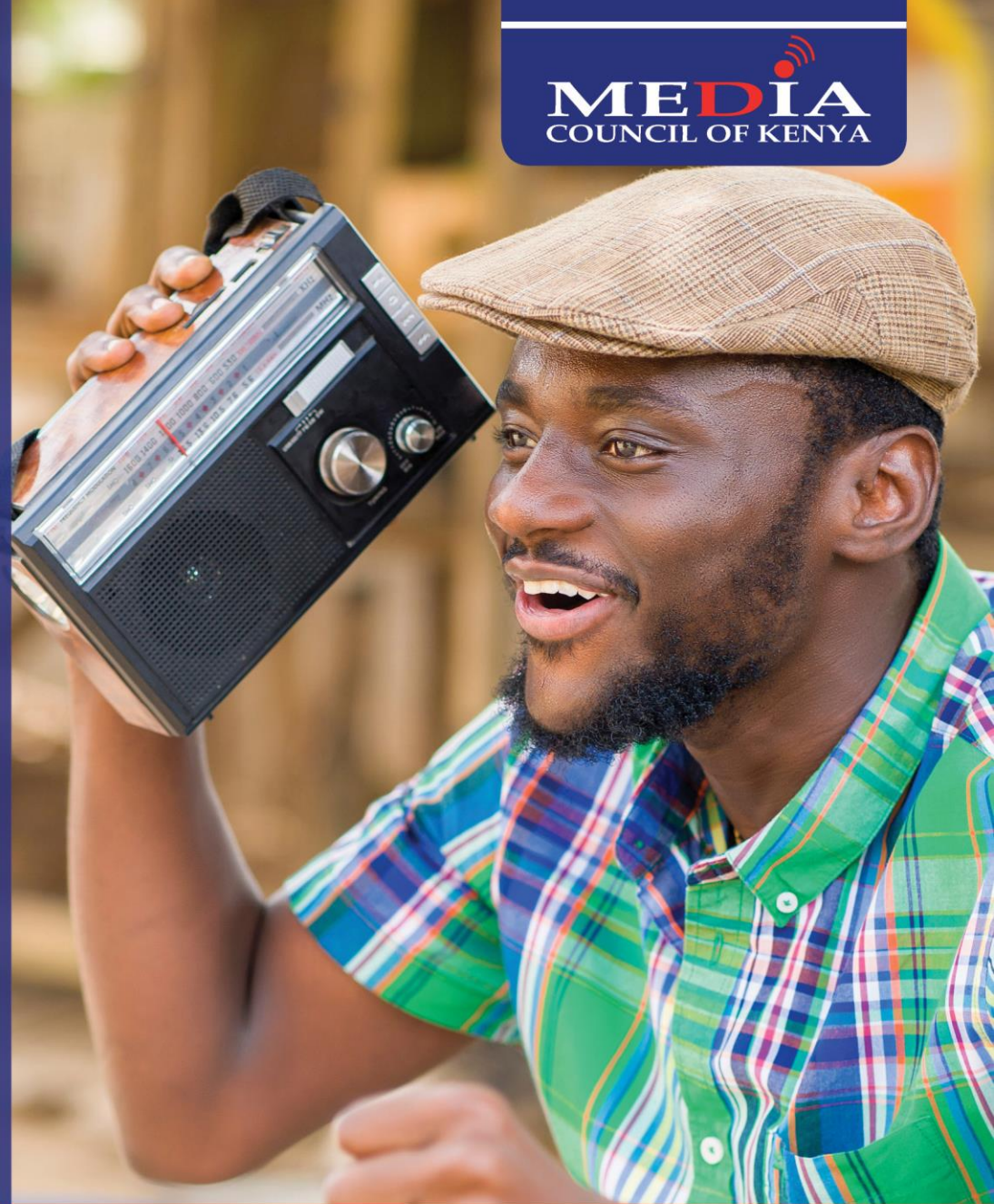


BALANCED OR BIASED?

An Analysis of Media Coverage of the 2022 General Election Campaign

APRIL – EARLY JUNE, 2022

Presented by
MR DAVID OMWOYO
CEO, Media Council of Kenya



ABOUT MEDIA COUNCIL OF KENYA

MCK is an independent national institution established by the Media Council Act 2013 to set media standards and ensure compliance as set out in Article 34(5) of the constitution;

- The Council promotes and protects freedom and independence of the media, and assures protection of the rights and privileges of journalists in the performance of their duties among others.
- The Council often engages stakeholders on issues of freedom of the media, which is guaranteed in the constitution (Article 34).

SYNOPSIS

- According to Kenya's Constitution, the next General Election will be on 9 August 2022. Voters will elect the President, members of the National Assembly and Senate, county governors and members of the 47 county assemblies.
- The run up to the 2022 polls is already radiating a lot of heat, particularly on the PRESIDENTIAL seat.
- With parties and coalitions having been cemented, the top seat remains the most hotly contested, with the stiffest competitions ever witnessed in Kenya's history.
- At the center stage of all these is the electoral management body, IEBC, and most importantly, is the media, considered as the Fourth arm of government, because it has the capability to watchdog. But a lot is expected of it – code of conduct for the practice of journalism.
- This report focuses on how the [mainstream]media has been reporting on 17 candidates, who had expressed strong interest for the seat, and showed up for IEBC clearance and registration.

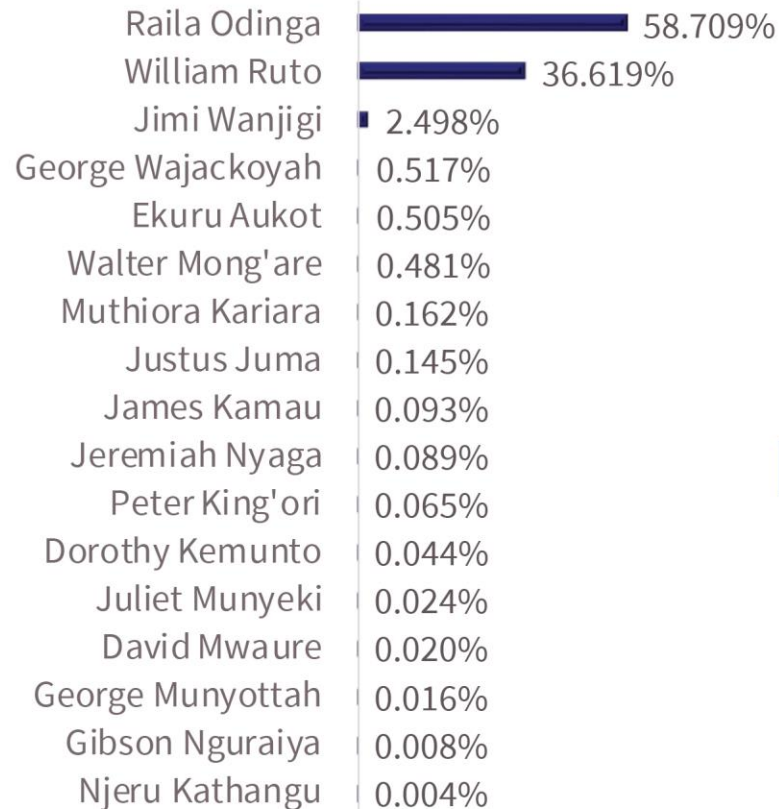
SOME KEY OBSERVATIONS

- Both months were characterised by party primaries, which were majorly done by consensus reducing the possibility for chaos ordinarily witnessed during party nominations.
- The key players during this period were political parties, coalitions, political aspirants, IEBC, ORPP and the Judiciary.
- The reporting by both the mainstream and community radio stations on both national and county/regional politics was skewed favouring regional politics.
- During the party primaries most Radio stations had reporters on ground to give updates of the happenings in time.
- Anguo FM in Taita Taveta only held interviews solely with Governor Granton Samboja. The station never hosted any other gubernatorial candidate, as was the case in the previous months.

SOME KEY OBSERVATIONS

- Ramogi FM that broadcasts in Dholuo focused on politics aligning with presidential aspirant Raila Odinga especially on matters touching the ODM party and Azimio la Umoja. Ene FM, based in Wote town focused on Ukambani Politics by giving more coverage to OKA coalition that touched on Wiper leader Kalonzo Musyoka.
- Kass FM – between March 28 and April 1, 2022. All political guests invited to their studios were from United Democratic Party Alliance (UDA).

CANDIDATE PUBLICITY VOLUMES



24,744
Mentions

CANDIDATE PUBLICITY VOLUMES

The TOP 3 Faces



Raila Odinga, is taking a fifth stab at the top seat, aged 77 years.

This time around, with more vigour and hype, as he enjoys the support of the sitting president Uhuru Kenyatta and his Jubilee Party, and also having nominated Martha Karua as his running mate.



William Ruto is the a force to reckon with in what seems as a two-horse race.

He is still the Deputy president, and enjoys access to government.

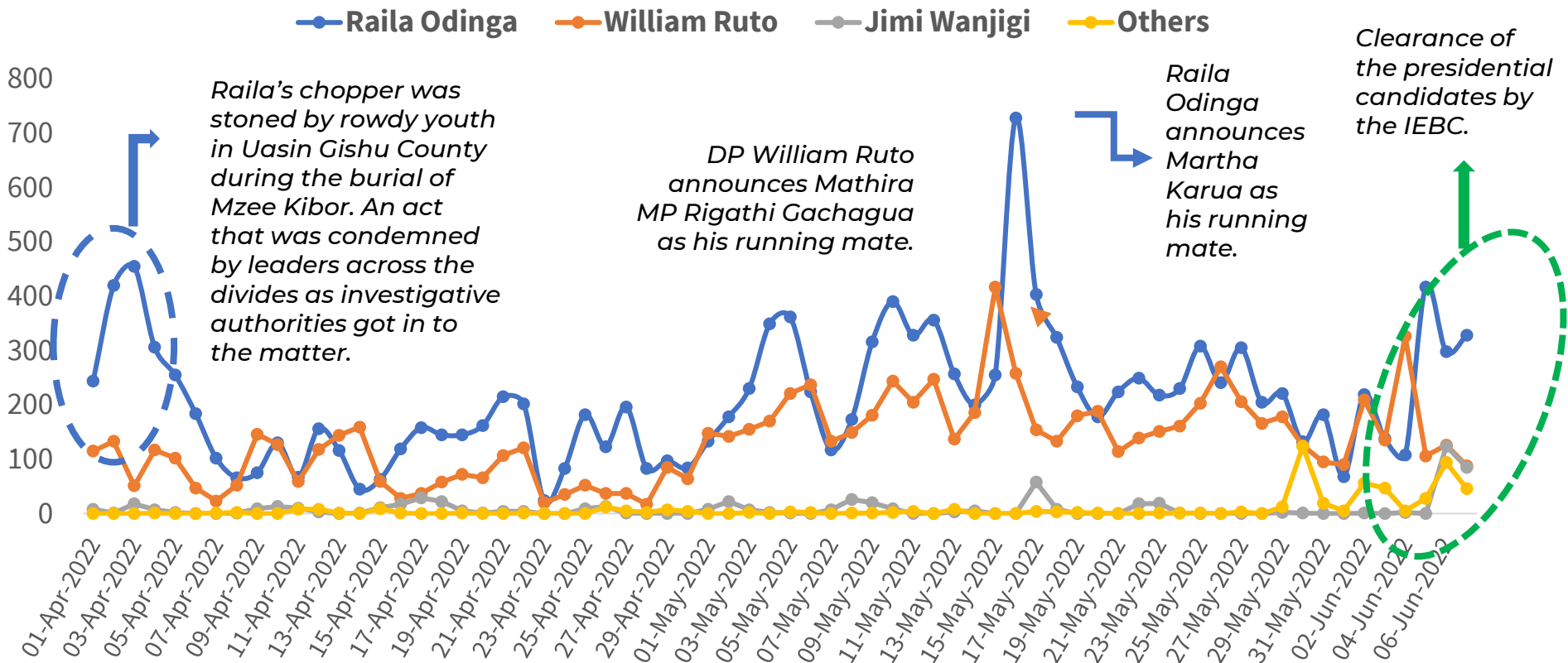
His Bottom-Up economic agenda has given him the identity of an ordinary Kenyan 'hustler', and thus significant popularity.



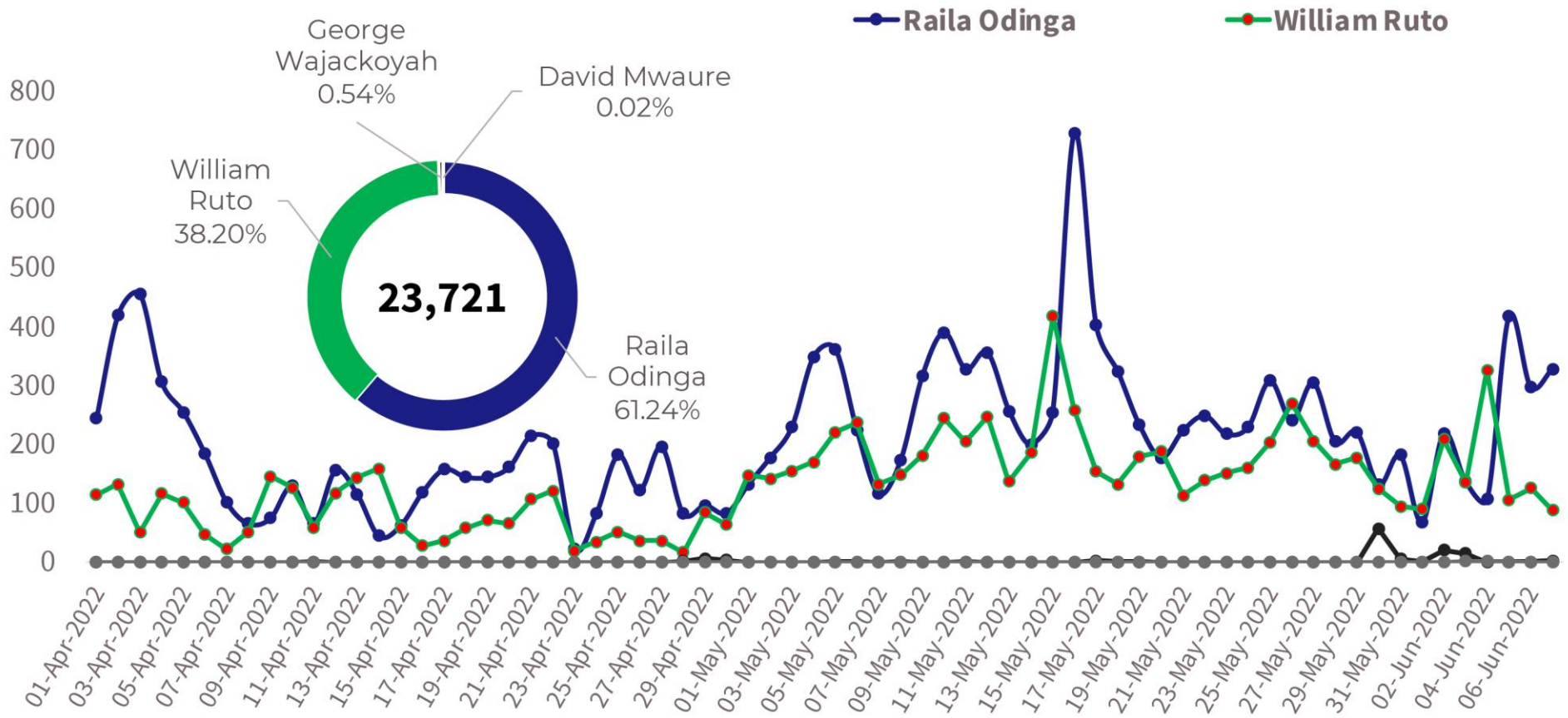
Jimi Wanjigi has been on the 'behind the scenes' of Kenya's politics for sometime now. He has been regarded as the silent Kingmaker who has brokered some of the biggest political deals in the 2013 and 2017 general elections.

It now however remains to be seen what his next move will be, after IEBC declined to clear him for lack of a Bachelor's degree.

PUBLICITY VOLUMES TRENDS



COVERAGE OF THE CLEARED CANDIDATES



RUNNING MATES FOR THE 4 CLEARED CANDIDATES



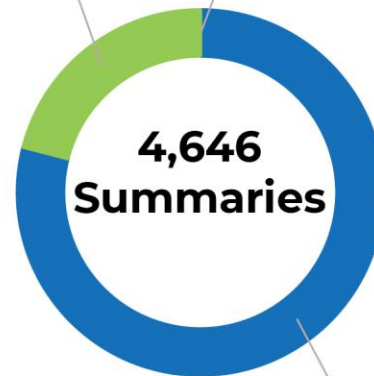
**Rigathi
Gachagua**
20.99%

(William Ruto)



**Justina
Wambui**
0.22%

*(Prof George
Wajackoyah)*



**4,646
Summaries**



**Martha
Karua**
78.80%

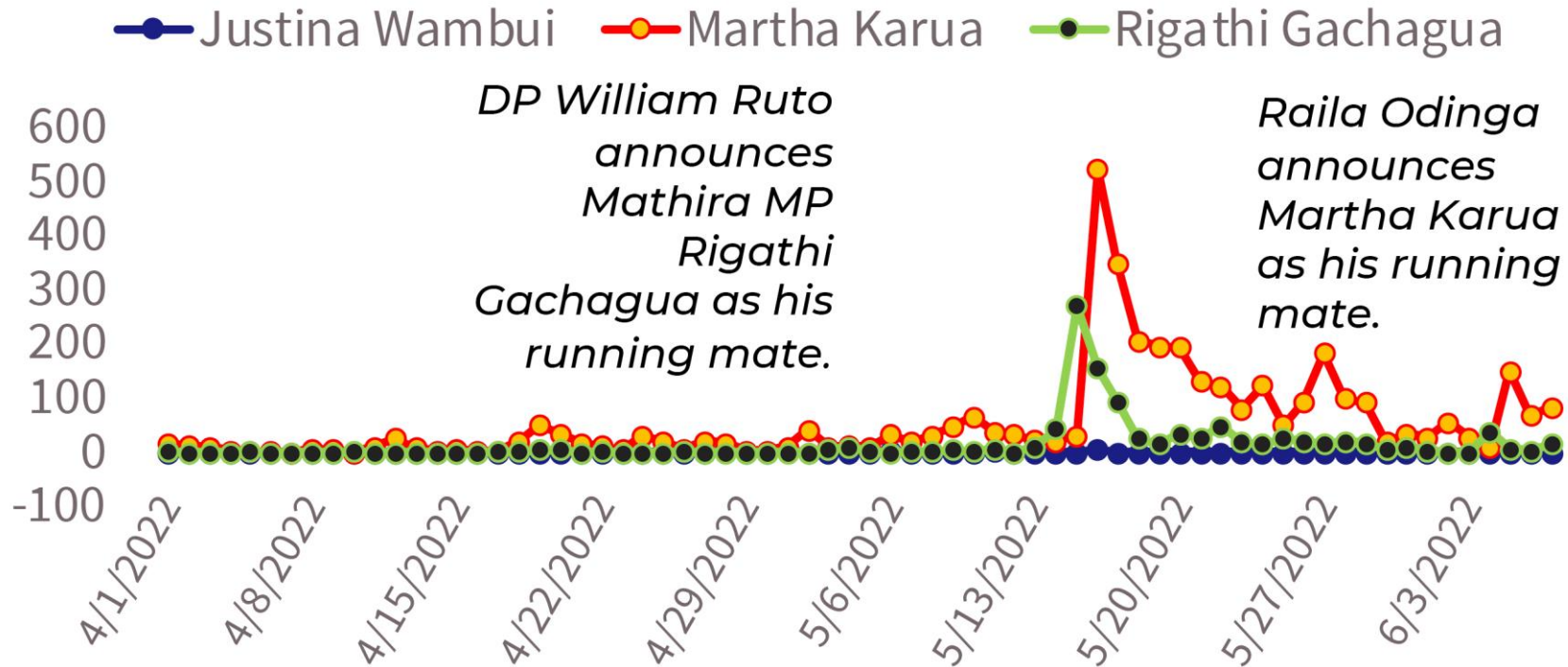
*(Raila
Odinga)*

*Ruth Mutua, the Agano Party
running mate for David
Mwaure, received NO
coverage.*

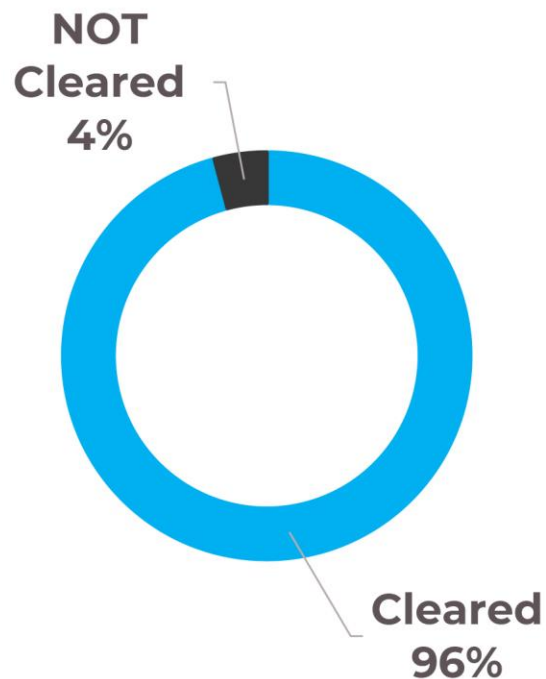
RUNNING MATES FOR THE 4 CLEARED CANDIDATES

Running Mate	Print		Radio		TV	
	Count	Media Space (ColCms)	Count	Media Space (Mins)	Count	Media Space (Mins)
Martha Karua	307	16,708.86	2,154	68	1,200	12,102
Rigathi Gachagua	98	5,711.98	528	19	349	4,682
Justina Wambui	0	0.00	7	0	3	105
Grand Total	405	22,420.84	2,689	87	1,552	16,888

RUNNING MATES FOR THE 4 CLEARED CANDIDATES



CLEARED VS NOT CLEARED CANDIDATES COMPARATIVE

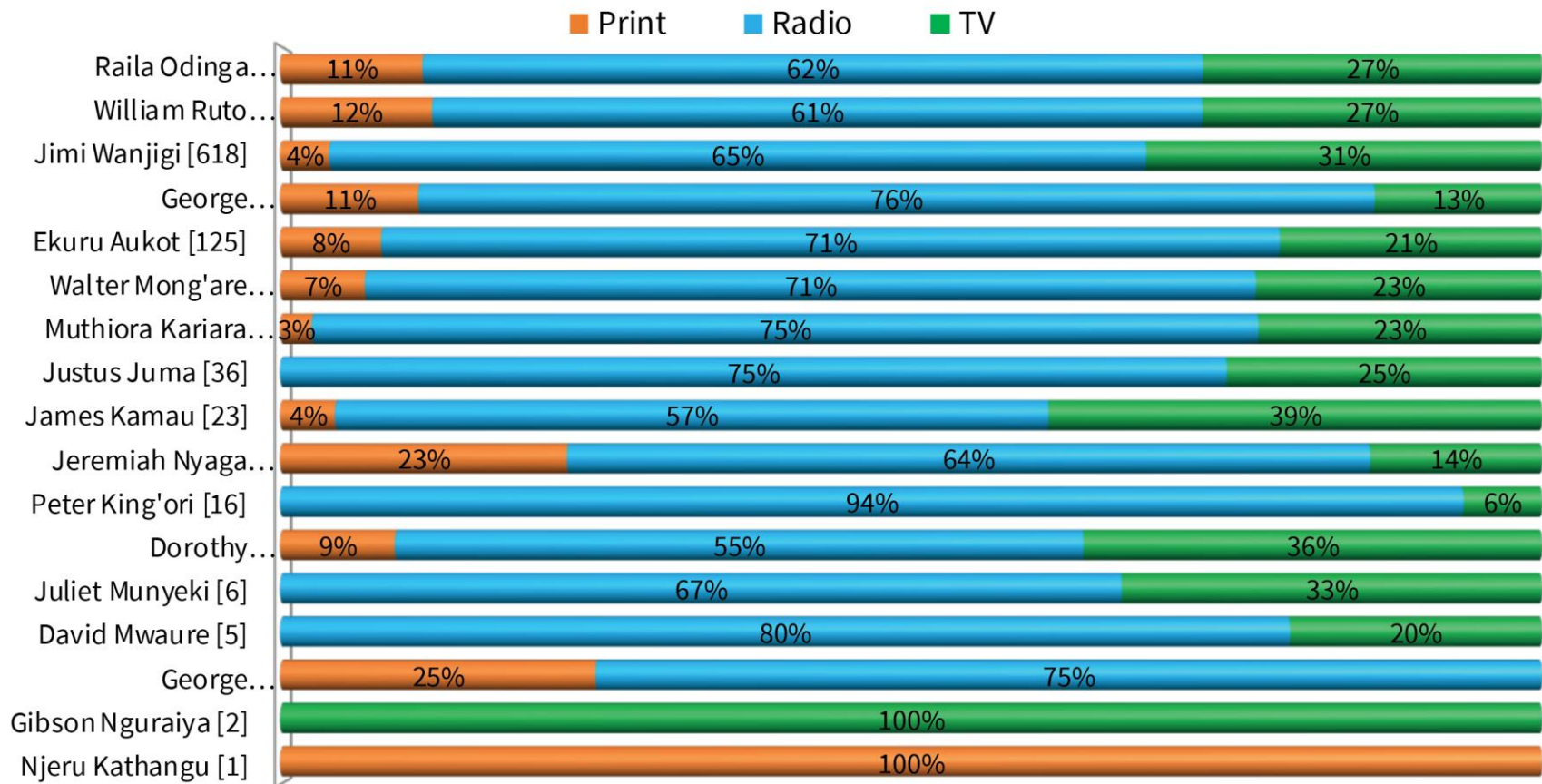


- The 4 candidates who successfully secured clearance for the presidential August polls had an overall 96% mentions, of the total presidential candidates' publicity from April '22 to June 7.
- Apart from Jimi Wanjigi who had been been on the media limelight all along, the rest of the candidates who were not cleared, secured media coverage during the clearance period only.
- The presidential candidates clearance, started on May 29, and ended on June 6, presided by IEBC chair Wafula Chebukati, who is the presidential returning office, at the national tallying center, Bomas of Kenya.

CANDIDATES' PUBLICITY MEDIA SPACE CONSUMPTION

CANDIDATE	Radio	TV	Print
	Share of Voice (Secs)	Share of Voice (Secs)	Share of Ink (ColCms)
Raila Odinga	865,665	2,471,594	102,764.6
William Ruto	549,338	1,224,417	67,760.9
Jimi Wanjigi	29,054	69,273	1,194.3
George Wajackoyah	1,750	19,267	485.0
Ekuru Aukot	6,537	11,348	304.2
Walter Mong'are	5,314	10,953	443.3
Muthiora Kariara	5,837	8,975	18.4
Justus Juma	1,042	5,134	0.0
James Kamau	2,025	2,055	40.1
Jeremiah Nyaga	935	504	372.1
Peter King'ori	714	305	0.0
Dorothy Kemunto	272	516	29.0
Juliet Munyeki	282	366	0.0
David Mwaure	224	283	0.0
George Munyottah	0	150	35.8
Gibson Nguraiya	34	0	0.0
Njeru Kathangu	0	0	17.5
Grand Total	1,469,023	3,825,140	173,465.3

CANDIDATES' PUBLICITY VOLUMES



WILLIAM RUTO CRIES FOUL OF UNFAIR COVERAGE, COMPARED TO RAILA - PRINT

PUBLICATION	Number of Stories		Share of Ink (ColCms)	
	Raila Odinga	William Ruto	Raila Odinga	William Ruto
The Star	360	227	24,214	13,607
Daily Nation	244	201	14,521	12,388
The Standard	267	154	15,435	9,519
The People Daily	237	132	17,076	10,065
Taifa Leo	165	140	7,661	6,226
Sunday Nation	95	58	6,310	4,207
Sunday Standard	78	41	5,647	3,108
Taifa Jumapili	65	50	3,864	2,983
Standard on Saturday	37	38	2,135	2,294
Saturday Nation	49	25	3,341	1,781
The Nairobiian	20	11	1,379	885
Business Daily	12	6	374	120
The East African	10	7	807	538
Asian Weekly	0	1	0	39
Total	1,639	1,091	102,765	67,761

WILLIAM RUTO CRIES FOUL OF UNFAIR COVERAGE, COMPARED TO RAILA - RADIO

STATION	Number of Stories		Share of Voice (Seconds)	
	Raila Odinga	William Ruto	Raila Odinga	William Ruto
Radio Maisha	513	399	51,233	41,200
Citizen Radio	439	282	59,151	38,212
Milele FM	448	271	24,289	12,568
Capital FM	424	262	28,005	17,989
Mbaitu FM	438	221	44,232	27,226
Hot 96	378	237	25,068	17,701
Radio Nam Lolwe	440	162	62,192	20,787
Mulembe FM	370	227	35,602	22,721
Emoo FM	292	304	20,538	25,389
Chamgei FM	315	280	38,454	36,622
Inooro FM	372	207	55,136	27,141
East FM	318	230	9,039	6,779
Ramogi FM	428	120	54,835	14,908
Classic 105	323	223	9,298	6,382
Radio Jambo	307	214	10,055	7,007
Kass FM	239	210	28,015	30,243
Egesa FM	271	174	29,505	18,177
Musyi FM	315	122	36,777	14,072
Kameme FM	261	137	33,303	19,133
Coro FM	239	145	24,348	38,171
Others	1,852	1,104	186,590	106,910
Total	8,982	5,531	865,665	549,338

WILLIAM RUTO CRIES FOUL OF UNFAIR COVERAGE, COMPARED TO RAILA - TV

STATION	Count of Stories		Share of Voice (Seconds)	
	Raila Odinga	William Ruto	Raila Odinga	William Ruto
KTN NEWS	495	336	395,463	279,896
Citizen TV	486	279	486,098	149,657
TV 47	391	254	336,492	101,256
K24	378	229	269,351	154,562
Ramogi TV	419	179	201,860	73,773
Inooro TV	327	192	176,365	119,932
NTV	313	201	108,308	74,760
Lolwe TV	291	177	76,041	49,144
KBC Channel 1	251	174	144,874	62,087
Kameme TV	237	157	182,659	85,349
KTN Home	224	152	53,730	35,445
Kass TV	54	85	25,182	28,048
Ebru Africa	35	18	11,131	9,618
Sign TV	4	6	695	890
Western Nyota TV	1	0	3,345	0
Total	3,906	2,439	2,471,594	1,224,417

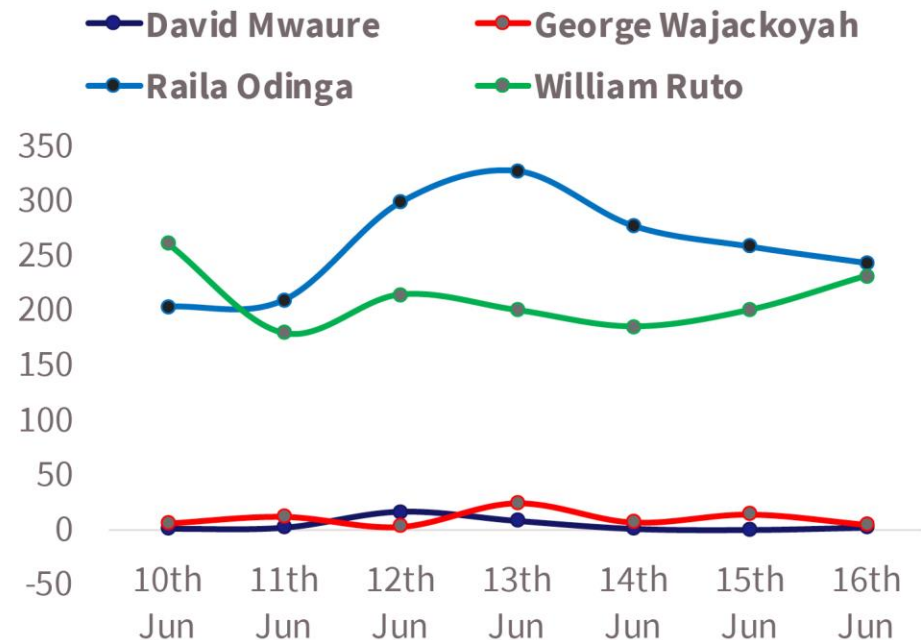
WHAT HAS CHANGED

Snippets into mid June 2022

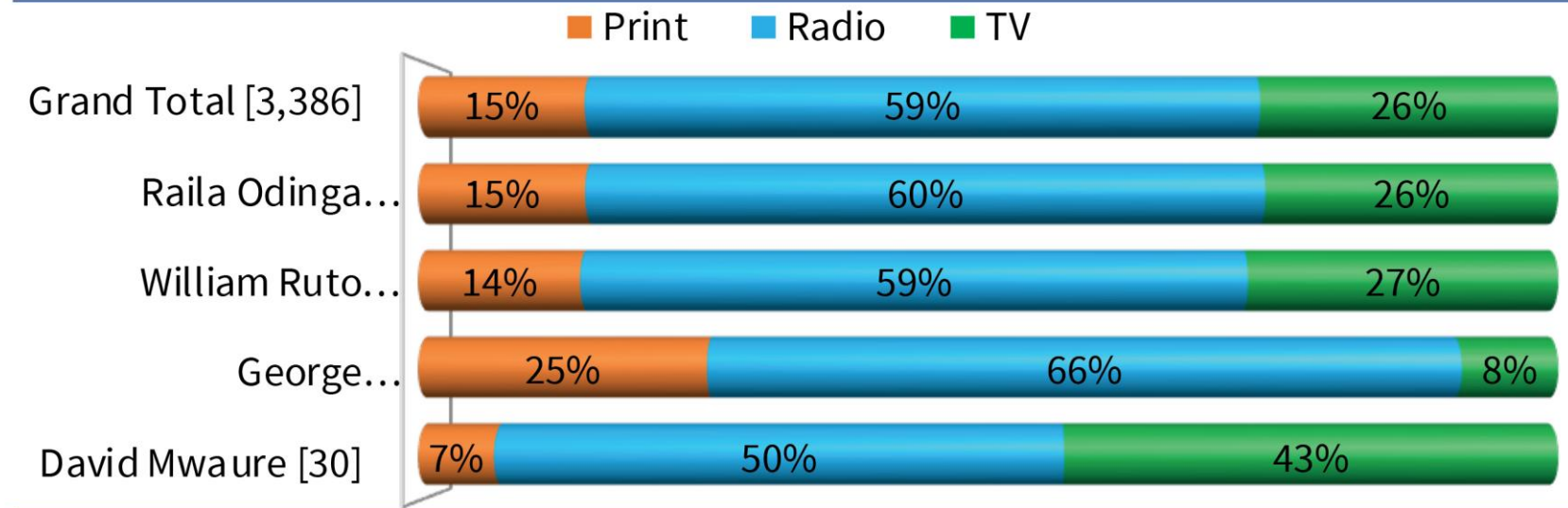
- There is increased coverage of Kenya Kwanza, in some cases overtaking Azimio particularly on the radio platform.

However, overall – Raila still leads in media space consumption.

- Radio remains king in promoting diversity in coverage.
- 95.8% of coverage on presidential candidates during the week featured on the News segment.



PRESIDENTIAL CANDIDATES' PUBLICITY VOLUMES DISTRIBUTION BY MEDIUM



Radio's diversity continued to push dominance of the medium in coverage of political matters, particularly on the 4 cleared presidential candidates ready to face off in the August 9 polls.

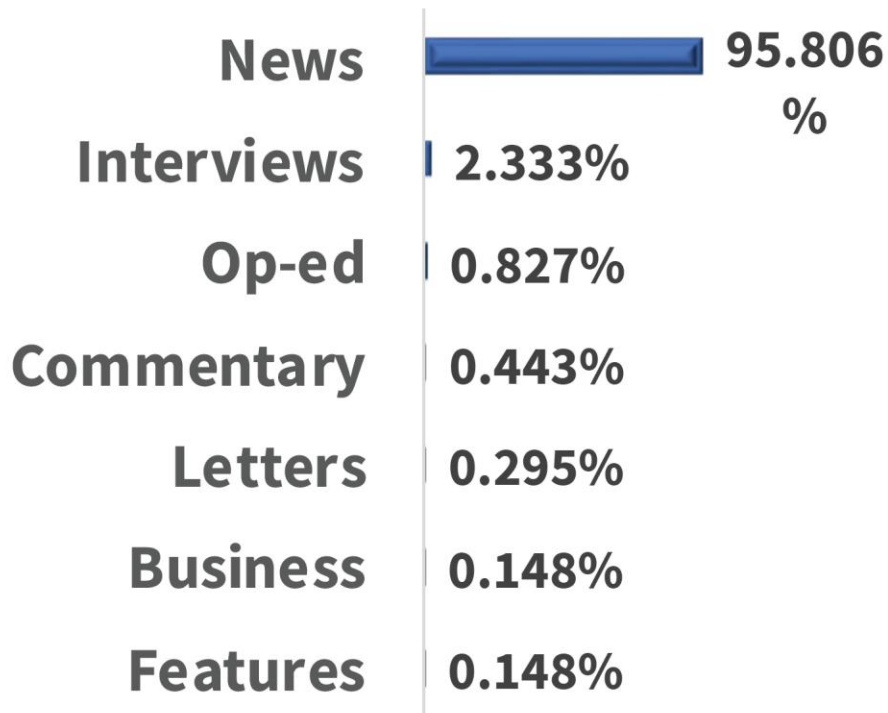
PRESIDENTIAL CANDIDATES' PUBLICITY MEDIA SPACE CONSUMPTION

Candidate	Print (ColCms)	Radio (Secs)	TV (Secs)
Raila Odinga	16,928.13	125,965	249,220
William Ruto	13,711.26	87,601	233,502
George Wajackoyah	534.90	4,896	13,643
David Mwaure	61.70	2,428	1,509
Grand Total	31,235.98	220,890	497,874

- 95.8% of coverage on presidential candidates during the week featured on the News segment.
- Notably, Raila Odinga's publicity consumed the biggest media across all the 3 traditional media platforms.

PRESIDENTIAL CANDIDATES' PUBLICITY MEDIA SPACE CONSUMPTION

Coverage Placement in Volumes



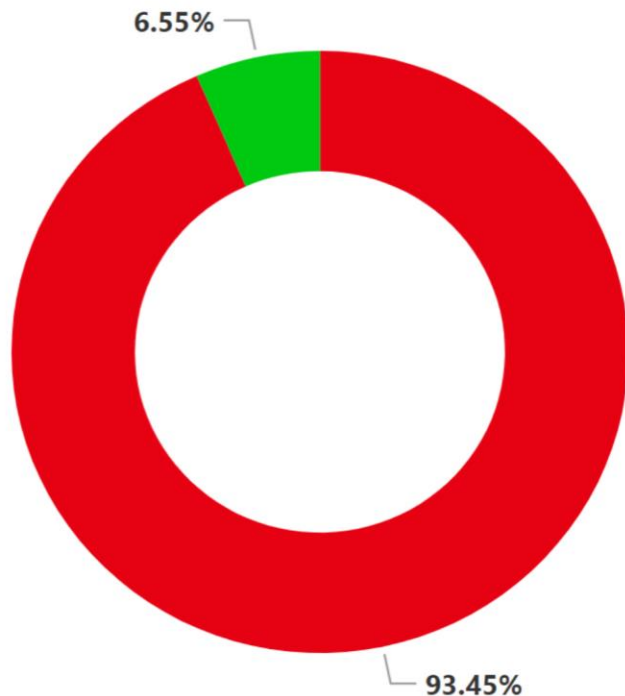
PRESIDENTIAL CANDIDATES' PRINT VOLUMES SUMMARY

Station	Raila Odinga	William Ruto	George Wajackoyah	David Mwaure	Grand Total
The Star	48	42	1	-	91
The Standard	44	37	6	1	88
The People Daily	41	29	3	1	74
Daily Nation	30	26	3	-	59
Taifa Leo	29	24	3	-	56
Sunday Nation	19	18	-	-	37
Sunday Standard	16	8	-	-	24
Standard on Saturday	11	9	1	-	21
Taifa Jumapili	10	9	1	-	20
Saturday Nation	10	4	-	-	14
The Nairobiian	4	2	-	-	6
Business Daily	3	1	-	-	4
The East African	1	-	-	-	1
Total	266	209	18	2	495

PRESIDENTIAL CANDIDATES' TV VOLUMES SUMMARY

Station	Raila Odinga	William Ruto	George Wajackoyah	David Mwaure	Grand Total
Citizen TV	68	50	3	3	124
TV 47	47	49	-	2	98
NTV	47	48	-	1	96
Ramogi TV	56	34	-	2	92
KTN NEWS	50	41	1	-	92
K24	45	37	-	2	84
Inooro TV	31	32	-	1	64
KTN Home	31	26	-	-	57
Kameme TV	24	24	2	-	50
Lolwe TV	30	16	-	-	46
KBC Channel 1	19	25	-	2	46
Kass TV	17	18	-	-	35
Metropol TV	1	-	-	-	1
Total	466	400	6	13	885

BREACH OF THE CODE OF CONDUCT



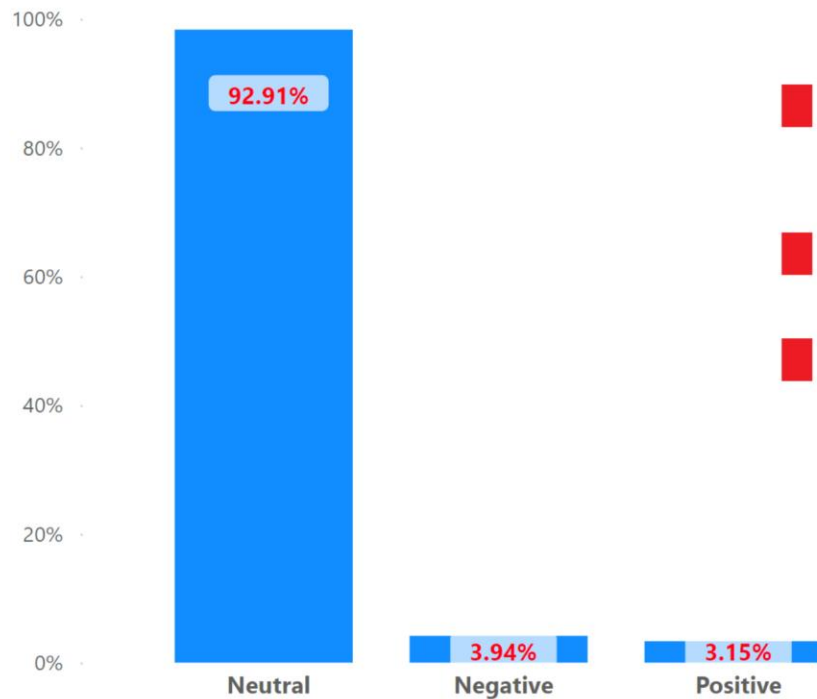
Breach of code of conduct instances? ● No ● Yes

Since April, the number of breaches have gone down tremendously.

2022 better compared to 2017 in terms hate speech, for example.

There are however a few repeat offenders – gambling, witchcraft, accuracy, integrity, gender & balanced coverage.

TONALITY OF THE MAIN POLITICAL STORY



- We also interrogated tonality of the main political story in broadcast media.
- This was majorly neutral for all candidates.
- Candidate Wajackoyah attracted highest negative coverage

KEY NUANCES ON SOCIAL MEDIA

- Poralising narratives –
 - *Rigathi G. having participated in former KANU dictatorship
 - *Martha K. targeted for her gender, martial status and appearance (looks)
- Newspaper headlines were manipulated for social media narratives
- The period recorded a lot of mis/disinformation targeting politicians, and institutions (both government and private)

CONCLUSION

- Incrementally, media is improving in terms balanced coverage.
- Media ownership impacting on framing and coverage.
- We have noticed interest in issue-based report, although at average.
- A challenge to the candidates to package their issue competitively as opposed to the noise being experienced in rallies.
- It is critical that balance be achieved on all news content.
- Social media platforms like Facebook and twitter are mostly used to spread disinformation and misinformation.
- Journalism must embrace fact-checking as a primary value.

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