

AFRICAN MEDIA BAROMETER KENYA 2007

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:

Under the constitution freedom of expression is implicitly guaranteed but not explicitly stated. Section 79 captures the basic principles. However, limitations are introduced through provisions for exceptions for example in the interests of “safety” which is not exactly defined. Other exceptions that limit the freedom of expression include Acts like the official secrets Act, The Penal Code, Books and Newspapers Act and the Defamation Act.

Sections of the constitution must thus be read together and not in isolation. There is therefore the need for constitutional overhaul to remove the contradictions. Laws protecting the media must be specific and clear for freedom of expression and media go together.

In given circumstances the insertion of exceptions to the guarantees of freedom of expression may be considered legitimate. Here the spirit of the constitution anticipates interpretation. However, some recent judicial rulings have come down heavily on mass media establishments, and the effect is self- censorship.

Besides constitutional provisions, freedom of expression including freedom of the media is inhibited by some institutional powers. For example the law courts and parliament using their sitting powers can at their own discretion, occasionally exclude reporters from covering the proceedings.

Under the present constitution, the enjoyment of the freedom of information is predicated on the goodwill of existing regime. By the same token, a regime would use it to impart propaganda at the expense of genuine free expression.

Legal reforms covering mass media must also go beyond the traditional media formats to take cognizance of new ICTs incorporating electronic media, internet, e- mail and mobile phone short- message- services.

SCORES:

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

Average score: 2.2 (2005= 1.8)

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

ANALYSIS:

Generally there is more democratic space and more freedom of expression. The mass media sector is part of this changing political mood.

FM radio stations have mushroomed and expanded the avenues for freedom of expression through call-in and the live talk shows. In television recently introduced prime time slots like “Bulls eye” (NTV) and “Parting shot/News shot” (KTN) and “Mchecheto” (Citizen TV) have helped to demystify political leaders through satire. They also serve to moderate the politicians’ excess of stage exhibitionism.

Freedom of information is constrained by the quality of media practitioners. Professional and quality journalists who assert themselves are often pushed out of media establishments. Most media practitioners lack training and can hardly assert their professional rights and role in society. There is therefore wide uncertainty and cautiousness in carrying out their work. In the FM stations, professionalism is lacking as most presenters are hired from among celebrities and disc jockeys, largely on the strength of the voices.

Freedom of expression is also constrained by governments and proprietor influence. The government instills fear to the media through threats to raise prices of newsprint or withdrawal of adverts from certain media establishments. The media proprietors also pay serious attention to commercial interests. They will therefore kill stories that are deemed unfavourable to their political and commercial benefactors. This is in keeping with H.M. McLuhan’s contention that “All news is advertising”.

Media houses often give partisan reports and as a result the public have come to identify certain media houses with particular ethnic and political biases and affiliations. More space and air time will thus be given for example to English football, at the expense of public discussion on corruption, governance and corporate performance.

SCORES:

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

Average score: 3.7 (2005=3.0)

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

ANALYSIS:

The Kenya Broadcasting Corporation (KBC) Act was amended to reflect a balanced public broadcaster. However, in reality the station still shows bias towards the government and personalities connected to the system. Using the same medium, the Government Spokesman provides weekly briefs based on what he deems appropriate for public consumption. Great concern has been raised in the press over his refusal to release information to the public. This has been described as “Zero- information- policy (Zip- policy)”.

The practice of reporting has generally improved. For example in conflict situations, there is now little pinpointing of ethnic identities of those involved.

The law gives wide discretion to judges in deciding for example what innuendo is. The precedence of hefty fines against media houses has serious implications for the freedom of information.

SCORES:

Individual scores:	1, 3, 4, 1, 2, 3
Average score:	2.3 (2005= 1.4)

1.4 Entry into and practice of the journalistic profession is legally unrestricted.

ANALYSIS:

There are no legal restrictions. For a long time there were no educational and professional requirements for journalists. Thus artists with low education rose to newscasters and photographers. FM radio stations have continued this tradition. The stations, like other media establishments do not invest in professionals.

There is no licencing of professionals for practice. At the same time it is recognized that licencing would exclude external correspondents and specialists who add variety and diversity to content.

The Media Council of Kenya is encouraging professionalism through self- regulation for standards and training needs. The code of conduct and practice issued by the council aims at assisting the media in carrying out duties by establishing ethical standards for journalists. It is recognized that current trends in media diversity and segmentation engender competition among media establishments, with compelling attention to professionalism for survival.

SCORES:

Individual scores:	5, 5, 5, 5, 5, 5, 5
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Average score: 5.0 (2005=5.0)

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

ANALYSIS:

There is no specific protection of sources for journalists. In libel cases the law provides that if a story is claimed to be the “truth”, then the sources must be produced in court. The tradition of journalistic ethics covering “attribution” is rendered irrelevant.

Pieces of legislation covering official secrets, public procurement, military expenditure and the Penal Code do not protect sources of information.

SCORES:

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

Average score: 1.7 (2005=1.0)

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

ANALYSIS:

Public information is not easily obtained from government. It is in fact restricted in some cases by certain pieces of legislation covering official secrets and national security. Besides the statutes, the Head of civil service and secretary to the cabinet in 2004 issued orders to public officers not to “leak” information to the public.

The Government Spokesman attempts to provide information to the public. This though is largely reactive to given situations and not based on public need or demand.

A few ministries and departments like the Ministry of Health and the Police have public relations sections. However, these like the Government Spokesman, give limited information when it comes to matters touching on governance and corruption.

While many commissions have been set up on various issues, the reports have been kept confidential within government.

SCORES:

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

Average score: 1.5 (2005=1.5)

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

ANALYSIS:

Media groups and civil society do not collectively approach the issue of media freedom. Instead, they use the media to advance their own cause. They advance those issues that affect them including human rights and freedom of information. Civil Society has been sympathetic with media as they realize a free media is very important in scrutinizing performance of society.

There are several media lobby groups such as Kenya Correspondents' Association, Kenya Union of Journalists (KUJ), Media Council of Kenya (MCK), Association of Media Women of Kenya (AMWIK), Media Owners Association (MOA) and Editors Guild. These have not been collectively active in advancing the cause of media freedom. In some cases their own internal organization demonstrates a disproportionate participation by dominant media establishments. Media needs professional associations that can help champion their cause.

SCORES:

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

Average score: 3.8 (2005=4.4)

Overall score for sector 1 **2.9 (2005=2.6)**

Sector 2 *The media landscape is characterized by diversity, independence and sustainability.*

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

ANALYSIS:

Information sources for citizens are available but not accessible. In terms of variety the rural areas are disadvantaged compared to urban areas. The latter have better communication infrastructure and ICT- power, cell phone, telephone, internet and distribution networks. Internet and print media are still expensive for both rural and urban areas. The Kenya Posts and Corporation has introduced cheaper internet services for wider reach.

The radio has wider reach countrywide, with diverse languages and is affordable to many people.

SCORES:

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

Average score: 3.3 (2005=3.0)

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

ANALYSIS:

There are no restrictions on citizens' access to domestic and international media sources. The new media and ICTs have enhanced availability of information sources including satellite broadcasting systems, fax machines and electronic subscriptions to news agencies.

SCORES:

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

Average score: 4.4 (2005=4.8)

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

ANALYSIS:

Efforts have been made to increase the circulation of print media in the rural areas but mainly for commercial purposes and for wider markets. Mainstream newspapers have regional editions for diversity and focus on issues of immediate local interest. This has also been prompted by the emergence of and competition from small rural papers supported by NGOs. Rural communities though are not great consumers of print media.

Improvement though has been tied to infrastructure. The law is also lenient on publishers outside the cities.

SCORES:

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

Average score: 2.9 (2005=4.0)

2.4 Broadcasting legislation has been passed and is implemented that provides for a conducive environment for public, commercial and community broadcasting.

ANALYSIS :

The draft broadcasting legislation has not been passed. The Communication Commission of Kenya (CCK) Act is in place, but still limited in its provisions for a conducive broadcasting environment of diverse actors.

SCORES:

Individual scores: 1, 1,1,1,1,5,1,1

Average score: 1.5 (2005=1.0)

2.5 Community broadcasting enjoys special promotion given its potential to broaden access by poor and rural communities.

ANALYSIS:

There is no special consideration for rural community broadcasting. The requirement for licences, Communications Commission of Kenya (CCK) inspection of equipment fees and annual frequency fees apply to all broadcasters.

SCORES:

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

Average score: 1.5 (2005= 1.1)

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

ANALYSIS:

There is no public print media authority. However, it can be argued that “public” would mean authority set up by an act of parliament, supported by public funds or created by constitutional offices. Examples would be commissions, local authorities and state corporations. In such cases there is no direct interference with their publishing outputs. Indeed information on such bodies is available on websites, although very scant.

SCORES:

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

Average score: 2.3 (2005= not scored)

2.7 Independent news agencies gather and distribute information for all media.

ANALYSIS:

Independent news agencies gather and distribute information for all media. These include AFP, Reuters, UPI, IPS Inter Press Service (IPS) and All Africa News Agencies.

SCORES:

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

Average score: 4.5 (2005= 4.2)

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

ANALYSIS:

There is no legislation on content and diversity. Vernacular stations have diversity in language but not in content. Licences are issued for operations without conditions on programming and promotion of diversity of content. There is therefore media pluralism without concomitant diversity.

Media have concentrated on dissemination at the expense of creation and production of local content. Media development has been necessitated by business and not content. In the broadcast media, some stations resemble mere relay channels for other global stations.

Some programmes are externally funded and have specific interests and issues for specific seasons. In such cases there may be some variety in content but is never consistent. There is need to have an environment that encourages media for diversity. This is possible if stations are not conduits.

SCORES:

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

Average score: 2.3 (2005=1.5)

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

ANALYSIS:

The Government does not make any deliberate efforts to create a conducive media environment. On the contrary, a few positive legislative reforms have been affected on the initiative of the media themselves and reform agents.

SCORES:

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

Average score: 1.9 (2005=2.9)

2.10 Private media outlets operate as efficient and professional businesses.

ANALYSIS:

There is little professionalism in most private media. The print media at least makes efforts to operate as efficient businesses by offering variety of content, quality and timely delivery. In the broadcasting sector timing is poor with frequent late bulletins and late coverage of events. Corruption in media houses leads to biases in coverage of events. This is made worse by poor reward system for staff who then become vulnerable to partisan interests.

SCORES:

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

Average score: 2.9 (2005= 4.6)

2.11 State print media are not subsidized with tax payers' money

ANALYSIS:

There is no state media.

SCORES:

No score on this (2005 no score)

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

ANALYSIS:

The Government uses its power selectively, directly and indirectly. It can withdraw advertisements from perceived unfriendly media.

SCORES:

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

Average score: 1.5 (2005= 1.7)

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

ANALYSIS:

The sizes of advertisements determine the editorial content. The costs of adverts are high and only large media houses attract big advertisers. Small and new entrants into the market are weak and do not attract adverts given the skepticism about their reach and sustainability. Advertising is largely done through contracts with advertising agencies, whose costs are also high. There is also notable corruption in some of the agencies who seek favours outside the contractual obligations. The state is significant in the volume of advertising, but is often discriminatory in awarding contracts.

SCORES:

Individual scores:	1, 4, 2, 3, 3, 4, 2, 3
Average score:	2.8 (2005=4.6)
Overall score for sector 2:	2.7 (2005=3.0)

ANALYSIS:

The regulatory body the Communication Commission of Kenya (CCK), is government-controlled and does not necessary ensure fairness and diversity of views representing society at large.

SCORES:

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

Average score: 1.6 (2005=1.7)

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

ANALYSIS:

Broadcasting media policy is in place and its formulation involved the stakeholders. ICT draft policy has been completed, and it also covers broadcasting. There are elements of duplication which call for synchronization between the two policy documents.

SCORES:

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

Average score: 2.3 (2005=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 Kenya Broadcasting Corporation which is deemed to be the public broadcaster is controlled directly by the government, which appoints its Board.

SCORES:

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

Average score: 1.1 (2005=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:

There are no clear guidelines on appointment to the Board relating to political interests and affiliations. Appointments to the Board change with changing political regimes. As a result, the tenure of board members is unstable and this inhibits evolution of structures for efficient delivery of service.

SCORES:

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

Average score: 1.1 (2005=1.0)

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

ANALYSIS:

There is no editorial independence for the public broadcaster. It is controlled by the government and demonstrates bias towards existing regime.

SCORES:

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

Average score: 1.3 (2005=1.0)

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

ANALYSIS:

The public broadcaster is inadequately funded. The broadcaster has to go to private business interests to survive. It means the broadcasters' independence can sometimes be compromised by commercial interests.

SCORES:

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

Average score: 1.6 (2005= 1.3)

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

ANALYSIS:

The public broadcaster is widely accessible, although in some parts of the country it is hampered by lack of power.

SCORES:

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

Average score: 3.4 (2005=4.0)

3.10 The public broadcaster offers diverse programming for all interests as well as balanced and fair information reflecting the full spectrum of diverse views and opinions.

ANALYSIS:

The public broadcaster attempts to provide diversity in programmes. The programmes reflect diverse interests of national life, including energy, local languages, religion, culture, children etc. It also provides local, regional and global perspectives in its news, features and entertainment programmes.

SCORES:

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

Average score: 3.3 (2005=n/a)

3.11 The public broadcaster has much diverse and creative local content as economically achievable.

ANALYSIS:

The public broadcaster has made commendable efforts to offer diverse and creative local content, in spite of economic constraints.

SCORES:

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

Average score: 3.3 (2005= 3.8)

Overall score for sector 3: **2.0 (2005=2.1)**

Sector 4. *The media practice high levels of professional standards*

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

ANALYSIS:

The media code of professional standards has been issued by the Media Council of Kenya (MCK). It is derived from some international standards like those issued by UNESCO. There is a bill that seeks to work towards statutory media self –regulation in applying the code of professional standards.

The MCK code of professional standards is used mainly by the mainstream media and training institutions. In house codes of professional standards also exist in some media houses, although they are selectively applied to staff for example implementation in news rooms.

The MCK is functional and receives grievances arising from the code of professional standards. As MCK’s arbitration function is voluntary, there is a greater challenge to editorial managers to enforce the codes. The sensitization of the code needs to be done.

SCORES:

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

Average score: 3.7 (2005=3.3)

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

ANALYSIS:

Accuracy involves verification of facts. This at times is constrained by the demands of speed and deadlines. However consistent inaccuracies demonstrate professional incompetence. Editorial practice conforms to the editorial policy of news organizations. News organizations also define news. The entire news chain from reporters to editors must be committed to fairness and provide information without deliberate attempt to be one-sided. There should be effort to hear the other side of a story. Genuine mistakes can be quickly and prominently redressed. The mass media do not always follow these principles.

SCORES:

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

Average score: 3.1 (2005=3.4)

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

ANALYSIS:

The media have demonstrated mixed performance in this area. The Picture is one of inconsistencies, experimentation and varying levels of diversity at any given time. Caricatures have at times been taken too far.

SCORES:

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

Average score: 4.1 (2005=4.4)

4.4 Journalists and editors do not practice self-censorship.

ANALYSIS:

Self-censorship is exercised for fear of powerful political interests and government reprisals. Giving black outs to certain political stories of public interest amounts to unwitting self-censorship and detract from the media cardinal role of a public watchdog. It can only be used as a temporary measure of protest to achieve an end.

Core interests of a media house may be at variance with issues in the news touching on business corporate interests. This frequently influences the treatment of the issues.

SCORES:

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

Average score: 3.1 (2005= 2.5)

4.5 Owners of private media do not interfere with editorial independence.

ANALYSIS:

Owners of private media interfere with editorial independence. They pay attention to investments, adverts and weigh these against editorial interests

SCORES:

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

Average score: 1.5 (2005=2.0)

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

ANALYSIS:

Salary levels have very little to do with corruption in the media. While there should be no necessary correlation between corruption and bad pay, the culture of bribing is generally perpetuated as a two-way process. Individuals and corporate world yearn for media coverage and promotion, while journalists and editors seek other favours including gifts. Other actors in the malpractices include musicians who will pay to have their music promoted on air.

In criticizing the vices in society, journalism assumes a higher moral pedestal, with little internal soul-searching. Journalists do not see themselves as part of corruption. Media houses operate hierarchical management structures without good internal communication and freedom of thought. The end result is that malpractices within media houses are only exposed through anonymous communications.

The turn-over of journalists from media houses is high because of poor working conditions including remuneration. Media houses are staffed by a small team of professional staff. The rest of the editorial inputs come from correspondents and stringers who are paid per length of a story (per words and centimeter/inch). This group is not provided with other facilities like transport, telephone and e-mail. There are no guidelines on salaries and payments for both in-house staffers and correspondents. In this regard, the Kenya Union of Journalists is ineffective.

SCORES:

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

Average score: 1.7 (2005=1.4)

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

ANALYSIS:

Training facilities are available at Diploma, undergraduate and postgraduate levels. There are attempts to balance between theory and imparting practical skills.

The growth in media outlets has occasioned competition and demand for quality. Training institutions will increasingly be scrutinized for standards and quality of products.

SCORES:

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

Average score: 2.8 (2005=4.4)

4.8 Journalists and other media practitioners are organized in trade unions and/or professional associations.

ANALYSIS:

There are several trade unions and professional associations including the following: Kenya Union of Journalists, Media Owners Association, The Editors' Guild of Kenya, Media Educators and Trainers Association and Kenya Correspondents' Association.

However, these do not effectively serve their stated objectives. They could for example be more involved in setting standards for media houses, individuals and provide peer review mechanism for media establishments.

The unions in particular lack organic structures that seek a holistic approach to journalistic roles in society. Instead, they largely focus on short-term narrow interests.

SCORES:

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

Average score: 2.6 (2005= 4.7)

4.9 Gender mainstreaming is promoted in terms of equal participation of both sexes in the production process.

ANALYSIS:

There are very few women in top media management and editorial positions. Many women in the media are at lower levels. This is a historical as well as a social issue.

The media policies do not address the issue of women and gender equity. On evolutionary scale, some media houses for example the defunct “*Weekly Review*” had deliberate policy for gender equity.

Radio and television stations go for women not necessarily for gender equity but for the lure for face and voice.

There is need to weave in affirmative action as well as policies that are proactive.

SCORES:

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

Average score: 2.0 (2005=3.8)

4.10 Gender mainstreaming is reflected in the editorial content.

ANALYSIS:

There has been overall improvement in media coverage of women in the last two years. Workshops to sensitive journalists do not target deconstruction of gender in the media, but focus on doses for specific coverage. Training should include gender mainstreaming.

Women stereotyping persists in the media through adverts and negative images. Media continues to feminize problems for example poverty and HIV/Aids. There is need to re-think in what fashion women appear in the media.

SCORES:

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

Average score: 2.1 (2005=2.7)

Overall score for sector 4: 2.6 (2005=3.2)

Overall score for Kenya 2.9 (2005=2.7)

DEVELOPMENTS SINCE 2005 AND THE WAY FORWARD

1. Major changes in the media environment:

- Bills relevant to mass media are before parliament although not yet passed.
- Media establishments are more united in lobbying on issues affecting the media.
- Media associations are growing stronger in their organizations and activities.
- The Government is more sensitive to international conventions and declarations affecting information, communications and mass media.

2. Influencing change:

- Lobby groups have been active in such areas as human rights, gender issues and freedom of information.
- The Ministry of Information and Communication and in particular the Permanent Secretary, has involved stakeholders in discussing draft information and ICT policies.
- Generally the Government has been responsive to human rights issues.

3. Obstacles to positive change:

- Lack of awareness by parliamentarians on the relationship between freedom of information, mass media, democracy, governance and national development. Most members of parliament view each of these in isolation.
- Lack of technical expertise for drafting policies.
- Media owners focus on business interests and this precludes objective view of the role of mass media in society.
- Lack of partnership between media and civil society. There is need for strong partnerships for sustainability and unity. Partnership would hence focus on sharing of resources and expertise, collaborative lobbying and collaboration with the government on policy issues.
- Media appear not to be part of societal actors for positive change. They largely mirror society rather than help set the agenda.

4. Future drivers for change:

The Public

The public has stakes in press freedom as compared to media owners who have commercial interests. The public often complain about media content/programming but do not sufficiently assert their rights as media consumers.

A mutually complimentary engagement between the media and the public is in the area of raising awareness, and peoples rights as regards information being disseminated by media. For example the public should be sensitized on the issue of airwaves as a national resource and the public's right to scrutinize its utilization.

Lobby groups can engage media owners to enhance the diverse roles of the media in society.

Civil Society

- The Civil Society can partner with mass media in changing attitudes of both media and public, as well as conduct lobby activities for media.
- Civil Society can bring in technical expertise for various sub-sectors for policy reforms.
- The civil society can also lobby for example with parliamentarians, to bring about awareness on such issues as freedom of information.

Specialized groups

The rise of specialized groups on issues like environment, health, youth, women etc. bring to the fore partnerships that highlights critical issues of the day.

SPECIFIC RECOMMENDATIONS FOR AMB- KENYA PANEL

1. The first two meetings of AMB-Kenya (2005 and 2007) have served as a catalyst and challenge for more activities.
The panel members will form an independent consultative group to engage mainstream lobby groups on salient issues affecting the media, and advocacy concerns.
2. In line with No. 1 (above) members of the panel will start organizing a forum for exchange of ideas.
Action: Priscilla Nyokabi to organize the first meeting.
3. The Panel will liaise with FES and other organizations in promoting awareness on media issues. It was noted that FES has been organizing public talks on media matters in Nairobi. However these forums should also move out of Nairobi and to the grassroots.
Action: Grace Githaiga to discuss the matter with FES.
4. The results of the AMB- Kenya 2005 and 2007 should be published and widely publicized as a benchmark for media performance.
Action: Grace Githaiga to discuss with FES to facilitate the forum for this purpose.

The Panel:

The Panel meeting took place at Lake Naivasha Simba Lodge, 31st August to 2nd September 2007.

Members:

Dr. Chris Abong'o, *Lecturer*; Priscilla Nyokabi, *Laywer*; Barack Muluka, *Publisher*; Mary Njeri, *Lawyer*; Kenneth Njiru, *Political activist*; Christine Nguku, *Media Manager*; Josephine Wandago, *Gender activist*; Noel Okoth, *Media Consultant*.

The Rapporteur:

Hudson A. Liyai

The Facilitator:

Grace Githaiga

APPENDIX**AMB SUMMARY OF OVERALL COUNTRY SCORES 2005**

COUNTRY	Sector 1	Sector 2	Sector 3	Sector 4	Overall for country
Zambia	2.3	2.3	1.7	2.5	2.2
Namibia	3.2	2.7	2.0	2.8	2.7
Botswana	2.2	2.0	1.7	3.0	2.2
Kenya	2.6	3.0	2.1	3.2	2.7