

# **Mainstream Media (TV, Radio & Print) Report**

**22<sup>nd</sup> July to 20<sup>th</sup> August 2019**

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Background Information

# Background Information

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□ This report provides a summary of conversations monitored on mainstream media (Radio stations, newspapers and TV channels) to establish the direction and tonality that issues around cohesion are taking in Kenya.



□ This report covers the period 22<sup>nd</sup> July to 20<sup>th</sup> August 2019

# Media analyzed

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Social media sites reviewed

- ❑ **TV channels:** NTV, KTN News, K24, Citizen TV, KTN News, Kameme TV and KBC
- ❑ **Radio stations:** Citizen FM, KBC English Service, Classic 105 FM, Hot 96 FM, Hope FM, Ramogi FM, Inooro FM, Mulembe FM, Muuga FM, Kass FM, Egesa FM, Musyi FM, and Capital FM
- ❑ **Newspapers:** Daily Nation, The Standard, People Daily, The Star and The East African



Key words in analysis

“Building Bridges Initiative” , “Handshake” , “Kieleweke” , “Tangatanga” , “2022” , “Ethnicity” , “Ukabila” , “Triabilism” , “Corruption” , “Ufisadi” , “Uhuru Kenyatta” , “Raila Odinga” , “William Ruto” , “Referendum” , “The Big Four Agenda” , “Universal Health Coverage” , “Affordable Housing” , “Manufacturing” , “Food Security” , “Unemployment” , “Youth Unemployment” , “Jobs” , “Elections” “Uchaguzi” , “Devolution” , “Ugatuzi”

# Analysis Structure

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The analysis has been done as follows;

- ❑ **Thematic analysis** – number of stories under each theme
- ❑ **Tonality** – whether the article is positive or negative
- ❑ **Channel** – number of articles per channel

# Summary of Findings

# Summary: Personalities



**243**  
# of stories

Personality	Mentions	Positive	Negative	Neutral
Uhuru Kenyatta	243	56.8%	6.22%	36.9%
William Ruto	164	37.0%	11.1%	51.9%
Raila Odinga	138	23.4%	15.3%	61.3%



**164**  
# of stories



**138**  
# of stories



# Summary: Key Words



Keyword	Mentions	Positive	Negative	Neutral
Referendum	197	24.0%	16.7%	59.4%
Devolution	6	66.7%	16.7%	16.7%
Building bridges	75	33.3%	9.33%	57.3%
Corruption	172	50.3%	36.3%	13.5%
Tangatanga	11	0.0%	10.0%	90.0%
Kieleweke	8	0.0%	0.0%	100%
2022	65	17.2%	4.69%	78.1%
Manufacturing	3	66.7%	33.3%	0.0%
Food Security	28	51.9%	48.1%	0.0%
Big four agenda	35	77.1%	5.71%	17.1%
Affordable housing	12	75.0%	8.33%	16.7%
Unemployment	34	52.9%	32.4%	14.7%



# Personality Analysis

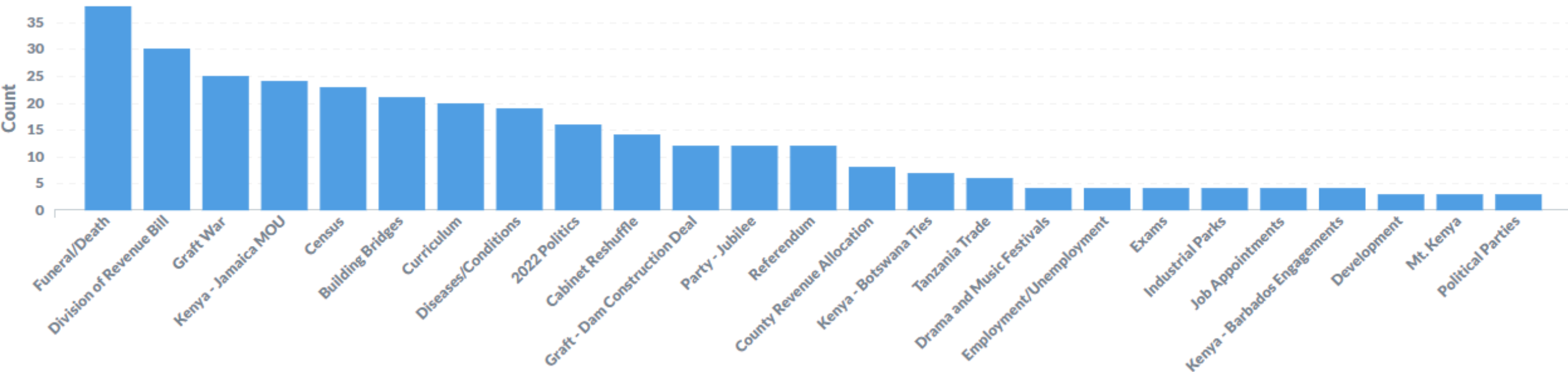
# Sub Theme Analysis: Uhuru Kenyatta



243

# of stories

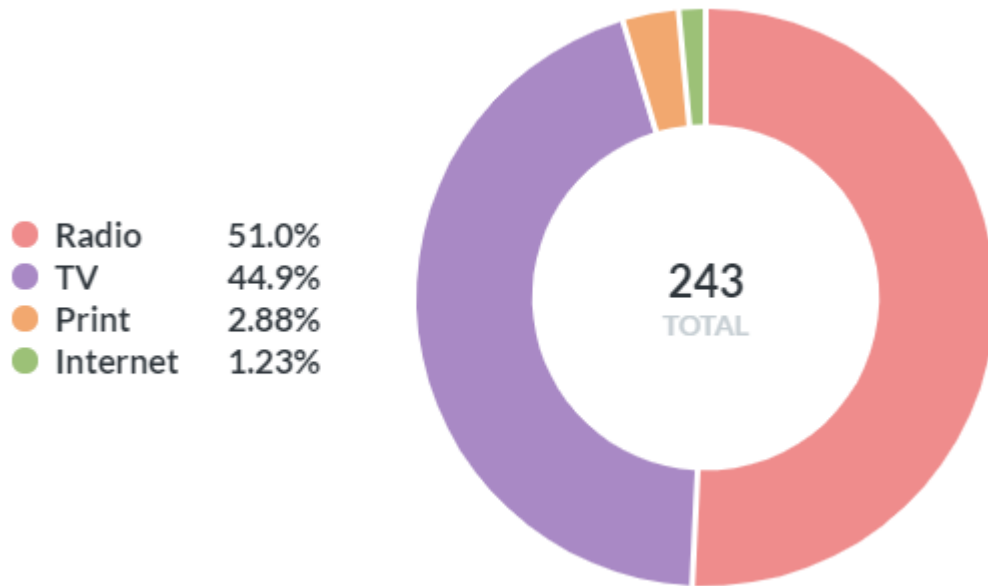
Most of the stories about Uhuru Kenyatta were surrounding the deaths of Joyce Laboso and Ken Okoth



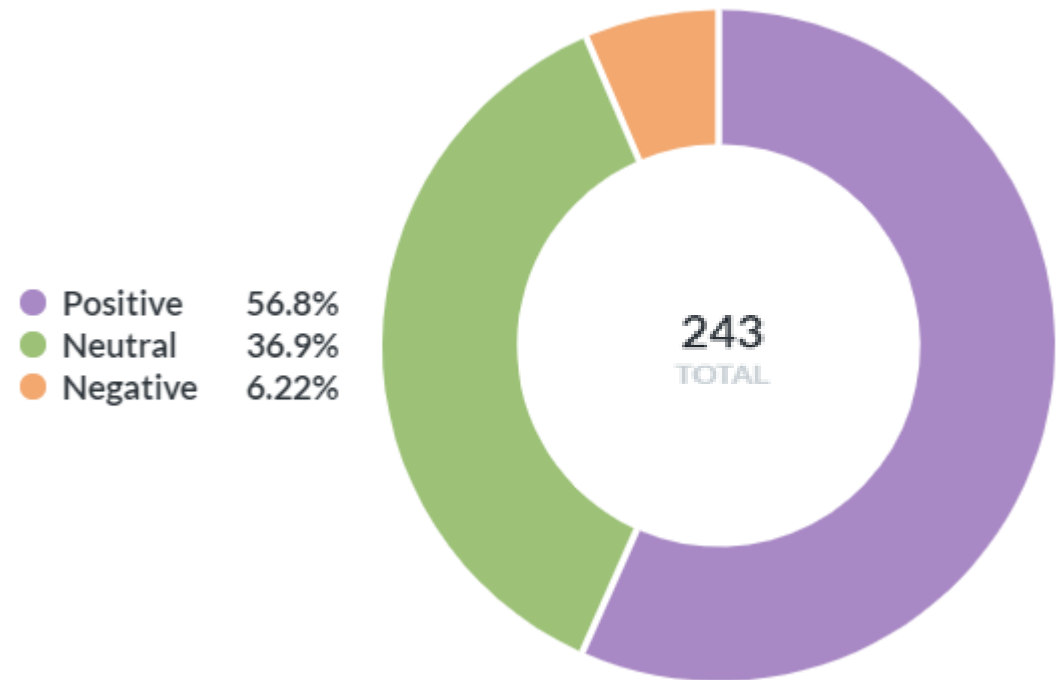
# Key Personalities Coverage: **Uhuru Kenyatta**

- ❑ Most of the coverage for Uhuru Kenyatta was positive
- ❑ Majority of the stories were from radio stations

## Media Share



## Tonality

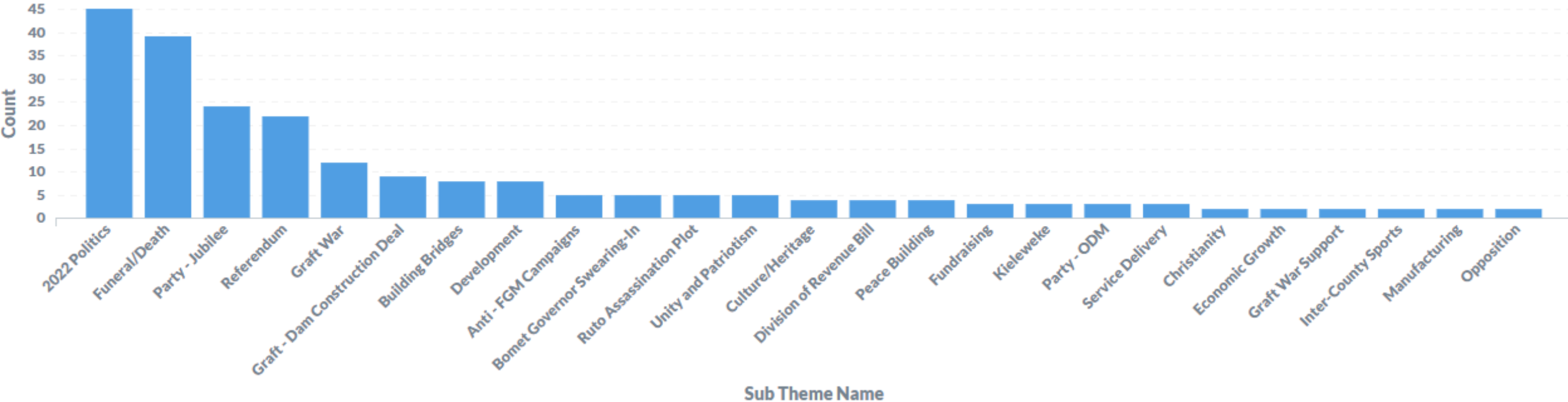


# Sub Theme Analysis: William Ruto



**164**  
# of stories

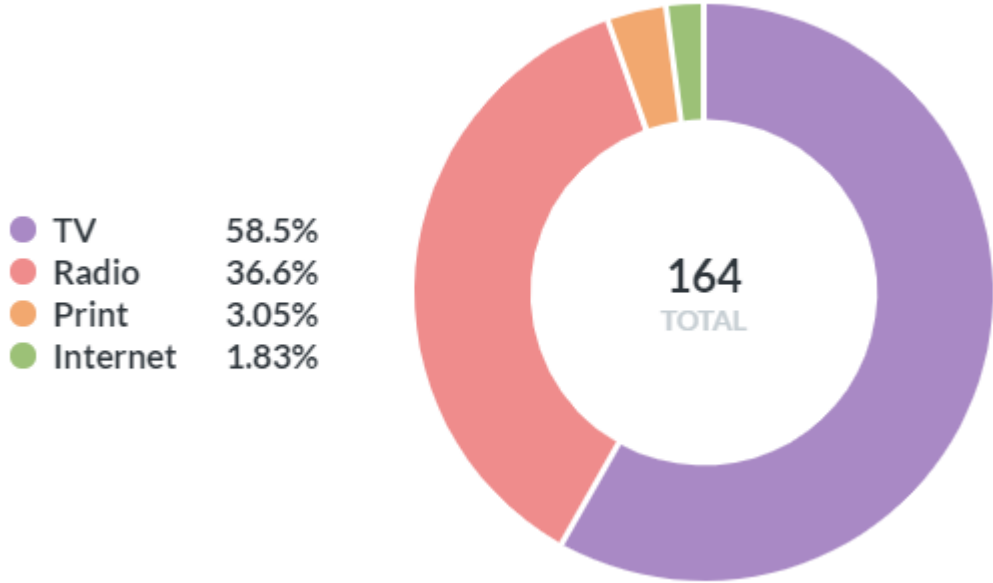
☐ Most of the stories about William Ruto were surrounding 2022 politics.



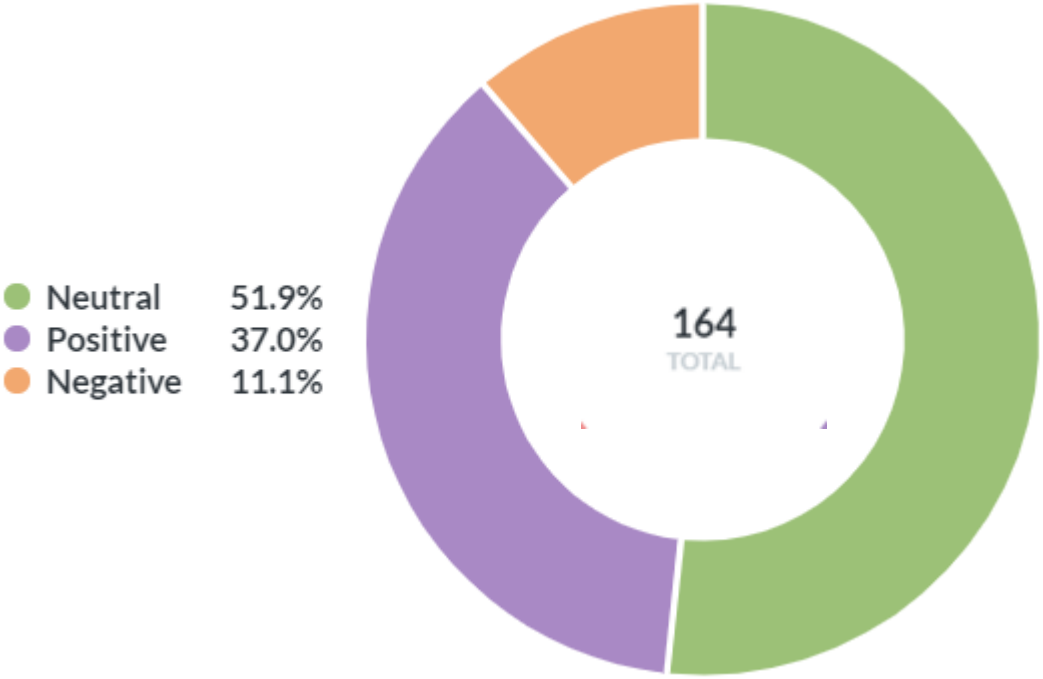
# Key Personalities Coverage: **William Ruto**

- ❑ Majority of the stories for William Ruto were neutral
- ❑ Most of the stories were from TV stations

## Media Share



## Tonality



# Sub Theme Analysis: **Raila Odinga**

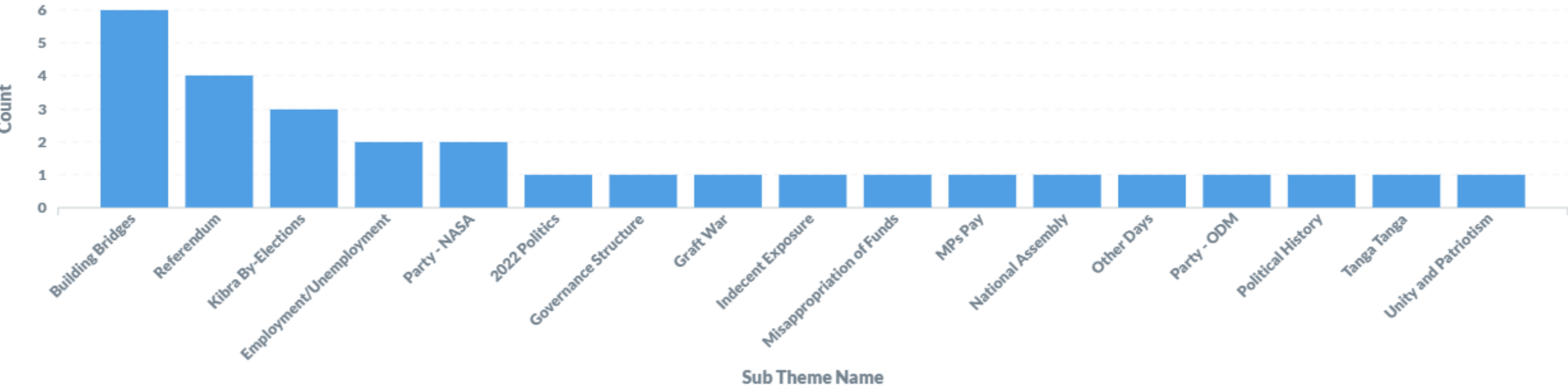


**138**

# of stories

Most of the stories about Raila Odinga were surrounding building bridges taskforce and referendum talks.

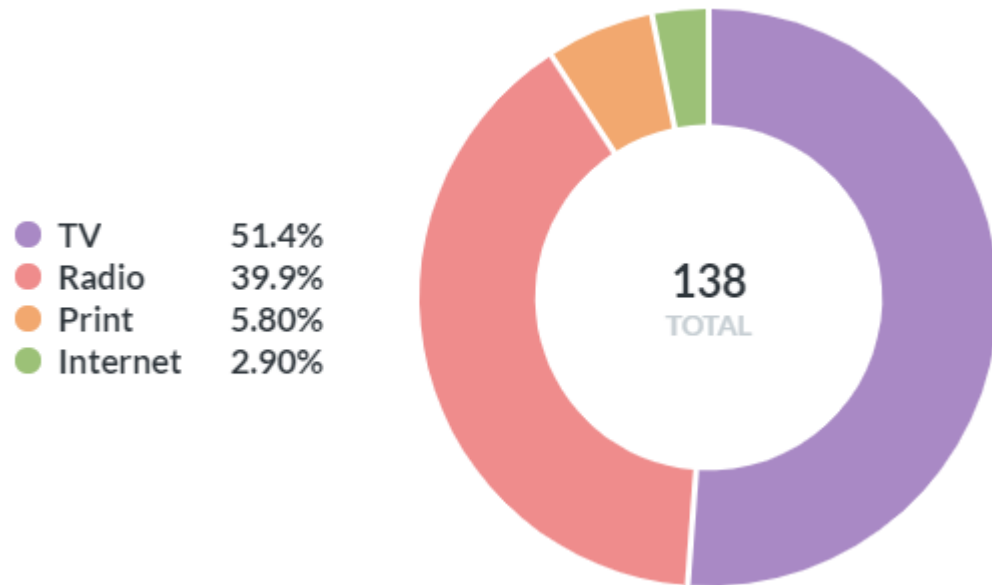
# of stories grouped by sub theme



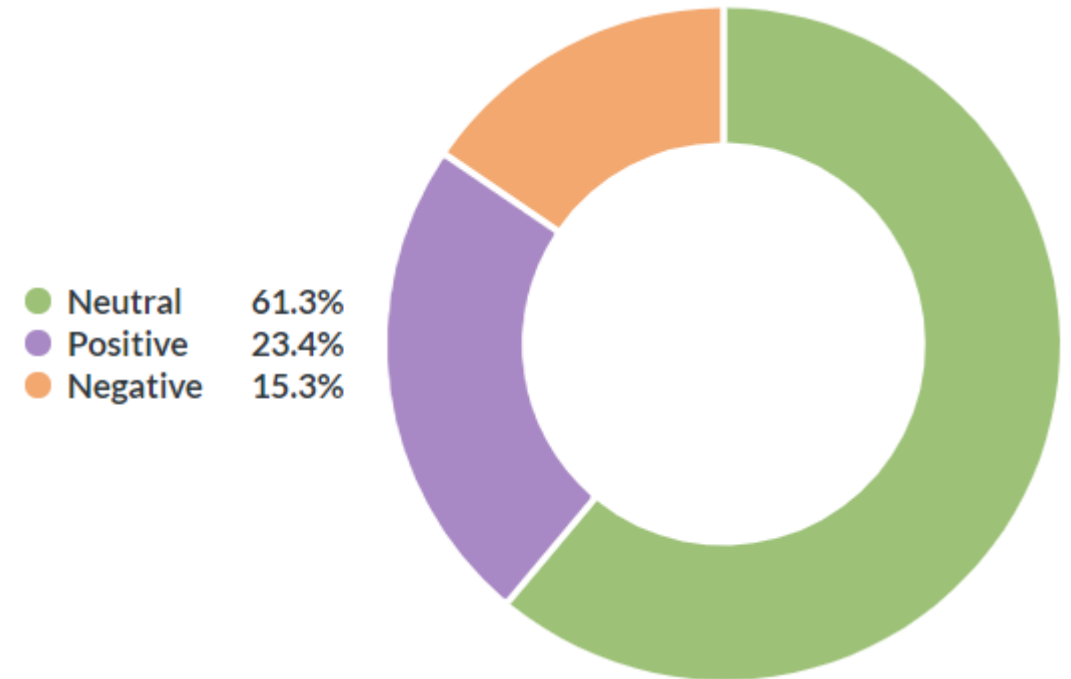
# Key Personalities Coverage: Raila Odinga

- ❑ Most of the coverage on Raila Odinga was neutral.
- ❑ Majority of the coverage was from TV stations

## Media Share



## Tonality





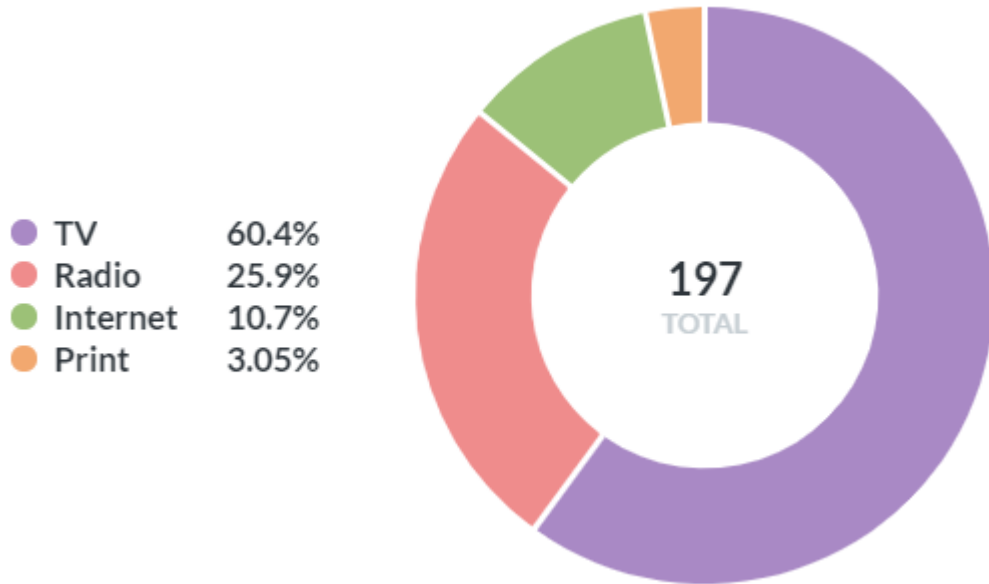
# Thematic Analysis

# Referendum

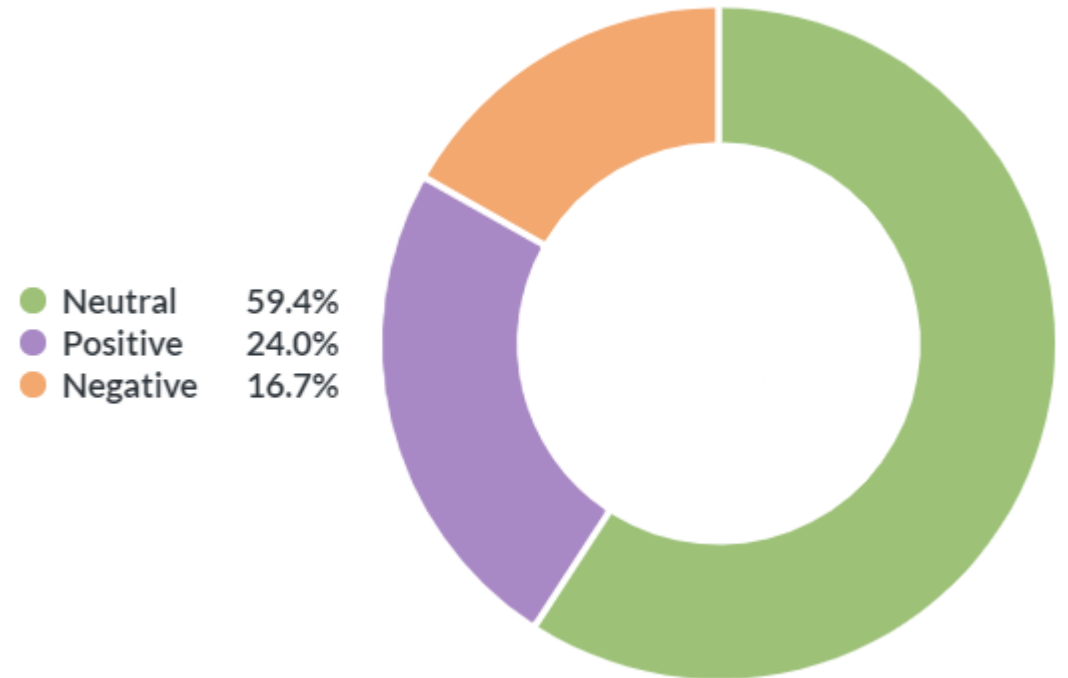
**197**  
# of stories

- ☐ Most of the coverage on referendum was neutral.
- ☐ TV stations had the most number of stories

## Media Share



## Tonality



# Key Personalities Covered: Referendum

● Ekuru Aukot	43.6%
● Raila Odinga	15.5%
● William Ruto	10.0%
● Aden Duale	5.45%
● Uhuru Kenyatta	5.45%
● Other	20.0%

- ❑ MCAs tell off Duale over referendum bill
- ❑ Political leaders differ over the proposed constitutional amendment bill
- ❑ Wetangula opposes Aukot's Punguza Mizigo Initiative
- ❑ MP William Kamket drums up support for Ekuru Aukot on 'Punguza Mizigo' bill
- ❑ Kamket MP throws his weight behind Aukot's Punguza Mizigo bill
- ❑ Lonyangapuo slams Ekuru Aukot over his Punguza Mizigo bill
- ❑ MP Kamket against scrapping of constituencies from 290 to 94
- ❑ Orengo tells off Ekuru Aukot over Punguza Mizigo bill
- ❑ Senator Poghismo's sarcastic encouragement to Ekuru Aukot
- ❑ Duale terms Aukot's push for constitutional amendments as sideshows
- ❑ Political hedwig's never expected Ekuru Aukot to get 1.2M signatures verified by IEBC
- ❑ "The corrupt will fight Aukot because they do not want to Punguza mzigo."
- ❑ ELOG issues statement on punguza mzigo initiative
- ❑ Leaders, Lawyers divided over punguza mizigo divide
- ❑ Governor Godhana backs Third Way Alliance Party's "Punguza Mizigo"
- ❑ Referendum not a priority- MP Nkatha
- ❑ MPs vow to fight Aukot's Punguza Mizigo initiative
- ❑ ODM plans to kill Punguza Mizigo Bill
- ❑ Referendum push to test party loyalty
- ❑ Wetang'ula wants Aukot bill, BBI report merged
- ❑ Punguza Mizigo Bill reaches assemblies

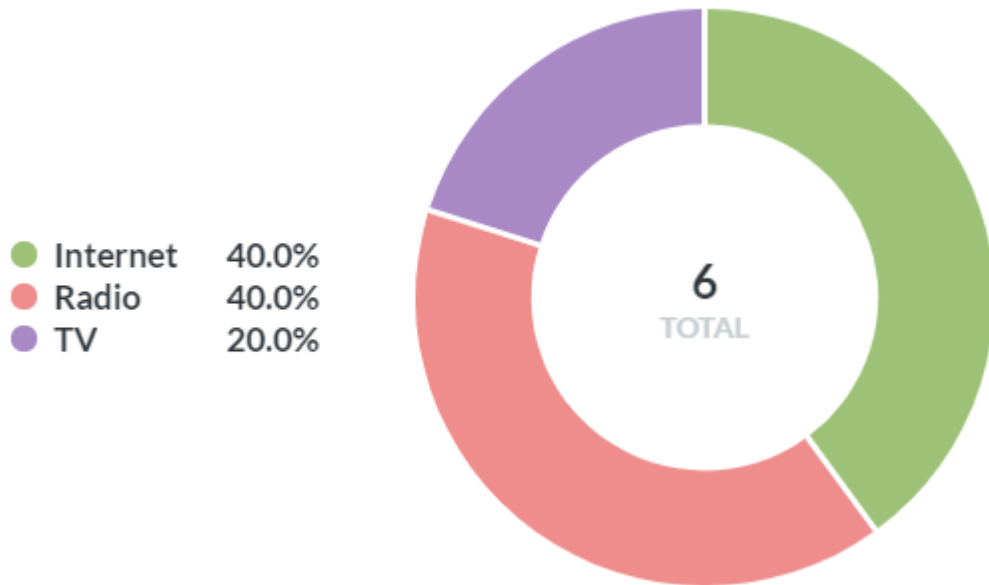
# Devolution

6

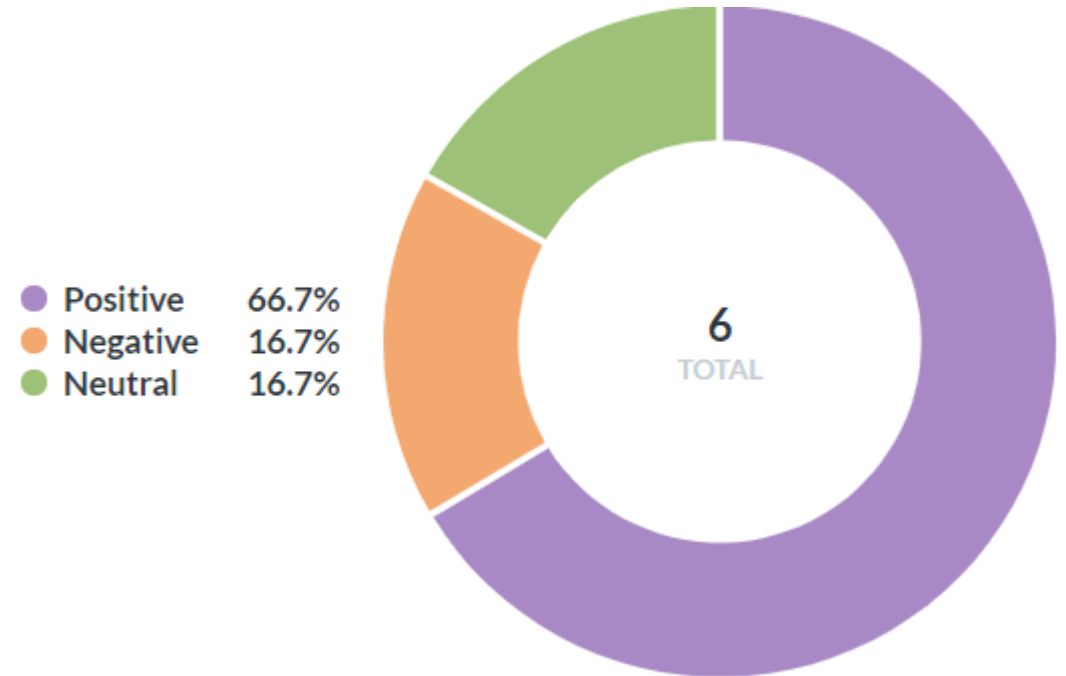
# of stories

- ❑ The coverage on Devolution was predominantly positive.
- ❑ Radio stations had the most coverage for devolution.

## Media Share



## Tonality



# Key Personalities Covered: **Devolution**

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● Wycliffe Oparanya	71.4%
● Eugene Wamalwa	14.3%
● William Ruto	14.3%

- ❑ Devolution Cabinet Secretary Eugene Wamalwa has called on investors and the public at large to support and attend the upcoming Arid and Semi-Arid Lands (ASAL) Conference next month.
- ❑ NTV's Edmond Nyabola, Robert Githira win TV devolution reporting award
- ❑ DP Ruto insists that govt will fulfil its promises to the people of Meru county
- ❑ Ministry fetes officers as Ole Kirgotty receives state recognition
- ❑ Governors meets in Nakuru to discuss state of devolution in Kenya
- ❑ COG chairman Oparanya says devolution has provided development in counties and asks governors to fight graft
- ❑ Governor Oparanya says national govt wastes money that can be devolved
- ❑ Envoys Call on Oparanya

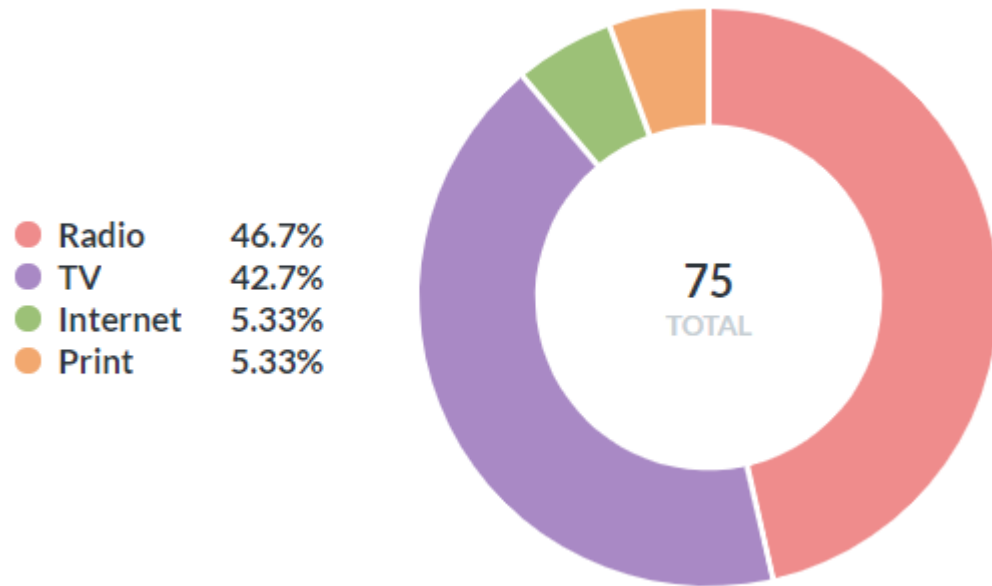
# Building Bridges/Handshake

75

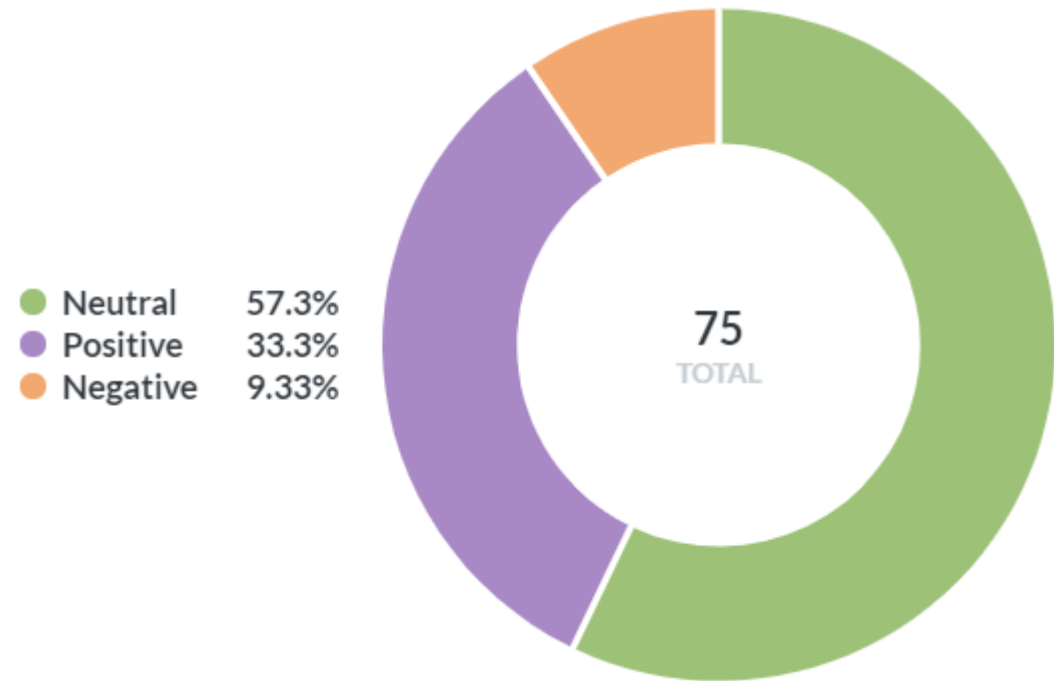
# of stories

- ☐ Most of the coverage on building bridges was neutral.
- ☐ Majority of the stories were from radio stations

## Media Share



## Tonality



# Key Personalities Covered: **Building Bridges/Handshake**

● Raila Odinga	32.0%
● Uhuru Kenyatta	28.0%
● William Ruto	10.7%
● Ekuru Aukot	5.33%
● Josphat Nanok	2.67%
● Moses Wetangula	2.67%
● Other	18.7%

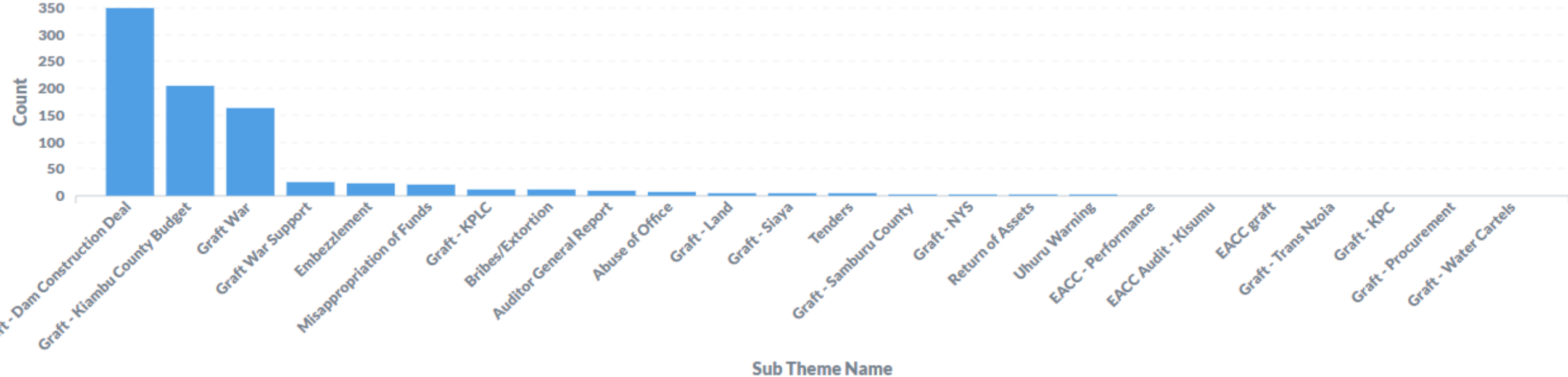
- ❑ "I doubt Raila's decision to go for the 'handshake' was a solo decision." - Herman Manyora
- ❑ Opposition tells off DP over handshake remarks.
- ❑ Orenko urges Kenyans to wait for BBI report and ignore Punguza Mzigo proposal
- ❑ DP Ruto publicly addresses state of his relationship with President Uhuru
- ❑ Kieleweke team defends 'handshake'
- ❑ Governor Sonko: Handshake has brought peace
- ❑ Samburu Woman Rep. Maison Leshoomo calls for Kenyans to support the 'Handshake'
- ❑ CS Matiang'i defends the building bridges initiative insisting that it has brought development in the Nyanza region
- ❑ Raila Odinga says BBI could propose vote for referendum
- ❑ CS Matiang'i defends the building bridges initiative insisting that it has brought development in the Nyanza region
- ❑ Ekuru Aukot says Building Bridges Initiative and any other process remains unconstitutional
- ❑ Punguza Mizigo, BBI should stop battle of egos over referendum – Kagwanja
- ❑ BBI task-force to submit report to Uhuru and Raila in October
- ❑ We support Uhuru-Raila handshake, says DP Ruto as Uhuru warns against hypocrisy
- ❑ Building Bridges task force winds up exercise around 47 counties

# Sub Theme Analysis: Corruption

172

# of stories

- Most of the stories on corruption were surrounding the Arror and Kimwarer dams scandal and the arrest of Kiambu governor Ferdinand Waititu.

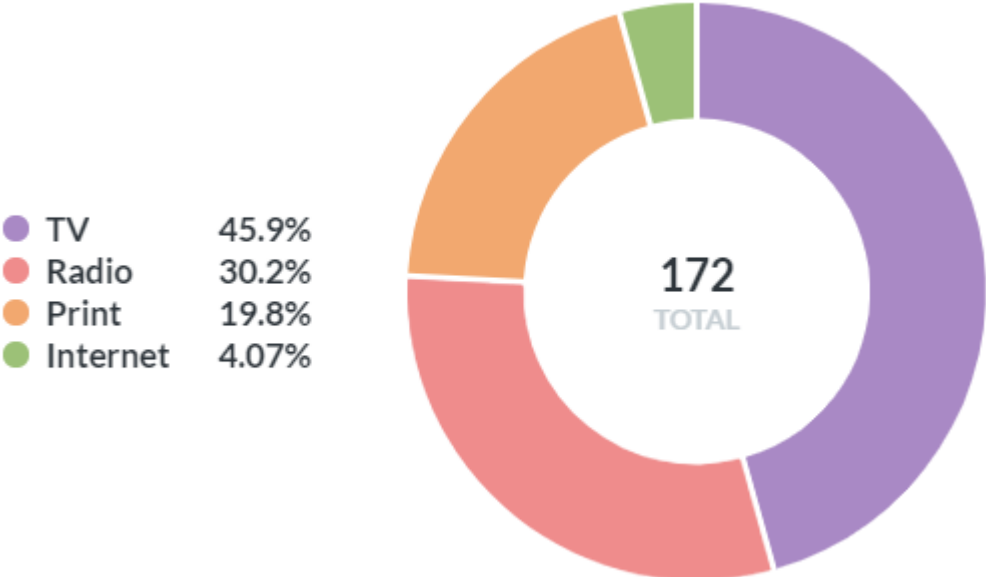




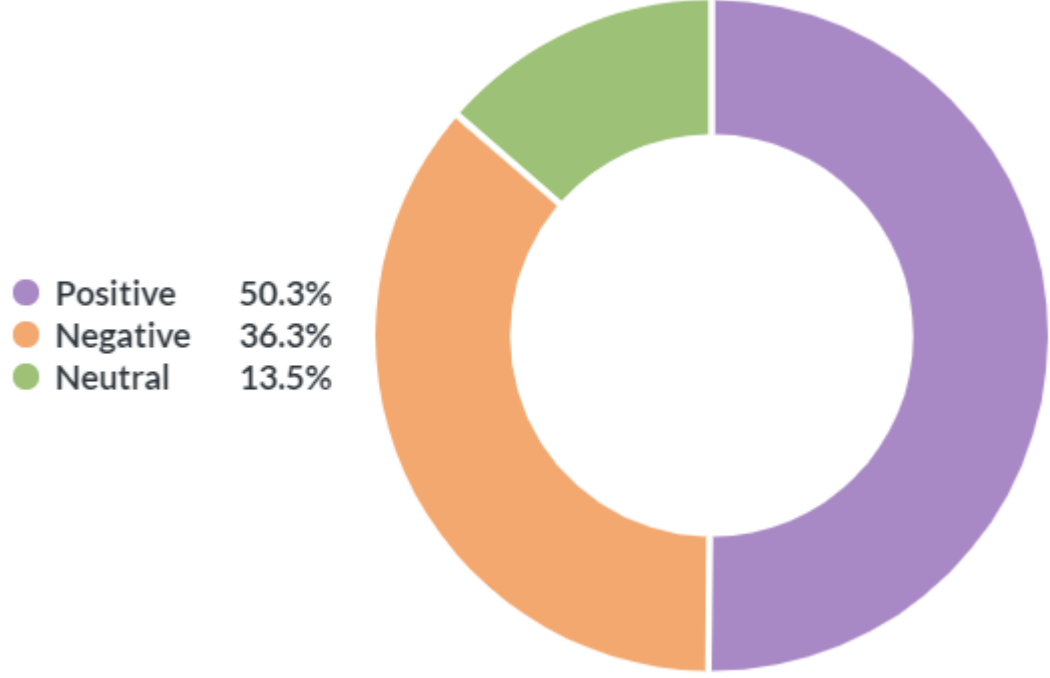
# Corruption

- ❑ Majority of the stories on corruption were positive.
- ❑ Most of the coverage was from TV stations

## Media Share



## Tonality



# Key Personalities Covered: Corruption

● Ferdinand Waititu	36.0%
● Henry Rotich	20.4%
● DPP Noordin Haji	8.63%
● Uhuru Kenyatta	6.68%
● Kamau Thugge	5.86%
● William Ruto	3.75%
● Other	18.7%

- ❑ DPP Haji: Public corruption threatens the very fabric of our nation
- ❑ DP Ruto's denial on billions lost in Arror, Kimwarer puts him in awkward position
- ❑ Kimwarer and Arror dams scandal: Crisis at the National Treasury after arrests?
- ❑ PS Kamau Thugge among arrested officials in Arror, Kimwarer scam
- ❑ Kimwarer and Arror dams scandal: Mudavadi explains crucial role of Treasury
- ❑ A look at the rise of Treasury CS Henry Rotich
- ❑ What KSh. 19B 'lost' in Kimwarer and Arror dam scam can do
- ❑ Public officers, private firms collaborated to defraud govt KSh 19B – DPP
- ❑ CS Henry Rotich locked up at Muthaiga Police Station, to be charged
- ❑ CS Rotich, PS Thugge in police custody over Arror, Kimwarer dams scam
- ❑ Elgeyo Marakwet residents share views after arrest of CS Henry Rotich and top KVDA managers
- ❑ DP Ruto's bold defense of Kimwarer, Arror dams projects months before DPP report
- ❑ Kiambu court threatens to dismiss case against church leaders due to sloppy prosecution
- ❑ Henry Rotich's 25 year career in finance threatened by Arror, Kimwarer dam saga
- ❑ Senator Murkomen terms Kimwarer and Arror dams scandal probe a charade
- ❑ Individuals involved in the Arror, Kimwarer dam scandal to face eight charges
- ❑ DPP implicates treasury CS Rotich in Ksh. 63B Arror, Kimwarer dams scandal
- ❑ LIST: CS Rotich and 27 others to be arrested over Kimwarer and Arror dams scandal
- ❑ Orenge tells Uhuru to remain firm on his war against corruption

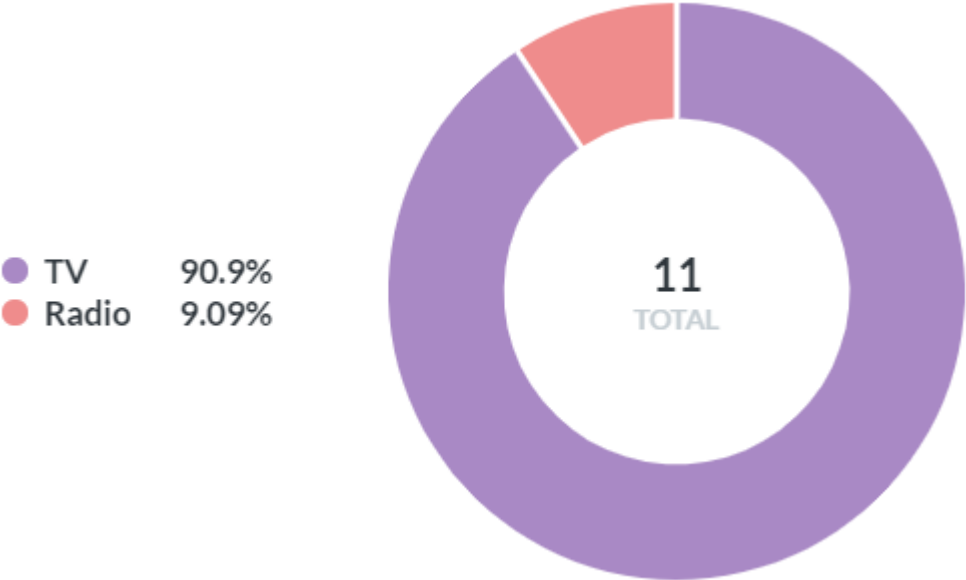
# Tangatanga

11

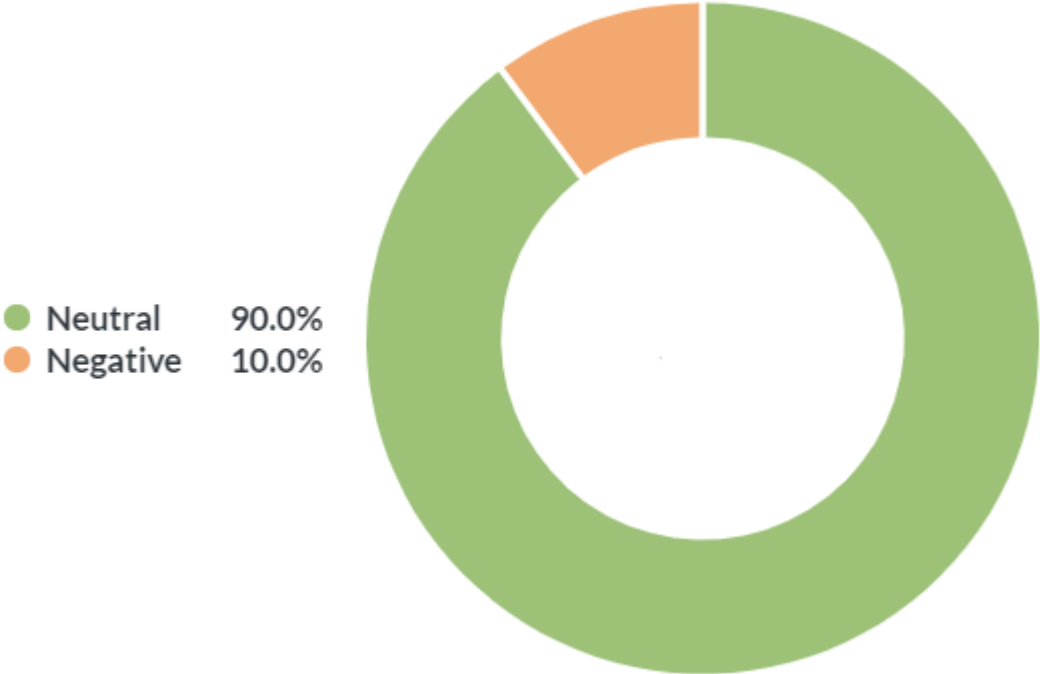
# of stories

- Majority of the stories on Tangatanga were neutral
- Most of the coverage was on TV stations

## Media Share



## Tonality



# Key Personalities Covered: **Tangatanga**

● Uhuru Kenyatta	33.3%
● William Ruto	33.3%
● Kipchumba Murkomen	16.7%
● Raila Odinga	16.7%

- ❑ Comedian Captain Otoyotickles Tangatanga MPs with a 'Baba' joke
- ❑ Murkomen distances himself from TangaTanga movement
- ❑ Mgawanyiko wa kieleweke na tangatanga wayumbisha chama cha Jubilee
- ❑ DP Ruto now calls on Tanga Tanga, Kieleweke teams to unite and focus on implementation of the Big 4
- ❑ BBI is the main reason why there is tangatanga and kieleweke in Jubilee Party
- ❑ Ruto: Tangatanga, Kieleweke zisitishwe
- ❑ SIASA ZA WIKENDI: Tangatanga na Kieleweke Murang'a
- ❑ Uhuru, Raila-backed BBI handlers taking Kenyans for a ride - DP Ruto allies
- ❑ Tangatanga wapinga mabadiliko ya katiba
- ❑ Wanamirengo ya Tanga Tanga na Kieleweke wazidi kukinzana kuhusu BBI
- ❑ Mkengeuko wa tangatanga: Mrengo wapinga 'Punguza Mizigo'
- ❑ MPs differ over fate of BBI report

# Kieleweke

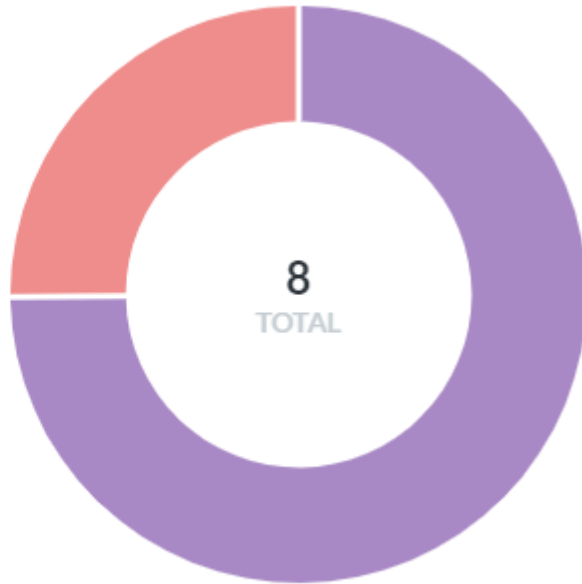
8

# of stories

- The stories on Kieleweke were neutral.
- Most of the stories were from TV stations

## Media Share

● TV 75.0%  
● Radio 25.0%



## Tonality

● Neutral 100%



# Key Personalities Covered: **Kieleweke**

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● William Ruto	60.0%
● Raila Odinga	20.0%
● Uhuru Kenyatta	20.0%

- ❑ Kieleweke MPs set record straight on alleged support for Raila
- ❑ Kieleweke team defends 'handshake'
- ❑ Mgawanyiko wa kieleweke na tangatanga wayumbisha chama cha Jubilee
- ❑ DP Ruto now calls on Tanga Tanga, Kieleweke teams to unite and focus on implementation of the Big 4
- ❑ BBI is the main reason why there is tangatanga and kieleweke in Jubilee Party
- ❑ Ruto: Tangatanga, Kieleweke zisitishwe
- ❑ SIASA ZA WIKENDI: Tangatanga na Kieleweke Murang'a
- ❑ Kieleweke not opposing Ruto presidency, Ngunjiri says
- ❑ Wanamirengo ya Tanga Tanga na Kieleweke wazidi kukinzana kuhusu BBI
- ❑ MPs differ over fate of BBI report

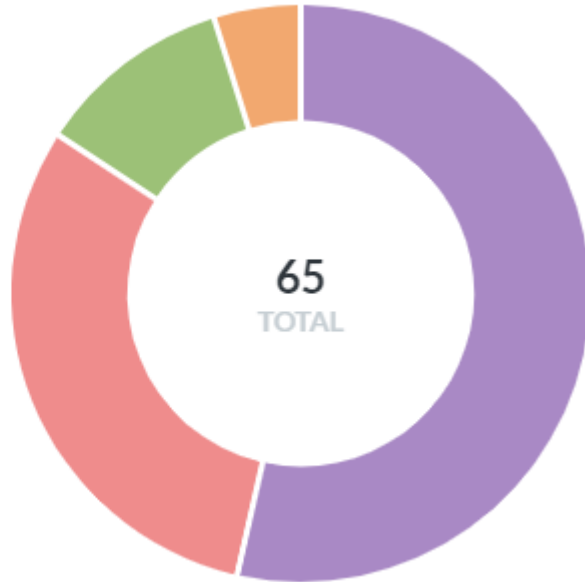
65

# of stories

- ☐ Majority of the stories on 2022 were neutral
- ☐ Most coverage on 2022 was from TV stations

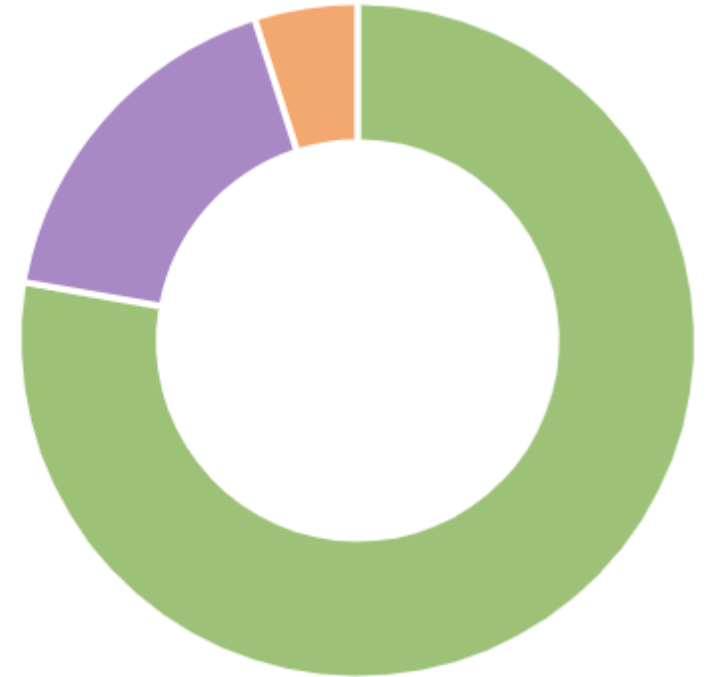
## Media Share

TV	53.8%
Radio	30.8%
Internet	10.8%
Print	4.62%



## Tonality

Neutral	78.1%
Positive	17.2%
Negative	4.69%



# Key Personalities Covered: 2022

● William Ruto	39.1%
● Raila Odinga	20.0%
● Uhuru Kenyatta	13.9%
● Kivutha Kibwana	7.83%
● Josphat Nanok	2.61%
● Other	16.5%

- ❑ Premature campaigns termed as a way to derail development agenda
- ❑ Section of Jubilee leaders refute claims of campaigning for Raila
- ❑ Kieleweke MPs set record straight on alleged support for Raila
- ❑ Support DP Ruto's presidential ambition come 2022 - MP Jayne Kihara tells Uhuru
- ❑ Uhuru warns politicians against early campaigns
- ❑ We're not campaigning for Raila - Kieleweke
- ❑ Kapsaret MP Oscar Sudi has taken a swipe at President Uhuru Kenyatta, saying he is unable to lead the country and should resign.
- ❑ Uhuru hints at reneging on Jubilee 2022 promise to Ruto
- ❑ Uhuru tells off politicians engaged in 2022 succession politics
- ❑ Only God knows who will be president after me, I don't mind - Uhuru
- ❑ Let me be president for three months - Oscar Sudi tells Uhuru
- ❑ Orenge: Ruto has nothing to lose if Jubilee fails to deliver
- ❑ President Kenyatta asks leaders to focus on development and stop politicking
- ❑ Nyandarua senator urge leaders to stop early 2022 politics
- ❑ Mombasa Governor Hassan Joho jokes about his imminent retirement
- ❑ I don't care who will succeed me - Uhuru

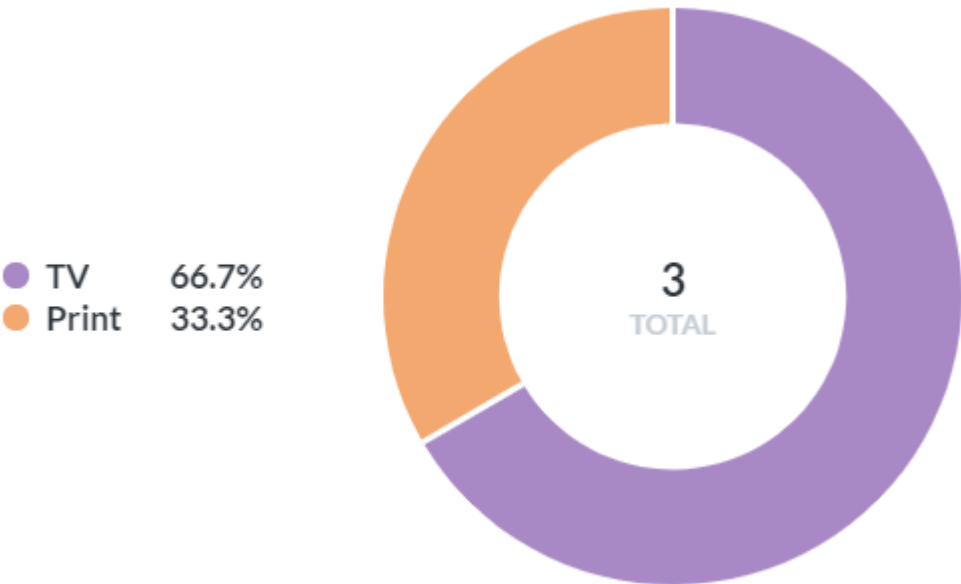


# Manufacturing

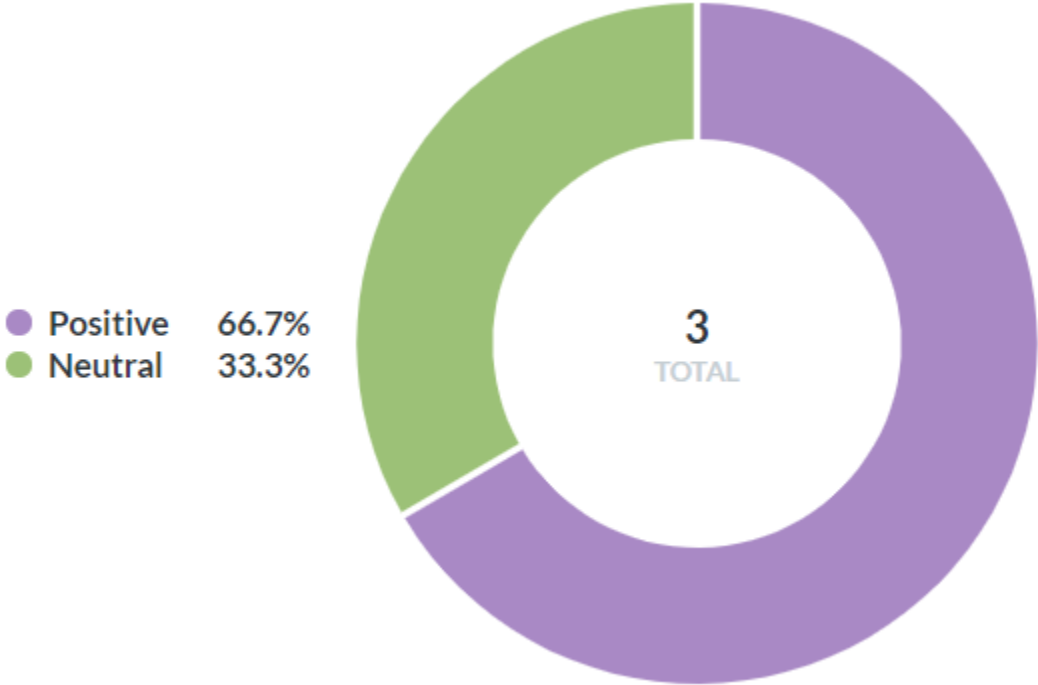
**3**  
# of stories

- ☐ The tonality surrounding manufacturing was predominantly positive.
- ☐ Most of the coverage was from TV stations.

## Media Share



## Tonality



# Key Personalities Covered: **Manufacturing**

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● Raila Odinga	28.6%
● Uhuru Kenyatta	28.6%
● William Ruto	28.6%
● Peter Munya	14.3%

- ❑ A fish processing factory in Kitale has created new export markets for fish skin leather
- ❑ Govt optimistic that modernizing state-owned warehouses will spur growth
- ❑ Rivatex banks on county tailors to lift production

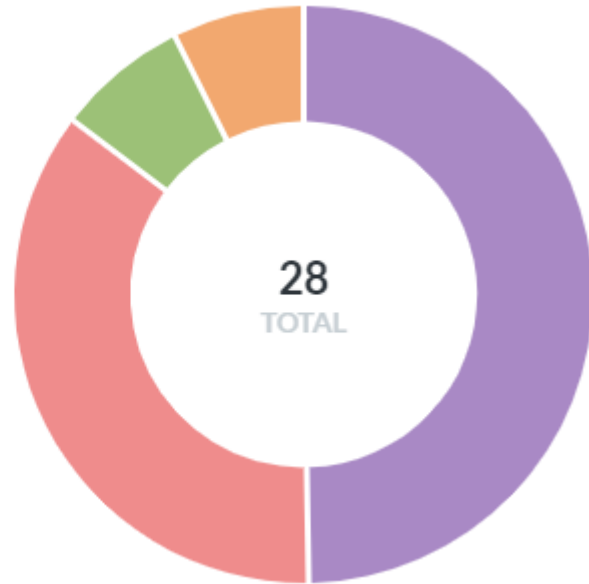
# Food Security

**28**  
# of stories

- ☐ The tonality for these stories was predominantly positive
- ☐ TV stations had the most coverage for this theme.

## Media Share

TV	50.0%
Radio	35.7%
Internet	7.14%
Print	7.14%



## Tonality

Positive	51.9%
Negative	48.1%



# Key Personalities Covered: **Food Security**

● Uhuru Kenyatta	22.2%
● Aden Duale	11.1%
● Boni Khalwale	11.1%
● Esther Passaris	11.1%
● Mwangi Kiunjuri	11.1%
● Oscar Sudi	11.1%
● PS Jerome Ochieng'	11.1%
● Stanley Kiptis	11.1%

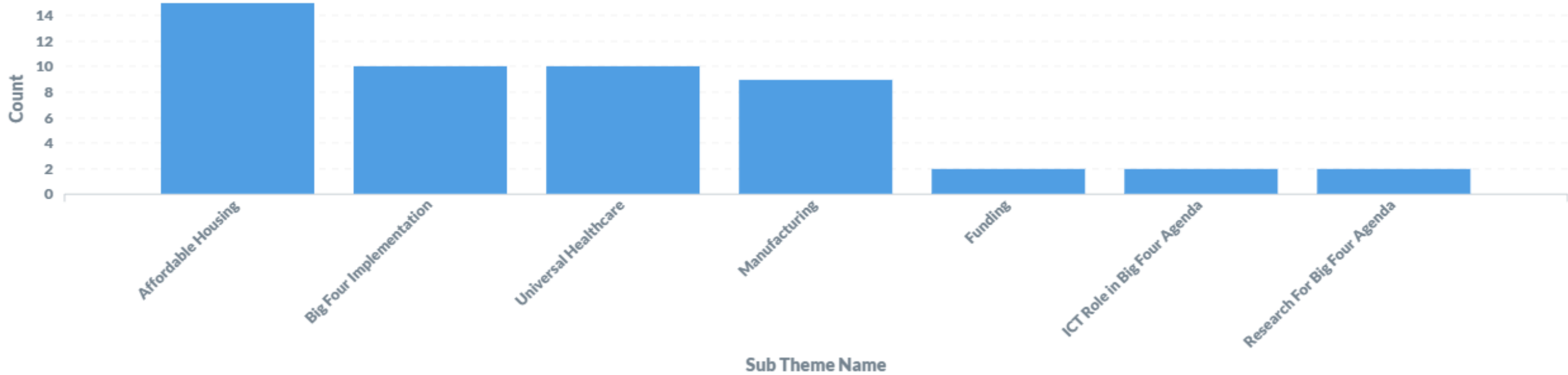
- ❑ Ole Sapit launches a Busia ACK farm demo to boost productivity
- ❑ Duale raises alarm over the ravaging drought situation facing over 7 counties in Northern Kenya
- ❑ Pastoralists likely to incur losses in Tana River County
- ❑ Over 230, 000 families in Makueni to receive relief food
- ❑ Residents from Kibaoni have asked for relief food help following drought
- ❑ Statistics important for decision making
- ❑ Researchers to launch a mobile APP to enhance food security
- ❑ Over 22, 000 residents of Mbeere in dire need of food
- ❑ Kitui farmers urged to grow drought-resilient traditional crops
- ❑ Agency fails to account for over Sh3b imports
- ❑ The national government has announced it will be distributing relief food to Makueni
- ❑ Hundreds of residents face starvation in Marsabit
- ❑ President Uhuru signs into law two bills to address food security
- ❑ Over 90% of the population in Marsabit is facing food and water shortage
- ❑ Starving children of Baringo cry for help
- ❑ County government and Africare plan five year nutrition program

# Sub Theme Analysis: **Big Four Agenda**

**35**

# of stories

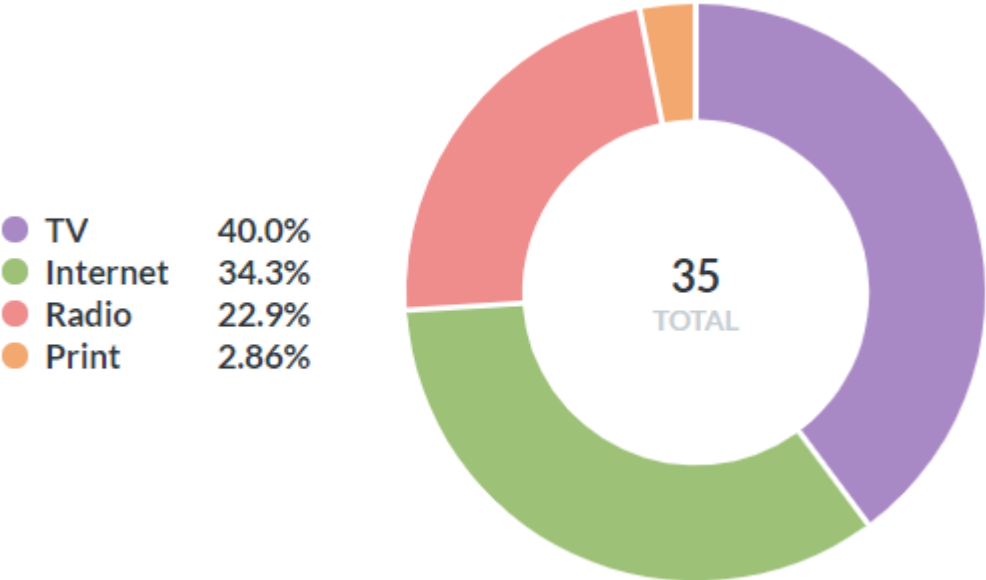
Most of the coverage on big four agenda was concerning affordable housing.



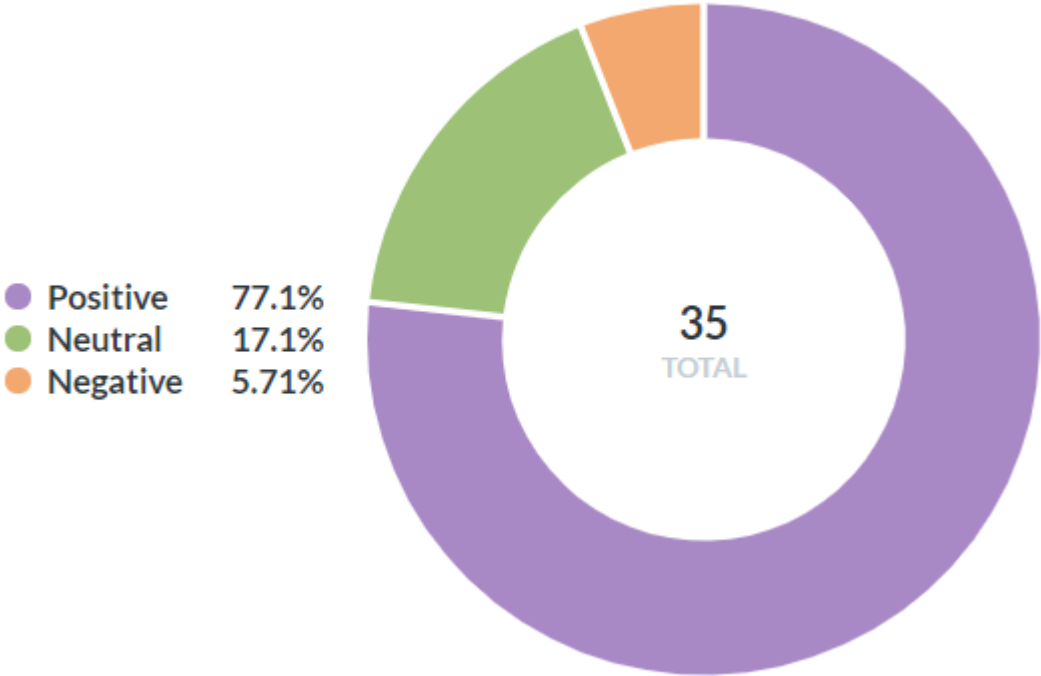
# Big Four Agenda

- ❑ The tonality for the big four agenda was predominantly positive.
- ❑ TV stations had the biggest share of stories.

## Media Share



## Tonality



# Key Personalities Covered: **Big Four Agenda**

William Ruto	33.3%
Uhuru Kenyatta	22.2%
Raila Odinga	11.1%
Alfred Mutua	5.56%
Joe Mucheru	5.56%
Margaret Kenyatta	5.56%
Mutahi Kahiga	5.56%
Peter Munya	5.56%
Sicily Kariuki	5.56%

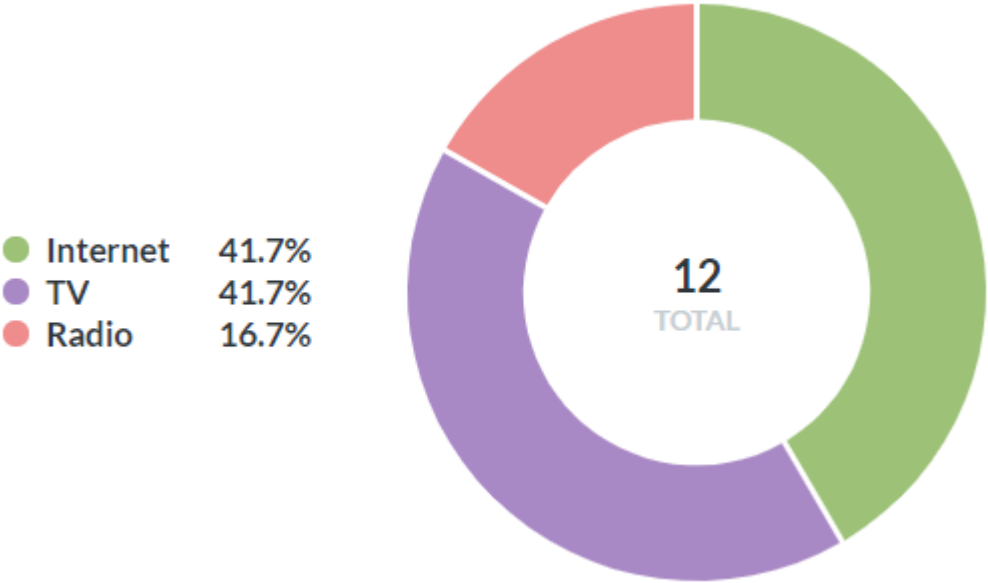
- ❑ A fish processing factory in Kitale has created new export markets for fish skin leather
- ❑ President Kenyatta directs Ministries to secure Kenyan innovations
- ❑ Envoys to advocate for big 4 and devolution
- ❑ Quality certification and accreditation key to achieving the Big 4 Agenda
- ❑ First Lady Margaret Kenyatta has said Kenya is keen to learn from the Barbados model of universal healthcar
- ❑ Kajiado North residents set to benefit from new modern health centre
- ❑ Focus on the Big Four Agenda, DP Ruto tells politicians
- ❑ Relief to civil servants as state housing project nears completion
- ❑ Kenya National Trading Corporation Ltd strategic plan aligned with the big 4 agenda
- ❑ LG Electronics partners with developers under affordable housing project
- ❑ Govt optimistic that modernizing state-owned warehouses will spur growth
- ❑ Lack of adequate human resource cited as the biggest threat to universal health coverage
- ❑ Youth challenged to engage in productive ventures
- ❑ Skill empowerment touted as key enabler to realize Big 4 Agenda in Kitui

# Affordable Housing

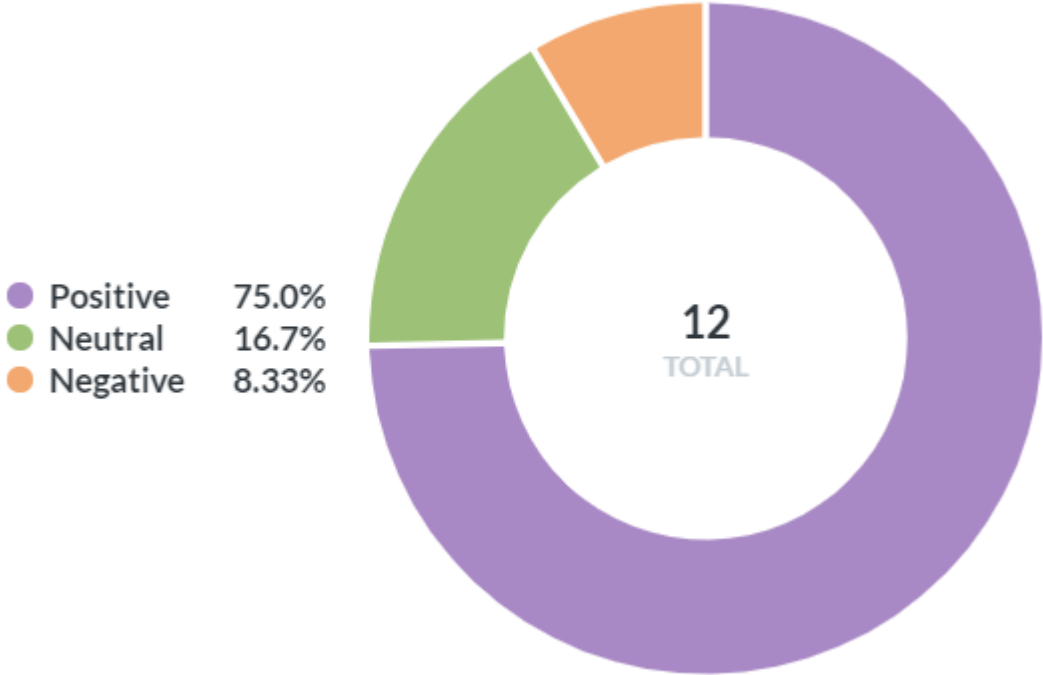
**12**  
# of stories

- ☐ The tonality surrounding affordable housing was predominantly positive.
- ☐ TV stations had the most coverage for this theme.

## Media Share



## Tonality





# Key Personalities Covered: **Affordable Housing**

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● Alfred Mutua 1

- ❑ Sh2.3b set aside to move slum dwellers
- ❑ Jua Kali sector reaps big in Affordable Housing Programme
- ❑ Government says that the 5 billion shillings affordable housing program is on course.
- ❑ New house units to ease shortage of accommodation at Kangema police station
- ❑ Governor Mutua urged investors actualizing affordable housing to invest in proper sanitation
- ❑ Relief to civil servants as state housing project nears completion
- ❑ LG Electronics partners with developers under affordable housing project
- ❑ Africa Needs over USD 1.4 trillion to Address Housing Challenges
- ❑ At least KSh 140 trillion needed to plug Africa's housing deficit
- ❑ Whatever we call affordable housing is not really affordable to low-income earners
- ❑ We need approx 5 trillion shillings to adequately address the issue of affordable housing in Kenya

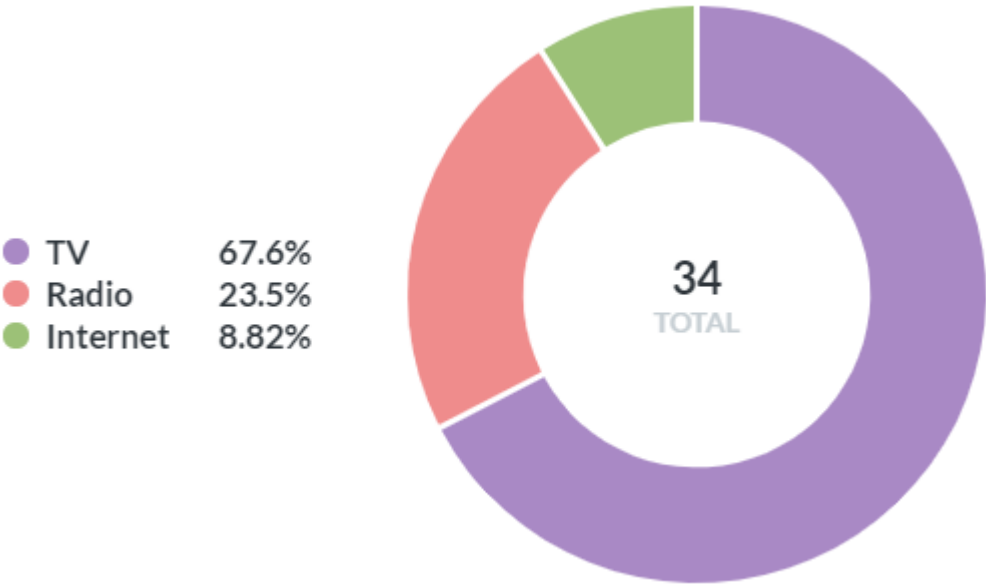
# Unemployment

34

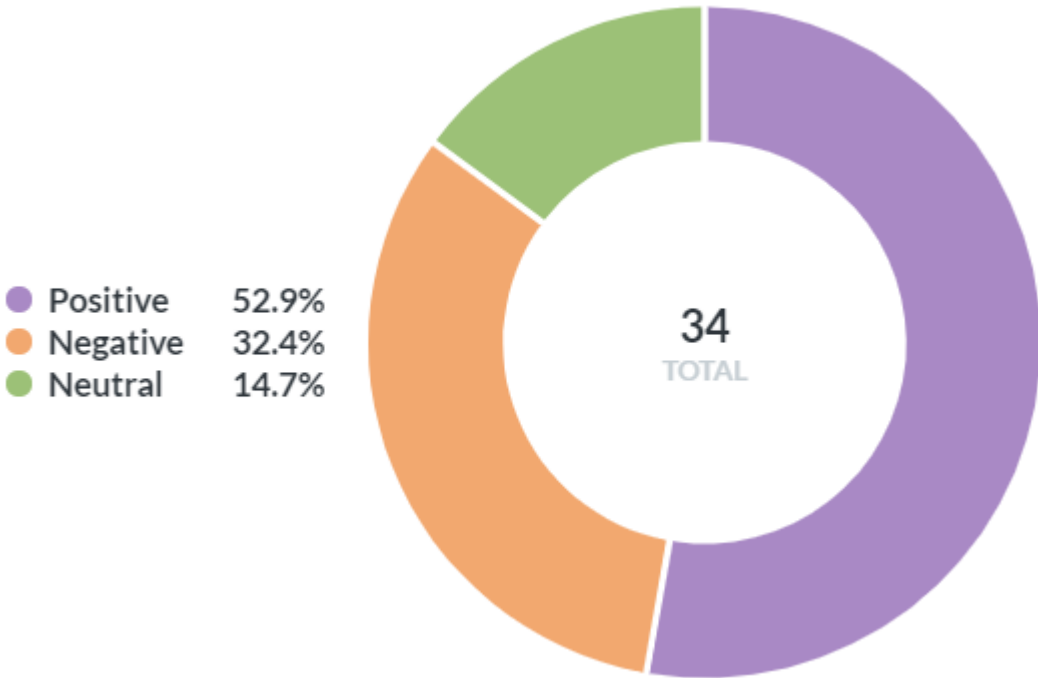
# of stories

- ❑ Majority of the stories on unemployment were positive.
- ❑ TV stations had the most coverage of unemployment.

## Media Share



## Tonality



# Key Personalities Covered: **Unemployment**

● Uhuru Kenyatta	36.4%
● Raila Odinga	27.3%
● Charity Ngilu	18.2%
● Ali Bunow Korane	9.09%
● Cyrus Oguna	9.09%

- ❑ Industrial parks are being built to create employment for the youth -President Uhuru
- ❑ Student leaders call upon the government to tackle youth unemployment
- ❑ President Kenyatta says youths will get jobs after completion of ongoing construction of manufacturing industries
- ❑ Give first priority to unemployed youth in census recruitment, Dagane
- ❑ Residents from Kangundo central have hold a demonstration claiming the contractor hired to work on their roads outsources labor from outside
- ❑ High unemployment rates in jomvu has caused an increase in drug abuse and crime
- ❑ Youth encouraged to be open minded to employment opportunities in different sectors
- ❑ 34-year-old graduate farms his way to the bank after failing to get employed
- ❑ MP Ngunjiri condemns a local Geothermal Development Company for neglecting to hire the Youths
- ❑ Youth urge government to improve business environment in order to deal high unemployment rates
- ❑ Barriers for the youth in accessing government tenders
- ❑ Thousands of students graduate from nursing schools in Kenya every year, but only a few are absorbed into the job market. This is due to the scarcity of health facilities in the country that can absorb them to offer stable jobs

**The End**