contradiction?

When Mp’s were up in arms against the Salaries Commission to increase their salaries, many people argued that the executive did not offer them (SRC) the much needed support, what’s your stand on that?

Why do we still have Cabinet secretaries maintaining a big number of staff, who earn huge salaries and allowances?

You have failed to deliver on one of Jubilee’s flagship projects, the Laptops, what do you say about that?

But you admit to have failed in your election pledge of delivering them in your first 100 days in office?

NTV

Diversity of news sources was notable in NTV’s coverage. In addition to Government officials and legislators, the station interviewed several key stakeholders in the wage bill debate. For instance on March 11, 2014, the station interviewed Stephen Mutoro, the Secretary General of the Consumer Federation of Kenya who was of the view that the Government should consider lowering the cost of living. The station also aired street vox pops from the public concerning the wage bill (March, 11th 2014.) On March 12, 2014, Mr Tom Ondege, the Kenya Civil Servants Secretary General was interviewed at the station.

Balanced Choice of Panellists

As part of the austerity measures, Ainamoi MP Benjamin Langat had proposed the scrapping of the nominated slots in both the National Assembly and the Senate. To bring balance into the debate, the show host on March 11, 2014 invited to the show ODM’s Issack Mwaura a one Nominated member of the National assembly, and Korere Sara Paulata, a URP nominated senator.

K24

K24 did not accord a lot of prominence to the wage bill if placement of stories is anything to go by. Most stories were placed at the middle of the bulletin or towards the end. The station dwelled much on the Government’s position on the wage bill phenomenon. There was limited diversity as far as news
sources and interview panellists were concerned. Only those that sounded “friendly” to the Government’s stand were invited to make analysis. An interesting perspective came up on the 11th March 2014; the station had interviewed Okwe Ochiandah a legal expert who said the pay cut directive by the executive was constitutionally illegal.

KTN

KTN dwelled much on the wastage of resources in Government. In a broadcast on March, 11, 2014, in an interview, former Kenya Anticorruption Corruption Commission Director Patrick Lumumba had said that the countrywide public forums by the SRC to collect public views on the wage bill were a waste of resources in itself. A lot of coverage was also devoted to the proposed constitution amendment bill that proposes a leaner legislature.

Checkpoint, the Station’s political magazine programme that airs on Sundays during primetime devoted the talk show to the proposed amendment. On the show, was the Bill’s proposer, Mwingi central Legislator Joe Mutambu, Bob Mkangi a constitutional Lawyer and a former member of the Committee of Experts that drafted the current constitution and Jasper Mbiuki Secretary, Legislative Affairs and Legal Advisory in the office of the Deputy President? This shows a balanced choice of panelists (Joe Mutambu) from the opposition and the proposer of the amendment bill, Jasper Mbiuki from the Executive and Bobby Mkangi a neutral Legal expert)

Conclusions &Recommendations

The wage bill phenomenon was prominently featured during the monitoring. Contrary to earlier trends where news reports have dominated news programs, interviews and features were predominant during the monitoring period. This implies that media houses are adapting to interpretative reporting, a departure from conventional reporting which depends largely and sometimes entirely on materials provided by others. The media has also strived to provide balanced coverage though a few of the analysed reports aired were one sided.

Recommendations

Gender diversity is still stagnant across Kenyan media. There is need to encourage balanced and fair coverage that promotes equal representation of women as news sources and subjects. Journalists should be encouraged (through trainings) to write fair and accurate stories that present both sides of the story

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CHAPTER FOUR

RE-LOOKING AT MEDIA COVERAGE OF TERRORISM IN KENYA

Introduction

Since the Westgate mall terror attack on 21st September 2013, media houses have increased their coverage of terrorism in Kenya. Consequently, there have been concerns regarding the publicity terrorists get through Kenyan media, in particular, reporting terror acts without verification of sources. As part of its regular assessment of the media in Kenya, the media Council seeks to demonstrate how media reports terrorist activities and in turn offer them a platform to sell their messages. This study is based on recent CNN reports that Al-shabaab was planning more attacks in Kenya and its partners including the USA. On 20th and 21st April 2014, K24 in 9pm news edition covered the terror threats (as reported by CNN) and recognizing the journalistic principles complemented with constitution of Kenya 2010 (see Media Council of Kenya act 2013 second schedule) this report sought to examine how the media house presented the threats considering media’s influence in the way the public interprets events (McCombs and Show, 1972). The study analysed of two TV clips: KTN’s investigative piece of “Jicho Pevu” broadcast on the station on Oct 5 2013 and NTV’s “Foul Winds”, a probe on the Islamic radicalization of Coastal youths aired on 23rd March 2014.

Terrorist attacks in Kenya have long and extremely been destructive in terms of human lives and property. Therefore, the media should examine and limit the level of coverage they offer to terrorist acts since terrorists value the media for they can publicize their messages to audiences in large geographical areas. In his book “A first look at communication theory”, Griffen (2009) states that the public depends on media for news that capture their attention. USA in its National Strategy for Combating Terrorism identifies media as a challenge in the war on terrorism: “Increasingly sophisticated use of the Internet and media has enabled our terrorist enemies to communicate, recruit, train, rally support, proselytize, and spread their propaganda without risking personal contact”.

The report did not have any systematic way of collecting the data but selected only those sites which covered the topic. It selected randomly clips with information that could help understand how the media presents terrorist acts in Kenya

According to CNN, the video had been posted in a radical Islamist website: “The video started appearing on jihadist websites recently, drawing the attention of U.S. officials and global terrorism

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4 CNN reports are based on two videos and one audio link posted in radical Islamist website. See http://edition.cnn.com/2014/04/18/world/terrorist-messages-surface/

experts. U.S. officials say they believe it’s authentic®. Based on the information obtained from the news story, it clear K24 didn’t verify the story before broadcast in a national TV.

JOURNALISTIC PRINCIPLES

The Media Council of Kenya Act 2013 calls for all groups (whom the Act applies) to ensure the protection of national security and public order is safeguarded7. Article 33 of the constitution of Kenya 2010 provides every person the freedom to seek, receive or impact information or ideas and freedom of artistic creativity among others. However this does not extend to propaganda of war incitement, vilification of others or incitement to cause harm. The code of conduct for the practice of journalism in Kenya states, in part, that: The media should avoid presenting acts of terrorism activities in a manner that glorifies such anti-social conduct6.In addition, section 5 states that journalist should recognize that they accountable for their actions to the public, the profession and themselves and by doing so, they are required to conduct themselves ethically.

Regrettably, based on the information, it is clear the media didn’t adhere to some basic journalistic principles and also their role in ensuring harmony in the society. Furthermore, the following statements adapted from some TV clips analyzed demonstrate how media presented terrorism in Kenya. This report challenges the extent to which media reported word-for-word comments from some people suspected or known to be Al-shabaab members without selecting parts of the messages which will not create fear among the public without compromising their reporting.

“ku-revenge iko katika Quran na iko dini yetu kuwa ukiwa pushed ama ukiona mwenzako akinyanyaswa, you have to stand up, sio kwa kislamu peke yake ata dini zote”. (to revenge is stated in Quran and our religion explains that if you are pushed or even see your colleague being exploited, you must defend and it is not only in Islam even other religions) (Unidentified man, NTV, 23rd April, 2014).

It is a fact that terrorist attacks are newsworthy and they perfectly fit into media logic and “news values which includes drama, visuals, sound bites, relevance and general newsworthiness” (Papacharissi and Oliveira, 2008, p.53). Mohammed Ali’s9 and Dennis’ Okari’s10 description of Aboud Rogo attests to the fact the media has the ability that can provide useful tools that serve terror propaganda and psy-war ends (Yonah, 1978). Tanya Goudsouzian (23rd April, 2014) while analyzing Libya and Syria war remarks: “Many young Western men fighting in Libya, Syria or elsewhere are equipped with video cameras and are savvy social media users, so their exploits are broadcast widely”11.

“aliyeogopewa sana Aboud Rogo12 kutokana na msimamo yake dhidi ya serikali na kwepo kwa wanajeshi wa Kenya nchini Somalia” (one who was feared so much Aboud Rogo for his

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7 Media Council of Kenya Act 2013 (section 6 (2 c) was assented on Dec 24, 2013 and came to commencement on Jan 10, 2014.
8 See Media Council of Kenya Act 2013 second schedule article 23 (1). Government printer, Nairobi
9 Mohammed Ali is an award-winning investigative journalist working with KTN
10 Dennis’ Okari is an investigative journalist working with NTV
12 Aboud Rogo was a Mombasa based Muslim cleric was had been accused of organizing funds for al-Shabaab militia in Somalia. He was killed on 27th August 2012 by unknown gunmen in Mombasa
In addition, when Muslim clerics utter words such as this: “dawa ya kafiri\(^{13}\) kwa dunia hii ni bunduki (the only way to silence “non-believers” is the gun), surprisingly, the media broadcast it without placing primary value to section 23 (1) (Media Council of Kenya Act 2013) The media shall avoid presenting acts of violence, armed robberies, banditry and terrorist activities in a manner that glorifies such anti-social conduct.

(2) Newspapers shall not allow their columns to be used for writings which tend to encourage or glorify social evils, warlike activities, ethnic, racial or religious hostilities.

In a section of NTV’s Foul Winds, a section showing late Aboud Rogo speaking: “na sasa hivi ziko vita kati ya waislamu na makafiri. Serikali ya Kenya na Al shabaab. Al shabaab ni waislamu, Kenya ni makafiri hatu ile Mohamed iko serikali ni sawa sawa na John” (at the moment, there is war between Islam and “makafiri”). Based on this information, it is clear the media presents terrorist activities, encourages or glorifies warlike activities etc and hence the report becomes a one-sided, terrorist selling their messages to the public.

In KTN’s jicho pevu, the late Aboud Rogo in a file video says “serikali ya Kenya imefika kiwango cha kuwaua… hatusemi Kenya ni nchii kijinchi. Kenya haiwezi ata nusu ya waislamu, waislamu wanapigana na America, Kenya ni tabal ya America” (government of Kenya has reached a point that they kill… we are not saying Kenya is a country, it is a sub-country. Islam is fighting with America).

On its part, K24 TV in 9pm (5th Oct, 2013) news reported threats issued by Al-Shabaab but the same video had its authenticity questioned by CNN despite the station posting it on its website. Whereas we cannot question the threats, the manner in which K24 reported points to the degree to which the media could use such video in a national TV. More likely the way Kenyan media reports terrorism points to policy framework regarding guidelines which directs journalist in covering terrorist activities as well as their level of training. Precisely, no doubt about Kenyan in reporting insecurity matters but seems terrorism is a challenge like many other sectors including security agencies. In fact the media have played a key role in alerting the public of the threats which Al-shabaab has not identified their targets.

**Conclusion and recommendations**

According to Altheide (2009) by reporting in clear, most factual and most balanced information strengthens the public’s interpretation of acts of terrorism. Based on the information analyzed, it can be argued that the media provides terrorists with a platform to publicize their messages and this helps

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\(^{13}\) Kafiri ni mtu asiye swali (kafiri is someone who doesn’t pray) Retrieved from www.alhidaaya.com/sw/node/613. 9th April 2014.
terror organizations conduct their activities: recruitment, attacks etc. However this does not mean the media only helps terror groups publicise their messages but they also alert the public whenever there any terror threats. Given these findings, the paper recommends:

- There is urgent need to develop guidelines that helps journalist when reporting terrorism.
- The media should deny anyone known or suspected have links with terrorist organization the platform to sell their ideologies.
- For media to cover terrorism in a way that does not glorify, or generally in line with journalistic principles, they should have specialized reporters on terrorism training and this demands resources.

References