The Pre-Election Coverage by Kenyan Media ahead of the 2013 General Election

February 2013

Monitoring Report
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Executive Summary

The Media Council of Kenya (MCK) is the statutory body established under the Media Act 2007 which regulates media and advances professionalism of the media in Kenya. The media monitoring department observed print and electronic media on a continuous basis. As part of its mandate, MCK monitored the coverage of the presidential aspirants in the March 4th 2013 general elections and the inaugural presidential debate held on the 11th of February 2013 and organised by the Media Owners. The period of analysis was from February 8th to 15th 2013. The aim of the monitoring was to analyse the quality of reporting and the adherence of the media to the “Code of Conduct for the Practice of Journalism in Kenya” and the “Guidelines for Election Coverage”.

Key findings

- Jubilee presidential aspirant Uhuru Kenyatta and Coalition for Reforms and Democracy (CORD) presidential flag bearer Raila Odinga were the most dominant aspirants covered during the period on focus across the media.
- William Ruto and Kalonzo Musyoka were the most extensively covered running mates.
- The inaugural presidential debate organized by Media Owners was extensively covered and mainly focused on topics such as land issues, ICC, education, corruption among others.
- Personality oriented news presentation, rather than issue focused approach was noted.
- There was marked improvement in professional handling of interviews and moderation of discussions on broadcast interviews and call in programmes while newspapers balanced sourcing of news items as required by the Code of Conduct for the Practice of Journalism in Kenya.
- During the period under review, a lot of focus was given to the first Presidential debate across the media.
- Commendable trends by the media were noted especially on coverage aimed at promotion of peaceful elections.
- Men were the central news subjects and a majority of the articles were written by male journalists. This could be attributed to the male dominated politics in Kenya.
- Opinion polls made substantial news items during the period under review.
- During the period under review, radio stations scored highly on accuracy, balance and fairness, with majority of the news reports and the talk-shows showing no evidence of slanted reporting. Most W/H questions were answered, the sources quoted were credible and at least two viewpoints given.
- Hate speech was not encountered as a breach of the Code of Conduct in all items covered.
- The presidential candidates and their running mates were majorly covered in regards to campaigns ahead of the March 4th 2013 general election.
- KBC television had the least combined coverage of presidential candidates and their running mates. However this could be explained by exclusion of monitoring on February 14th 2013, a day when the Vice Presidential debate was held.
Conclusions and Recommendations

- Balanced and fair coverage that promotes representation of women as news subjects and writers needs to be encouraged. This should be in line with the Code Of Conduct for The Practice of Journalism in variable 15 ‘sex discrimination’ and variable 11 ‘Gender balanced election coverage’ of Guidelines for Election Coverage recommends.

- In covering issues relating to politicians, media should always strive to avoid biased reporting.

- There is need for media to steer clear of undue hype usually associated with political campaigns. Media should prioritize issues of public interest during campaigns.

- Performance of radio presenters was good although some veered off the mark. The moderation skills of most presenters was good as they played a more participatory role in ensuring constructive discussions during their shows to enhance civic education and information to their listeners.

- Vernacular radio stations were alive to the expected positive role they were to play in fostering constructive discussions. Presenters focused on positive discussions and did not use their shows as platforms to disseminate hate speech.

- Peace journalism is gaining root in Kenya and should be encouraged.

Objective, Sample and Methodology

MCK monitored the coverage of presidential aspirants, their running mates, parties and coalitions, from February 8-15, 2013. This was on print, television and radio. Newspapers monitored were The Standard, The STAR, The People and Daily Nation. All 9 pm prime time news bulletins on NTV, K24, KTN, KBC and Citizen TV for television. Six vernacular radio stations: Kameme FM (Kikuyu), Radio Salaam (Kiswahili), Kass FM (Kalenjin), Mulembe FM (Luhya), Egesa FM (Ekegusii) and Nam Lolwe FM (Dholuo) were monitored. During the sampled period the major objective was to measure journalistic performance against the Code of Conduct for the Practice of Journalism in Kenya and the Guidelines for Election Coverage, developed by MCK and other election stakeholders in the country.

Findings: Print

Scope of Analysis

All major articles mentioning any presidential candidates, running mates, their parties and coalitions (n=498) were analysed with regard to their adherence to the Code of Conduct for the Practice of Journalism in Kenya and the Guidelines for Election Coverage handbook. 85.5% of items analysed were news reports, 2.8% features and 11.6% opinion pieces. Data was entered into MCK’s digital media portal using “Enhanced Evaluation” software. Statistical analysis was carried out with SPSS version 17.0.
General Observations
Jubilee presidential aspirant Uhuru Kenyatta and Coalition for Reforms and Democracy (Cord) presidential flag bearer Raila Odinga were the two dominantly covered aspirants during the period of focus. William Ruto and Kalonzo Musyoka were the most extensively covered running mates. The dominant political topics covered included the International Criminal Court (ICC) cases facing Uhuru Kenyatta and William Ruto. Presidential candidates Mohammed Abduba Dida, Paul Muite and James Ole Kiyiapi were the least covered.

The inaugural presidential debate held on February 11th 2013 was extensively covered and mainly focused on topics such as land issues, ICC, education, corruption among others.

The political coverage was personality based as opposed to issue driven, despite the fact that majority of the presidential candidates unveiled their manifestos during this period thus the public would have expected an analysis of these documents. During the presidential debates, the aspirants focused on key points highlighted in their manifestos, to tackle various questions posed to them for example, land issues, education, health matters among others. Opinion pieces focused on land issues, ICC, the Western stand on elections among other topics.

Men were the central subjects and a majority of the articles were written by male journalists. This could be attributed to the male dominated politics.

Coverage in Daily Nation
A vast majority of articles covered the Jubilee presidential candidate Uhuru Kenyatta and his running mate William Ruto especially on the ICC cases. The international community stand on their eligibility to run for the top seat issues was extensively covered. “Why US, EU have issued new threats over election” 10th pg. 1, 8, 9 and 15. “Why the west has fresh interest in the outcome of Kenyan election” 11th, pg. 15 and 16.

On February 12th 2013 the papers dedicated 6 pages to presidential debates which specifically addressed tribalism, health, education, security issues among others as topics. Opinion polls ratings of the eight presidential candidates by Ipsos Synovate were given the limelight in regards to the presidential debates. E.g. 14th pg.5; “Uhuru came tops in debate poll”.

ICC was among the topics that dominated the opinion pieces, in regards to Uhuru and Ruto’s eligibility to run for presidency amid the cases facing them at The Hague.

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Coverage in the Star
Due to *The Star*’s regional focus, most of the election articles were published on the Western/Nyanza, The Central and The Rift Valley pages. The ICC, land and national cohesion and integration issues were among the topics covered. The items largely focused on presidential aspirants and ignored by and large other elective positions such as Governor, Senator, Member of Parliament, Women Representative, County Representative, among others.

The National Alliance (TNA) and Orange Democratic Movement (ODM) were the most prominently covered political parties. Jubilee Alliance and Coalition for Reforms and Democracy were extensively covered.

The opinion pieces largely focused on land issues, western stand on elections. e.g. 15th pg. 27 “Talk of sanctions if jubilee wins is misplaced”; 11th pg. 22, “Land is central in Kenya politics “, 12th pg. 12, “Uhuru is wrong Kenya needs the West”.

ICC received a major focus with the international community reacting to ICC suspects William Ruto and Uhuru Kenyatta on their leadership if elected.

Coverage in The Standard
Most election and political related articles were published in *The Standard* under “Decision 2013” and “Election 2013” pages. *The Standard* on Sunday gave extensive coverage on politics under the “Power and Politics”.

Unlike in other occasions of the campaign, Alliance for Real Change (ARC), presidential aspirant Abduba Dida and Safina presidential candidate Paul Muite, were well covered during the presidential debate; e.g. 13.02.13, pg. 8; “Dida offers comic relief at presidential debate with his witty responses”.

There was a notable lack of women representation as news subjects, and writers. A vast majority of the articles focused on male as central subjects, as well as writers.

Opinion polls by both The Standard Group and Ipsos Synovate, in regards to Nairobi and Mombasa gubernatorial and senatorial races, for aspirants were extensively covered; e.g. On 13.02.13, the paper dedicated the first three pages to discuss the outcome of the poll. E.g. pg. 1 “Battle for Nairobi”, pg. 2&3 Tight race for Mombasa senate seat as Kidero takes slim lead in Nairobi”, pg.3 “Survey shows Sonko with a 40pc lead over Wanjiru”.

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**Coverage in The People**

The first live TV presidential debate was widely covered and made the headlines on two consecutive days. E.g. 12.02.13, pg.1. “The big debate” 13.02.13, pg.1 “Who won the debate”.

Raila Odinga (Cord) and Uhuru Kenyatta (Jubilee Alliance) were the most prominently covered presidential aspirants. E.g. 11.02.13, pg. 1 and 4; “Raila, Uhuru face tough week ahead”, pg. 9 “Raila steps up campaign, pledges to end terrorism”, 14.02.13, pg. 5; “Uhuru rated top in presidential debate”, 09.02.13, pg. 8; “Raila urges lasting solution to Tana Delta violence”.

ICC matters were extensively covered and made headlines on 14\textsuperscript{th} and 15\textsuperscript{th}; e.g. 14.02.13. pg. 1and 4, “ICC admits to challenges in Kenyan cases”, “15.02.13 pg. 1&4 why we seek ICC delay”. Land, election, and international community stand on the elections were among the topics reflected in the opinion pieces; e.g. 09.02.13, pg. 13, “Politicians economical with truth on Kenyatta family land debate”, 11.02.13, pg. 13; “Raila six piece vote plea amounts to intimidation of voters”, 12.02.13, pg. 13; “Are US, Britain and their allies planning to scuttle the elections”.

**Adherence to the Code of Conduct**

97.8% of all articles monitored were classified as not containing breaches of the Code of Conduct, whereas 2.2% did not adhere to the code.

**Accuracy and balance**

75.6% of all news reports provided more than one viewpoint, only 24.4% did not. 36.4% of all news reports provided all the six W/H questions (Who? What? Where? When? Why? How?), whereas 43.4% answered five of the questions. 39.7% of all news reports referred to only one source, 25.6% to two sources, and 30.9% to more than three sources.
The *Standard* and *Daily Nation* scored the highest regarding the diversity of viewpoints covered in the news. 92% of the news reports analysed in *Daily Nation* and 95% of the reports in *The Standard* presented more than one viewpoint. 41% of the reports in *The Star* and 48% in *The People* only provided one viewpoint.

*The Standard* scored the highest with regard to the completeness of information. 73% of all Standard news reports answered all 6W/H questions, compared to only 8% in *Daily Nation*.

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**Distinction between comment and facts**
The vast majority of articles did not mix editorial comments and facts. 92.3% of all news reports didn’t contain any journalistic opinion, whereas 0.5% contained a small portion (<20%) and 7.3% a higher portion (>20%) of journalistic opinion.

**Hate Speech**
None of the articles observed contained hate speech.

**Obscenity**
None of the articles observed contained obscene language or images.

**Gender Balance**
A vast majority of articles were written by men (72.7%), while 5.2% were written by female reporters. 20.1% of articles observed did not contain by-lines, whereas 2% were written by both gender. 87.8% of all articles analysed contained male as the central subjects, whereas 2.8% only focused on women. This can be attributed to male-dominated presidential race that featured one female candidate.
There were significantly more articles by female journalists (7%) in The Standard as compared to other dailies. The Star presented 5%, The People 6% whereas Daily Nation presented the lowest 3%.
Allocation of space
Coverage of Political Parties
TNA was the most prominently covered political party in all newspapers (38% of coverage of all political parties observed), followed by ODM (22%), Narc Kenya (14%), Wiper Democratic Movement (Wiper) 9%, and United Republican Party (URP) 6%. Kenya National Congress (KNC), Safina and Restore and Build Kenya (RBK) received (3%) whereas United Democratic Forum (UDF) received (2%) and Alliance for Real Change (ARC) (1%).
### Party Coverage according to Newspapers

<table>
<thead>
<tr>
<th>Party</th>
<th>cm2 STD</th>
<th>% STD</th>
<th>cm2 STAR</th>
<th>% STAR</th>
<th>cm2 DN</th>
<th>% DN</th>
<th>cm2 TPN</th>
<th>% TPN</th>
<th>Total</th>
<th>% Total</th>
</tr>
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<tr>
<td>ARK</td>
<td>8</td>
<td>1%</td>
<td>3</td>
<td>0%</td>
<td>8</td>
<td>2%</td>
<td>0</td>
<td>0%</td>
<td>19.0374</td>
<td>1%</td>
</tr>
<tr>
<td>KNC</td>
<td>29</td>
<td>5%</td>
<td>9</td>
<td>1%</td>
<td>11</td>
<td>3%</td>
<td>4</td>
<td>2%</td>
<td>53.0883</td>
<td>3%</td>
</tr>
<tr>
<td>NARC K</td>
<td>205.2</td>
<td>36%</td>
<td>8</td>
<td>15%</td>
<td>58.81</td>
<td>15%</td>
<td>18</td>
<td>8%</td>
<td>290.669</td>
<td>14%</td>
</tr>
<tr>
<td>ODM</td>
<td>124</td>
<td>22%</td>
<td>138.21</td>
<td>15%</td>
<td>122.26</td>
<td>31%</td>
<td>81</td>
<td>37%</td>
<td>466.146</td>
<td>22%</td>
</tr>
<tr>
<td>RBK</td>
<td>19</td>
<td>3%</td>
<td>5</td>
<td>1%</td>
<td>22</td>
<td>6%</td>
<td>11</td>
<td>5%</td>
<td>57.094</td>
<td>3%</td>
</tr>
<tr>
<td>Safina</td>
<td>15</td>
<td>3%</td>
<td>15</td>
<td>2%</td>
<td>19</td>
<td>5%</td>
<td>13</td>
<td>6%</td>
<td>62.0904</td>
<td>3%</td>
</tr>
<tr>
<td>TNA</td>
<td>108</td>
<td>19%</td>
<td>564.02</td>
<td>62%</td>
<td>58</td>
<td>15%</td>
<td>60</td>
<td>27%</td>
<td>790.976</td>
<td>38%</td>
</tr>
<tr>
<td>UDF</td>
<td>11</td>
<td>2%</td>
<td>12</td>
<td>1%</td>
<td>14</td>
<td>4%</td>
<td>10</td>
<td>5%</td>
<td>47.0676</td>
<td>2%</td>
</tr>
<tr>
<td>URP</td>
<td>34</td>
<td>6%</td>
<td>56.88</td>
<td>6%</td>
<td>22</td>
<td>6%</td>
<td>9</td>
<td>4%</td>
<td>122.057</td>
<td>6%</td>
</tr>
<tr>
<td>Wiper</td>
<td>18</td>
<td>3%</td>
<td>96.85</td>
<td>11%</td>
<td>63.57</td>
<td>16%</td>
<td>13</td>
<td>6%</td>
<td>191.718</td>
<td>9%</td>
</tr>
<tr>
<td>Total</td>
<td>571.2</td>
<td>100%</td>
<td>907.96</td>
<td>100%</td>
<td>398.64</td>
<td>100%</td>
<td>219</td>
<td>100%</td>
<td>2099.94</td>
<td>100%</td>
</tr>
</tbody>
</table>
Coverage of Political Alliances

The Jubilee Alliance was the most prominently covered political Alliance with 46% in all four dailies analysed. Coalition of Reforms and Democracy (CORD) received 40%, Amani Coalition 12% and Eagle Alliance 2%.

![Coverage of Coalitions in TPN, STD, STAR, DN](image)

Jubilee Alliance was allocated the highest space in The STAR (49%) and Daily Nation (46%), whereas CORD was allocated more space in The People (48%) and The Standard (45%).

<table>
<thead>
<tr>
<th>Coalition</th>
<th>cm2 TPN</th>
<th>cm2 STAR</th>
<th>cm2 DN</th>
<th>cm2 STD</th>
<th>cm2 TPN</th>
<th>cm2 STD</th>
<th>cm2 TPN</th>
<th>cm2 STD</th>
<th>cm2 TPN</th>
<th>cm2 STD</th>
<th>Total cm2</th>
<th>% Total</th>
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<td>Amani</td>
<td>227.39</td>
<td>44%</td>
<td>453.02</td>
<td>49%</td>
<td>455.05</td>
<td>46%</td>
<td>81</td>
<td>39%</td>
<td>1217.84</td>
<td>46%</td>
<td>1217.84</td>
<td>46%</td>
</tr>
<tr>
<td>CORD</td>
<td>231.99</td>
<td>45%</td>
<td>335.06</td>
<td>36%</td>
<td>383.96</td>
<td>39%</td>
<td>99</td>
<td>48%</td>
<td>1051.20</td>
<td>40%</td>
<td>1051.20</td>
<td>40%</td>
</tr>
<tr>
<td>Eagle</td>
<td>54</td>
<td>10%</td>
<td>129.3</td>
<td>14%</td>
<td>108.07</td>
<td>11%</td>
<td>26</td>
<td>13%</td>
<td>317.72</td>
<td>12%</td>
<td>317.72</td>
<td>12%</td>
</tr>
<tr>
<td>Total</td>
<td>514.38</td>
<td>100%</td>
<td>931.54</td>
<td>100%</td>
<td>987.63</td>
<td>100%</td>
<td>206</td>
<td>100%</td>
<td>2642.55</td>
<td>100%</td>
<td>2642.55</td>
<td>100%</td>
</tr>
</tbody>
</table>

Coverage of Presidential Aspirants

Uhuru Kenyatta was the most prominently covered presidential aspirant with 22% overall space allocation in all newspapers analysed. Cord’s presidential flag bearer Raila Odinga received 20%, Musalia Mudavadi 15%, Peter Kenneth 13%, Martha Karua and Paul Muite received 10% whereas Abduba Dida received 6% and James ole Kiyiapi received 5%.
The Standard dedicated the highest space 40% in coverage of presidential aspirants, Daily Nation 28%, The STAR 22% whereas The People was the least with only 10% overall space allocation in cm² for the four newspapers analysed. The People and Daily Nation allocated more space to Raila Odinga with (31%) and (26%) respectively. Uhuru Kenyatta was prominently covered in The Standard (20%), while Karua received the highest coverage in The Star (23%).

### Coverage of Presidential Aspirants in TPN, STAR, DN, STD

<table>
<thead>
<tr>
<th>Presidential Aspirant</th>
<th>cm² TPN</th>
<th>% TPN</th>
<th>cm² STAR</th>
<th>% STAR</th>
<th>cm² DN</th>
<th>% DN</th>
<th>cm² STD</th>
<th>% STD</th>
<th>Total cm²</th>
<th>Total %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dida</td>
<td>1242.62</td>
<td>11%</td>
<td>361.07</td>
<td>4%</td>
<td>926.96</td>
<td>6%</td>
<td>34.42</td>
<td>1%</td>
<td>2565.278</td>
<td>6%</td>
</tr>
<tr>
<td>Kenneth</td>
<td>1170.18</td>
<td>10%</td>
<td>945.32</td>
<td>11%</td>
<td>2663.79</td>
<td>16%</td>
<td>398.77</td>
<td>10%</td>
<td>5178.435</td>
<td>13%</td>
</tr>
<tr>
<td>Karua</td>
<td>367.29</td>
<td>3%</td>
<td>2040.96</td>
<td>23%</td>
<td>1409.89</td>
<td>9%</td>
<td>308.31</td>
<td>7%</td>
<td>4126.803</td>
<td>10%</td>
</tr>
<tr>
<td>Odinga</td>
<td>2925.13</td>
<td>26%</td>
<td>1224.51</td>
<td>14%</td>
<td>2764.92</td>
<td>17%</td>
<td>1290.82</td>
<td>31%</td>
<td>8205.947</td>
<td>20%</td>
</tr>
<tr>
<td>Kinyiapi</td>
<td>628.32</td>
<td>6%</td>
<td>0%</td>
<td>0%</td>
<td>1172.5</td>
<td>7%</td>
<td>43</td>
<td>1%</td>
<td>1845.948</td>
<td>5%</td>
</tr>
<tr>
<td>Muite</td>
<td>697.12</td>
<td>6%</td>
<td>1976.93</td>
<td>23%</td>
<td>1020.77</td>
<td>6%</td>
<td>198.97</td>
<td>5%</td>
<td>3894.14</td>
<td>10%</td>
</tr>
<tr>
<td>Kenyatta</td>
<td>2717.25</td>
<td>24%</td>
<td>1572.13</td>
<td>18%</td>
<td>3315.34</td>
<td>20%</td>
<td>1186.2</td>
<td>29%</td>
<td>8791.543</td>
<td>22%</td>
</tr>
<tr>
<td>Mudavadi</td>
<td>1646.22</td>
<td>14%</td>
<td>619.82</td>
<td>7%</td>
<td>2924.53</td>
<td>18%</td>
<td>700.88</td>
<td>17%</td>
<td>5891.846</td>
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<td>8742.74</td>
<td>100%</td>
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<td>100%</td>
<td>4161.37</td>
<td>100%</td>
<td>40499.94</td>
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</table>

### Coverage of running mates

William Ruto of the Jubilee Alliance was the most prominently covered presidential running mate, 48% in all the newspapers analysed. Kalonzo Musyoka of Cord came second 33%, Jeremiah Kioni (Amani coalition) 10%, Shem Ochuodho (Safina Party) 5%, Augustine Lotodo (Nark Kenya party) 2%, whereas Ronald Osumba (Eagle alliance) and Joshua Onono (Alliance for real change) received 1%. William Ruto was allocated the highest space in all the four newspapers analysed; Star 61%, Daily Nation 45%, The Standard 44% and The People 43%, whereas Winnie Kaburu Kinyua of Restore and Build Kenya party (RBK) received one mention in The Standard.
Coverage of Presidential Running Mates in Newspapers

<table>
<thead>
<tr>
<th>Presidential Aspirant</th>
<th>cm2 DN</th>
<th>% DN</th>
<th>cm2 STAR</th>
<th>% STAR</th>
<th>cm2 STD</th>
<th>% STD</th>
<th>cm2 TPN</th>
<th>% TPN</th>
<th>Total</th>
<th>% Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Onono</td>
<td>46.41</td>
<td>2%</td>
<td>1</td>
<td>0%</td>
<td>0</td>
<td>0%</td>
<td>0</td>
<td>0%</td>
<td>47.42</td>
<td>1%</td>
</tr>
<tr>
<td>Lotodo</td>
<td>38.21</td>
<td>1%</td>
<td>54.51</td>
<td>4%</td>
<td>0</td>
<td>0%</td>
<td>43.24</td>
<td>5%</td>
<td>136.01</td>
<td>2%</td>
</tr>
<tr>
<td>Osumba</td>
<td>22.75</td>
<td>1%</td>
<td>4</td>
<td>0%</td>
<td>8</td>
<td>0%</td>
<td>43.24</td>
<td>5%</td>
<td>78.01</td>
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</tr>
<tr>
<td>Ochuodho</td>
<td>82.01</td>
<td>3%</td>
<td>165.51</td>
<td>11%</td>
<td>21.5</td>
<td>1%</td>
<td>44.24</td>
<td>5%</td>
<td>313.41</td>
<td>5%</td>
</tr>
<tr>
<td>Kioni</td>
<td>306.58</td>
<td>11%</td>
<td>100.58</td>
<td>7%</td>
<td>205.99</td>
<td>12%</td>
<td>90.58</td>
<td>11%</td>
<td>704.03</td>
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</tr>
<tr>
<td>Ruto</td>
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<td>45%</td>
<td>925.06</td>
<td>61%</td>
<td>722.5</td>
<td>44%</td>
<td>365.04</td>
<td>43%</td>
<td>3226.665</td>
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</tr>
<tr>
<td>Musyoka</td>
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<td>36%</td>
<td>272.3</td>
<td>18%</td>
<td>697.5</td>
<td>42%</td>
<td>266.15</td>
<td>31%</td>
<td>2212.923</td>
<td>33%</td>
</tr>
<tr>
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<td>0%</td>
<td>0</td>
<td>0%</td>
<td>1</td>
<td>0%</td>
<td>0</td>
<td>0%</td>
<td>1.000604</td>
<td>0%</td>
</tr>
<tr>
<td>Total</td>
<td>2684.54</td>
<td>100%</td>
<td>1522.96</td>
<td>100%</td>
<td>1656.49</td>
<td>100%</td>
<td>852.49</td>
<td>100%</td>
<td>6719.48</td>
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TELEVISION
Scope of Analysis
The total number of TV items analysed Contained 650 mentions of presidential candidates and their running mates. Citizen TV aired the most mentions (211), followed by NTV (130), 120 on K24, 97 on KBC and 92 on KTN. The majority of items were news reports (87%), followed by special features at 9% while 5% were interviews. The highest number of mentions were noted on Sunday and Tuesday (10.2.13 & 12.2.13). Sundays are days when weekend rallies reached their climax. The high coverage on Tuesday was as a result of the post presidential candidates’ debate coverage across the sampled stations.

The coverage of politicians on the campaign trail soliciting for votes ahead of the March 4th election was the most dominant topic during the monitoring period. Analysis of candidates’ performances at both the presidential & running mates debates was also a major topic.
Coverage of politicians/allocation of Airtime

Uhuru Kenyatta was the presidential candidate most mentioned in the TV coverage during the monitoring period (18% of all mentions), followed by Raila Odinga (15%), Peter Kenneth (11%), Musalia Mudavadi 9%, Martha Karua 7%, James ole Kiyiapi 6% while Paul Muite and Abduba Dida got (5%) each. Most mentions of Uhuru Kenyatta were monitored on Citizen TV (33%), whereas KBC aired the least of his mentions (12%). Citizen TV also aired the most Odinga mentions (31%) with KBC airing the least (13%).

Kenyatta was exclusively mentioned as the Jubilee presidential candidate (90%) while he was mentioned in his capacity as both the Deputy Prime Minister and a presidential candidate at (7%). Odinga on the other hand was covered as the Kenyan Prime Minister at (3%) while (93%) of his mentions were as the presidential candidate of the Coalition for Reforms and Democracy in the March 4th Election. Vice President Kalonzo Musyoka was exclusively mentioned as the CORD Deputy Presidential candidate and not as the current Kenyan Vice President.

The Jubilee Alliance running mate William Ruto was the highest mentioned running mate at (11%) followed by Kalonzo Musyoka who got (6%) of the total mentions. Ronald Osumba got (3%), while Winnie Kaburu and Amani’s Jeremiah Kioni got (1%) each of the total mentions. Most Ruto mentions came from Citizen TV (32%) while the least mentions came from KBC (8%).

Airtime Allocated to Presidential candidates/Running mates

Uhuru Kenyatta was also the leading presidential candidate in terms of overall airtime (measured in seconds) at (22%). Raila Odinga received (21%), Peter Kenneth and Martha Karua (12%) each of the total airtime, Musalia Mudavadi (10%), Abduba Dida (6%) while James Kiyiapi and Paul Muite got (3%) and (2%) respectively.

There was a significant difference in the allocation of airtime to running mates of the various presidential candidates. Jubilee Coalition running mate William Ruto was the highest covered running mate receiving (10%) of the TV coverage. Kalonzo Musyoka of the Coalition for Democracy and Reforms got (5%), while Ronald Osumba, Jeremiah Kioni and Winnie Kaburu got (1%) of the overall coverage.

<table>
<thead>
<tr>
<th>Candidates</th>
<th>CTV</th>
<th>K24</th>
<th>KBC</th>
<th>KTN</th>
<th>NTV</th>
<th>Total%</th>
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<tbody>
<tr>
<td>Dida</td>
<td>7%</td>
<td>3%</td>
<td>3%</td>
<td>1%</td>
<td>13%</td>
<td>6%</td>
</tr>
<tr>
<td>Kaburu</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>0%</td>
<td>1%</td>
</tr>
<tr>
<td>Karua</td>
<td>5%</td>
<td>8%</td>
<td>7%</td>
<td>4%</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Kenneth</td>
<td>8%</td>
<td>10%</td>
<td>9%</td>
<td>17%</td>
<td>15%</td>
<td>12%</td>
</tr>
<tr>
<td>Kenyatta</td>
<td>19%</td>
<td>24%</td>
<td>19%</td>
<td>33%</td>
<td>17%</td>
<td>22%</td>
</tr>
<tr>
<td>Kioni</td>
<td>1%</td>
<td>1%</td>
<td>3%</td>
<td>0%</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>
There were significant variances in terms of airtime allocated to Presidential candidates and their running mates across the five sampled stations.

On Citizen TV, Prime Minister Raila Odinga received the most airtime of all the presidential candidates at (24%), followed by Uhuru Kenyatta at (19%) while Musalia Mudavadi got (11%).

(24%) of the total airtime on K24 was allocated to Kenyatta, while Odinga got (15%). Mudavadi and Kenneth got (10%) each.

KBC allocated (19%) of their total airtime to both Odinga and Kenyatta. Mudavadi followed with (10%), while Kenneth received (9%). Karua got (7%).

Uhuru Kenyatta received a third of the coverage on KTN at (33%) followed by Odinga at (24%). Peter Kenneth received (17%) while Mudavadi came fourth with (7%) of the total airtime.

NTV allocated (21%) of their total airtime to Raila Odinga, while Kenyatta got (17%). Kenneth got (15%).

On Citizen TV, William Ruto was the highest covered running mate (13%), followed by Kalonzo Musyoka (5%).

Both Musyoka and Ruto received (9%) of the total airtime on K24 followed by Winnie Kaburu, Ronald Osumba and Amani’s Jeremiah Kioni at (1%) each.

KBC allocated (11%) of the total airtime to Ruto while Musyoka got (6%). Kioni got (3%) while Osumba got (2%).
The amount of airtime on KTN allocated to Ruto was the same as that which he was allocated on K24 (9%). Musyoka got (2%) while Kaburu and Osumba received (1%) each of the total airtime.

On NTV, (8%) of the total airtime was allocated to Ruto, while Musyoka got (4%). Kioni and Osumba got (2%) and (1%) respectively.

**Tonality**

The overall tonality of coverage was assessed as highly neutral (93%). Deputy Prime Minister Uhuru Kenyatta had the highest number of negative mentions at (13%). CORD’s presidential candidate Raila Odinga followed with most negative mentions at (9%).

Kenneth was the presidential candidate most associated with positive coverage (4%) followed by Kenyatta at 3%. Jubilee Coalition running mate William Ruto received the most negative mentions (8%) while Musyoka received (6%) of negative mentions.

Most of the negative mentions observed for the Jubilee Alliance and CORD leaders were personal attacks based on campaign issues.

**Topics associated with Politicians**
The overall coverage focused on the March 4th 2013 general election as well as campaigns of both the Presidential candidates and their running mates. Topics such as health, education, national cohesion and constitution implementation took a backseat in terms of coverage during the period in which coverage was assessed. Topics such as agriculture and women issues were completely ignored.

Kenyatta was the Presidential candidate most associated with issues surrounding the International Criminal Court. On the other hand, Odinga was most associated with security issues than any other Presidential candidate. Augustine Lotodo, Shem Ochuodho and Joshua Onono were the only running mates to speak about elections only. Ruto was the running mate most associated with the ICC topic.
Scope of Analysis
The Media Council of Kenya monitored six vernacular FM stations during the period of analysis 08.02.2013 to 15.02.2013. The six stations included Kameme FM (Gikuyu), Radio Salaam (Kiswahili), Kass FM (Kalenjin), Mulembe FM (Luhya), Egesa FM (Ekegusii) and Nam Lolwe FM (Dholuo). The main scope of monitoring was the morning and the late night talk-shows (6am-10am) and (10pm to 12 am). The scope also included the 1pm and 7pm news analysis.

General Observations

Egesa FM
The coverage by Egesa FM was mostly issue based with the presenters, Sorobi Moturi Erastus and Petronila Getena encouraging healthy debates example, 15.02.2013 guests were asked to discuss how they would tackle unemployment, education and roads [infrastructure] if they were elected. Majority of the talk-shows did not have guests except on the 13.02.2013; when Dr. Hezron Mogambi of the Kenya National Integrated Civic Education (KNICE) was invited on the show. The guests explained to the listeners the Election Code of Conduct, the voting process, what voters expectations from elections and the threshold required for a presidential win.

Kass FM
The main topic on Kass FM was the inaugural presidential debate; this was covered on the 11.02.2013 to the 14.02.2013. The stations discussed whether the debate would influence the voters; they also focused on the results of research company Ipsos Synovate and a study by Consumer Insight on the performance of the individual presidential candidates and how they handled the questions posed.

Nam Lolwe FM
Majority of the coverage by the vernacular radio stations predominantly covered the presidential debate. Nam Lolwe FM however did not give the issue significant coverage. On the 8.02.2013 the station hosted a debate on the land issue being focussed on by presidential candidates on campaigns trail. The station also posed a discussion on the 11.02.2013 surrounding claims by western countries using sanctions to intimidate Kenyans should they vote for those with cases in the International Criminal Court (ICC). On the 15.02.2013 the Luo council of elders were invited. The elders encouraged the voters to ‘come out in large numbers’ and vote to ensure the Prime Minister, Raila Odinga got the ‘ big seat’.

Radio Salaam
Radio Salaam talk-shows presented a forum that allowed for open discussion on topical issues. Majority of the discussions were on elections, mainly the presidential debate and use of witchcraft by aspirants in the running to elections. Discussions on electoral issues attracted the highest number of callers, with the highest number of callers at 31 and the minimum at 9.
Kameme FM
The dominant political topic covered during the analysis period included the presidential debate. Kameme FM also invited Jubilee aspirants to discuss their policies. Some of the aspirants invited include Maina Kamanda (Starehe Member of Parliament aspirant), Kimani wa Ngunjiri (Bahati Member of Parliament aspirant), Dr. James Karanja Nyoro (aspiring Kiambu Governor). Other trending topics also included the presidential debate, the CORD coalition using the land debate during campaigns and the ICC proceedings.

Mulembe FM
Presidential candidates’ live TV debate was the predominant topic as well as education and agriculture. The discussions on Mulembe FM were predominantly issue-based rather than personality based. With presenters focusing on issues, example: in the inaugural debate the presenters enquired about the issues the audience would like the candidates to tackle, what issues were handled well and which fell short of expectations. In relations to the gubernatorial race for respective counties, the presenters sought to find out what factors/qualities the voter considered when voting for a good governor.

Findings on Radio Talk-shows
The talk-shows content predominantly covered the topical issue of the presidential debate held on the 11th February 2013, the ICC proceedings, elections (with a focus on voter education and promotion of a peaceful election).

Coverage of the Presidential Debate
On the 11th February 2013 the majority of the vernacular radio stations focused on various aspects of the debut presidential debate. Before the debate the discussions were mainly on what questions the listeners would like the hosts to ask the presidential candidates. On Kass FM, 11.02.2013 the majority of the callers said that issues of land, health, ICC, and peace to be discussed in the debate. On Kameme FM some callers expressed the opinion that they did not want external interference from the west and wanted Kenyans to be given a chance to make their own choice.

On Kass FM, Egesa FM (12.02.2013) and Mulembe FM (11.02.2013) presenters wanted to find out if the debate dad changed voter decisions in relation to the forthcoming elections. Majority of the callers in Mulembe FM said that the debate will not change their minds.

Mulembe FM/ Example:
Caller said, “inganakani yanje se yachenjilekho ta.”
Transcription, “I have not changed my stand.”
Caller said, “Idebate ibele indai, sindolanga I change yosiyosi ta.”
Transcription, “The debate was nice but I do not think that people changed their mind.”
SMS said, “Uuu, sili ne chenjile inganakani yewe ta.”
Transcription, “No no no, the debate did not change my mind at all.”
On the 12.02.2013 most vernacular stations did analysis of the inaugural presidential debate which was held in Brookhouse International School, Nairobi on the 11.02.2013 with eight presidential candidates present; Uhuru Kenyatta, Musalia Mudavadi, Raila Odinga, Mohammed Abduba Dida, Paul Muite, Martha Karua, Peter Kenneth and James ole Kiyiapi. All the stations gave positive feedback with presenters and callers giving their opinion of the debate. On Radio Salaam a caller commented saying he, “appreciated the achievement as a country” On Kass FM callers were impressed with the debate and sought to know if the running mates can be invited for a similar debate.4

Ipsos Synovate and Consumer Insight commented on the candidates’ individual performance during the presidential debate. On the 13.02.2013, Kass FM asked the listeners if they agreed with the poll by Consumer Insight ranking Uhuru Kenyatta as the best candidate during the debate at 27% followed by Peter Kenneth at 26% and Raila Odinga and Martha Karua at 22% and 12% respectively. Mulembe FM and Kass FM on the 14.02.2013 both discussed the poll by Ipsos Synovate which also ranked Uhuru Kenyatta as the best candidate during the debate at 40% while Raila Odinga was second at 33%. The listeners’ views on the presidential campaigns all differed from station to station. On the 12.02.2013 Martha Karua and Paul Muite were described as “arrogant” by an Egesa FM caller. Many Kass FM callers on 12.02.2013 were impressed by Peter Kenneth as he answered questions posed ‘well’. On 12.02.2013, on Radio Salaam an avid caller, Simba wa Voi praised Uhuru Kenyatta while Kameme FM listeners commended presidential aspirant Uhuru Kenyatta and Paul Muites performance. On Mulembe, 12.02.2013, callers felt presidential aspirant Musalia Mudavadi did well on development issues while Paul Muite covered health issues well.5

Coverage of Elections (Civic Education)
Civic education was highlighted on, although covered with slightly less significance than the presidential debate. Kameme, Egesa and Nam Lolwe FM all invited guests to elaborate on the different elective positions, the colour coding of the ballot papers and boxes and the various rules to be adhered to during elections. The various guests invited include Dr. Hezron Mogambi of the Kenya National Integrated Civic Education (KNICE) who was invited on Egesa, 13.02.2013. On the 14.02.2013, Ms Hilder Yimbo, Rarieda Constituency and Anne Nderitu, Independent Electoral and Boundaries Commission representatives were on Nam Lolwe and Kameme FM respectively.

4 Mr Ilve Mwangi a guest on Kameme thought the debate was good, with key issues such as corruption, wastage and misuse of funds covered. Mulembe FM presenter said the debate was a success as it gave Kenyans a chance to know their leaders stance in solving national issues. Egesa FM listeners generally said the debate was a good way for the candidates to share a platform and market their policies.
5 Mulembe FM, 12.02.2013, “Musalia did well on developmental issues and Muite on matters to do with health.” “Uhuru failed to answer the question on ICC because he was asked how he will govern the country while in Hague, but instead of answering the question he instead directly he instead said that the Kenyan people will decide. Maybe he could have said that it is possible through internet.”
**Findings: News Coverage**

**Coverage of the Presidential Debate**

One of the main subjects in the news coverage of the six vernacular radio stations was the inaugural presidential debate. The focus on the news items was on the opinion polls analysis on presidential candidate’s performance during the presidential debate, which was be held at the Brookhouse International School, and featured eight presidential candidates Uhuru Kenyatta, Raila Odinga, Musalia Mudavadi, James Ole Kiyiapi, Martha Karua, Paul Muite, Mohammed Abduba and Peter Kenneth. On the 11.02.2013 news Kameme FM and Mulembe FM had a news bulletin on the much awaited presidential debate with the sound bite on Kameme FM airing Kenyans wishing their preferred candidates the best of luck.

On the 12.02.2013 Mulembe FM, had a news bulletin on the different opinions by Kenyans on the presidential debate. On Egesa FM the bulletin highlighted on presidential candidate’s statements/arguments made during the debate. Ipsos Synovate poll results of candidates performance in the debate was covered in Mulembe FM and Nam Lolwe FM on the 13.02.2013 where the results indicated that Uhuru Kenyatta, Jubilee Presidential Candidate performed much better than his opponents, with Raila Odinga, CORD presidential candidate, Peter Kenneth, Eagle coalition presidential aspirant and Musalia Mudavadi, Amani candidate coming in at second, third and fourth position respectively.

Infotrack Harris released a report on the popularity of presidential candidates after the elections and on the 15.02.2013 Mulembe FM, Kameme FM, Kass FM and Radio Salaam all aired news bulletins on the poll results that showed that Raila Odinga was still the most popular candidate.

**Coverage of the Elections Campaigns**

Presidential campaigns were extensively covered with Raila Odinga, Uhuru Kenyatta covered more than their opponents in the presidential race. Radio Salaam on the 12.02.2013, Nam Lolwe 10.02.2013, focuses on Jubilees presidential candidate’s campaigns in various regions. Kameme FM, 12.02.2013, Nam Lolwe, 10.02.2013, highlighted on Raila Odinga campaigns in Nairobi and its environs and Ukunda respectively on Kass FM, 13.02.2013 bulletins focused on Musalia Mudavadi as he campaigned in Narok urging residents to vote for him.
Coverage of the ICC Proceedings
Uhuru Kenyatta and William Ruto also received wide coverage in regards to the ongoing ICC cases. On Kameme FM, Kass FM, Radio Salaam and Egesa FM on the 14.02.2013 the news on ICC matters where the status conference for the four Kenyans facing trials at The Hague. Former head of Public Service Francis Muthaura and radio journalist Joshua Sang travelled for the proceedings, while presidential aspirant Uhuru Kenyatta and his running mate William Ruto opted to participate directly via a video link from undisclosed location.

Adherence to the Code of Conduct
Most of the news and talk-show content adhered to the Code of Conduct in the Practice of Journalism and the Guidelines for Elections Coverage. Accuracy and fairness was the most common breach observed. Majority of the news reports provided answers to all six W/H questions (who? What? Where? When? Why? and How?). Credible sources were also provided.

Majority of the talk-shows also adhered to the code, with most topics presented in an accurate way. Majority of the discussions also covered two sides of the topics with no journalistic opinion injected.

Breaches
Accuracy, balance and Fairness
Accuracy, Balance and Bias in article 1 of the Code of Conduct was the most common breached. In cases where this was noted, it was presented in one sided presentation of stories. Mulembe FM on 13.02.2013 for example reported on comments made by the Post Elections Violence (PEV) victims accusing the government of neglecting them. No police comment were included in the news item, thus the report was one sided.

In another example, on Kameme FM, 08.02.2013 The National Alliance (TNA) Secretary General accused Mr. Johnny Carson of having a secret meeting before he said that if Kenyans elected the International Criminal Court (ICC) suspects they would be suffer consequences, but the side of Mr Carson was not covered.

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6 Mulembe FM, on the 11.02.2013 and 13.02.2013 highlights the upcoming ICC shearing to take place on the 14.02.2013 and ICC hearing for Uhuru Kenyatta and William Ruto to be done via video conference. Radio Salam on the 12.02.2013, Safina Party presidential hopeful during the presidential debate expressed concerns over ICC noting President Kibaki and Prime Minister Raila Odinga were not included in the list of those facing charhes. Egesa FM on the 8.02.2013, Fatou Bensouda, says Kenya case most challenging so far.
7 The fundamental objective of a journalist is to write a fair, accurate and an unbiased story on matters of public interest. All sides of the story shall be reported, wherever possible. Comments should be obtained from anyone who is mentioned in an unfavourable context. Whenever it is recognized that an inaccurate, misleading or distorted story has been published or broadcast, it should be corrected promptly. Corrections should present the correct information and should not restate the error except when clarity demands
A small number of talk-shows did not adhere to the Code of Conduct. An example is Nam Lolwe FM, on 15.02.2013 where the presenter hosted two guests Mr. Willis Opiyo Tondi the Luo Council of Elders Chairman and Sam Okeyo, the Luo Council of Elders Secretary. The guest made an inaccurate comment stating that if, Raila did not become president, ‘we will have to wait’ for fifty or more years before any of ‘you’ [leaders] can make it to parliament. The presenter did not challenge his guest on the accuracy of his statement.

Another example was on Kameme FM on the 11.02.2013 the talk show was focused on Elections (presidential debate) on the ICC matter the guest made a comment that Kenyans know that Uhuru is not guilty the presenter responded saying “negwo” meaning “yes”. This is misleading and inaccurate as only the ICC can determine the outcome of the court.

**Hate Speech**
All news bulletins and talk shows monitored contained no hate speech.

**Coverage of Peace content in the News and Talk-shows / examples**
A notable trend was the coverage of news items that highlighted the need for a peaceful election. This was noted in all vernacular stations monitored. On Radio Salaam on the 14.02.2013 Pact, appeals to the coastal people to ensure peace prevails during the elections. German Ambassador, Margit Hellwig-Boette in a statement said Germany will support peace and National Cohesion regardless of elections outcome, Egesa FM, 14.02.2013. On the 12.02.2013 Kass FM news item 1, former nominated MP Musa Sirma urged Ravine residents to maintain peace during campaigns in Baringo County. Nam Lolwe FM on the 12.02.2013 aired an item with Bungoma County Commissioner Mr. Jamleck Baruga pleading with area residents to ensure peace prevails. 11.02.2013, Kameme FM Kikuyu council of elders pray for peace as the general elections approach.

Talk-shows also held discussions with the predominant topic being peaceful elections. Nam Lolwe FM, on the 12.02.2013 hosted Catholic Justice and Peace, Kisumu Diocese Zakary Odongo who discussed the responsibility of individuals to nurture and maintain peace during the election period. Egesa FM held an open ended discussion, asking listeners to call in as give their views on how they can ensure peace is maintained during the election period. The role of religious leaders during the election period was discussed; this was mainly linked to the deputy presidential debate that was organised by the church.
The Media Council of Kenya installed and configured the digital print and online monitoring system “NEWBASE PressProduction” for Media Monitoring.