



**AFRICAN  
MEDIA  
BAROMETER**

The first home-grown analysis  
of the media landscape in Africa

**KENYA 2005**

**Published by:**  
Media Institute of Southern Africa (MISA)  
Friedrich-Ebert-Stiftung (FES)

**Design and Printing**  
0812878502



**ISBN**  
99916-832-0-8

**Acknowledgement:**

The AMB process in Kenya was  
made possible through the  
support of the Media Council of Kenya

## The African Media Barometer (AMB)

The Friedrich-Ebert-Stiftung's Southern African Media Project took the initiative together with the Media Institute for Southern Africa (MISA) to start the African Media Barometer in April 2005, a self assessment exercise done by Africans themselves according to home-grown criteria. The project is the first in-depth and comprehensive description and measurement system for national media environments on the African continent. The benchmarks are to a large extent taken from the African Commission for Human and Peoples' Rights (ACHPR)<sup>1</sup> "Declaration of Principles on Freedom of Expression in Africa", adopted in 2002. This declaration was largely inspired by the groundbreaking conferences in Windhoek/Namibia on the "Independence of the Media" (1992) and the "African Charter on Broadcasting" (2001). By the end of 2006, 19 sub-Saharan countries will be covered by the AMB. In 2007 those countries which started the exercise in 2005 will be revisited.

**Methodology:** A panel of experts is formed in each country, including representatives of media and civil society at large in equal numbers. They are serving as panel members in their personal capacities, not as representatives of their respective organisations. The panel should consist of not more than ten members. They will meet bi-annually for two days retreats to go in a self-assessment process through the indicators in a qualitative discussion and determine (quantitative) scores for each indicator. The meetings will be chaired by an FES consultant to ensure comparable results. The resulting reports are made public.

<sup>1</sup> The ACHPR is the authoritative organ of the African Union (AU) mandated to interpret the African Charter on Human and Peoples' Rights

**Scoring system:** Panel members are asked to allocate their individual scores to the respective indicators after the qualitative discussion in an anonymous vote according to the following scale:

- 1 Country does not meet indicator.
- 2 Country minimally meets aspects of the indicator.
- 3 Country meets many aspects of indicator but progress may be too recent to judge.
- 4 Country meets most aspects of indicator.
- 5 Country meets all aspects of the indicator and has been doing so over time.

Scores for each sector are determined as follows: Members of the panel will, after a qualitative group discussion, attach their individual point-score (1 - 5) to each sub-indicator of a sector. The sum of all individual scores will be divided by the number of panel members. The result will then be considered the final score for the sub-indicator.

This qualitative report, including the scores, serves the purpose of measuring over time (based on bi-annual repetitions of the panel meetings) the progress or otherwise of developments in the media landscape.

Peter Schellschmidt  
Head of Media Project for Southern Africa  
Friedrich-Ebert-Stiftung  
Windhoek / Namibia

Hendrik Bussiek  
AMB Facilitator  
Cape Town / South Africa

## AFRICAN MEDIA BAROMETER KENYA

---

**SECTOR 1:** Freedom of expression, including freedom of the media, are effectively protected and promoted.

---

1.1. *Freedom of expression, including freedom of the media, is guaranteed in the constitution and protected by other pieces of legislation.*

---

### ANALYSIS:

Section 79 (1) of the Constitution of Kenya states:

“Except with own consent, no person shall be hindered in the enjoyment of his freedom of expression, that is to say freedom to hold opinions without interference, freedom to receive ideas and information without interference and freedom from interference with his correspondence.”

The constitution is silent on the press or media as an institution in this regard, and the guarantee of freedom of expression is conditional. The constitution allows for laws to be passed that restrict this freedom in the interests of defense, public safety, public order, public morality or public health. There is no indication on how ‘public’ morality, for example, is to be defined.

The constitution may have guarantees for freedom of expression but the reality on the ground is different. There are various acts in place that affect the media adversely. These include the Official Secrets Act, the Law of Sedition which defines seditious acts as the intention to, among others, “bring into hatred or contempt or to excite disaffection amongst the inhabitants of Kenya”, and the Defamation Act, Section 77 of the Penal Code which prohibits acts exciting disaffection against any public officer. The Penal Code further provides for prohibition of publications by the “Minister”

## Kenya

without clearly stating the grounds and procedures for a ban.

Recent developments in the context of political reforms have hardly ameliorated the situation. The Books and Newspaper Act (chapter III) was revised in the run-up the 2002 general elections. The new Act introduced harsher conditions for the registration of newspapers, which include raising the security bond to be deposited from 10.000 to an amount of 1 million shillings with a bank guarantee, stipulating elaborate security and administrative processing and the bonding of vendors.

### SCORES:

Individual scores: 2,2,2,2,2,2,2,2,1,2,1

Average score: 1.8

---

1.2. *The right to freedom of expression is practised and citizens, including journalists, are asserting their rights without fear.*

---

### ANALYSIS:

Political developments since 1992, when the first multi-party elections were held, have enhanced the space for expression despite the fact that these years had their “dangerous days”. Alternative media were launched, cartoons and political caricature flourished and people voiced their opinions through protests and demonstrations. The media have also been candid in their exposure of atrocities and corruption.

But even under the new government, in office since 2003, freedom of expression is still limited by official action and legal provisions. Libel cases against media houses are on the rise, with figures going into the hundreds and causing editors to ask themselves whether it

is really worth publishing certain stories. The effect is that the level and quality of investigative journalism has declined.

When the new government came into power there was hope that it would be media-friendly because many ministers had their roots in the NGO sector. “We thought we now have a government of our own.” This turned out to be a false hope. “All of a sudden they do not share our ideals any more.” People are being arrested when they demonstrate against certain clauses in a draft constitution that is under debate. Placards demanding freedom of expression are used as exhibits in court.

The situation is worsened, it was alleged, by the fact that there are too many common interests between media owners and the government. Now that certain media houses are able to do business with the state that was not possible before, they put their business interests above their responsibilities to the public. As a result they do not create the open space citizens would like to have in the media. To the contrary, their foremost focus was said to be to pursue the “agenda of a very restricted group and therefore give no access for other groups”. This means that civil society is left with less opportunities for expression, and those who can afford it have to buy space in the newspapers or air time. Media houses have a tradition of seeking to be “politically correct” with existing regimes and changing political re-alignments.

Despite this sad state of affairs citizens themselves are still taking the initiative - they go into the streets and express their dissatisfaction whenever such action is needed. Under the new government demonstrators are still “clobbered”, “but at least we can go back home”. While the mainstream media concentrated in the Standard Group, Nation Group and Royal Media Group “serve the ruling class”, ordinary citizens express their views uncensored in phone-in programmes on private FM stations that give people a voice and provide space for debate.

# Kenya

## SCORES:

Individual scores: 4,3,3,3,3,3,1,2,4,4,3

Average score: 3.0

---

1.3 *There are no laws restricting freedom of expression such as excessive official secret or libel acts, or laws that unreasonably interfere with responsibilities of media.*

---

## ANALYSIS:

There has been an alarming rise in libel and defamation suits in recent years, with more than 10 cases being brought every day. In many instances lawyers take the initiative by advising clients that they “can get money out” of a certain media house. The respective laws are a legacy from the colonial era and put the onus of proof on the respondents, the media. There are no limitations on penalties, with the result that lawyers can demand very high damages based on precedents - between 20 and 30 million shillings. When media houses in turn seek legal remedy, such civil suits take years (up to ten) to be finalised as there is no time limit provided for in the law. The extremely high legal costs incurred in the process often threaten the accused media houses with bankruptcy (“one case could be enough for a small paper”). For this reason, media houses prefer to settle out of court, in keeping with the motto that a bad settlement is better than a good judgment. The bigger media houses have only recently started to engage permanent legal advice to avoid such claims in the first place, but not many lawyers are versed in libel issues.

All this has resulted in a dangerous decline in reporting on corruption, for example, meaning that such cases go unreported and unpunished. The threat of being sued also affects booksellers and librarians who seek legal advice before handling some publications, thereby inhibiting intellectual freedom and access to information.

It was suggested that media houses should pursue promising cases up to a sympathetic judgment in order to set a positive precedent which is missing so far. Such a precedent could influence future cases in favour of media houses.

#### SCORES:

Individual scores: 1,2,2,1,1,2,2,1,1,1,1

Average score: 1.4

---

1.4 *Entry into and practise of the journalistic professions is legally unrestricted.*

---

#### ANALYSIS:

There are no legal restrictions on journalists practising their profession. To provide access to government functions, the Ministry of Information issues press cards for freelancers and photo journalists against a fee of 500 shillings per year.

#### SCORES:

Individual scores: 5,5,5,5,5,5,5,5,5,5,5

Average score: 5.0

---

1.5 *Protection of confidential sources of information is guaranteed by law.*

---

Currently, there is no law in place to guarantee protection of sources.

# Kenya

## SCORES:

Individual scores: 1,1,1,1,1,1,1,1,1,1,1

Average score: 1.0

---

1.6 *Public information is easily accessible, guaranteed by law, to all citizens, including journalists.*

---

## ANALYSIS:

There is no law to guarantee access to public information. Public information officers in the various ministries provide only “sanitised information”, mostly “propaganda”, and not the information journalists or ordinary citizens really need. The only fax machines in government departments are said to be in the offices of Permanent Secretaries to avoid any leaks.

## SCORES:

Individual scores: 1,2,1,1,1,1,1,1,3,2,2

Average score: 1.5

---

1.7 *Civil society in general and media lobby groups actively advance the cause of media freedom.*

---

## ANALYSIS:

Civil society groups perceive the media as very important tools for change. They organise quite a number of activities in regard to media and see media and advocacy as cross-cutting issues.

On the other hand, media owners act as a “restrictive club”. If lobby groups want to promote certain reforms they first need to convince media owners before they can think of lobbying government.

Over the years a number of civil society organisations have emerged that advance media interests, for example the African Council for Communication Education (ACCE), the International Commission of Jurists - Kenya Chapter (ICJ-K), COMNET, Econews, the Association of Media Women in Kenya, the Kenya Union of Journalists and the Media Development Association.

### SCORES:

|                             |                       |
|-----------------------------|-----------------------|
| Individual scores:          | 5,5,4,5,5,5,4,3,4,3,5 |
| Average score:              | 4.4                   |
| Overall score for sector 1: | 2.6                   |

**SECTOR 2: The media landscape is characterised by diversity, independence and sustainability**

*2.1 A wide range of sources of information (print, broadcasting, and internet) is available and affordable to citizens.*

**ANALYSIS:**

Dailies cost between 35 and 40 shillings (about 50 US cents) while the average income is about 16.000 shillings. Readership is also limited by the literacy level, which stands at 76%. But there is usually at least one person in a household who is able to read. The circulation of leading newspapers is estimated (no ABC auditing) at 235,000 copies (Nation 160.000, The Standard 75.000), with between 15 and 20 readers per copy. These figures translate into some 4 million readers of dailies in Kenya (total population including children 30 million).

6.5 million households out of a total of 7 million own a radio set, and 2.7 million a television set.

Internet is not widely accessible with an estimated total of 400.000 users, especially young people (“a drop in the ocean”). Internet is not available in rural areas due to a lack of electricity.

There are some 5 million mobile phones in the country with SMSs making a turnover of 2 million shillings per day.

**SCORES:**

Individual scores: 4,3,3,3,3,3,2,4,2,4,3

Average score: 3.0

---

## 2.2 *Citizens' access to domestic and international media sources is not restricted by state authorities.*

---

### ANALYSIS:

There are no restrictions.

### SCORES:

Individual scores: 5,5,5,5,5,5,5,5,4,5,4

Average score: 4.8

---

## 2.3 *Efforts are undertaken to increase the scope of circulation of the print media, particularly to rural communities.*

---

### ANALYSIS:

The two major dailies have regional editions with different deadlines and often different headlines - Mombasa, Western/Mount Kenya and Nairobi editions.

The Kiswahili newspaper Taifa, targeting rural areas and with a circulation of 20.000 (8 readers per copy), is trying to expand but many people prefer to read English language newspapers. This makes it hard for Taifa to attract advertising.

Earlier efforts by UNESCO and the government to set up rural papers did not succeed.

### SCORES:

Individual scores: 5,4,4,4,4,4,4,4,4,4,3

Average score: 4.0

---

---

---

---

## SCORES:

Individual scores: 1,1,1,1,2,1,1,1,1,1

Average score: 1.1

---

2.6 *The editorial independence of print media published by a public authority is protected adequately against undue political interference.*

---

There is no print media published by a public authority in Kenya. Therefore this indicator does not apply.

---

2.7 *Local and regional independent news agencies gather and distribute information for all media.*

---

## ANALYSIS:

The Kenya News Agency (KNA) is government controlled. There are no independent news agencies that gather and disseminate news as their core commercial business. There are, however, quite a number of non-commercial agencies such as the Inter Press Service (IPS), Africa.com and PANOS. Their offerings seem to be regarded as fairly adequate and newspapers regularly use stories from these agencies.

## SCORES:

Individual scores: 5,3,5,3,3,5,4,5,5,3

Average score: 4.2

---

## 2.8 *Media diversity is promoted through adequate competition regulation/legislation.*

---

### ANALYSIS:

There is a quasi-oligopoly of the Nation Group and Standard Group in the print media sector, with cross-ownership into broadcasting (Nation owns a TV and radio station, Standard a TV station). Increasing competition arises from the Royal Media Group that owns Citizen Radio and Citizen TV. The group seems to be enjoying special treatment by government when it comes to the issuing of frequencies because it “has taken over the role of the (state-owned) Kenya Broadcasting Corporation” in disseminating government-friendly programmes.

Alternative media are small and vulnerable and perceived as “gutter press”. They did have a market initially but now have a credibility problem.

A government ICT policy attempting to tackle cross-ownership is still on the drawing board.

### SCORES:

Individual scores: 1,1,1,1,2,2,1,1,1,2,3

Average score: 1.5

---

## 2.9 *Government promotes a political and economic environment which allows a diverse media landscape.*

---

### ANALYSIS:

The political environment seems favourable and is enhanced by recent moves towards increasing democratic space.

On the economic front liberalisation of the foreign exchange regime now makes it possible to import foreign currency needed for equipment and other technical requirements. Newsprint and ink remain expensive as a result of a 16 % VAT. Government holds a 40 % stake in the only local paper manufacturer, Pan Paper Company, and therefore has a direct interest in setting (high) prices. There is no VAT on copy prices but a 16 % charge on advertisements.

Legally, broadcasting licensing is discriminatory as applicants have to be “politically correct” before they are allowed to go on-air.

Generally, communication infrastructures including postal services, roads, telephone, informatics, power supply, are poor and thus inhibit the operation of media in all sectors.

#### SCORES:

Individual scores: 2,4,3,3,3,2,3,2,4,3,3

Average score: 2.9

---

#### 2.10 *Private media outlets operate as efficient and professional businesses.*

---

#### ANALYSIS:

The major media houses make good money and run their businesses efficiently and professionally. The same goes for most FM stations and the bigger TV operations.

#### SCORES:

Individual scores: 4,5,5,5,5,5,5,5,4,4,4

Average score: 4.6

---

## 2.11 *State print media are not subsidised with tax payers' money*

---

There are no state print media in Kenya, so this indicator does not apply.

---

## 2.12 *Government does not use its power over the placement of advertisement as a means to interfere with media content.*

---

### ANALYSIS:

Government seems to be placing advertisements selectively. For example, the weekly The Leader, published by Royal Media that is sympathetic to government, is full of government ads while the Standard does not get any business from certain government departments.

Government's indirect influence, however, is more serious. Going on past experience, some potential advertisers seem to be afraid of being seen to do business with certain media that are perceived as critical of government. Examples cited were the now defunct Weekly Review in 1979 and the Kenya Times in 1981 when advertisements were withdrawn after the papers took an increasingly bold stance on public issues. To many advertisers and media houses alike this seems to have been a lesson still far from forgotten.

### SCORES:

Individual scores: 1,1,1,1,1,1,4,4,1,2,2

Average score: 1.7

---

**2.13** *The advertising market is large enough to maintain a diversity of media outlets.*

---

**ANALYSIS:**

The market seems to be large enough. In fact, the average editorial content in the mainstream media 40% while advertisements take up 60% of space. As a general rule, break-even point is to be achieved at a considerably lower ratio of 38 % for adverts.

**SCORES:**

Individual scores: 5,3,4,5,5,5,5,5,5,4

Average score: 4.6

**Overall score for sector 2: 3.0**

### ANALYSIS:

As described under indicator 2.4, the Ministry of Information and Communication is issuing permits for broadcasting and the Kenya Communications Commission, appointed by the minister, allocates frequencies. There is no independent regulatory body.

SCORES:

Individual scores: 1,1,1,1,1,1,1,1,1,1,1,1

Average score: 1.0

3.2 *The appointments procedure for members of the regulatory body is open and transparent and involves civil society.*

### ANALYSIS:

A provision in the KCC Act says that 4 members of the board be appointed from civil society. The appointments are made by the minister and experience shows that the people chosen are well connected to top politicians. Civil society at large is not entitled to propose or nominate candidates.

## SCORES:

Individual scores: 1,1,1,1,1,1,1,1,1,1,2

Average score: 1.1

---

3.3 *The body regulates broadcasting in the public interest and ensures fairness and a diversity of views representing society at large.*

---

## ANALYSIS:

There is no regulatory process aiming to arrive at a diverse broadcasting landscape, but in effect there appears to be some diversity in regard to religion, language and political stance. Going by the numbers (21 radio and 9 TV stations) there is a plurality of broadcasting media. However, they are not diverse in their programming. For example, most FM stations offer mainly music, more or less the same formats, and little information and news.

Two years ago, the minister of information tried to impose a 60 % local content quota on the broadcasting industry but this move failed because it had no legal basis.

## SCORES:

Individual scores: 3,1,2,1,2,1,3,1,1,3,1

Average score: 1.7

- 3.4 *The body's decisions on licensing in particular are informed by a broadcasting policy developed in a transparent and inclusive manner.*
- 

### ANALYSIS:

As outlined earlier, there is no independent regulatory body. A discussion paper on a broadcasting policy commissioned by the then Minister of Tourism and Information in early 2004 never saw the light of day as an official document.

### SCORES:

Individual scores: 1,1,1,1,1,1,1,1,1,1

Average score: 1.0

---

- 3.5 *The public broadcaster is accountable to the public through a board representative of society at large and selected in an independent, open and transparent manner.*
- 

### ANALYSIS:

The board of the Kenya Broadcasting Corporation (KBC) is appointed by the minister in charge of information. Members are said to be people politically acceptable to government.

### SCORES:

Individual scores: 1,1,1,1,1,1,1,1,1,1

Average score: 1.0

- 
- 3.6 *Persons who have vested interests of a political or commercial nature are excluded from possible membership in the board, i.e. office bearers with the state and political parties as well as those with a financial interest in the broadcasting industry.*
- 

#### ANALYSIS:

KBC's board members are representatives of specific political interests, for example permanent secretaries from various ministries. KBC is a state broadcaster pretending to be a public broadcaster.

#### SCORES:

Individual scores: 1,1,1,1,1,1,1,1,1,1

Average score: 1.0

---

- 3.7 *The editorial independence of the public broadcaster from commercial pressure and political influence is guaranteed by law and practised.*
- 

#### ANALYSIS:

The KBC Act does not provide for editorial independence.

#### SCORES:

Individual scores: 1,1,1,1,1,1,1,1,1,1

Average score: 1.0

3.8 *The public broadcaster is adequately funded in a manner that protects it from arbitrary interference with its budget.*

---

### ANALYSIS:

Advertising is KBC'S main source of revenue. It also receives some government subsidies, especially for salaries. Government wants the corporation to be commercially viable but it is currently heavily indebted (to the tune of estimated 1.2 billion shillings) to some of its creditors, e.g. the power company.

### SCORES:

Individual scores: 1,1,1,1,1,1,3,1,1,1,2

Average score: 1.3

---

3.9 *The public broadcaster is technically accessible in the entire country.*

---

### ANALYSIS:

98 % of households can receive KBC's television and radio signals.

### SCORES:

Individual scores: 5,5,5,5,5,5,5,5,5,5,5

Average score: 5.0

---

### 3.10 *The public broadcaster offers diverse programming for all interests.*

---

#### ANALYSIS:

KBC offers diverse programmes including news, entertainment, music, education, culture etcetera. KBC's radio service is the most diverse of all stations in the country.

Some programmes, however, are tailored to government's needs. For example, songs that may be perceived as being critical of government are usually banned.

#### SCORES:

Individual scores: 4,5,3,5,5,5,4,5,4,4,5

Average score: 4.5

---

### 3.11 *The public broadcaster offers balanced and fair information reflecting the full spectrum of diverse views and opinions.*

---

#### ANALYSIS:

Although KBC still does not touch issues that might be perceived as "dangerous" (e.g. carrying no coverage of demonstrations in regard to the constitution drafting process), it is making efforts to offer diverse views and to be more balanced. Stories on the president, for example, are treated according to their newsworthiness and do not always lead the news bulletins regardless of their importance. The newsroom also strives to get the other side of the story. However, disproportionate attention is still being paid to the political leadership. There is room for improvement in regard to balance and consistency.

## Kenya

### SCORES:

Individual scores: 3,2,2,3,3,3,3,3,2,3,3

Average score: 2.7

---

3.12 *The public broadcaster offers as much diverse and local content as economically achievable.*

---

### ANALYSIS:

KBC offers diverse programmes including more local productions than any of the private operators. KBC has high quality equipment and studio facilities. However, the quality of productions leaves a lot to be desired. For recordings made outside the studios, for example, little creative efforts go into scripting, editing and packaging. A lot of broadcast material is still very raw. There seems to be a lack of motivation among the staff because creativity is not rewarded. Those who have left KBC have excelled elsewhere.

### SCORES:

Individual scores: 4,4,3,4,4,4,4,4,4,3,5

Average score: 3.8

Overall score for sector 3: 2.1

---

## SECTOR 4: The media practices high levels of professional standards

---

### 4.1 *The media follow voluntary codes of professional standards which are enforced by self-regulatory bodies.*

---

#### ANALYSIS:

A Media Council Bill (1998) which would have imposed a statutory regulatory body on the media was shelved in favour of media self-regulation. Accordingly, the Media Council of Kenya (MCK) came into operation in 2004. Its complaints committee has 17 members with the majority being representatives of the public. The Council has one fully employed Executive Director, while all other members work as volunteers.

The Council enjoys wide support from journalists, editors and owners of the mainstream media - both print and broadcasting. They willingly appear before the council when called. The alternative press still has to come on board.

The Council's code of ethics was widely circulated and discussed in the journalistic fraternity. Workshops were held for correspondents throughout the country and the code was published as a supplement in all the main newspapers to make media consumers aware of its content. Now, after one year, there is need for research to establish to what extent the code is being applied and adhered to.

Every first Tuesday in a month the council calls for a public meeting in Nairobi to discuss ethical concerns in regard to the media's performance. This "Media-Public Encounter" started in February 2005. Despite all these efforts there is a sense that the marketing of the code and the council could be improved. The media do not give enough prominence to their own council in their coverage. Some people still perceive the Council as being controlled by the Nation

# Kenya

Media Group, the company which originally pushed for its establishment.

The Council receives 45 complaints on average every month. A good deal of these cases is solved without a formal hearing by the complaints committee. Complaints have been submitted even by embassies, the First Lady (after she - infamously - ‘visited’ a [wrong] newsroom to object against coverage of an incident she was involved in), and the minister of information and communication.

Matters are usually settled amicably. From time to time criticism has been raised that the council “lacks teeth”. However, the body sees itself as a mediation mechanism in order “to heal wounds” rather than a punitive exercise.

A Media Task Force set up by the ministry of information and communication in early 2005 again recommended the creation of a statutory media council. Panelists argued that a self-regulatory body should be preferred and endorsed by government instead, because a government controlled mechanism would not be able to deal with complaints from government (conflict of interest).

## SCORES:

Individual scores:                    3,3,4,4,3,3,3,2,4,4,3

Average score:                    3.3

---

4.2     *The standard of reporting follows the basic principles of accuracy and fairness.*

---

## ANALYSIS:

The last five years have seen improvements in accuracy and fairness in the mainstream media (alternative papers are lagging behind). They frequently publish apologies, retractions and corrections - an

indication of ethical practice. The fierce competition between the two main dailies is forcing them to improve on their levels of training.

On the negative side, news selection in the main dailies is seen to be tilted to serve specific interests.

#### SCORES:

Individual scores: 4,4,4,2,4,3,3,3,4,3,3

Average score: 3.4

---

4.3 *The media cover the full spectrum of events, issues and cultures, including business/ economics, cultural, local and investigative stories*

---

#### ANALYSIS:

There was consensus that Nation and Standard are doing a “sterling job” in covering the full spectrum of events and issues. They are improving further by regionalising their various editions.

Broadcasting is a different story. Commercial FM stations largely play music all day, with small doses of news on the hour where emphasis is placed on “politics of negativity and destruction”. Their programme formats seem to be haphazard and characterised by “a lot of trial and error”.

#### SCORES:

Individual scores: 4,4,5,4,5,4,4,3,5,5,5

Average score: 4.4

### 4.4 *Gender mainstreaming is promoted in terms of equal participation of both sexes in the production process.*

---

#### ANALYSIS:

Over the last ten years the representation of women in leading positions of the mainstream media has improved “quite a lot” There are now five women in key editorial jobs. Especially Nation and Standard are committed to gender mainstreaming, while making a point of basing promotions on merit and not on the mere fact of a candidate being female. Earlier, male attitudes had put women off, but the environment has changed and there is now more respect for professionalism and thus equitable opportunities. The best reporters and photo journalists are said to be women, but there are very few female correspondents in the rural areas, given the difficult conditions of work in the field.

#### SCORES:

Individual scores: 5,4,4,2,3,4,3,4,5,4,4

Average score: 3.8

---

### 4.5 *Gender mainstreaming is reflected in the editorial content.*

---

#### ANALYSIS:

There have been improvements towards more balanced coverage in regard to gender but a lot remains to be desired as traditional biases persist. Many stories are still covered from a male perspective. News sources are mostly male. The full picture of women’s role in all sectors is not mirrored, e.g. in reporting on agricultural activities which are carried out overwhelmingly by women (80 %).

The reason cited is the conventional way of reporting with journalists bringing their stereotypes into the newsrooms. The entry of

women into senior posts in the media has not affected editorial content as some seem to be acting as “honorary men”.

There is need for a holistic approach towards changing the situation. The media must improve its performance, but so must parliament and the judiciary which are described as “the most gender-insensitive institutions”.

#### SCORES:

Individual scores: 2,3,2,2,3,3,3,3,3,3

Average score: 2.7

#### 4.6 *Journalists and editors do not practice self-censorship*

#### ANALYSIS:

The constant threat of libel and defamation cases, other laws controlling the media, pressures from advertisers and cultural/traditional constraints - as discussed earlier and outlined above - force editors and journalists to censor their own work continuously.

#### SCORES:

Individual scores: 3,1,1,3,4,2,2,2,5,2,2

Average score: 2.5

#### 4.7 *Owners of private media do not interfere with editorial independence.*

#### ANALYSIS:

As discussed earlier and outlined above interference by media owners with editorial independence is common.

## Kenya

### SCORES:

Individual scores: 2,1,1,1,2,4,2,3,2,2,2

Average score: 2.0

---

4.8 *Salary levels and general working conditions for journalists and other media practitioners are adequate to discourage corruption.*

---

### ANALYSIS:

There are no general guidelines on salaries. Salaries are negotiated individually, based on performance and “how I speak with my editor”. Salary levels range between 1 million shillings (for top jobs) and 40.000 for junior staff per month. Correspondents, who contribute 60-70% of the content of papers, receive 10.000 shillings as a retainer plus payment for individual stories. Some reporters are seen as “reporters for hire” or “hunters for fortune” as they will not cover a story unless they are paid or otherwise induced to report. Freelance correspondents need to deliver “juicy” stories that are printed in order to make a living. All in all payment is not adequate to discourage corruption.

### SCORES:

Individual scores: 2,1,1,1,2,1,2,1,1,1,2

Average score: 1.4

---

4.9 *Training facilities offer formal qualification programmes for journalists as well as opportunities to upgrade their skills.*

---

ANALYSIS:

Up until some years ago, journalism was not perceived as a profession by institutions of higher learning and regarded as too mundane to deserve a course. That has now changed, with journalists being seen as “writers of the first draft of history”. The University of Nairobi’s School of Journalism offers diploma and M.A. courses; the Daystar University M.A., the Kenya Institute of Mass Communication and the Kenya Polytechnique have diploma and certificate courses. The output of trained journalists is now much higher than what the market can absorb. Other institutions offering journalism training are the US International University, Moi University, Maseno University and the Tangaza Institute.

Although some of these institutions, the School of Journalism in particular, invite professionals from media houses and the KBC to share hands-on experience, the practical orientation of courses is still very limited. There is need for training institutions to work in partnership with media houses. Post graduate training should aim at specialised areas such as law, environment or gender.

Media houses themselves conduct in-house training, and some offer fellowships.

SCORES:

Individual scores: 5,5,5,4,4,4,3,4,5,4,5

Average score: 4.4

---

4.10 *Journalists and other media practitioners are organised in trade unions and/or professional associations.*

---

ANALYSIS:

Journalists and other media practitioners are organised in the trade union Kenya Union of Journalists as well as in associations such as the Kenya Community Media Network (K-COMNET), Media Development Association, Association of Media Women of Kenya, Sports Writers Association, Parliamentary Journalists, Editors’ Guild and ICJ Journalists.

SCORES:

|                             |                       |
|-----------------------------|-----------------------|
| Individual scores:          | 5,4,5,5,5,5,3,5,5,5,5 |
| Average score:              | 4.7                   |
| Overall score for sector 4: | 3.2                   |

The panel meeting took place at the Lake Naivasha Simba Lodge, Naivasha, 4 to 6 August 2005

### **The Panel:**

Dr Chris Abong'o, Diplomatic & International Studies Lecturer; Ms Angela Ambitho, Social Science Researcher; Ms Grace Githaiga, Media Activist; Mr Barrack Muluka, Publisher; Mr Jackson Mwalulu, Civil Society Rights Activist; Ms Mary Njeri, Civil Society Gender & Human Rights Activist; Mr Mitch Odero, Media Activist; Ms Rosemary Okello, Media Activist; Mr Moel Okoth, Civil Society Activist; Mr Dennis Tongoi, Religious Civil Society Activist; Mr Wilson Ugungu, Lecturer University of Nairobi

### **The Rapporteur:**

Mr Hudson Liyai

### **The Facilitator:**

Mr. Hendrik Bussiek



[illegible]



P.O. Box 23652  
Windhoek NAMIBIA  
Tel: +264-61-237 438  
Fax: +264-61-237 441  
E-mail: [fesmedia@fesnam.org.na](mailto:fesmedia@fesnam.org.na)  
<http://www.fesmedia.org.na>