



# **MEDIA REPORTING ON CHAN2024**

## **A SCORECARD**

## Table of Contents

Chief Executive Officer’s Foreword.....	i
Acknowledgement .....	ii
Executive Summary .....	iii
1.0 Introduction.....	1
2.0 Overall coverage of the tournament .....	1
3.0 Overall tone of the coverage.....	2
4.0 Print Coverage on CHAN2024.....	2
5.0 Social Media coverage.....	9
6.0 Accuracy and Fairness.....	10
7.0 Information Sourcing.....	11
8.0 Misinformation.....	12
9.0 Broadcast Media.....	13
Television.....	13
10.0 Radio Coverage.....	23
11.0 Observations.....	27
12.0 Conclusions.....	28
13.0 Recommendations.....	29

## Chief Executive Officer's Foreword

The 2024 African Nations Championship (CHAN), co-hosted by Kenya, Uganda, and Tanzania, marked a pivotal moment for our nation, both in sport and in the realm of journalism. Beyond the thrill of football, the tournament offered a platform for Kenya's media to showcase professionalism, integrity, and the critical role of journalism in shaping national discourse. It challenged our media to weave a narrative that balanced national pride with objectivity and passion with responsibility.

The Media Council of Kenya's scorecard evaluates the performance of journalists and media outlets during CHAN 2024. The results are heartening. Across print, broadcast, and digital platforms, coverage was broadly accurate, impartial, and imbued with a sense of patriotism. Journalists captured the tournament's triumphs and challenges with creativity and fairness, delivering informed and engaging insights into the matches, players, and event organisation.

It is particularly noteworthy that no significant ethical violations were observed during the monitoring period. The Code of Conduct for Media Practice, 2025, served as a robust framework, guiding media outlets even when navigating sensitive issues such as CAF penalties, ticketing irregularities, or debates over presidential rewards. This reflects a maturing culture of professionalism within Kenya's media landscape.

The report also underscores the rising influence of digital platforms in shaping public sentiment. With millions of Kenyans engaging online—evidenced by over two million TikTok interactions during Kenya's victory against the Democratic Republic of Congo—this digital surge is a positive development. However, it also highlights the need for vigilance against misinformation and unverified content.

The Council remains committed to promoting digital literacy and responsible online communication as part of its mission to uphold journalistic standards.

CHAN 2024 was more than a sporting event; it was a reflection of the progress in Kenyan journalism. The media not only informed but also fostered unity and national pride. This sense of purpose will propel us forward as Kenya prepares to host the 2027 Africa Cup of Nations.

I commend the journalists, editors, and media houses whose dedication, skill, and ethical judgement shone through during CHAN 2024. My gratitude also extends to the Media Council's research and monitoring teams for producing this insightful report.

Together, we continue to uphold the integrity of journalism and reinforce the media's vital role in advancing accountability, inclusivity, and national pride.

**David Omwoyo Omwoyo, MBS**

Chief Executive Officer & Secretary to the Council

Media Council of Kenya

## Acknowledgement

The success of this report on the media coverage of the CHAN 2024 tournament is attributed to the dedication and expertise of the Media Council of Kenya (MCK) team. We extend our sincere gratitude to David Omwoyo, MBS, Chief Executive Officer, for his strategic guidance, and to Victor Bwire, OGW, Director of Media Training and Development, for his role in shaping the report's direction. We also acknowledge the team of media analysts involved in data collection, whose efforts were crucial in assembling the information needed for this report.

Special thanks are due to Dinnah Ondari, Manager for Media Monitoring and Research, and Jacob Nyongesa, Senior Officer for Research, Planning and Strategy, for their diligence in ensuring the report aligns with MCK's mandate under the Media Council Act 2013. We commend Research Officers Clarice Atieno and Eric Ndung'u, along with regional coordinators from Meru, Kisumu, Mombasa, and Nakuru, for their tireless work in gathering data across various regions.

Our gratitude also extends to the Communications team, including Lorine Achieng, Careen Mang'eni, Julie Otieno, Benjamin Mati, and Jerry Abuga, for their unwavering support in quality assurance throughout the production of this report.

We deeply appreciate the journalists and media personnel who shared candid insights. Their contributions have greatly enriched the data, underscoring the need for continued industry reforms and learning.

This collaborative effort has culminated in a comprehensive report that provides a clear picture of the state of media coverage in Kenya, highlighting the significant role of CHAN 2024 in fostering national pride and unity. The report advocates for enhanced press freedom, journalist safety, and professional standards in the ever-evolving digital landscape, while also recognising the tournament's impact on promoting sports and media excellence in Kenya.

## Executive Summary

The Media Council of Kenya’s (MCK) assessment of media reporting on the 2024 African Nations Championship (CHAN) set out to measure the quality, tone, and ethics of coverage across major print, broadcast, radio, and digital platforms. The study focused specifically on how the Kenyan media portrayed the tournament, Kenya’s national team, Harambee Stars, and the wider themes of national unity, sports governance, and public accountability.

Overall, the tone of reporting was overwhelmingly positive and patriotic, successfully celebrating Kenya’s successful co-hosting and the national team’s strong performance. Reports consistently emphasised the pride of Kenyans, the economic benefits of the event, and the role of sport in promoting regional cooperation. This multi-platform excellence was evident as newspapers such as The Star, The Standard, People Daily, Business Daily and Taifa Leo produced detailed match analysis and commentaries that effectively combined emotion with factual accuracy.

Broadcast media delivered high-quality live coverage and expert commentary, while vernacular radio stations ensured that rural audiences were not left behind. Digital and social media platforms—including Facebook, X, and TikTok—created a highly interactive layer, becoming arenas for fan debates, instant reactions, and creative expressions of national pride. The report recorded more than 2.2 million interactions on TikTok during Kenya’s victory over the Democratic Republic of Congo, showcasing the strength of online engagement.

Despite the celebratory mood, journalists upheld their professional mandate, covering challenges with a sense of responsibility. Issues such as ticketing fraud, crowd control lapses, and CAF fines were reported with balance and context, and legal concerns about affordable housing rewards promised to players were examined without sensationalism. This maturity of reporting shows the steady professionalisation of Kenyan journalism.

Furthermore, the monitoring exercise found no breach of the Code of Conduct for Media Practice, 2025, which marks a significant milestone for sports journalism in the country. Accuracy and fairness remained high, with journalists relying on verified sources including CAF officials, government ministries, the Football Kenya Federation, and credible experts. Although there were isolated cases of misinformation on social media, particularly around ticketing and rivalries between Kenyan and Tanzanian fans, these did not overshadow the overall integrity of the coverage.

The report concludes that CHAN 2024 served as a benchmark for responsible sports reporting, confirming that when journalists are guided by ethics, training, and professionalism, they can strengthen social cohesion and public confidence. The lessons learned are invaluable as Kenya prepares for future global and continental events, including the 2027 Africa Cup of Nations (AFCON).

The Media Council of Kenya remains committed to supporting this vision through policy guidance, monitoring, and professional development for journalists, ensuring the sector continues to inform, unite, and entertain with excellence.

## 1.0 Introduction

The African Nations Championship (CHAN), established by the Confederation of African Football (CAF) in 2007 and held for the first time in 2009 offers a platform for football stars to showcase their talent, countries to celebrate their national leagues and most importantly entrench a culture of celebrating local football across the continent. The first edition was hosted in Côte d'Ivoire (2009). Other editions have been hosted by Sudan (2011), South Africa (2014), Rwanda (2016), Morocco (2018), Cameroon (2021) and Algeria (2023).

Ahead of the CHAN 2024 tournaments, in addition the cash prize of US\$ 3.5 million hosting teams were promised cash rewards by their respective Head of State. Kenya's President William Samoei Ruto promised Kenya team, KShs 1 million to every player for each match win, half a million for a draw and KShs 600 million for the team in the final win. Uganda, President Yoweri Kaguta Museveni

pledged to reward the Ugandan team with 1.2 billion Ugandan shillings (KShs 43 million) for every win. Tanzania President Samia Suluhu Hassan promised 1 billion Tanzanian shillings to the Tanzanian national team if they win the tournament.

In Kenya, CAF confirmed Kenya Broadcasting Cooperation, Azam TV and SuperSport as the broadcasters of the tournament. In Tanzania, Tanzania Broadcasting Corporation and Azam TV provided coverage while in Uganda, FUFA TV and Uganda Broadcasting Corporation covered the tournament. Other media outlets which offered coverage in and beyond the continent included: RTB in Burkina Faso, SABC in South Africa, TPA in Angola, RTNC in DR Congo, ORTM in Mali, TVM in Madagascar, and ZNBC in Zambia and beIN Sports, CANAL+, and other continental and global networks like Sport TV in Portugal, Ziggo in the Netherlands, and Band in Brazil.

## 2.0 Overall coverage of the tournament

In Kenya, while Kenya Broadcasting Corporation (KBC) aired live broadcasts of the tournament other outlets across broadcast media (television and radio), print and digital platforms also extended live and up-to-date information, pre-match and post-match commentary. Real-time monitoring and analysis of broadcast media outlets revealed a major focus on incentives by the President: Cash prizes and housing grants.

Coverage also focused on providing up-to-date logistical information for fans, such as ticketing clarifications from the Local Organising Committee

and related challenges to ticket access which triggered.

Overall, media sustained balanced coverage of the national team victory and losses at various stages of the tournament where the team's improved performance was attributed to various factors such as teamwork, quality training by the coach among others.

Media outlets hosted guests for interactive discussions mainly drawn from the sports sector such as Football Kenya Federation (FKF) leadership.

The Media and journalists showed a lot of creativity and originality in reporting, managing to keep the fans interest to CHAN- the media presented the tournament both as a country's national pride, business and sports bonanza for fun.

Audience engagement was noted across various media outlets where Kenyans were offered an opportunity to share feedback regarding the tournament.

Social media sites like Facebook, X, and TikTok were key spaces for public discussions, fans interactions,

### 3.0 Overall tone of the coverage

Generally, audience feedback was enthusiastic, with many calling in to express support for the team and praise for the coach's leadership and tactical approach. There was positive tone during the coverage generally.

Negative tone was noted especially in reporting on aspects of the reward related to the team's access to affordable housing which raised concerns over possible breach to existing legal provisions on affordable housing ownership, in addition to sources of funds promised by the president, crowd misman-

agement and failures associated with ticketing. and real-time updates. At first, the Harambee Stars' performance and national pride were the main topics of discussion. As the competition progressed, discussions extended to stadium operations, traffic management and government pledges to reward the team.

<sup>1</sup>KBC TV, KTN TV, K24 TV, Citizen TV, NTV, TV47, Kiss TV, Tandao TV, Ramogi TV, MBCI TV, West TV, Weru TV, Etaya TV, Nyota TV, Kamba TV, Kass TV, Al Hajaar TV, Kameme TV, Look Up TV, Milele FM, Radio Maisha, Spice FM, Nyota FM, Sky FM, KBC English Service, Emoo FM, Mayian FM, Radio 47, Radio Jambo, Busia Border Radio, Maua FM, Berur FM, Kwitu FM, Chamgei FM, Pwani FM, Inooro FM, North Rift Radio, Radio Nam Lolwe, Classic 105, Radio Citizen, Kameme FM, Musyi FM, Mulembe FM, Sulwe FM

agement and failures associated with ticketing.

Neutral tone was observed in reporting on issues such as CAF fines, ticketing failures, and security breaches with responsibility placed on bodies like the Football Kenya Federation, the Ministry of Sports, and the Ministry of Interior.

Despite the national team loss, media portrayed the tournament as a success for Kenya, with a strong emphasis on national unity, resilience, and progress and possibility for participation in future tournaments, including a World Cup.

## 4.0 Print Coverage on CHAN 2024

### Introduction

This report analyses how five major Kenyan newspapers The Star, The Standard, People Daily, Business Daily, and Taifa Leo covered the CHAN 2024 tournament. It focuses on the tone, sources and, while assessing how the media balanced national pride and celebration with critical reporting on logistical challenges, governance issues and the broader impact of

the event on Kenyan football and public perception. The tone of the coverage was generally **positive** especially in highlighting the Harambee Stars' achievements and the morale boost from presidential rewards. *Most reports were accurate and factual, with no evidence of media ethics violations.*

Business Daily, whose niche is business reporting, featured pictorials capturing fan celebrations across

various days of the CHAN 2024 tournament, visually highlighting the national spirit and festive atmosphere surrounding the event.



29–32) adopted a positive and reflective tone celebrating CHAN as a major milestone for East Africa.



On August 1, the dailies reported on the arrival of the CHAN 2024 tournament teams depicting a celebratory, spirited and proud mood capturing the excitement surrounding this historic sporting event.

Headlines such as “*CHAN fever takes over city as history comes knocking*” (People Daily), “*CHAN here at last*” (The Star), “*DRC tayari kuvaana na H. Stars Jumapili*” (Taifa Leo), “*Harambee Stars Captain Omar eager to impress on home soil*” (The Standard pg. 29 and “*Angola aim for the knock-out stage*” (Daily Nation) reflected national anticipation. Notably, The Star’s **front-page** spotlighted Kenya’s pride by featuring the names of the players and their coach, Benni McCarthy, while coverage also noted the arrival of DR Congo and Angola at Jomo Kenyatta International Airport.

- Overall, the coverage portrayed CHAN’s arrival as a long-awaited and significant milestone in the country’s football journey.

**The Saturday Nation** (Is nation included in the five newspaper) extensive coverage (pages 2, 3,

The article draws on the region’s football heritage from the 1926 Gossage Cup to today while noting major infrastructural upgrades and potential tourism benefits. Framed as a moment of redemption for Kenya after past hosting failures the tournament is portrayed as both a symbolic and literal triumph reinforcing national pride and regional unity. Daily Nation **editorial** urges Kenya, Uganda and Tanzania to treat CHAN as a test run for AFCON 2027, calling on Kenya to show leadership. Meanwhile, **Taifa Leo** praises the return of football suggesting the tournament could ease political tensions and unite the country after recent unrest.

The *Standard Group* also ran *an advertisement* promoting comprehensive coverage, expert analysis and match reactions from all its sister media outlets (Pg27). The Standard cartoon further illustrated the tournament’s start.

- Overall, the dailies reporting presented CHAN’s arrival as a much anticipated and important moment in Kenya’s football history.



On August 4, the newspapers carried articles celebrating Harambee Stars' 1-0 victory over DR Congo in their CHAN 2024 opener at Moi Stadium, Kasarani, with all front pages prominently featuring the historic moment of the team celebrating after scoring marking a proud moment for the nation:

- *Taiifa Leo* (Pg. 19) highlighted the victory with the headline “Mamilioni yafanya Harambee Stars ichezeshe DRC Ndombolo,” celebrating the spirited team performance.
- *The Star* also led with “Harambee Stars’ victory over DRC,” underscoring the significance of the win in the ongoing African Nations Championship and its impact on national pride.
- *People Daily* (Pg. 11) ran the headline “CHAN 2024: Kenya’s time to shine on and off the pitch” by Kepher Otieno, emphasising Kenya’s impressive showing both in football and event organisation.
- *The Standard* (Pg. 30–32) offered detailed match coverage and a preview of Uganda vs Algeria but also reported on ticket hoarding by politicians (Pg. 3), raising concerns about access and fairness during a moment meant for national unity.

On August 3, The Standard featured a pictorial of the Harambee Stars at the top of its front page under the headline “Harambee Stars Start Chase for Sh452.2 million Prize Money,” building excitement for the start of CHAN 2024. The **editorial** framed the tournament as a rallying call for unity and pride highlighting Kenya’s ability to host major events. The **cartoon** illustrated the financial incentives offered to the players. In addition, the paper reported on ticket shortages and accusations that the government filled stadium seats to avoid hostile chants (Pg. 24). The extensive coverage, particularly on pages (25 and 28), emphasised the lucrative Sh452.2 million prize money and performance bonuses, further heightening anticipation for the Harambee Stars’ opening match against DR Congo.





On August 5, *MyGov* (Pg. 14) featured the CHAN 2024 opener attended by President William Ruto and former Prime Minister Raila Odinga, with vibrant, fan-filled images reflecting national pride, unity, and sporting celebration.

- *The Star's* cartoon portrayed the tournament as a timely and welcome distraction for Kenyan youth amid ongoing social unrest.
- *The Standard* carried an opinion piece by Njehira Gitahi (Pg. 12) discussing both the excitement and controversy around the event including the prize money promised to players, road closures during match days, and strict police enforcement that barred entry to anyone without a ticket or carrying protest-related items like whistles or banners. The article also noted that Harambee Stars players publicly appealed to the president

for houses under the affordable housing programme.

- Additionally, coverage in *The Standard* included detailed reporting on the Kenya vs DR Congo match at Kasarani Stadium (Pg. 38–39), and on the last page (Pg. 40), it captured the heightened expectations Kenyans now have for the team following their opening victory. Meanwhile, *Taiifa Leo* (Pg. 7) through letters to the editor, praised the team's win and commended President Ruto for delivering the promised KShs 42 million. Overall, the tone was largely positive, quoting credible sources such as State House Spokesman Hussein Mohamed, Sports Cabinet Secretary Salim Mvurya and FKF CEO Harold Ndege.



On August 8, *Daily Nation* and *People Daily* front page captured a moment of national pride with a striking image of a Harambee Stars player in action against Angola during the CHAN 2024 qualifier at Kasarani. However, focus also shifted to a KShs 2.5 million fine imposed on FKF by CAF for security breaches during CHAN matches, including stampedes, unauthorised access and assault on officials. The articles detailed the disciplinary code violations, fines and suspended penalties offering a balanced view with responses from Kenyan officials. Credible

sources cited included the CAF Disciplinary Board, Interior PS Raymond Omollo, and Local Organising Committee Chair Nicholas Musonye.

*The Star* provided CHAN standings while *The Standard* highlighted the 1–1 draw with Angola and other regional match results (Pgs. 38–40).

- Overall, the coverage emphasised national pride, unity and optimism as Kenya competes on home ground underscoring sports as a symbol of resilience and identity.



Kenya’s historic (1–0) victory over Morocco in the CHAN 2024 match at a packed Moi International Sports Centre, Kasarani dominated the front pages of major national newspapers on 11th August 2025. Headlines such as “Stars Yaua Goliath,” “Stars Make Big Statement,” and “Over the Moon” captured the pride, triumph and unity felt nationwide marking not just a sporting achievement but a unifying moment for the country.

The win secured Harambee Stars a spot in the CHAN quarterfinals for the first time and placed them at the top of Group A. In recognition of this

landmark achievement, President William Ruto pledged an additional KSh 1 million rewards to each player, raising their total bonus to KShs 2.5 million. *Taifa Leo* adopted a celebratory tone in its match report while its editorial praised the president’s motivational gesture, linking it to the team’s strong performance.

- Overall, the tone across the dailies was positive portraying the event as a major milestone in Kenya’s football journey and a moment of National pride.



Kenyan newspapers on August 12 highlighted how Harambee Stars' CHAN 2024 victories unified the country.

- *People Daily* led with the headline “Pained Kenya Now Finds Cheer in Stars”, accompanied by front-page images of jubilant fans waving Kenyan flags at Kasarani Stadium celebrating how football has restored national pride and unity.
- *Taiifa Leo* editorial linked the team's success to financial motivation while also praising the broader impact of CHAN in fostering national cohesion.
- *The Standard* (Pg. 40) credited coach Benni McCarthy for reigniting public enthusiasm around the Harambee Stars, reflecting renewed optimism in Kenyan football. Meanwhile,
- *People Daily* (Pg. 12) used the tournament’s high visibility to spotlight critical issues such as sexual and gender-based violence in sports, encouraging thoughtful national dialogue.

Overall, the coverage adopted a positive tone portraying CHAN 2024 not just as a sporting event but as a symbol of national unity, resilience and social introspection during a politically tense period.

On 13th August, *Taiifa Leo* published a headline



titled “*Skendo ya Tiketi*”, exposing widespread ticketing fraud during CHAN 2024. The article revealed that tickets intended for online sale were hijacked by fraudsters leaving many fans especially those with limited digital skills vulnerable to scams.

The piece by *Taiifa Leo* had a **negative tone** warning that the scandal had tarnished Kenya’s image as a capable tournament host.

- *The Standard* echoed these concerns highlighting security breaches and fan misconduct on its front page under the headline, “Chan hosting rights in jeopardy after security breaches, ticket mess”. On Page 6, it cautioned that Kenya could face penalties from CAF for violations such as ticket hoarding and failure to enforce safety protocols.

- Cartoons in *Taiifa Leo*, *The Star*, *The Standard*, and *People Daily* adopt a more positive tone praising President Ruto’s financial support to the Harambee Stars. These editorial cartoons underscored the president’s calculated use of performance-based rewards to motivate the team. His financial incentives were widely credited with boosting player morale, with *Taiifa Leo* specifically noting that the support contributed to the team’s improved performance.



On August 18, headlines across major dailies **positively** highlighted Harambee Stars’ historic 1–0 victory over Zambia at Kasarani, securing their qualification for the CHAN 2024 quarterfinals for the first time in 38 years. The **front page** featured a celebratory pictorial of the win, capturing nation-

al pride. Coach Benni McCarthy credited the team’s success to discipline and mutual trust, while President Ruto further boosted morale through financial rewards to the players. *The tone was overwhelmingly positive, emphasising Kenya’s sporting achievement, team unity, and strong leadership.*



On August 30, the dailies reflected on the significance of CHAN 2024.

- The Standard* (Pg. 32) ran an **editorial** urging Kenya to learn from the tournament and begin early preparations for hosting the AFCON 2027 spectacle. The newspapers also profiled the finals between Morocco and Madagascar, emphasizing the importance of better planning and infrastructure.

- *Daily Nation* (Pg. 30) published a reflective piece framing the climax of CHAN 2024 as a historic milestone for Kenya, despite the Harambee Stars' quarter-final exit. The dailies offered balanced reporting, supported by credible sources such as President William Ruto, CAF, LOC Chairman Nicholas Musonye, and Harambee Stars coach Benni McCarthy, reflecting a shared recognition of the tournament's legacy and

lessons for the future.

### **Adherence to the Code of Conduct**

No breaches of the Code of Conduct for Media Practice (2025) were observed in CHAN 2024 coverage. Print reporting-maintained objectivity while still celebrating Kenya, Uganda and Tanzania's role in the tournament.



## **5.0 Social Media coverage**

Social and digital media coverage was predominantly positive, patriotic, and celebratory, particularly during the early stages. Posts showcased the national pride, fan reactions, and performances of Harambee Stars. For instance, social media users gave the team and midfielder Austin Odhiambo great reviews during Kenya's 1-0 victory over DRC at Kasarani Stadium, resulting in more than 2.2 million TikTok interactions.

Public appreciation also extended to President

William Ruto and Raila Odinga, reinforcing unity and motivation. Breaking News Kenya offered objective, factual updates, Pulse Live Kenya highlighted fan moments and rewards, and Kenyans.co.ke as well as KBC Channel 1 highlighted team accomplishments and hosting successes.

As the tournament progressed, online discussions included criticism and debate over stadium management, traffic, and incentives.

Social media also hosted “friendly fire” between Kenyan and Tanzanian netizens on X during the quarter-finals, particularly Kenya vs. Madagascar and Tanzania vs. Morocco, reflected in memes and back-and-forth commentary, using the terms “Jirani” to refer to each other. A notable instance is the war of words between Tanzanians and Kenyans which also dominated social media following Harambee Stars head coach Benni McCarthy’s statement to Tanzania that Tanzania will get their wish and go through what Kenya went through in the ‘Group of Death’ now that Morocco will play with Yanga at the Benjamin Mkapa stadium. Young Africans (Yanga) Media and Communications manager Ali Kamwe dismissed McCarthy’s assertions of ‘Group of

Death’. The feud was extended during performance of Tanzanian Bongo artist Zuchu at Kasarani when Kenyans started singing Kenya National Anthem amid her performance. More than 15 videos of both the performance and the two coaches were shared on timelines, some reposted.

Harambee Stars head coach Benni McCarthy later on September 11 announced a match between Kenya and Tanzania would be a good opportunity to break bread on the football pitch.

The Tanzanian government denied the reports that Kenyan supporters had bought nearly all of the tickets for the Tanzania-Morocco game, despite patriotic and positive topics.



### 6.0 Accuracy and Fairness

Accuracy and fairness were observed in reporting on fixtures, scores and incentives by various leaders, including the Kenyan President.

Reports also incorporated credible primary sources,

including statements from CAF, government ministries, team coaches, and players.

Reporting on fines and the directives by CAF included specific numbers and penalties.

In general, the online coverage was mostly accurate. The major media outlets, including, among others, *Kenyans.co.ke*, *Pulse Live Kenya*, *KBC Channel 1*, *Citizen TV*, and *TV47*, reported match results and significant moments in the game that were consistent with official records from the Confederation of African Football (CAF). Various government and official accounts, including that of Sports Cabinet Secretary

Salim Mvurya provided verified updates on the infrastructure and logistical matters that were pertinent to the tournament. The Media Council of Kenya also participated in promoting the event on social media and reinforcing the presentation of official and information. There were minor errors, mostly due to unverified claims on social media, like the ticket purchase rumor.



### 7.0 Information Sourcing

Media outlets quoted high-level official sources, including the President, the Sports Cabinet Secretary Salim Mvurya, and the CHAN Local Organising Committee, Nicholas Musonye, CAF and FKF officials such as the President Hussein Mohammed and Harambee Stars Coach Benni McCarthy. Several media outlets strengthened its critical analysis by citing named experts and critics, specifically Senator Okiya Omtatah and Fanyamambo Kinuthia. Others referred to unnamed ‘critics’ to represent a broader public sentiment.

Fans and supporters also offered valuable insights into ticketing chaos and experiences.

*Sofascore goal.com* was referenced as an information source.

Social media platforms cited official statements from the FKF, CAF, and government authorities, as well as authenticated match videos and photos. Credibility was strengthened by posts from Media Council of Kenya, Sports Cabinet Secretary Salim Mvurya, and club executives like Yanga. User-generated content, reactions, and memes

increased engagement, but were not always confirmed. Although these posts contributed to the discussion, caution was necessary to prevent misinformation from spreading.

<https://www.facebook.com/cgtnafrica/videos/1489642312171277>

[https://www.facebook.com/groups/1032240293456717/?multi\\_permalink=32000150606238947&hoisted\\_section\\_header\\_type=recently\\_seen](https://www.facebook.com/groups/1032240293456717/?multi_permalink=32000150606238947&hoisted_section_header_type=recently_seen)



### 8.0 Misinformation

Topics such as crowd trouble were reported in a responsible manner with special interest in accountability.

On social media misleading information regarding Kenyan fans buying all the tickets at the Tanzania vs. Morocco game were noted. Additionally, heated, unverified exchanges between Kenyan and Tanzanian netizens (*“friendly fire”*) on X during quarterfinals. Notably, former Nairobi governor Mike Sonko lodged an official complaint with CAF on August 22, citing biased refereeing during Kenya’s match against Madagascar.

While most reporting complied with the Code, these incidents underline the importance of verification and moderation on social media.

While the matches were not aired live on radio, listeners were consistently referred to their sister *KBC TV* which held the live broadcast rights. Reporters on the ground provided real-time updates and context, keeping the audience well-informed throughout the tournament.

Vernacular stations also provided coverage although most of them did not provide real-time coverage in local languages.

Online media coverage of CHAN2024 was predominantly positive, patriotic.

Social media platforms, especially Facebook and X,

enabled real-time updates and interactive discussions, with citizens, journalists, influencers, and bloggers shaping the online narrative.



### 9.0 Broadcast Media

#### Television

Sport Cabinet Secretary Salim Mvurya on Monday (June 30) handed over the Kasarani Stadium to the CHAN 2024 Local Organising Committee, a key milestone ahead of the competition that will be co-hosted by Kenya, Uganda and Tanzania. The ceremony culminated the renovations of the key facility for CHAN in accordance with the stipulated requirements by the Confederation of African Football (CAF). (*KBC TV, June 30*).

On July 16, during *Citizen TV's JKL Live* show, Ayub Abdikadir hosted FKF President Hussein Mohamed for a discussion focused on the upcoming CHAN 2025, is it 2024? which was set to be co-hosted by

Kenya, Uganda and Tanzania. Hussein affirmed that preparations are well underway, with Nyayo Stadium set to host Group A matches. He emphasised that hosting CHAN is a significant privilege for Kenya and a reflection of the government's strong commitment and investment in developing football infrastructure.

Interior Cabinet Secretary Kipchumba Murkomen, who spoke after assessing the country's sports facilities ahead of the CHAN tournament to be held in Nairobi in August 2025, urged Kenyans to exercise decorum and desist from actions that may jeopardise the security and safety of both local and foreigners expected to grace the competition (*KBC TV, July 14*).

After months of preparation, Kenya received a major boost ahead of the 2024 African Nations Championship (CHAN) as the Confederation of African Football (CAF) officially approved its venues following a final inspection. The clearance, issued on Monday, came just 12 days before the continental tournament kicked off, marking the end of a tense build-up for the host nation. Senior CAF officials, led by Secretary General Véron Mosengo-Omba, toured the Moi International Sports Centre (MISC), Kasarani and Nyayo National Stadium before declaring them fit for competition (*TV47, July 21*).

President William Ruto stated that proceeds from the KShs 44.9 billion infrastructure-backed security listed on the Nairobi Securities Exchange will fund the construction of Talanta Sports City, a key venue for the 2027 Africa Cup of Nations (*Ramogi TV, July 23*).

On July 28, *KBC TV*'s Sports Check Segment, hosted by Daniel Wahome, engaged Ndunda Mukonyo, Technical Manager at Wadi Degla and discussed the road to the anticipated CHAN 2024. Mukonyo noted that he fully supported the Kenyan team as they prepared both physically and mentally. He stated that he believes every player has a vital role to play, and together, the team of Kenya will triumph and advance through all the group stages as planned. Kenya is categorised in Group A alongside Morocco, Angola, DR Congo and Zambia.

Sports Cabinet Secretary Salim Mvurya in an interview said that the eighth edition of the CHAN tournament brings with it significant economic benefits,

including a boost to tourism, hospitality, job creation, and trade, particularly for young people across the East African region. Kenya was set to co-host CHAN alongside Uganda and Tanzania from August 2 to August 30, and the CS maintains that the region stands to gain immensely (*TV47, July 29*).

The Cabinet was briefed on preparations for CHAN 2024, marking Kenya's first major continental sporting event since 1987. Harambee Stars were in full residential training and received a morale boost from a presidential visit. Security was reinforced with trained NYS personnel. The government affirmed its readiness to host a safe and successful tournament (*KBC TV, July 29*).

Kenya confirmed ready to host CHAN 2024, following Sports CS Salim Mvurya's final inspection tour. He expressed confidence in the country's preparedness to welcome teams and officials.

Harambee Stars opened their campaign against DR Congo on August 3, followed by Angola on August 7, and Morocco on August 10, all at Moi Kasarani Stadium (*TV47, July 30*).

Kenyans blamed and made claims that political figures purchased bulk ticket that left ordinary Kenyans stranded outside despite queuing for hours (*K24 TV, August 3*). Government Spokesperson Isaac Mwaura dismissed the accusations as political propaganda, while CHAN Committee Chair Nicholas Musonye promised to investigate the matter. Despite claims that tickets were sold out, many seats at Kasarani Stadium were empty.

Opposition leaders led by Nairobi Senator Edwin Sifuna and fans claimed manipulation, with some alleging offline ticket sales and preferential access. Viral videos and photos fueled concerns about political interference in sports as fans questioned whether future matches would be politicised again (*NTV, August 4*).

On August 4, TV47 engaged Hon. Makali Mulu, Member of Parliament, Kitui Central and Kipruto Arap Kirwa, former Cabinet Minister, in a discussion on Harambee Stars' performance. The panellists congratulated the team on the win and appreciated President Ruto for motivating Harambee Stars players with the KShs 1 million each.

Tanzania and Morocco also won their CHAN PAMOJA 2024 tournament matches against Burkina Faso and Angola, respectively. The 10-man Madagascar team also managed to salvage a point against Mauritania (*Etaya TV, August 4*). Defending champions Senegal also registered a 1-0 win over Nigeria in Group D at Amaan Stadium. Congo and Sudan drew 1-1 in Group D. In Group C, hosts Uganda suffered a 3-0 loss to Algeria, with coach Morley Byekwaso admitting to mental and tactical shortcomings (*TV47, KBC TV, August 5*).

On August 4 and 5, *Nyota TV* morning show *Suala Tata* presenter Joe Hakonga Jr. engaged Political Analysts Fred Harrison Wesonga and Desterio Okumu as they praised the Harambee Stars for their win against higher-ranked Congo, noting it would boost Kenya's FIFA ranking and help market the country. On President Ruto's reward promise to

Harambee Stars after winning against Congo, Desterio praised its fulfilment but urged leaders to honour all pledges and Kenyans to question unrealistic ones.

On August 5, during the prime-time news bulletin, *KBC TV* broadcast live coverage of the CHAN match between Senegal and Nigeria, which kicked off at 8:00pm-9:55pm. The host conducted pre-match, halftime, and brief post-match analyses with Journalist Francis Mutegi and experienced coach Robert Matano. In the pre-match analysis, both guests described the match as high-stakes and predicted it could end in a draw, a prediction that held through halftime. (*The tone of the discussion was, with both guests offering candid assessments of the teams' performances*)

Nairobi police issued a traffic advisory for Thursday, August 7, warning of major disruptions due to CHAN 2024 matches. Several key roads, including sections of Aerodrome, Lang'ata, and Mombasa roads, were closed, with alternative routes suggested. The day's fixtures included Zambia vs. Congo at Nyayo Stadium and Kenya vs. Angola at Kasarani Stadium (*TV47, Kass TV, August 6*).

Similarly, on August 8, *KBC TV* aired the CHAN match between Mauritius and Tanzania, between 2000-2155hrs. The halftime analysis and a brief post-match discussion were with guest analysts, legendary footballer Josphat Murila and Timothy Maini. (*The discussions were analytical and composed, with a focus on tactical insights and post-match reflections.*)

On August 7, *KBC TV* reported that Harambee Stars earned a 1–1 draw against Angola in their second CHAN Group A match at Kasarani Stadium. Kenya secured a point to top the group with four points, one ahead of Morocco and DR Congo while playing with ten men. Austin Odhiambo scored from a penalty kick to level for Kenya. Kenya was to face Morocco in their final group match on Sunday (*KBC TV, Citizen TV, August 7*). Tanzania edged Mauritania 1–0 in a CHAN PAMOJA 2024 Group B match at Benjamin Mkapa National Stadium. Shomari Kapombe scored a late goal to secure the win, putting Tanzania on the verge of a quarter-final spot (*TV47, August 7*).

The Confederation of African Football (CAF) fined Kenya KShs 2.91 million and warned the Kenya Football Federation (FKF) following security breaches during the Kenya versus the DRC match at Kasarani opening match of the CHAN tournament, whereby fans broke down a security barrier while others entered the stadium with drums and whistles. The Ministry of Interior and National Administration urged fans to show a sense of patriotism by adhering to conditions set by CAF on fan safety, security protocols and crowd conduct (*Citizen TV, August 7*).

On August 8, *KBC TV* aired live coverage of Uganda’s 3–0 win over Guinea in a Group C match at the Nelson Mandela National Stadium. Reagan Mpande scored in the 31st minute, Allan Okello converted a 62<sup>nd</sup> minute penalty, and Ivan Ahimbisibwe sealed

the victory in the 89th minute, marking Uganda’s recovery after losing their opener to Algeria.

Kenya’s Harambee Stars made history on Sunday, August 9, by defeating Africa’s top-ranked FIFA team, Morocco, 1–0 Group A match. Chris Erambo was given a red card for a dangerous tackle, forcing the Stars to play with only ten players throughout the second half (*TV47, KBC TV, August 10*).

On August 11, *KBC TV* aired live coverage of Uganda’s 2–0 win over Niger in a CHAN Group C match at the Nelson Mandela National Stadium. Allan Okello scored in the 25<sup>th</sup> minute and Joel Sserunjogi added a second in the 56<sup>th</sup> minute. The victory put Uganda top of Group C with six points, while Niger stayed bottom with no points or goals.

The President promised KShs 1 million and an affordable housing unit to each player if they win their CHAN 2024 quarter-final match (*TV47, Kass TV, West TV, Citizen TV, Kisii TV, Weru TV, KTN, August 11*). However, the promise relating to affordable housing sparked legal and ethical concerns. Lawyers Okiya Omtatah and Fanyamambo Kinuthia questioned the legality of the move, citing that the Affordable Housing Board not the President was constitutionally mandated to allocate the housing units (*KTN, August 12*).

The security breaches included a broken gate, fans entering without tickets, overcrowding beyond the capacity of 48,063 and the invasion of areas reserved for media. CAF’s Disciplinary and Safety Committees launched investigations into the

disorder, expressing concern over repeated security failures at Kenya matches (*Citizen TV, K24 TV, KTN, August 11*). CHAN Local Organising Committee representative Nicholas Musonye announced that all fans wishing to attend the Harambee Stars match at Kasarani Stadium on Sunday, August 17<sup>th</sup> must possess electronic and verified tickets. He stated that access would be limited to 27,000 spectators for Kenya's matches at the venue (*KTN, August 12*).

On August 12<sup>th</sup>, *KBC TV* aired live coverage of Sudan's dominant 4–0 win over Nigeria in a CHAN Group D clash. After a loss to Senegal, Nigeria needed a win to stay in contention but struggled against Sudan's team. *KBC* also aired the Mauritania vs Burkina Faso, where Mauritania earned a 1–0 win over Burkina Faso in their CHAN Group B clash, securing their first victory of the tournament. The win lifted Mauritania to four points while Burkina Faso remained on three points with a game in hand. Interior Cabinet Secretary Kipchumba Murkomen stated that the government was prepared to enforce the CAF regulations during the upcoming matches to ensure the event was managed by security protocols (*Kass TV, August 12*).

President Ruto's promises to gift Affordable Houses to Harambee Stars players sparked legal and ethical concerns. Lawyers Okiya Omtatah and Fanyamambo Kinuthia questioned the legality of the move, citing that the Affordable Housing Board not the President was constitutionally mandated to allocate the housing units (*KTN, August 12*).

Madagascar defeated the Central African Republic

2–0 in their CHAN PAMOJA 2024 Group B match at Benjamin Mkapa National Stadium, securing a crucial victory (*TV47, August 13*).

CHAN Local Organising Committee representative Nicholas Musonye announced that all fans wishing to attend the national football team Harambee Stars' match at Kasarani Stadium on Sunday, August 17 must possess electronic and verified tickets. He stated that access would be limited to 27,000 spectators for Kenya's matches at the venue (*KTN, August 12*).

Interior Cabinet Secretary Kipchumba Murkomen stated that the government was prepared to enforce the CAF regulations during the upcoming matches to ensure the event was managed by security protocols (*Kass TV, August 12*).

CAF fined Kenya KShs 6.45 million (USD 50,000) for safety and security lapses during the CHAN qualifier between Kenya and Morocco. The CAF Disciplinary Board found FKF guilty of breaching multiple safety and security regulations, raising concerns over stadium management and crowd control. Kenya also risked losing the right to host the remaining Harambee Stars fixtures if similar violations occur, as CAF warned that further lapses could force matches to be relocated in response.

CAF also charged the Football Association of Zambia (FAZ) for violating Media Regulations during the Match Day-1 press conference ahead of their game against the DRC, citing the absence of the head coach at the mandatory press briefing

(*NTV, TV47, Kass TV, Citizen TV, Kisii TV, Etaya TV, K24 TV, August 13*).

Kasarani Stadium's capacity was also cut to 27,000, with only digital tickets allowed. Therefore, FKF set up official fan zones to manage crowds and avoid losing future hosting rights amid escalating concerns over crowd control and security including Nairobi, including Uhuru Park, Lucky Summer, Dandora Stadium, Jacaranda, and Kibera DC Grounds (*NTV, Citizen TV, K24 TV, KTN, August 13*). Sports Cabinet Secretary Salim Mvurya called on Kenyans to show discipline in the coming matches to avoid more fines (*NTV, Citizen TV, K24 TV, KTN, August 13*).

FKF President Hussein Mohamed warned fans against entering stadiums without valid digital tickets and ensure safety and prevent overcrowding (*Kass TV, TV47, NTV, August 13*). FKF also boosted security at Kasarani and Nyayo stadiums, limiting crowd sizes and introducing six official fan zones for ticketless supporters to ensure safer, well-managed matches (*NTV, August 13*).

The national football team Harambee Stars won 1-0 against Zambia in the group A clash, securing their place. Kenya will face Madagascar at Kasarani on Friday, August 22, at 5 PM. Ryan Ogam scored for Kenya, which finished top of Group A (*TV47, August 14; Etaya TV, Kisii TV, August 18*).

On August 14, *KBC TV* provided live coverage of the Group A Match between Kenya and DR Congo as Congo secured a vital 2-0 victory over Angola at the Moi International Sports Centre, Kasarani, Nairobi. DRC player Jephthe Kitambala opened the

scoring in the 58<sup>th</sup> minute, as Mokonzi Katumbwe doubled the lead in the 70<sup>th</sup> minute to seal the win.

Uganda will play against South Africa on Monday in a CHAN 2024 Group C clash at Namboole Stadium to determine whether the Uganda Cranes advance to the quarterfinals (*Etaya TV, August 14*).

On August 15, *KBC TV* provided live coverage of the Group C match, Niger Vs South Africa, that ended in a draw (0-0). South Africa dominated possession and thought they had taken control early when a penalty was awarded that was overturned in the VAR review. The result left South Africa on five points, still in contention for a quarter-final spot, while Niger collected their first point of the tournament. With Uganda leading the group and Algeria level on points with South Africa, the final round of matches will decide who advances.

*KBC TV* on August 18 provided live coverage of the Group C match, South Africa Vs Uganda that ended in a thrilling draw (3-3). South Africa seized the momentum in the second half with two goals to take a 3-1 lead, only for Uganda to rally back spectacularly in stoppage time—first through Allan Okello's penalty in the 88th minute and then Rogers Torach converting another spot-kick deep into added time to salvage a share of the spoils.

*TV47* On *August 18* hosted Kibe Mungai, Constitutional Lawyer, Kipruto Arap Kirwa, Former Agriculture Minister, and Samuel Poghisio, Former Senate Majority Leader, hosted and delved on sports, all panellists agreed that there was a need to have a reward scheme in football and other sports

so that players were rewarded based on positions achieved and to institutionalise sports at both the national and county levels.

On August 18, *NTV's* Fixing the Nation morning show hosts Eric Latiff, Janet Mbugua, and Mariam Bishar interviewed President Hussein Mohammed, Football Kenya Federation (FKF) on hosting of the CHAN tournament and the subsequent performance of the national team, Harambee Stars. Mohammed presented football as a unifying force for the country while outlining ambitious plans, including a bid for the 2030 World Cup. He deflected past governance issues by focusing on current achievements and future potential and appealed directly to the private sector for sustained sponsorship, assuring that the federation was now accountable and professionally managed.

Nigeria bowed out of the CHAN PAMOJA 2024 with a 2-0 win over Congo, but their victory was not enough to salvage a campaign marred by earlier defeats. Anas Yusuf and Sikiru Alimi scored for the Super Eagles, who had conceded five goals to nil in their first two matches (*TV47, August 19*).

On August 19, *Citizen TV* aired a feature on Kenya's Harambee Stars performance in Group A of the African Nations Championship. Entering as underdogs, the team remained unbeaten, securing wins against DRC Congo, Morocco, and Angola. Fans showed passionate support at Kasarani Stadium, while coach Benni McCarthy's tactical leadership was praised, especially when the team held on with 10 men against Angola and Morocco to secure crucial points. Financial incentives also boosted player com-

mitment.

Ticket sales for the CHAN quarterfinal clash between Kenya and Madagascar were halted after three hours following a massive demand that crashed the website, leaving fans unable to purchase tickets. In a statement, the ticketing Company MOOKH stated that the sale was stopped owing to bots flooding the site, blocking genuine buyers. The system was designed to place fans in a queue on a first-come, first-served basis, but the bots that were autonomous internet programmes were automated to queue and buy the tickets in bulk. MOOKH said it was working to eliminate the bots. Ticket prices had also increased for regular tickets to KShs 250 from KShs200, while Silver Tickets cost 600 shillings from 500 shillings (*Citizen TV, August 19*).

Sudan and Senegal made it to the CHAN 2024 quarterfinals after they drew at Amaan Stadium. Sudan topped Group D on goal difference, also confirming the elimination of the Nigerian team. Coach Kwesi Appiah's revitalised Sudan, fresh from a stunning 4-0 demolition of Nigeria, came into the game confident and organised (*TV47, KBC TV, August 20*). (*The Match was live on KBC TV, August 19*).

Harambee Stars intensified training ahead of the CHAN quarterfinal clash against Madagascar. Kenya earned the home advantage after topping Group A. Madagascar finished second in Group B after a tight battle with Mauritania proved to be dangerous finishers. There 39-year-old goalkeeper Michel Ramandimbisoa had been a standout performer of the tournament so far scooping three 'Man of the

Match' awards in the group stage and made an impressive 15 saves to keep clean sheets. For Kenya to win the team needed to sharpen their finishing. The winner at the states would get to the semifinals at the Benjamin Mkapa Stadium in Tanzania (*Citizen TV, August 19*).

Harambee Stars' CHAN performance revived calls to safeguard the historic Baba Dogo playgrounds, a key nursery for Kenyan football talent. The team urged President William Ruto to protect the grounds, currently threatened by an ownership dispute. Baba Dogo produced top stars such as captain Michael Olunga, Gor Mahia's Joshua Onyango, and Austine Odhiambo, underscoring its importance to the future of the game (*Citizen TV, August 19*).

Football Kenya Federation (FKF) announced that more fans would be allowed into Kasarani Stadium for the CHAN 2024 quarter-final match between Harambee Stars and Madagascar, after successfully appealing to CAF to revise the stadium capacity from 60 per cent to full capacity. Additionally, the government, through FKF and the local organising committee, expanded the number of official fan groups beyond the 10,000 already accredited (*KBC TV, August 20*).

Sports Cabinet Secretary Salim Mvurya toured the Moi Sports Centre Kasarani and stated that they had added 5 more zones, bringing the total number to 13 they included Uhuru Park CBD, Lucky Summer in Kasarani, Dandora Stadium, Jacaranda Grounds, and Kibera DC grounds (*Etaya TV, August 14; Citizen TV, August 20*).

Harambee Stars player, Alpha Onyango publicly

spoke about efforts the team had been putting ahead of the CHAN quarter final match against Madagascar planned for 22 August at Kasarani Stadium, Nairobi. He thanked Kenyans fans for the support they have shown them ever since day one, urging them to come in large numbers to support them during the match (*Kisii TV, August 20*).

CAF increased the Kasarani Capacity for Harambee Stars versus Madagascar Quarterfinal Clash on Friday to 80 per cent. Sports Cabinet Secretary Salim Mvurya, while welcoming the decision, urged Kenyans to adhere to the safety protocols put in place. He asked Kenyans who had not secured tickets to watch the match from the fan zones located in most major towns (*Citizen, August 21*). Harambee Stars, Head coach Benni McCarthy called on them to keep calm as the country seeks to make it to the semifinals of a major tournament for the first time (*KTN, August 21*).

On August 21, *KTN* presenters Robinson Okenye, Sedrick Musumba, Hassan Juma, and Daniel Kariuki hosted a PAMOJA CHAN tournament analysis, where they outlined expectations for the quarterfinal stage. The panel reviewed the teams that qualified, while also examining the Kenya-Tanzania rivalry and noting that close attention would be paid to how both sides adhered to CAF rules.

Tanzanians and Kenyans intensified their online exchanges over claims that Kenyans bought tickets for the upcoming Tanzania vs. Morocco match scheduled for Friday at the Benjamin Mkapa Stadium. In response, Tanzania's Football Federation

assured locals that tickets were available; while ridiculing Kenyans by suggesting they were motivated by money, unlike Tanzanians who play for national pride (*KTN, August 21*).

Harambee Stars bowed out of the CHAN competition heartbreakingly after losing to Madagascar in post-match penalties. The match ended 1-1 in regulation time and extra time, with Madagascar winning 4-3 in post-match penalties. *Citizen TV* captured mixed reactions as some supporters expressed frustration, blaming the coach for excessive substitutions, while others applauded the team's spirited performance and appreciated the government's support. Despite the exit, Kenyans praised the team's vibrancy and progress (*Citizen TV, KBC TV, NTV, August 22*).

Harambee Stars Coach Benni McCarthy praised his team despite their quarterfinal exit to Madagascar in a penalty shootout. While acknowledging that the team let slip a match they could have won possibly due to pressure McCarthy said he remained proud of their effort and progress in the tournament (*NTV, August 22*).

*KBC* hosted the CHAN trophy at its Broadcasting House headquarters, led by *KBC* Managing Director Agnes Kalekye, accompanied by CHAN Pamoja ambassador Victor Wanyama. The trophy will be awarded to the CHAN 2024 winner during the finals at Moi Sports Complex, Kasarani, on August 30 (*KBC TV, August 25*). (Notably, during the 9:00pm bulletin, the reporter (unidentified by name) incorrectly referred to *KBC* Managing Director Agnes Kalekye as Margaret Kalekye.). On August 27, the

CHAN trophy toured *Standard Group* today with football legends Victor Wanyama and Mrisho Ngasa (*KTN, August 27*).

On August 25, *KBC TV* engaged CHAN Ambassador and former Harambee Stars Captain Victor Wanyama, who described the CHAN competition as an excellent platform for young press in Africa, as he emphasised the significant impact that the large number of fans had in propelling Harambee Stars to the quarter finals. Wanyama praised Harambee Stars' performance, encouraged greater investment in sports, and said representing Kenya has always been an honour. He lauded CHAN 2024's success in organisation and fan turnout, noting it signals Kenya's football revival and bigger expectations for hosting AFCON 2027.

In a mini feature, *KBC TV* described the CHAN trophy as a sleek gold-and-silver design, featuring 54 lines encircling the cup to symbolise unity among Africa's 54 nations, with a map of the continent at its core (*KBC TV, August 25*).

The semifinals were scheduled for August 26, with Madagascar facing Sudan at 5:30pm and Morocco playing Senegal at 8:30pm. The winners will meet in the final on August 30 at Kasarani Stadium (*KBC TV, August 25*).

On August 26, *KBC TV* aired live coverage of the CHAN 2024 semifinals at Mandela National Stadium, Uganda. Madagascar beat Sudan 1–0 in extra time, while Morocco edged Senegal 5–3 on penalties after a 1–1 draw. Morocco advanced to the final against Madagascar, set for August 30 at Kasarani,

while Senegal was scheduled to play Sudan in the third-place playoff on August 29. *KBC TV's* post-match analysis was hosted by Sammy Muraya with Musa Otieno and Francis Mutegi.

Former Nairobi Governor Gideon Mbuvi, filed a petition at the Continental Sports Tribunal in Cairo challenging Kenya's CHAN quarter-final loss to Madagascar. He alleged referee bias, claiming two Kenyan goals were wrongly disallowed, and sought annulment of the penalty shootout, suspension of officials, and either a rematch or victory awarded to Kenya. He also asked that the Madagascar–Sudan semifinal on August 26 be put on hold pending the tribunal's decision (*KBC TV, August 25*).

Harambee Stars and Ulinzi striker Boniface Muchiri was promoted from Senior Private to Corporal in the Kenya Defence Forces (KDF), a recognition of his outstanding performance for the national team during the Chan 2025 tournament (*Weru TV, August 27*).

President William Ruto announced that Harambee Stars players would benefit from the Affordable Housing Programme, with the government subsidising two-bedroom units by paying KShs 1 million for each, while the players will cover the remaining KShs 1 million. He announced at State House, Nairobi, as part of the team's reward following their CHAN 2024 quarter-final exit (*August 28, KBC TV Citizen TV KTN TV, Weru TV, Citizen TV, Ramogi TV*).

On August 28, *KBC TV* presenter Daniel Wahome hosted Luxolo September, CAF Head of TV and Communications, who hailed CHAN 2024 as a historic success, praising the passion, government

investment, and unity it brought to Kenya, Tanzania, and Uganda. He urged leaders to prioritise security, continue supporting CAF, and leverage the tournament to market Kenya as a global sports destination, citing vibrant fan zones in Nairobi and massive celebrations in Tanzania. Luxolo stressed that CHAN 2024 proved East Africans only need to be activated, with football's revival drawing global attention.

On September 1, *KBC TV* presenter Mike Migwi hosted Peter Mutuku Mutua, Head of Service Delivery, Nairobi, and Frank Nyamari, Advocate of the High Court of Kenya, to discuss CHAN 2024. Mutua said Kenya had successfully hosted the tournament, gaining valuable experience in fund management, traffic control, and player and visitor safety. He added that the event restored national pride, fostered teamwork, and motivated Harambee Stars, whose performance reflected renewed determination.

Harambee Stars Coach Benni McCarthy won the Sports Journalists Association of Kenya (SJAK) Coach of the Month award in August for demonstrating exceptional service in the national football team, where he developed new training techniques and led the team to recent wins (*KBC TV, September 2*). (The tone was positive, recognising achievement in sports.)

On September 1, *KBC TV's* Sports Check hosted by Daniel Wahome reviewed Kenya's successful hosting of CHAN 2024 and previewed the upcoming World Cup qualifiers, noting that Harambee Stars will face Gambia on September 5 and Seychelles on September 9, with both matches kicking off at

1600hrs at Kasarani Stadium.



## 10.0 Radio Coverage

Morocco arrived in Kenya ahead of their opening match against Angola at the Nyayo National Stadium (*Ghetto Radio, July 28*).

Sports officials declared that security measures, infrastructure and logistics preparations have been put in place to run a secure and fruitful tournament. It is believed that the championship would improve tourism as well as local trade and the image of Kenya as a regional sports authority (*Radio Jambo, July 29*). Youth Affairs, the Creative Economy, and Sports, Cabinet Secretary Salim Mvurya stated that Kenya was ready to host the 2024 CHAN tournament. He noted that the tournament presents a key opportunity for the country's sports sector, especially as it prepares to co-host the 2027 AFCON. Kenya will kick off their CHAN campaign against DR Congo on August 3 at Kasarani Stadium (*Radio Rahma, July*

30).

Cabinet Secretary Salim Mvurya concluded his final inspection tour ahead of the upcoming African Nations Championship (CHAN) 2024. CS Mvurya expressed confidence in Kenya's preparedness to host the biennial tournament. The CS made a stop at the Jomo Kenyatta International Airport (JKIA), where he assessed arrival protocols and logistics set up for the visiting delegations (*Hot 96, July 31*).

Interior Principal Secretary Dr. Raymond Omollo assured Kenyans and other football fans of their safety during CHAN 2024 tournaments (*Berur FM, August 1*).

Public Service, Human Capital and Special Programs Cabinet Secretary Geoffrey Ruku called on all public servants across the country to wear Harambee Stars jerseys throughout the month of August in a show of

national pride and solidarity with Kenya's football team participating in the 2025 African Nations Championship (CHAN). CS Ruku said the move is meant to demonstrate patriotism and rally collective support for Harambee Stars as they begin their journey in the prestigious continental tournament (*Inooro FM, Radio Nam Lolwe, Radio Jambo, KBC English Service August 4*).

On August 5, *Radio Jambo*, Breakfast Show, *Gidi na Ghost* Asubuhi presenters engaged the audience on CHAN and the Harambee Stars victory. Most caller commended President Ruto's support to the team. However, Gidi commented on the ticketing process stating that despite the tickets being bought online, some officials sold tickets physically. He added that most Kenyans were complaining of lack of adequate tickets, a scenario linked to rumours that government bought all tickets with the fear of one term chants. In defence, Ghost said that tickets were online but were issued physically at the gate and blamed Kenyans for last minute rush. Notably, some callers advocated for physical ticket purchase since some people did not have smart phones.

The government disbursed KShs 42 million to the Harambee Stars following their win against the Democratic Republic of Congo in the 2024 CHAN opener on August 3. President William Ruto fulfilled his promise by awarding KShs 1 million each to all 27 players and 15 technical team members. (*Mama FM, Radio Nam Lolwe, KBC English Service August 5*).

Kenya's performance at the African School Games in Algeria was lauded as the team returned with 11

medals, five gold, one silver, and five bronze. The event, which concluded on August 6, showcased the strength of school-level athletics, and the remaining team members were expected back on August 8 (*Chamgei FM, August 6*).

Nairobi Police urged motorists to avoid Thika Road unless heading to Moi International Sports Complex in Kasarani for the Africa Nations Championship (CHAN) match between Harambee Stars and Angola. The directive aimed to ensure smooth transport for players and officials ahead of the 7:00pm game (*Classic 105, August 7*).

On August 11, *Radio Jambo*, Breakfast Show, *Gidi na Ghost Asubuhi* presenters sought listeners' views on the most trending story of the day, Harambee Stars win against Morocco on August 10 during CHAN games. The presenters congratulated the President for motivating the players, Harambee stars players for the spirited game and the entire support squad. Callers expressed their excitement and believed in Kenyan Harambee Stars players, the coach and their leaders.

President William Ruto pledged to award KShs 2.5 million to Harambee Stars players and the technical bench if they beat Zambia in their final group match scheduled for August 17. The President also congratulated the team for their August 10 victory; he also promised to reward them with a two-bedroom house under the affordable housing project should they win the quarter finals. (*Milele FM, Mama FM August 11; Berur FM, August 12*).

The CHAN organising committee dismissed claims that live ammunition was used during the Kenya versus Morocco match at Kasarani Stadium on August 10, 2025. CHAN Chair Nicholas Musonye also refuted allegations by the Confederation of African Football (CAF) that Kenyan security agents had been lax (*Milele FM, August 12*).

CAF fined Kenya \$50,000 (about KShs 6.5 million) for multiple safety and security breaches during the CHAN Group ‘A’ match between Kenya and Morocco at Kasarani Stadium. The CAF disciplinary board warned that continued fan misconduct could lead to Harambee Stars matches being moved to Uganda or Tanzania. Sports Cabinet Secretary Salim Mvurya urged Kenyans to exercise discipline in upcoming matches to avoid further penalties (*Milele FM, August 13*).

President William Ruto and ODM leader Raila Odinga were among soccer fans at Moi International sports center Kasarani, Nairobi who turned up to watch the match between Harambee Stars and Zambia national team. Harambee stars won the match (*Berur FM, August 18*).

Harambee Stars secured a quarter-final spot at the African Nations Championships after a win over Zambia in their final Group A match. The victory has boosted hopes of progressing further in the tournament as the team prepares for the knockout stages (*Pwani FM, August 18*).

The President of the Kenya Football Federation, Hussein Mohammed, stated that President Ruto had several meetings with Harambee Stars members

which was a great source of inspiration for the team (*Milele FM, August 18*).

On 18 August, *Radio Jambo Gidi* and *Ghost* sought listeners’ views on Harambee Stars win against Zambia on August 17. Gidi noted that Harambee Stars coach Benni McCarthy strategy focused more on the defense. Most callers expressed their excitement and congratulated Harambee stars for being the first in the ‘group of death.’

During the monitoring period, *Radio Citizen “Jukwaa la Michezo”* aired sports news, including Kenya’s Harambee Stars’ stellar performance at the CHAN competitions and results for the English Premier League (EPL) (*Radio Citizen, August 19*).

FIFA confirmed that Harambee Stars would host Gambia at Kasarani Stadium in the 2026 World Cup qualifiers on Friday, September 5<sup>th</sup>, 2025. This will be Kenya’s first World Cup qualifying match in many years, giving fans a rare opportunity to cheer for the Stars live in Nairobi (*Pwani FM, August 19*).

Football Kenya Federation appealed to CAF to revise the stadium capacity from the current 60 per cent to full capacity. The government, through FKF and the Local Organising Committee, has increased the number of official fan zones from the current 10 to 13 (*Pwani FM, August 21*).

Interior Principal Secretary Raymond Omollo and Sports Principal Secretary Elijah Mwangi confirmed Kenya’s readiness to co-host the 2027 Africa Cup of Nations (AFCON) with Uganda and Tanzania, building on infrastructure improvements from hosting CHAN 2024.

They highlighted ongoing partnerships with county governments and international football bodies to meet CAF standards, addressing past infrastructural failures (*Chamgei FM, August 22*).

Kenya's Harambee Stars were eliminated from the African Nations Championship (CHAN) after a 4-3 penalty shootout loss to Madagascar in the quarter-finals at Moi International Sports Centre, Kasarani. Despite a spirited performance, the loss sparked discussions on football development and management in Kenya, with analysts noting progress and experience gained by young players (*Chamgei FM, August 22*).

The Confederation of African Football (CAF) held a referees' training workshop at the Ulinzi Sports Complex in Nairobi as the 2024 (CHAN) tournament entered its penultimate stage. The session brought together accredited journalists covering the month-long tournament, offering them a rare chance to understand the technicalities, processes, and infrastructure behind modern refereeing, particularly the use of Video Assistant Referee (VAR). The initiative came amid heightened debate around officiating decisions in the ongoing tournament, especially after Harambee Stars striker Ryan Ogam's goal was disallowed in their quarter final clash against Madagascar, a decision that sparked widespread debate both online and offline (*Mulembe FM, August 26*).

Madagascar produced a dramatic extra-time winner to beat Sudan 1-0 in Dar es Salaam and book their place in their first ever African Nations Championship (CHAN) final. The Barea, who finished third in

their only previous appearance three years ago, will face Morocco who edged Senegal 5-3 on penalties after the two sides drew 1-1 at the Nelson Mandela National Stadium in Kampala (*Mulembe FM, August 27*).

The government increased fan zones in Nairobi and major towns ahead of the CHAN quarter final match between the national team, Harambee stars and Madagascar at Moi Sports International-Kasarani. Fans expressed their appreciation about the plans as most of them did not have money to buy the tickets. It was also reported that CAF had allowed for an increased capacity of the stadium to 80per cent. The cabinet secretary for sports urged Kenyan fans to continue complying with the rules set so that the country is not fined for security lapses (*Sulwe FM, August 27*).

President William Ruto announced plans to advance Kenya's sports sector during a speech at State House, Nairobi. He established a technical committee to attract private sector investment, nurture young talent, and position Kenya to host international tournaments like CHAN 2024 and AFCON 2027, with a focus on upgrading infrastructure (*Chamgei FM, September 3*).

President William Ruto hosted a breakfast meeting at State House, Nairobi, bringing together the Football Kenya Federation (FKF) and the private sector to deliberate on the future of sports and the role of private sector in elevating sports in the country (*Berur FM, September 3*).



## 11.0 Observations

- Incentives and rewards as motivation Kenya, Uganda and Tanzania presidents promised significant rewards to players. Kenya's President Ruto offered KShs 1 million per win per player, KShs 500,000 per draw, and KShs 600 million for a final win, later adjusted to include affordable housing units. Uganda pledged 1.2 billion Ugandan shillings per win, and Tanzania 1 billion Tanzanian shillings for a tournament win. The media highlighted the promises and linked them to team motivation and performance.
- Coverage spanned TV, radio, print, digital, and social media, provided live broadcasts, updates, commentary, and fan engagement.
- Print media (*The Star, Daily Nation*) focused on match reports, national pride, and logistical issues.
- Social media platforms like Facebook, X, and TikTok saw high engagement (2.2 million TikTok interactions during Kenya vs. DR Congo), with patriotic posts, memes, and rivalries (e.g., *Kenya-Tanzania "friendly fire"*).
- The tone of the coverage was positive, emphasising national unity, team resilience, presidential support, and economic benefits like tourism and job creation. Negative aspects as covered by the media included ticketing fraud, security breaches, CAF fines (totaling KShs 2.5 million initially, rising to KShs 6.45 million), crowd mismanagement, and legal concerns over housing rewards. Neutral reporting covered fines, penalties, and logistical responses without bias.
- Logistical issues included ticket shortages, hoarding by politicians, website crashes from bots, traffic disruptions, and security lapses causing stampedes and unauthorised access.

- Vernacular radio stations provided real-time coverage of the tournament.
- The tournament fostered national unity amid political unrest, boosted football infrastructure (e.g., stadium renovations), and to a larger extent highlighted gender issues in sports.



## 12. Conclusions

- Media played a key role in reinforcing a patriotism spirit in reporting of the CHAN tournament. In some stations like *Citizen TV* and *KBC*, presenters as station décor were spotted with the National Team Harambee stars National colours with headlines in newspapers and lead stories of bulletins cheering the National team. This aligned well with government calls for patriotism, for instance Public Service, Human Capital Development & Special Programmes Cabinet Secretary Geoffrey Ruku’s calls on all public servants across the country to wear Harambee Stars jerseys throughout the month of August in a show of national pride and solidarity with Kenya’s football team participating in the 2025 African Nations Championship (CHAN).
- Social media gave hype to the CHAN tournament euphoria and amplified rivalries between Kenya and other teams (e.g., *coach statements between Kenya and Tanzania*) and unverified claims (e.g., *referee bias petition by Mike Sonko*)
- The media remained professional in their coverage being ethically balanced and accurate even when reporting on hitches including finesse by CAF against Kenya for hostile fan behaviour, and stadium access restrictions: Reporting was generally accurate and fair, using credible sources like CAF officials, government spokespersons (e.g., *Salim Mvurya, Hussein Mobamed*), coaches (e.g., *Benni McCarthy*), and experts (e.g., *Okiya Omtatah*).

- Misinformation was minimal but noted on social media (e.g., *ticket purchase rumors between Kenya-Tanzania fans*).
- Media played a significant role in shaping the sport narrative during the tournament. Comprehensive
- Social media's interactivity boosted engagement but risked misinformation. The focus on incentives linked sports success to governance, potentially politicising the event but also motivating stakeholders.
- CHAN served as a "test run" for AFCON 2027, exposing the need to strengthen infrastructure upgrades and weaknesses in safety protocols for host nations.



### 13.0 Recommendations

- During the coverage of CHAN most panels as constituted were dominated by men. There is need to promote gender-balanced panels and commentators in sports coverage.
- Encourage vernacular and community stations to include real-time analysts and local language broadcasts.
- Media outlets strengthen fact-checking mechanisms, especially on their social platforms,
- The government should develop a standardised, transparent reward framework for national teams, managed by sports federations rather than ad-hoc presidential pledges, to avoid legal disputes. They should link incentives to long-term athlete development, including training facilities and youth programmes.
- The government can incorporate alternative match watching venues, expand fan zones nationwide and integrate them with digital streaming to accommodate more supporters, reducing stadium overcrowding.

# **MEDIA** COUNCIL OF KENYA

Ground Floor, Britam Centre,  
Mara /Ragati Road Junction, Upper hill,  
P.O.BOX 43132 00100 Nairobi, Kenya

**Tel(Office)**

0111019200

**Cell(Office)**

0727735252 | 0702558233 | 0702558234 | 0702558453

**Mombasa:** 0111019220

• **Kisumu:** 0111019230

**Meru:** 0111019250

• **Nakuru:** 0111019240

**Email :** [info@mediacouncil.or.ke](mailto:info@mediacouncil.or.ke)



[www.mediacouncil.or.ke](http://www.mediacouncil.or.ke)

**Media Council of Kenya**



[@MediaCouncilK](https://twitter.com/MediaCouncilK)