

*Mark. 75%*

THE MEDIA AS A CATALYST FOR POVERTY  
ERADICATION IN KENYA

CASE STUDY:

UNITED NATIONS DEVELOPMENT PROGRAMME AND  
LOCAL MEDIA HOUSES

BY

WAMBUI S. GIKEBE  
BMC/3464/22/DF

A DISSERTATION SUBMITTED TO THE FACULTY OF  
SOCIAL SCIENCES IN PARTIAL FULFILMENT FOR  
THE AWARD OF BACHELORS DEGREE IN  
MASS COMMUNICATION OF KAMPALA  
INTERNATIONAL UNIVERSITY

2006

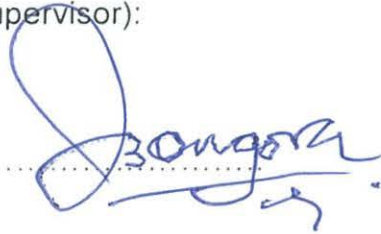
DECLARATION

I, Wambui S. Gikebe, hereby declare that this dissertation is my original work arrived at through reading and research and has not been published or submitted to any University or Institution of Higher Learning for any academic award.

Signature  .....

Date Sept, 11, 2006 .....

This dissertation has been submitted for examination with the approval of the following supervisor):

Signature  .....

Date 11<sup>th</sup> Sept, 2006 .....

## DEDICATION

This is a dedication to my parents, Mr. And Mrs. Gikebe, and my daughter Samantha who have shown me the meaning of life.

## ACKNOWLEDGEMENT

I give recognition to my mentors and teachers, Dr. Ongora Jerome, Dr. Otanga Rusoke, Professor Gingyera Pinchwa and Prof. Anyang Nyongo, who among others have equipped me with quality academic knowledge and skills.

## TABLE OF CONTENTS

DECLARATION .....	II
DEDICATION.....	III
ACKNOWLEDGEMENT.....	IV
TABLE OF CONTENTS .....	V
ABSTRACT.....	VIII
<b>CHAPTER ONE.....</b>	<b>1</b>
1.0 INTRODUCTION.....	1
1.1 Background.....	1
1.2 Definition of Terms.....	2
1.3 Statement of the Problem.....	3
1.4 Aim of the Study.....	4
1.5 Research questions .....	6
1.6 Hypothesis .....	6
1.7 Scope of the Study.....	6
1.8 Ethical Considerations.....	7
1.9 Objectives of the Media.....	7
1.9.1 To Inform .....	7
1.9.2 To Entertain .....	7
1.9.3 To Educate .....	8
1.10 Limitations of the Media .....	8
1.10.1 Lack of freedom .....	8
1.10.2 Illiteracy .....	8
1.10.3 Ignorance .....	9
1.10.4 Poverty .....	9
1.10.5 Inaccessibility .....	9
1.10.6 Corruption .....	9
1.11 Objectives of UNDP .....	10
<b>CHAPTER TWO.....</b>	<b>12</b>
<b>LITERATURE REVIEW.....</b>	<b>12</b>
2.1 The Media and Poverty.....	13
2.1.1 How the Media Overlooks Poverty .....	13
2.2 Media, Freedom and Poverty.....	16
2.3 How a Free Press Helps Fight Poverty.....	17
2.3.1 Control Over Corruption .....	18
2.3.2 What is the connection Between Press Freedom and Poverty?.....	18
2.3.3 Investigative Journalism .....	20
2.4 Case Studies .....	20
2.4.1 Make Poverty History .....	21
2.4.2 Is Poverty Invisible or is the Media Blind? .....	21
2.5 UNDP, Media and Poverty .....	22
2.5.1 Information, Communication and Advocacy .....	22

2.3.3 Investigative Journalism .....	20
2.4 Case Studies .....	20
2.4.1 Make Poverty History .....	21
2.4.2 Is Poverty Invisible or is the Media Blind? .....	21
2.5 UNDP, Media and Poverty .....	22
2.5.1 Information, Communication and Advocacy .....	22
2.5.2 Types of Media used by UNDP .....	23
<b>CHAPTER THREE .....</b>	<b>24</b>
<b>3.0 METHODOLOGY .....</b>	<b>24</b>
3.1 Research design.....	24
3.2 Area of Population Description .....	25
3.3 Sampling Strategies .....	25
3.4 Data Collection.....	25
3.4.1 Observation( Self Analysis ) .....	25
3.4.2 Questionnaire .....	25
3.4.3 Interviews .....	25
3.5 Data Analysis .....	26
3.6 Strategies for Working with the Media .....	26
3.6.1 Tips for Working with the Media .....	26
<b>CHAPTER FOUR .....</b>	<b>29</b>
4.0 Presentation of Findings .....	29
4.1 Limitations of the Study .....	29
4.2 Delimitations of the Study .....	29
4.3 Importance of Kenyan News .....	30
<b>5.0 SUMMARY, CONCLUSIONS (RESEARCH BASED ON OUTCOME) AND RECOMMENDATIONS .....</b>	<b>33</b>
REFERENCES .....	35
APPENDICES .....	36
Appendix I: .....	36
QUESTIONNAIRE.....	36
Appendix II .....	39
TIME FRAME.....	39
Appendix Iv Budget .....	40

## Abstract

The interests and concerns of people living in poverty are not sufficiently exposed by the media. Economic and market pressures on the media are tending to de-prioritize journalistic investigations and reporting on issues of social and public concern. Because the poor often do not constitute a viable market, issues of concern to them are increasingly and partially marginalized. New strategies, which address these issues and reinforce freedom of expression, need to be devised. Threats to media freedom continue to come from undue political influence but we are also concerned about issues of economic control and pressure.

# CHAPTER ONE

## 1.0 Introduction

### 1.1 Background

The interests and concerns of people living in poverty are not sufficiently exposed by the media. Economic and market pressures on the media are tending to de-prioritize journalistic investigations and reporting on issues of social and public concern. Because the poor often do not constitute a viable market, issues of concern to them are increasingly and partially marginalized. New strategies, which address these issues and reinforce freedom of expression, need to be devised. Threats to media freedom continue to come from undue political influence but we are also concerned about issues of economic control and pressure.

UNDP is committed to the pursuit of a free and responsible press. With press freedom and responsibility, Kenya's ministry of information and communication acknowledges that while a free press is indispensable in development, it must always be tampered with a high sense of responsibility which includes having a culture of positivism as well as embracing the universally accepted virtues of objectivity, truth and accuracy in reporting and information sharing by the media.

The media has a role to play in poverty eradication because in deed, a free and independent media is quite essential to development in general and taking into account local peculiarities to inform the reporting on poverty and wealth.



## **1.2 Definition of terms**

Media is the plural for medium. This is the means through which a message is transmitted. It is an organized means of dissemination of information e.g. through newspapers, magazines, television, radio, etcetera.

### **Poverty**

Poverty is the condition of having little or no wealth or material possession. It was first experienced in 1020 AD in recent years, research on perspectives of poor people has recognized that poverty involves a wide set of deprivations, including vulnerability and discrimination from society, in addition to material destitution. This has had effects on almost everyone in their day-to-day life especially in developing countries.

### **United Nations Developmental Programme (UNDP)**

This is a special branch of the United Nations Organization, dealing with development thus on a great mission to eradicate poverty. The organization used different mass communication mediums to pass information to the public. This includes print and electronic media from within the organization as well as working in conjunction with media institutions to fight poverty.

Also, individual media firms in Kenya are working hard to help eradicate poverty, working hand in hand with local and international banks to raise funds to help the poor in society.

Thus, it is a fact that the media has created catatonic effects at all levels of poverty eradication, considering globalization, in which the inhabitants of the world are passed more rapidly, and the government and the people have more information available to help them make choices and decisions.

So, positive and negative effects of the media to poverty eradication have to be analyzed in order for the country to move away from the status of poverty.

Hence, the study analyzes the effects of the media on poverty eradication in Kenya, basing on the UNDP and media institutions in the country. It also analyzes how these effects change the situation and how the media spearheads the fight.

### **1.3 Statement of the Problem**

The UNDP is the driving force for poverty eradication in Kenya, which has attracted media firms to give a hand, and they all use different mediums to get messages to the people in society.

More than half of the Kenyan population today lives below the poverty line. Most of them live this way because they lack knowledge or information to make things better. The major role of the media is to inform. Thus mediated information is a great actor in poverty eradication.

Citizens who are living in better conditions may not have a way of getting information about their poor counterparts. Thus they have no way of helping or assisting them but with the help of the media firms giving information and driving funds and donations, they are able to reach them.

With so many broadcasting stations basing themselves on commercial purposes, this will guide them to strive for public relations, a strategy which is the key for running these stations, due to the high competition.

Most of these broadcasting stations are located within the urban centers, which excludes rural areas from developmental information, while most of the poor population is the rural areas.

Moreover most of the programs on poverty eradication are broadcasted tax-free, thus they have short and odd timing on air, since the most sensitive timing is given to commercial and profitable programs and advertisements, which maximize profits for the firm.

#### **1.4 Aim of the Study**

The study aimed at establishing the relationship between the media and the society, and role it plays in the eradication of poverty thus contributing towards national development.

The study took its way to examining how effective the local media is in fighting poverty at present since it is the key for passing information throughout the country.

It also focused on the positive and negative aspects of these effects.

#### **1.5 Objective of the Study**

- To describe and analyze the effect of the media in the fight against poverty in Kenya

- To gather and analyze information on the barriers and constraints facing the media in their day-to-day operation of disseminating important developmental information to the society.
- To explore and analyze changes made by the media and how influential they are.
- To identify the available opportunities for the media to succeed in making the society a better place through poverty eradication.
- To clarify mediated messages and their effects on society especially in developing of third world countries.

## **1.6 Purpose of the Study**

The purpose of this study was to determine the effects of the media towards the great fight against poverty in Kenya and any possible solution to solve the problems of the media being able to send messages to the society.

The study further pointed out the importance of the media as a way of communicating to the society in third world countries, in the case of Kenya.

## **1.7 Significance of the Study**

The study also provided information about messages passed by the media to the society and their effects in social development, which fights poverty.

It also be useful for the media to know how they should cope with the poor and still do better on its day-to-day operations of sending information and entertaining.

The study was also useful in enlightening both government and private practitioners of the media on their importance to the general society.

The research shed more light on the media's role in passing information and how useful this information is to the society.

The study also looked at the importance of the media having a wide coverage, thus a wide audience.

## **1.8 Research Questions**

- What is the role of the media in poverty eradication in developing countries?
- What are the problems facing the media in their day-to-day operations?
- What opportunities do the media have in presenting poverty issues and how is it beneficial?
- What is the importance of poverty sensitization by the media?

## **1.9 Hypothesis**

The media has profound effects on the eradication of poverty.

## **.10 Scope of the Study**

The study was carried out in Nairobi the commercial city of Kenya. In this city the study concentrated on poor areas and people who are poverty stricken and how the media has played a role in fighting the situation.

The study aimed at the effects of the media in poverty eradication especially in delivering developmental issues.

The study covered the description and analysis of the media firms in the country.

It also covered the types of media used by the United Nations, through the United Nations Development Program (UNDP), in poverty sensitization and eradication.

## **1.11 Ethical Considerations**

Due to high competition of commercial media firms some media houses were reluctant to disclose the information to this study; in the fear of business spying. Therefore, as a researcher, I first approached the senior management assuring them of confidentiality.

When dealing with poverty stricken people, I did avoid embarrassing questions that made them feel like an isolated part of the society.

## **1.12 Objectives of the media**

The media, being the sole source of communication, had different objectives namely:

### **1.12.1 To inform**

The media plays a great role of passing information to the public. Without it, the public can be in total darkness of what happens around and within the society.

The media helps in the flow of information from the sender to the receiver. Sometimes, this process is a two way; from the sender to the receiver and vice-versa.

### **1.12.2 To entertain**

Today, the media has become a number one recreation centre. It entertains by exposing different cultures to the society in form of songs, fashion and language. It also cures boredom for the old and disabled in society. This way the media provides companionship, and avoids idle minds, which are the home of crime.

### **1.12.3 To educate**

One of the major roles of the media is to educate. This happens mostly through non-commercial advertorials for example on health, agriculture, or other adverts from the government to its people. Another form of media education is through educative programmes that have a theme with a lesson to be learnt. In the past teaching was done through the radio where pupils would sit in class to listen to a radio programme.

## **1.13 Limitations of the media**

### **1.13.1 Lack of freedom**

The greatest limitation of the media witnessed in Kenya is media freedom. This has been witnessed through arrest and jailing of journalist and editors and even to the extent of a police raids to close a popular newspaper and switched off its

Television station. Although press freedom has been advocated over the years all over the world, it is not enjoyed by people as a right.

Today, even judiciary has been accused of failing to protect press freedom. A free press can be good or bad but without freedom, it is nothing but bad. Government or other influential persons have threatened journalists and editors.

### **1.13.2 Illiteracy**

Audience illiteracy is another barrier to the media disseminating information. In developing countries, there is a great percentage of illiterate people, because education becomes more intense only after the colonial period. Thus, most of media consumers cannot read for print media and cannot understand English, which is the language used by most media.

### **1.13.3 Ignorance**

Most people in the society are ignorant of what media contains. As they pass by newspaper vendors and enjoy music, they may not know its intensity and its mission to them.

### **1.13.4 Poverty**

Poverty is a barrier to media product consumption because a large percentage of the population cannot access the media totally. In most homes, they access very little of the available media, e.g. TV, newspapers, magazine, Internet, billboards, journals, etc.

### **1.13.5 Inaccessibility**

Most of the population in developing countries cannot access mass media outlets. In intense cases, a facility e.g. a radio is owned communally. People gather in chief camps or fields to listen to the radio or a single newspaper is shared by the neighborhood. Most mediated messages are not spread or scattered evenly for example in Kenya, 75% of media products are consumed in the capital, Nairobi.



### **1.13.6 Corruption**

Editors and journalists are drowning in corruption to cover information. We have heard of stories that disappear overnight before the day of a publication, or of journalists who go on assignment to investigate issues only to report too little and very shallow of what they uncover. This is where they are enticed with gifts of money or possession. Thus, this exterminates total dissemination of information to the society.

### **1.14 Objectives of UNDP**

The UNDP, being the UN's global development network, it advocates for change and connecting countries to knowledge, experience and resources to help people build a better life. Its major objectives are:

- Education
- Peace
- Development projects
- Gender equality
- Employment

In the bid to educate society, UNDP has built schools and other learning centers and institutions in the country. Apart from these they also use the media to bring education to people. These medicated messages come through magazines, from within the organization as well as other publishers. Such messages include those important issues of education of the girl child in some communities in Kenya that believe girls should not be sent to school.

Also, UNDP works on promoting adult education and through the media, society is able to see how illiterate adults become literate and this pushes more and more adults to this kind of education, thus having an educated society which brings development.

UNDP also sponsors media education e.g. radio lessons, newspaper test papers and TV quiz. This makes education easy because it also becomes a form of entertainment.

UNDP is a promoter of peace. This is done through sending mediated messages, mostly through radio and billboards. This has been witnessed in the country when warring communities come to terms with each other and had peace talks. For example, the tribe clashes that happened in the Rift valley province of Kenya came down due to the efforts put in by UN through the UNDP.

The organization also prints magazines with information sensitizing the issue of peace and the dangers of war, tribalism and other issues that threaten peace.

UNDP has development projects where it organizes groups in the society to come up with income generating ideas, where these groups are funded by the UNDP and they make profits for themselves. Here the media comes into make these groups popular through newspaper stories about their development and their achievements, or showing these issues on special days like national holidays. These groups include youth groups, women groups, etc.

Gender equality is also another issue that UNDP cares to handle. This is because of the belief that a woman comes second. Through the media used by UNDP, women have come to know that they can also steer the wheel of development in this country as well as or better than men. The girl child also has learnt how to do things and face challenges just like or better than the boy child. This way, the society is now balanced with both women and men working hard towards development, thus increasing income, which increases the basic living conditions.

UNDP works on issues and projects that can bring development both in rural and urban areas, by creating employment. This is done through loaning of small-scale investment and encouraging farmers by opening up markets for their

products e.g. export of farm produce. This keeps the participants occupied, thus reducing crime.

# CHAPTER TWO

## 2.0 LITERATURE REVIEW

In this research, I used all available literature, which was useful for the study. This helped me during data compilation, analysis as well as writing the dissertation.

In the literature review, several materials were be used for example books of Development Studies, Globalization, History, Political Economy material and research from the UNDP and the Internet. I also used Journals and Pamphlets, from different media organizations and articles from various journalists and Mass Communication practitioners.

In addition Libraries and Data banks including Radio and Television which are the key for this study will be among the literature review for the study that were used.

The world is in the fight against poverty. Thus, the print media under this includes the National Constitution, Newspapers, Magazines, Billboards and Journals.

In some countries, poverty has been highly fought e.g. in China, South Africa, Liberia, etcetera. While in others, the poor get poorer. Within the area of this study, I looked at some people who have moved from one level of poverty to another, while others have been able to escape from it due to media sensitization

My literature review was also extracted from the UNDP; Media firms Libraries, Financial newspapers and Magazines, Books and articles and poverty analysis from individual researchers and research organizations for example the Stedman Group.

## 2.1 The media and poverty

### 2.1.1 How media overlooks poverty and what it can do

In Kenya, it is getting that the 4<sup>th</sup> decade of democracy but it still seems so far from overcoming poverty. Kenya is still lined with shacks, and matchbox dwellings are no different in size and uniformity for example in Kibera slums.

It is distressing to deal daily with jobless people playing pathetic trades at the traffic lights and the precautions against crime are ultimately fully as long as poverty levels persist.

In this mindset, ministers say, ominously, there is too much money going to social improvement. An example of this is seven billion shillings set for Constituency Development Fund (CDF) projects. They now urge that the growth rate of people receiving this money is unsustainable, given the spending needs.

The signs therefore seem, to be that the "government of the poor will cut back on required help. The continued growth of jobless prevents existence of a social safety net, leading to crime, which is a highly possible scenario.

Meanwhile, a Stedman research study released this year show that in 2001, 70% of Kenyans were not only below poverty line, but has sunk even deeper than they were in the e1980s. Looking ahead, the poverty crisis could worsen yet.

The national blight requires us to be a bit more thoughtful about how coverage of media could make a difference. Starting with how poverty is reported at present, there are two methodological tricks to tackle:

- What concrete manifestations count as poverty - related stories?

- What stories are missing a poverty angle when they arguably ought to contain such?

On the first question, the much-maligned World Bank has a helpful definition; "poverty is hunger, poverty is lack of shelter. Poverty is being sick and not being able to see a doctor. Poverty is not being able to go to school and not knowing how to read. Poverty is not having a job; it is fear for the future, living one day at a time.

Poverty is losing a child to illness brought about by unclean water. Poverty is powerlessness, lack of representation and freedom. Poverty has many faces, changing from place to place across time.

In this light, we need to assess media coverage of poverty across a wide range of stories from homelessness, to joblessness, to health, water and human rights.

On the second question, where there is a blind spot in the coverage, we need to identify when poverty is effaced. To take a crude case when a report saying, "the economic fundamentals are sound" forgets to contrast the claim with the unemployment rate found among the poor themselves. A third of the stories present the government as a responsible party. Among the remainder, there were stories that point no fingers at all to the cause of poverty. The result, in large part, was to let off the hook the constituencies of business, civil society and the media.

Over recent years, Kenyan journalists have become sensitized regarding tribe, when selecting sources. There has been some progress, though not enough, in being conscious of gender issues. But class considerations have been left behind, despite the immensity of poverty in Kenya. Many questions mark the future of the poverty-alleviation mission; it is time, therefore for editors and audiences to make changes.

More and better coverage can keep poverty issues at the top of public agenda and promote real debated around government money expenditure. If KBC can provide extensive coverage for elite audiences and not alienate them, there is no reason why mass oriented media like the Nation and standard cannot do likewise.

We also need more interlinked and all-rounded stories and better integration of poverty and gender issues. A more balanced perspective on responsibility for action could stress the value of partnerships e.g. between government, business, civil society, the poor and so forth.

To upgrade poverty will take better journalism such as follow-ups, for example of the CDF funds and getting journalists out of the office to find poor people as sources.

There is need for renovation, moving journalism away from single issue stories towards more complex editions that show concrete interconnections and which also link these specifics to the general issue.

Rising to the change will require a pro-active approach by media people. Failure to this, there will continue to be a half-baked approach on perhaps the most important story of the coming 10 years.

This would mean that as media producers, we would have failed the poor of this country to everyone's detriment.

Another example of media being reckless on poverty issues would be a story to welcome summer resins, and remain silent about poor people in houses that leak.

The correlation between media and poverty might not be immediately obvious one might ask why a poor farmer should care about press freedom and the quality of media reporting. The media's job is not restricted to disseminating news. The media has a role to play in turning the world's eyes to problems,

needs and the distress of the poor. Coverage of poverty issues is necessary to provide information, raise awareness and promote understanding, and to keep debate alive on this subject in societies all over the world.

## **2.2 Media, Freedom & Poverty**

Two billion people have no access to clean water, 150 million children never get the chance to go to school and more than 40 million people in developing countries are HIV positive with little hope of receiving treatment for this dreadful disease.

It is important to come together to explore the links between and develop a better understanding of current media trends and poverty. There is need to bridge differences in approach among organizations involved in media freedom, media pluralism and social advocacy.

Some of the measures being considered to run-counter to freedom of expression, is the insufficient attention being paid to the crucial role of the media and to the importance of poverty reduction, and that there is inadequate mapping of development objectives against the proposed action.

Urgent attention needs to be brought to bear on issues of media and poverty in ways that are rooted in the principle of freedom of expression.

Freedom of expression, as expressed in Article IXI of the Universal Declaration of Human Rights, is fundamental right, which underpins all other rights and enables them to be expressed and realized. The eradication of poverty is essential to the realization of all peoples of the aspirations in the Universal Declaration of Human Rights.

People living in poverty face particularly obstacles to achieving freedom of expression and access to the media, which are associated with conditions of



poverty. These obstacles include the cost of equipment for production, distribution and reception, and the costs of licenses and operation; social obstacles include gender and language; educational obstacles include literacy and language; logistic obstacles include depression and lack of will of many states to allow democratic expression and to give voice to the most marginalized groups as well as censorship by government, commercial and social interests.

The interests and concerns of people living in poverty are not sufficiently exposed by the media. Economic and market pressures on the media are tending to deprioritise journalistic investigations and reporting on issues of social and public concern. Because the poor often do not constitute a viable market, issues of concern to them are increasingly and partially marginalized. New strategies, which address these issues and reinforce freedom of expression, need to be devised. Threats to media freedom continue to come from undue political influence but we are also concerned about issues of economic control and pressure.

We recognize that these obstacles need to be overcome in the interests of society as whole, and not only because in many societies poor people are the majority. When people do not have a voice in the public arena, or access to information on issues that affect their lives, and where their concerns are not reasonably reflected in the media, development tends to be undermined and catastrophes such as famines are less likely to be averted. Lack of access to communication undermines the capacity of the poor to participate in democratic processes. Frustration and alienation over lack of means of expression lead to disaffection with the political process, leading to apathy or violence.

Realization of freedom of expression for people living in poverty requires media pluralism and diversity of forms of ownership; more equitable access to communication, support for cultural and linguistic diversity and promotion of participation in democratic decision-making.

### **2.3 How a free press helps fight poverty**

An open and free media can play an important role in economic development and particularly in the fight against poverty. Out of a population of 6 billion people, only 1.2 billion people live in countries with access to a partially free press and another 2.4 billion without a free press at all.

In other words, about 80% of the world's population does not have access to a fully press. It is striking that the majority of those people live in developing countries, where Kenya falls.

These imbalances of press freedom reflect broader imbalances between rich and poor countries.

Some of these broader imbalances include:

One billion of the total world's population of 6 billion own 80% of global wealth, while another billion struggle to survive on a dollar or less a day.

#### **2.3.1 Control over corruption**

##### **What is the connection between press freedom and poverty?**

A large part of the answer lies with corruption and the fight against it. Studies by the World Bank for instances how the higher the level of press freedom, in countries the higher the control over corruption and thus the greater focus of scarce resources on priority development issues.

A free press not only serves as an outlet for expression but it also provides a source of accountability, a vehicle for civic participation and a check on official corruption.

A free press also helps build more effective and stronger institution.

By fostering transparency and accountability in both public and private spheres, the media in poor countries are being increasingly recognized as a development

good capable of contributing to improved government accountability and more effective use of resources.

But a free press not only pays off in the fight against corruption, it also pays off supplementing traditional school education (e.g. radio math lessons), in improving public health efforts (HIV - AIDS education campaigns) and in supporting institutional change and market development (sharing of timely and relevant information)

Further, there is a strong positive correlation between greater voice and accountability, and improvements in incomes, infant mortality and adult literacy. That is why we need to push for press freedom, and there is still much to be done. In many countries, particularly in transition and developing economies, the independence of the media can be fragile and even shackled.

Policies on access to dissemination of information and other legal regulations that foster a culture of openness, transparency and accountability are key. Ultimately, they help to promote good governance and more equitable growth. The World Bank is contributing to this effort. Through the World Bank institute our learning arm, we have delivered training programmes reaching over 3,000 journalists.

These programmes include specialized courses on economic journalism, health and environment. Most programmes are offered using distance learning technologies, such as video conference, interactive television and the Internet to broaden the outreach to participants in more than 50 countries.

### **2.3.3 Investigative journalism**

By addressing critical health issues like HIV/AIDS we have spurred journalists to find new ways of covering this pandemic in their countries. And investigative journalism courses help them to tackle the issues of corruption in a professional way.

There is no longer any doubt that the media's contributions are invaluable to advance economic progress, fight corruption, address the great imbalances between rich and poor, and ultimately reduce poverty world wide.

Therefore, it should be made sure that press freedom continues to pay, especially for the billions of poor people who need it the most.

## **2.4 Case studies**

### **2.4.1 Make Poverty History**

Make poverty History hailed as one of the most effective lobbying campaigns ever with its simple message and signature white band, wrist-band was banned from television and radio advertising.

Advertising watchdog, OFCOM, said goals of its campaign including and array of stars clicking their fingers to ram home the message that a child dies of preventable poverty every 3 seconds, were political and therefore outlawed. On website, OFCOM said that they had reached the unavoidable conclusion that Make Poverty History, whose objects are wholly or mainly political as defined under the act. Make poverty history, therefore was banned from advertising on radio and TV.

Make poverty History, an amalgamation of 530 charities and aid groups that are part of the Global call to action against poverty said it regretted the decision.

The millions of people who were wearing a white band or taking action as part of the campaign do not see this as a narrow political issue. They see it as the great moral issue of our time. The organization was created in 2005, with a single goal

of persuading the governments of the group of eight industrialized countries to write off billions of dollars in debt owed by the world's poorest countries.

Make poverty history was praised as having been the deciding factor in convincing the G8, thru ads in June 2006 to agree to write off more than 40 billion worth of debts.

#### **2.4.2 Is Poverty Invisible or Is The Media Blind?**

In the capital city of Kenya, the president had a secret meeting with one of the opposition leaders. Not many people would have learned about it were it not for several journalists making stories like in the standard campaigning about the dirty politics that lag citizens behind.

The journalists faced the possibility of imprisonment. Why are stories like those not shown on CNN?

Communication cannot be reduced to conventional media because in this way, the facts about a homeless mother in a wealthy country lack of necessities for life for many people, the fact that there are more abandoned land than homeless people in Kenya are usually not communicated to the public. Even if they are, it is done in a misappropriate way. Millions of thousands of shillings can be sent on communications for a beauty contest but there are no stories about the suicide of poor victims of HIV/AIDS or about an exodus of people from the rural areas to the cities where there is no work for them anyway.

The World Forum on communication rights tries to answer the questions on the ownership of information and knowledge and on the control of the media. It is important to find these answers in order to allow all of us to be able to use media and to use media and to use it for the benefit of we in the unprivileged world.

## 2.5 UNDP, MEDIA AND POVERTY

### 2.5.1 Information, Communication and Advocacy

This focuses on UNDP as an organization and editing of a series of publications and discussion papers on technical aspects of development that are written by eminent or recognized experts including UNDP consultants in their field of expertise. These publications are hosted on eth UNDP website printed copies distributed to key contacts with the government, the private sector, the civil service and the academic to spur and enhance debate on significant development issues.

UNDP in Kenya seeks to use information, education and communication through building national and sub-national institutional capacities in the public media by supporting the process of enacting a national information and communication policy. In this regard the UNDP Kenya country office has designed two projects to be implemented by the United Nations educational, Scientific and cultural Organization (UNESCO)

The first aims at enhancing the role of the media in supporting an efficient, transparent and accountable public sector. The second aims at building sub-national institutions through short-term training of media practitioners, government publicists in investigative and online journalism and supporting media training institutions of higher learning.

The long-term objective of the project is to enhance the capacity of the media to play its role effectively in supporting the national focus on efficiency, transparency and accountability of all sectors in national life, through professional excellence in national collection and dissemination of news and information for sustainable development and poverty reduction.

## 2.5.2 Types of media used by UNDP

### Print

#### Newspapers

The UNDP, in the bid to pass messages to the desired audience, they use newspapers. Here articles are passed to newspaper plants to be published, especially in wide circulation papers like the daily nation.

Journalists also attend high profile press conferences by the organization and print the information on newspapers stories on the on goings of activities in the organization also help pass information to the people.

In the case of any even expected, press releases are published to make people aware, of within and without the organization. Stories and pictures are also written on the organization projects and achievements.

#### Magazines

Commercial magazines as well as the organization's magazines publish UNDP's nformation on development, which includes poverty eradication projects.

# CHAPTER THREE

## 3.0 METHODOLOGY

### 3.1. Research Design

The study mostly targeted the media industry as a whole where the people involved can provide best information needed for the study. This also included the audience especially those affected by poverty.

The task of this proposal was systematically providing collecting evidence of the head effects of the media in poverty eradication in developing countries, Kenya in particular.

The design used descriptive research because it aims at analyzing the dependent and independent variables. It will use qualitative method since it is information driven, providing what is really happening in the analysis of the media and poverty.

### 3.2 Area of Population Description

Population living in both urban and rural areas was targeted because most media networks today cover a wide area (countrywide).

The population included media practitioners, UNDP officials, lecturers, businessmen, politicians, students and the general public mostly the poor.

This kind of population was selected because they are givers of mediated information and others are receivers.



### **3.3 Sampling Strategies**

To study the whole population was difficult due to the time and inadequate funds for gathering information since the population is large. Thus I went to few people through the use of judgmental sampling. This group was be selected during the time of study.

### **3.4 Data Collection**

The research used the qualitative method. Data collection methods included: -

#### **3.4.1 Observation (Self-analyzing)**

During the research, I undertook most of the time listening, watching and reading different mediated messages with regard to poverty. In addition, I did visit different media institutions in the country, UNDP offices, people's homes and politician's offices to hear and see by myself the effects of the media in fighting poverty.

#### **3.4.2 Questionnaire**

I provided a set of questionnaires to be answered by the chosen target groups. This was sent by post, e-mail and delivered by hand. The questionnaire explained to the respondent what the study was about, thus giving the required answer. This is because the questionnaire methods of collecting data are studying a large population scattered over a wide area.

### 3.4.3 Interviews

In this study, I interviewed different respondents who have the information required for the study for example the population affected by poverty, politicians, officials from charity organizations and non-governmental organizations and media officials, who are influential in disseminating information on the fight against poverty, for instance editors.

### 3.5 Data Analysis

It involved organization and interpretation of data generated during this study. Data was analyzed qualitatively. Next, was the organization of data collection, frequencies, percentages and averages, the comparison of the interviews and questionnaires. Observation was done statistically and qualitatively

### 3.6 Strategies for working with the media

In this section, I considered how the media, whether print or electronic, can be utilized so that tangible results of the fight against poverty can be obtained.

#### 3.6.1 Tips for working with the media as follows:

**Be Credible:** Have your facts straight. Don't say or write something that is not true or can't be supported. If you don't know the answers get back to the reporter or refer to another source.

**Be Honest:** Have the facts straight. Avoid stereotypes and seek to break away from the conventional wisdom about poverty issues.

**Be Aggressive:** Dig for details. Go directly to community sources for interviews if you need confirmation of a fact or a quote of the story.

**Be Persistent:** Go to the communities and its organizations for interviews. Include the views of the poor, not just the politicians' issue. Actively seek background material and position from community organizations.

**Be Creative:** Apply fresh approaches to present complex issues to the public. Use interviews, case studies and illustrative graphics.

**Be Attentive:** Do follow up stories that will detail the impact of an issue on community.

**Be Factual:** Tell the facts, get all sides, but leave the editorializing on the editorial pages.

**Be Analytical:** Ask the hard questions about crucial and often complex situations and proposals. Measure the impact of all policy ideas on people who are affected. Think of how the policy will impact families, single people and communities.

**Be Informed:** Take time to inform yourself about the issue and its effect on the community.

**Be Open:** Keep your eyes open to new ideas. Avoid reporting that something won't work just because a politician says it won't.

**Be Watchful:** watch out for creeping cynicism if you have covered a particular issue extensively.

**Don't Be Corrupt:** Corrupt journalists, reporters and editors keep the society misinformed, thus promoting or barring the fight against poverty.

# CHAPTER FOUR

## 4.0 Presentation of Findings and Recommendations

### 4.1 Limitations of the Study

The dissemination of the study was large, thus not all the intended population was covered in this study.

Another limitation was the illiteracy levels of some of the poor people.

Financial constraints were among limitations which affected the sample size and area. Thus, finances were targeted to the most sensitive group.

### 4.2 De-Limitations

Illiteracy of the sample was reduced by targeting a more literate and knowledgeable group.

Financial constraints were catered for by raising funds from parents as well as well wishers, which was helpful in this study.

Thus, purposeful selection was made for qualitative data collection in order to ensure it is affordable and correct.

### 4.3 Statistical measures of local media on poverty

With the support of companies, for example banks and different manufacturers, the local media has been able to reach out to the poor, and also placed the will power and the zeal to work hard to the public.

This was witnessed through media houses like the Nation Media Group, who worked in conjunction with Kenya breweries to feed over two million people who were starving in Kenya.

Kiss 100, a local radio station, has shown care to women affected by domestic violence and sexual offences, which fuel continued poverty.

This is a clear indication of the media's positive role in the fight against poverty.

How the media reports also matters a lot. Although the media may be playing a great role in fighting poverty, they also suppress the poor by failing to report on issues and stories that affect the poor. They tend to give priority and headlines on political issues, and forget the hunger, rape, murder and joblessness that affect poor people.

There has been a spate of stories in the news media about high paying white-collar jobs being outsourced to countries like Kenya. Apparently, the media have awakened the fact that job loss is a serious topic. But this didn't happen when millions of low-wage workers lost jobs in retrenchments. A poor person out of work isn't news.

#### **4.4 Importance of Kenyan news**

This has been an ideological shift to the fight through new ownership of several media outlets. News stories, general have become more focused on trivia, celebrities and sensationalist's trash than on hard news that affects people's lives. The number of daily newspapers in the city has fallen from eight or nine to three or four. These trends highlight the importance of Kenyan news in covering Nairobi city communities of color.

Most Nairobian's don't spend much time thinking about or traveling into low-income neighborhoods like Kibera or Mathare. If there is a news story from a working class neighborhood e.g. Hurlingham or Muthaiga, it is likely to be a

shooting or fire. Even in a city where people live cheek to fowl or hand to mouth, there is little contact between the economic classes and this is reflected in the perception and focus of most news editors and their reporters.

Many stories about the poor tend towards stereotypes. "They don't have jobs, they drink illicit brew, they use drugs, and they lack moral fiber". This can lead to the conclusion that there is no need for public investment in poor neighborhoods - the problem is the poor, not the society.

Some political analysts in the country see a policy emerging lately to starve government off funds that could be used to help the poor. Huge tax cuts in the past few years has left the government with little disposable revenue, a rationale for not funding job training, health care, education and housing. These are all areas where the poor desperately need help. Right wing politicians cannot just come out and say they are against these programmes so they cut taxes for the rich, reducing revenue. Then they say the government has no money to fund these programmes. Let private enterprise do it.

This policy is a major shift in Kenya's political agenda. How has it been covered by the news media? Most of the media has been either too timid to report this story or are oblivious to its ramifications. Whatever discussion exists about it has been mostly under radar.

It has been very damaging for the media's refusal to look at underlying problems of poverty. For example an education divide is taking place in Kenya today defined by the local (Suburb vs. inner city), and gender (man vs. woman)

It took a lawsuit - campaign for gender equality vs. the government of Kenya - to get the media focused on the women in slums of Nairobi city and many rural districts in the state. Still, the education of children in poor schools is hardly a front-page story for most news outlets.

The media are largely ignoring a major issue because they think it has no relevance to most people's lives. They miss the wider global picture of Kenya in the world when millions in the next generation of Kenya are poorly educated.

Another subject that is ignored by the media is the growing disparity in wealth between rich and poor. The fact that this is not a political issue in Kenya - it certainly would be in any African democracy - highlights not only the faintheartedness of mainstream media, but also the weakness of organized labor.

News organizations are bottom line profit-making enterprises. Their job is to cover the news, but it is also to reconcile these two tasks.

#### **4.5 Recommendations**

UNDP is committed to the pursuit of a free and responsible press. With press freedom and responsibility, Kenya's ministry of information and communication acknowledges that while a free press is indispensable in development, it must always be tampered with a high sense of responsibility which includes having a culture of positivism as well as embracing the universally accepted virtues of objectivity, truth and accuracy in reporting and information sharing by the media.

The media has a role to play in poverty eradication because in deed, a free and independent media is quite essential to development in general and taking into account local peculiarities to inform the reporting on poverty and wealth.

A right based attitude goes further to intensify that the right to access information intertwine with other rights since it enables citizens to exercise all other rights much more meaningfully, thus even the poor have a right to access all information, which they seldom do.

The media is a resource, since it is not enough for it to merely report on poverty issues and poverty related stories. The media must seek to move a step further



and become proactive in appropriating the resources within their reach to advance the development agenda.

The relationship between the media and the government in Kenya is observed to be often frosty but that should not overshadow the need for mutual understanding for the sake of development.

There is a great importance of keeping an honest scorecard detailing the verifiable indicators such as quality and lengths of articles or space dedicated to coverage of poverty issues from a holistic perspective.

It was observed that much of the content dominating the media in Kenya is still foreign. The media is challenged to be more innovative and sensitive to local contexts and seek to promote a patriotic perspective to their reporting.

Generally, while the government has no business in regulating the media, there is need to protect media within itself. Ultimately, a self-regulating media will be desirable. There should be a regional network of media workers committed to fighting poverty and alleviating poverty.

## References

Eke c, (1985), the Future of the State in Africa, Introduction to Political Science review, vol.6

Faringer G. (1995), Press Freedom Africa, prequel, New York

Charles Okigbo, (1995), Media and Support programmes, New York

Pember Don, (1996) Mass Media Law, Brown and Benchmark Publishers, Madison.

Gideon S. Were, (1968) East Africa through a Thousand years.

April A. Gordon and Donald L. Gordon, (1992) Understanding Contemporary Africa. Rienner Publishers

The Kenyan Constitution

B.K. Twinomugisha East African Journal of Peace and Human Rights

Nation Newspapers

The Business Weekly magazine, May, 2005

Drum magazine, February, 2003

The East African

**GENERAL QUESTIONNAIRE ON POVERTY ERADICATION**

Date.....

Province .....

District.....

**SOCIO-ECONOMIC BACKGROUND**

1. Name .....

2. Gender M/F .....

3. Marital status

Single

Married

Divorced

4. Education Background

Primary

Secondary

Tertiary

5. Occupation / profession

Student

Doctor

Lawyer

Other (specify) .....

6. What do you understand by the term poverty?

.....  
.....

7. Have you ever come across any poor people? Y/N

Explain.....

.....

9. What do you think are the effects of poverty in our society today?.....

.....  
.....

10. What do you think the media should do in order to help alleviate poverty?

.....  
.....

11. Are there any visible actions the media has taken in order to end poverty?

Y/N

If yes what are they?

.....

12. Do you think the media is contributing in any way in the fight against corruption? Y/N

Explain .....

13. According to your opinion do you think poverty can be alleviated?

Y/N

Explain.....

.....

14. What do you think is the reason why people are inclined in poverty?

.....

14. Do you think poverty is one of the reasons why people fall into corrupt activities?

Y/N

Explain .....

16. Do you think the media should continue with educating and exposing poverty issues in order to create awareness?

Y/N.

Explain .....

## FINANCIAL PLAN (BUDGET)

Activity	Cost	
	Kshs.	US\$
1. Designing study instruments	30,000/=	425
2. Field work	10,000/=	140
3. Data collection	20,000/=	180
4. Miscellaneous	20,000/=	180
<b>Total</b>	<b>80,000/=</b>	<b>925</b>

TIME SCHEDULE/TIMETABLE

Activity	Period	Output
1. Proposal Writing	January– February 2006	Proposal Submission
2. Field Familiarization	March 2006	Initial information collected.
3. Developing research instrument	March 2006	Research instrument developed
4. Data collection	March 2006	Data coded and entered
5. Data analysis	April 2006	Data analyzed and interpreted
6. Data analysis	May-June 2006	Ready dissertation
7. Preparation of report	September 2006	Submission of dissertation.