



N E T W O R K

communicating with disaster-affected communities

Kenya Media Landscape Guide

April 2024



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Cover photo: Listening to the radio in Dadaab Refugee Complex. Credit: Internews | Flickr.

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Who is this guide for, and why now?

This guide provides a snapshot of the media environment, including digital and social media, radio, television, print and other traditional forms of mass communication in Kenya. It includes some background, political and cultural context, including a short summary of audiences, producers, preferences of different groups and the languages associated with the media. It touches upon the freedom of the press, freedom of expression and media infrastructure. It specifically explores the role of media, media development work, communications in crises preparedness and response, and provides recommendations for effective strategies with a focus on the marginalised and crises affected. Overall, the intent is to facilitate reliable, trusted, and timely communication, particularly during crises, and to promote a healthy information environment in Kenya.

It updates resources which are outdated or limited in scope and includes a specific focus on refugee-related media consumption trends. It also advises on the most effective media to communicate with different demographics in Kenya. Use this guide as a starting point to:

- Improve people's access to quality information through tailored outreach.
- Work with the media in disaster preparedness and help build societal resilience to crises.
- Increase media outlets communication and engagement with different groups, particularly during displacement situations, conflicts, and disastersⁱ.
- Capitalise on the skills, connections, and knowledge within the Kenyan media sector for effective community engagement, outreach, and communication (an underutilised resource).
- Ensure your communication and engagement strategy is informed by how people already receive information and who they trust.
- Save time in an emergency by checking who uses which media channels and avoid overlooking certain community members.

Research was carried out in-country and steered by a reference group who provided guidance, expert advice and quality assurance. Information and data were collected through a desk review, key informant interviews (KIs), focus group discussions (FGDs) and online surveys.ⁱⁱ Interviews and surveys were carried out with the national media regulator, government department officials, media experts (including those from refugee and cross-border media, and community media), academics, media staff (producers and journalists), media development organisations, humanitarian agencies, human rights and advocacy organisations, pollsters, media students, NGOs, refugees and host communities and the public.

History, culture and political environment

This section outlines the history, culture and political forces shaping the current media landscape, how and why it serves different groups. It identifies community preferences and barriers faced to accessing the information needs.

The Kenyan media landscape has its roots in traditional forms of communication, indigenous knowledge and cultural practices. From these to the emergence of digital platforms, Kenya's media has evolved into a dynamic force shaping the nation's narrative.

Cultural norms remain relevant in today's communication culture including storytelling, spoken narratives, music and dance, rites of passage ceremonies like circumcision, and funerals. Pastoral communities communicate through visual arts using wood carvings, pottery, and beadwork, deep rooted in their culture, to pass information. In some remote places in Kenya, people rely on word of mouth, local leaders and cultural gatherings as a vital part of effective communication, news and information exchange. Traditional forms have now evolved, and storytelling may now happen mainly via radio drama, TV documentaries, film, theatre and even national events featuring traditional song and dance. However, these forms of communication are integral to the country's rich cultural heritage, and as such are unlikely to fully disappear, particularly as they bring people together and preserve traditional identities.

Crucially, traditional forms of communication can also be lifesaving in crises and emergencies. While not new, a series of attacks on communication masts in Kenya's Al-Shabaab prone areas of Northeastern near the Kenya-Somalia border has brought this acutely to the fore recently. In the latest incident in January 2024, gunmen destroyed a communication mast in Mandera County, barely a month after destroying the only mast in Dasheg area, Wajir County. Similar attacks have also happened in Garissa County, home to many refugees in Dadaab Refugee Complex. The assailants used explosives to dismantle the mast, causing significant disruption to local communication servicesⁱⁱⁱ.

“...traditional ways of communication are still worthwhile when other forms [of communication] breakdown. We should not only rely on electronic communication.”
(Key informant, Media support organisation)

Colonial history

Radio transmission in Kenya started in 1927, while still a British colony with the establishment of the East African Broadcasting Corporation (EABC), initially relaying British Broadcasting Corporation (BBC) news. English broadcasts began in 1928, primarily targeting white settlers who sought news from their home countries and global affairs. The indigenous population of the country was not considered the primary audience until years later.^{iv} The Kenya Broadcasting Corporation (KBC), a state-owned broadcasting organisation was the country's first TV station broadcaster. KBC faced competition from private TV stations and digital satellite TVs in the early 1990s and 2000s respectively. Although broadcasting has transformed significantly, KBC remains an integral part of the nation's media history and landscape.

Kenya today

Kenya is home to approximately 54 million people.^v It is a secular democratic state in East Africa bordering Uganda, Tanzania, South Sudan, Somalia and Ethiopia. Over 85% of Kenyans identify as Christians, followed by Muslims at 11%.^{vi} It is the forty ninth largest nation worldwide, with a total area of 580,367 square kilometres. Kenya commands the biggest economy in East Africa^{vii} with the largest port of Mombasa a vital trade hub to its neighbouring countries and others such as Burundi, Rwanda and Democratic Republic of Congo.

Kenya is a unitary state with a multiparty parliamentary democracy system. Political allegiance has often been on an ethnic basis, which has led to violence, as observed following the 2007 and 2017 elections. The 2010 constitution ushered in the devolved system of governance that gazetted 47 counties to decentralise national government. The counties are led by elected governors and deputy governors, who have authority to appoint County Executive Committees, akin to county ministers, subject to county assembly approval.

Freedom of expression and freedom of press are stipulated in the 2010 constitution.^{viii} They are greatly dependent on prevailing political and economic circumstances. In 2023, Kenya ranked position 116/180 globally in World Press Freedom index.^{ix} Besides censorship and restrictions concerns, the security of journalists in pockets of the country has been hanging on a thin line. At the time of writing, police had arrested the seventh suspect in a Kenyan blogger and political activist murder probe in Meru.^x Daniel Muthiani's death was reportedly connected to his hard stance on social and political issues in the country and particularly his home county. He was found brutally murdered under unknown circumstances on 17 December 2023, with a top politician allegedly linked to his death.

Political and business elites, as well as government leaders, have been the greatest threat to the media in the country. Some journalists have been physically attacked, their equipment stolen or destroyed, particularly during public demonstrations and crackdowns. In February 2024, the Media Council of Kenya (MCK) - the industry regulator mandated to ensure ethical standards - sued the state^{xi} and an entertainment joint in Nairobi over such an assault on journalists who were on duty covering a crackdown on illegal shisha dens.

Three types of media ownership exist in Kenya: public, private and community. The public Kenya Broadcasting Corporation (KBC) is the state-run media outlet, operating both television and radio stations. It is the oldest and among the most widespread media houses in Kenya, with a mandate to provide public service broadcasting. Privately owned media includes the Nation Media Group which is one of the largest

private media groups in East and Central Africa and publicly traded on the Nairobi Stock Exchange. It is founded by the Aga Khan and owns several publications and broadcasting outlets, including the Daily Nation (newspaper), NTV (television) and Nation FM (radio), formerly Easy FM. The Standard Group is known for operating The Standard newspaper, one of the oldest newspapers in Kenya, and KTN, a popular television station. The Standard Group is also listed on the Nairobi Stock Exchange. Royal Media Services (RMS): Owned by S.K. Macharia, is a significant player in the Kenyan media landscape. It operates Citizen TV, which is one of Kenya's most popular television stations, and several radio stations, including Radio Citizen, an equally popular radio station in the country. Mediamax Network is owned by the Kenyatta family and operates K24 TV, People Daily (a free national newspaper), and several radio stations. The Radio Africa Group owns The Star newspaper and several radio stations like Kiss FM, Classic 105 and Radio Jambo. In assessing 35 news sites in Kenya for misinformation, a recent study found: "(Kenya's) overall ratings ... are negatively impacted by operational shortcomings, especially around transparency of information about a site's true or beneficial owners, its sources of funding and other operational and editorial policies."^{xii}

Ten media houses dominate the media landscape. They are all members of the Media Owners Association of Kenya. Ownership is crucial as it can influence the editorial independence and stance of media houses, especially on political and socio-economic issues.

Media houses must generate revenue. This drives over-reliance on a few key advertisers and sponsored content. Many are allegedly struggling financially, evidenced by reports of delayed, unpaid or very low salaries for staff.^{xiii} In January 2024, there was an outcry by Kenyan media over the exclusive issuance of 'MyGov' advertising to only one media house.^{xiv} The Ministry of ICT, Innovations, and Youth Affairs issued a notice to all Principal Secretaries, CEOs of State Corporations, Independent Commissions and Vice Chancellors of Public Universities, indicating that all advertisements will now be printed and distributed exclusively by the Star Newspaper. This decision marks a significant shift from the previous practice, where government adverts were printed and circulated through MyGov by four daily newspapers: Nation, Standard, Star and People Daily. Consequently, the two-year contract will redirect millions of shillings away from Daily Nation, The Standard and The People Daily.

Political interference, censorship and declining revenues all contribute to the complex terrain within which Kenyan media operates. The media grapple with pressure from political actors, while Kenyan X has emerged as a space characterised by heightened political consciousness, illustrating the multifaceted nature of the country's media environment. Despite hurdles, the media remains a vital conduit for information dissemination, accountability and upholding democratic values. In March 2024, the Kenya Media Sector Working Group comprised of different media and journalism bodies (namely, Kenya Union of Journalists, Kenya Editors' Guild, Media Owners Association, Eastern Africa Editors Society, Association of Media Women in Kenya etc.) led a call to action against state interference in Kenya's media landscape. They called for solidarity among all media practitioners, media entities and friends of free media to unite in defence of the hard-earned rights to a free media.

The Refugee Act 2021 now provides a legal framework includes rights to freedom of expression, freedom to speak with media and access to information for refugees and asylum seekers.^{xv} The media is required to act responsibly to avoid sensationalising or further stigmatizing refugees and asylum seekers. The laws also outline guidelines for media coverage of refugee issues, emphasizing the importance of accuracy, fairness, and respect for the dignity of refugees. Journalists are encouraged to report on refugee matters in a manner that promotes understanding and empathy towards refugees and asylum seekers. Additionally, the laws prohibit the dissemination of false information that could incite hatred or discrimination against refugees and asylum seekers. Violations of these provisions can result in legal action

Media overview

Radio (77%) and TV (74%) are the main media platforms in all regions (except Northeastern region where internet leads), followed by online and social media (57%), newspapers (7%) and family/friends/colleagues.^{xvi}

Radio

Radio remains the cornerstone of media consumption in Kenya. There are 303 licensed radio stations: 212 commercial FM radio, 78 community^{xvii} FM radio stations and 13 public FM stations.^{xviii} Out of these, 291 were actively broadcasting. Most also have an online presence, with some offering live streaming services, making them accessible internationally to diasporans. Sixty six per cent (66%) of households own a radio set with ownership more prevalent in urban areas (71%) compared to rural and marginalised areas (62%)^{xix} Despite the recent drop in standalone radio ownership as more people get access to radio-integrated devices such as mobile phones, audio players, cars, computers and alarm clocks, radio remains the most prevalent form of media exposure for both women (62%) and men (71%).^{xx} Many are also listening to radio through TV sets, laptops and online streaming. The rise of video streaming services and the changing preferences among younger generations are other attributable factors to the decline in standalone radio ownership. Radio appeals significantly to the older age group of 35+ years (50.1%) as compared to younger age groups of between 15 and 24 years (20.4%).

Radio Citizen is the most listened-to radio station, capturing a 14.9%^{xxi} share of the Kenyan radio audience, albeit down from 18% the previous year, according to GeoPoll Inc. Standard's Radio Maisha and Radio Africa Group's Radio Jambo followed closely with 10.5% and 9.2% of the morning audience. Classic FM (8.2%) and Milele FM (6.1%) rounded up the top five (See Annex table 5 for more detail).

Radio consumption is highest in South Nyanza (85%), Lake and Rift regions at 84% and 83% respectively, and Western region (82%). Lowest consumption was recorded in the Northeastern. Rural areas consumption (82%) is higher than urban (67%). **Peak listening times** are 7am and 9am, which attract a substantial listenership of 27 million people.^{xxii} This suggests that many individuals tune in during their morning commutes or as they begin their workday. There is more listenership on Sundays and Saturday mornings compared to weekdays. Radio now has two-way communication functionalities. Listeners can participate and engage with the programme hosts by sending SMS texts or calling in during live shows or radio drama programmes. However, as with any media, it has limitations. People in remote and marginalised areas with limited radio frequency, people with hearing impairment and those working during broadcast times, may be excluded.

Within refugee settings, people told us that radio is as a key source of information, followed by social media, community block leaders, bulk SMS, posters, brochures, and TV. BBC Somali is a preferred channel for older Somalis in Dadaab. Peak listening hours were different from the nationwide listenership, with the evening hours preferred between 5pm and 8pm, for both the refugees and host communities, according to data from DW Akademie. Radio listenership in the camps was lowest in the period between 8am and 11am, whereas the same period is peak hours for nationwide radio listenership.



Refugees at Kakuma

ZORIAHI FLICKR

Radio Gargaar^{xxiii} is now the only operating radio FM station in Dadaab camp and is trusted for sharing reliable information. Working together with its mother station, Star FM in Nairobi's Eastleigh area, owned by Star Media Development Centre, "Gargaar" means assistance. It connects those affected by disasters to humanitarian aid.^{xxiv}

In Kakuma, Radio Ata Nayece^{xxv} and REF FM stood out as the most popular refugee-focused media. They have segments that invite diverse experts including refugees, asylum seekers, experts on refugee matters, refugee aid workers, government officials and host communities to inform the communities on key issues affecting them. The Voice of America launched two refugee-led FM stations to serve refugees and asylum seekers in Dadaab and Kakuma in 2020, although they have not been as popular nor widely used by agencies in the camps.



Television

There are currently 346 licensed TV stations in Kenya.^{xxvii} Commercial free to air TV are 337 and community free to air TV stations are nine. The Digital Terrestrial Television, Direct-to-Home and Cable subscriptions stood at 4.5 million, 1.8 million and 64,631, in the period 1 July and 30 September 2023, respectively. Half of all households in Kenya own a television. TV viewership is highest in urban areas rather than in rural topographies. The highest consumption is in Upper Eastern (87%), Central (83%) and Nairobi (80%). Northeastern (53%), as with radio, had the lowest TV viewership.

Citizen TV commands the largest national viewership of 38% (as with its sister radio station Radio Citizen belonging to Royal Media Services). NTV comes second at 13%, closely followed by KTN Home, KBC, and notably Inooro TV (8%), representing Kikuyu vernacular content.^{xxviii} Notably, GeoPoll data (2022) shows Al Jazeera as the only international TV channel in the top 10, during the first quarter of that year.

Men dominate the viewership of all TV channels, except for Inooro TV, which has a slightly higher female audience at 56%. Younger viewers between ages 15- and 24-years favour K24, NTV and Kiss TV,^{xxix} which has since shut down. Maisha Magic East, KTN News, and Al Jazeera, on the other hand, were the most popular choices for viewers 25-34. Citizen TV, Inooro TV and KBC were preferred by those 35 years and above. Children under 14 years rated Akili Kids TV as the most popular station, according to GeoPoll's 2024 data.

The most watched programme is Citizen TV's 9pm news programme, which peaks on Tuesdays at 33.2%. The other most-watched channels during the same timeslot are NTV followed by KTN Home and KTN News. TV 47 emerged as a notable contender, with 3% of viewers tuning in during this time slot (see annexes for more information).

The main barriers for TV viewership are the high costs, both of purchasing a TV set, of electricity and of subscriptions or operating licences for owners. Consequently, Free to Air (FTA) TV amasses a broader viewership compared to pay TV, even though the latter is more popular in urban areas than in rural areas. Companies like Mkopa are striving to close the TV ownership gap by providing consumers with opportunities to acquire cheaper TV sets and offering solar power options through hire purchase, thus giving an alternative to those not connected to electricity. TV has both visual and auditory elements thus making it effective for communication especially when language or disability is a barrier as one can make sense of what they see. It provides some two-way communication.

Within refugee settings, television is not a widely used media for accessibility and cost reasons. Star TV owned by Star Media Development Centre is the only TV station in the country that partly airs refugee specific TV shows. It operates from BiHi towers in Nairobi CBD.

Print

There is scant data on the overall number of licensed newspapers in Kenya, research conducted for this guide highlights at least 17 licensed newspapers in active circulation.

The Media Council of Kenya also releases annual statistics on the most frequently read newspapers in the country. The Daily Nation (53%) is the most read followed by the Standard (22%) and Taifa Leo (15%). The Daily Nation and Taifa Leo are Nation Media Group's (NMG) publications, with the latter being the only mainstream Swahili publication in the country. Nation Media group also own the only comprehensive Kiswahili sports newspaper in the country called Mwanaspoti, that covers both local, regional, and international sports news. Other publications include The Star, Nation Media Group's Sunday Nation, Business Daily, Taifa Leo and People Daily. Key magazines include Parents, Drum and True Love. Key informant and survey interviews conducted for this research found that

the most popular reasons for choosing a particular newspaper or magazine include trust in the publication's credibility, alignment with personal values, and enjoyment of the content.



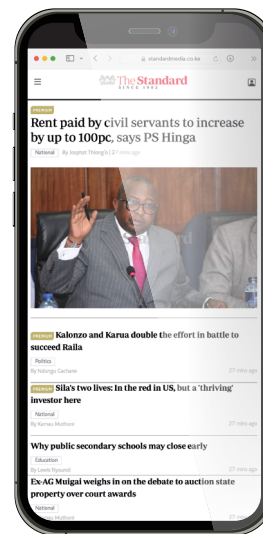
Print media is limited in its nationwide reach, but it can influence the national agenda. 70% of the public do not read newspapers, either in physical or digital format.^{xxx} There are limitations in terms of reaching remote parts of the country. Nonetheless, Participants in research for this guide, particularly those working in media and humanitarian agencies, mentioned The Daily Nation and Standard newspapers as go-to newspapers because they have detail lacking in other forms of media. Print media's ability to provide long form articles, interviews and analysis is a key contribution to a lively public square and they often raise public awareness of issues.

Two-way communication through traditional print media is slow letters to the editor or opinion writing. It also remains an elite engagement process, inaccessible to many. Marginalised communities, have the least access to print media as it is often expensive and less readily available in their areas. **Only one refugee facing print media publication was found:** 'The Refugee' magazine published by FilmAid Kenya with support from donors.

"Yes, I have access to print media, including newspapers and magazines. We have a diverse and vibrant print media landscape, with both local and international publications available. The reasons for this include a relatively high literacy rate, a strong emphasis on freedom of expression, and a diverse range of interests and opinions expressed in print media. It's worth noting that print media still plays an important role in Kenya's information and communication landscape alongside digital media."
(Key informant, INGO)

Digital

Most Kenyans consume digital media (any type of content that is packaged and disseminated electronically). Print newspapers are increasingly being challenged by ePapers, produced by the same media houses, with readership greatest in Nairobi and Western regions of Kenya.^{xxxix} See annex for more detail on the most visited news websites. Digital platforms, such as social media, websites, streaming services, mobile applications, digital publications, and online news portals, allow for the rapid dissemination of information. They provide access to real-time updates, expert opinions, educational resources, and edutainment. Digital media also facilitates interactive engagement through comments, forums, and online discussions.



The uptake in digital media has largely been fuelled by mobile phone penetration, technology, and internet speeds. Computer ownership remains relatively low nationally at only 11% of households, of which only 4% are rural, but the most found item in Kenyan households is a mobile phone with 94% ownership.^{xxxix} In 2023, the total number of mobile phones stood at 64.7 million, with 32.6 million and 32.1 million being smartphones and feature phones respectively.^{xxxix}

As of January 2024, five mobile network providers have been licensed in Kenya.^{xxxix} In terms of market share in subscriptions for services, Safaricom PLC takes the lead at 61.9% followed by Airtel Networks Kenya Ltd at 32.7%. Telkom Kenya Ltd, Finserve (Equitel) Ltd and Jamii Telecommunications Ltd follow at 2.5%, 1.6% and 1.3% in that order.^{xxxix} Mobile data and broadband^{xxxix} services hit the 49.3 million mark in the first quarter of 2024 with the 4G network seeing the most uptake at 23.9 million subscribers.

Within refugee settings, the same mobile network providers are used. The uptake of internet access is high in Northeastern Kenya, which means refugees in the Dadaab Refugee complex, with access to smartphones and other internet connected devices, can also access digital media of their choice, though there is no specific data showing the uptake particular to the refugees and asylum seekers.

Social media

The rapid social media evolution has significantly transformed the media landscape, offering new avenues for communication, information dissemination and public engagement. Participants of this guide referred to social media as their largest provider of information (not just news) and reported that the most used social media platforms (in order of popularity) were:

- WhatsApp
- Facebook
- X (formerly Twitter)
- Instagram
- Tik Tok
- YouTube
- Telegram

This broadly corresponds with the latest official data.

Main social media	Social media platforms use in 2022
Facebook	23%
WhatsApp	22%
YouTube	11%
X	8%
Tik Tok	7%

Social media enables the amplification of information through influencers and organisations and has equally empowered people to venture into citizen journalism thus widening the scope of localised information from personal experiences. Social media has been key in highlighting disasters as they happen and sharing of unfiltered information and on quick turnaround. Information spreads fast on these platforms and the engagement speed with the public coupled by sharing of resources by government agencies or companies is quite rapid. This is because of both the information sharing nature of people and improved internet speeds.

Online platforms are also changing remote and digital income generating activities as users can monetize their social media user handles to earn a living depending on the content they produce and share on social media. Kenya also hosts Meta Group's Sub-Saharan Africa office in Nairobi, where most of its content moderation of the social media giant's platforms happens. Click economy risks in Kenya are being documented by journalists. There are ongoing efforts to improve the rights of digital content moderation workers as a result.^{xxxviii}

Refugee-focused media

There are media outlets in Kenya that produce refugee-orientated content, created by journalists with lived experiences of displacement. It often grows from a need for communication and information sharing among communities. Refugee-focused media takes on various forms, ranging from makeshift radio stations to grassroots newspapers/magazine, social media, and digital platforms. From Dadaab to Kakuma, from Kalobeyi to Eastleigh (a Somali urban refugee area in Nairobi), a number of media outlets are operated by refugee-led organisations (RLOs) that work in media and creative industries. FilmAid Kenya, GIZ and DW Akademie are some of the other organisations that have played a part in shaping refugee-focused media in Kenya in terms of media development. Organisations such as FilmAid Kenya have been at the forefront in capacity building refugees, asylum seekers and host communities in journalism and film training programmes, who have in turn formed the active RLOs in the camps. Examples of these RLOs include Sound for Life, Jiba Pictures Media House, Kakuma Ventures, Moris Studio, MonyQadow and Kasinde Films.

There are no independent, commercially sustainable media actors focusing on displaced communities. These models are ultimately dependent on external support from donors, UNHCR, and operating partners in the camps who provide funding, secure paid radio slots for shows or segments to pass vital information.

Refugee-focused media plays a key role in early warning and coordination of relief response and support. It also plays a major role in disseminating stories of hope and resilience to not only refugees and asylum seekers but also to the host communities, amidst the uncertainty to those displaced by disasters. These platforms also strive to provide advocacy and cultural preservation platforms for refugees from different walks. However, they face challenges such as limited resources and insecurity.

Notably, there was no literature found on guidelines for refugee-focused media in the country even though they operate in completely different contexts from the mainstream and community media. It was also hard to disaggregate data to show journalists, who are also refugees, working in the media sector more broadly.

Insights from FGDs in refugee camps shed light on various aspects of media consumption, literacy rates, cultural nuances, and social media dynamics within the refugee-focused media landscape.

Key findings included:

- 1. Media consumption:** Refugees in Dadaab and Kakuma Refugee Camps, and Kalobeyei Integrated Settlement highlighted radio as a valued source of information. Television was also popular. However, lack of access to radio and television sets was an issue. Print media is less common, with newspapers and magazines being less frequently used.
- 2. Literacy rates:** While literacy rates vary among refugees, there is a general trend of lower literacy levels compared to the host population. This affects the types of media consumed, with radio being more accessible to those with lower literacy levels.
- 3. Cultural nuances:** Cultural factors play a significant role in media consumption and preferences. For example, community radio stations that broadcast in local languages are highly valued as they cater to cultural sensitivities and provide content that resonates with the audience. Participants for this guide also said that before engaging communities at different levels, community leaders are better placed to explain their cultural sensitivity for better outcomes, in order to get community buy-in.
- 4. Social media dynamics:** While access to the internet and social media is limited in refugee camps, those with access often use platforms like Facebook and WhatsApp to stay connected with family and friends, as well as to access news and information. However, there are challenges such as limited connectivity and access to devices.
- 5. Trust in media:** Trust in media sources varies, with refugees often relying on word-of-mouth and community leaders, whom they have elected, for information, even though dissemination might be delayed. Trusted sources include radio stations that are seen as impartial and reliable in their reporting. Those that invite members of the community and experts from different agencies to speak on topical issues are also trusted.
- 6. Information needs:** Refugees expressed a need for more information on legal rights, healthcare, education, and opportunities for self-reliance. There is a demand for more diverse and relevant content that addresses these needs.^{xxxix}
- 7. Challenges:** Limited access to information, language barriers, and misinformation are key challenges faced by refugees in accessing and using media. In Kakuma, where at least 25 nationalities are represented, yet very few language options are available when it comes to information and communication by government and agencies. There is also a need for more training in media literacy and communication skills.

These insights highlight the importance of understanding the specific media consumption habits, literacy levels, and cultural contexts within refugee communities to effectively engage and communicate with them before, during and after disasters or crises.



Case study

“**Sikika**” (**Be Heard**) is a project to improve access to information for refugees and host communities, and foster dialogue between the different communities and humanitarian organisations, in Kakuma with the DW Akademie.

Sikika has trained 290 Listener Group leaders to facilitate listening sessions and discussions and provide feedback to the Sikika news room. The leaders of Listener Groups are provided with a biweekly audio programme produced by 18 Community Reporters from the host and refugee communities. The Listener Groups’ feedback is analysed and shared with humanitarian organisations, who then respond to the audience’s information needs within the next Sikika programme.

The distinction from other radio stations is that its content is produced by young Community Reporters from refugees and host community, and targets issues of importance to them both - from security to health and education, or climate change.

“The MCK accreditation portal format does not classify journalists by country of residence or status but by media outlet someone works for, and nationality, so knowing whether one is a refugee journalist or not might not be easy,”
(Key informant, Media Regulator)

Trends in the media landscape

Artificial intelligence (AI) is increasingly being used to enhance aspects of media production, distribution, and consumption in Kenya. Awareness of AI in the sector is nascent, but evolving rapidly, and participants demonstrated a level of awareness during interviews. The MCK has put a taskforce in place to develop media guidelines on AI and Data.^{xi}

Against expectations, the digital divide remains. Urban, middle-class, and ethnic-majority communities are very well served. Minorities, rural and the poor are not, yet bear the brunt of climate change and disasters. Kenya has made significant strides in ICT services, with 67.1 million mobile subscriptions in a population of over 54 million.^{xii} However, many parts of Kenya still lack access to reliable mobile, internet and data services.^{xiii} This is acute in remote places such as the 13 counties spanning Turkana to Mandera and the Tana River where access to cellular signals can require a walk of over two kilometres.

Kenya is urbanising and media digitalising. Urban dwellers are a key demographic for media outlets, often having higher disposable income and greater access to digital platforms. Internet access and mobile technology has fuelled digital media consumption, especially among urban dwellers, who form the largest audience.^{xiii} Traditional media outlets have expanded and now engage with audiences on digital and online social platforms. 44% of women and 56% of men had used the internet in the past 12 months. Two-thirds of both women and men used it daily. The internet infrastructure available bandwidth capacity has also improve^{xiv} by 9.9% to 12.0 million Mbps in 2022.^{xvi}

There has been a rise in online citizen journalism. This has democratised information dissemination but raises concerns about the accuracy and reliability of news content. There is also an upsurge of vernacular media which is also playing a huge part in promoting media in the country, ensuring that even those who are away from the country's centre of information in Nairobi may still get access in their own mother tongue.

Language and dialects

The two official languages in Kenya are English and Kiswahili. There are over 60^{xvii} other languages spoken across the country. This includes local and ethnic languages which have different dialects. The evidently rich language formation and presence is key to the country's media landscape, which means content is often tailored to cater to specific linguistic groups to ensure a wider accessibility of information and community engagement. Even though the two official languages dominate the airwaves the media also incorporates various vernacular languages, including, but not limited to, Kikuyu, Luhya, Kalenjin, Luo, Kamba, Somali, Kisii, Mijikenda, Meru, Maasai and Turkana. (see table 3 for more information on broadcasting languages).

Many vernacular stations wield significant influence, particularly in rural areas where these languages are widely spoken as a first language. 'Sheng'^{xviii} radio stations, like Ghetto Radio, have also existed particularly in Nairobi since the early 2000s attracting the youthful audience 14-25 years not only in the capital but across the country. Kiswahili as a highly preferred language in the Coastal and Western regions of the country, while listenership of vernacular stations being highest in Lower Eastern and Lake regions.

English and Kiswahili are also the most popularly languages spoken by refugees and host communities,^{xlix} alongside Turkana (in Kakuma and Kalobeyei integrated settlement) and Somali (in Dadaab). There might not be a major language barrier when Kiswahili (75%) and English (67%) is used for passing information to the refugee and host community in Kakuma refugee camp. However, this was not the case in Kalobeyei integrated settlement, where no single language was dominant, with Arabic was slightly more prevalent. Turkana is the most popular (99%) for the host community around the area.

Accessibility for people with disabilities has been promoted by the government. For example, the Kenyan Sign Language (KSL) is promoted as a language of instruction, communication, and access to information for those with hearing impairments. Most, if not all, TV stations in Kenya offer sign language during news broadcasts and certain live broadcasts. Some TV programmes provide close captioning options (visual and audio) for people with visual and hearing impairments. With assistive technologies in mobile phones, users can also find new accessibility features and voice-based services to access information. Technology such as screen readers, text-to-speech software, and magnifiers are assisting access to digital content. Organisations like Humanity & Inclusion raise awareness about people with disabilities often having established communications networks through which they can often be reached with useful and lifesaving information.

Common barriers to access

Language serves as both a bridge and a barrier in Kenya's diverse media ecosystem. In the refugee context, Dadaab widely uses Somali language as their main broadcast language while Kakuma and Kalobeyei largely uses Turkana language with a mix of Kiswahili and English in their broadcasting lingua franca. This locks out several of the refugee population who speak over 16 other different languages from other countries. These languages include but are not limited to Dinka, Nuer, Arabic, Burundian, French, Bembe, Didinga, Amharic and Oromo. Other minority languages include Acholi, Bari, Buya, Fuliru, Kinyarwanda, Kirundi, Lingala, Lopit, Lotuko, Luganda, Masalit, Mashi, Palanda, Zande, Persian, Pojulu and Tegrinya. Language choices in local and national broadcasts impacts the inclusivity of media content, especially for vulnerable, marginalised groups and the illiterate.

Socio-economic conditions contribute to variations in media access. Prohibitive costs of goods and services is a major barrier to access to information and the media. Participants of this guide cited paywalls, firewalls, geographic blocking, high data bundles subscriptions and income as barriers in accessing digital media.

Geography matters and urban-rural disparities are contributing to information divides. The poorer you are and the further you are from the information centre (Nairobi) the worse it becomes. Infrastructure and hardware limitations pose challenges, particularly in rural areas. Poor road infrastructure, for instance, means that distribution of newspapers from the printing houses in the capital Nairobi is limited as it is usually done by road. Limited infrastructure includes sparse radio frequencies and erratic electricity.

Literacy rates, gender and disabilities impact access to information and media. 91% of women and 94% of men in Kenya are literate. Those with more than secondary education represent 19% of women and 21% of men, while 6% of women and 3% of men have no education. There are generally low literacy rates among refugees and the forcefully displaced persons in the country. People with disabilities may also be excluded since information in tailored formats is not always accessible.

“Twitter for me provides an open space for dialogue where tweeters fact check false tweets in comment sections and even employ AI bots to fact finding and truthful reporting. Misinformation, disinformation, and hate speech lately, is always red flagged. As much as it is mostly used as an artefact and instrument of political engagement, it remains the single biggest platform for information. Memory is preserved and information can be remembered and dug easily.”

(Key Informant, INGO)

Understanding barriers is crucial for crafting communication strategies that bridge gaps and ensure information reaches every corner of the country — from the pastoralist communities in arid regions with limited radio access to urban youth navigating the fast-paced digital landscape.

Misinformation and disinformation

A key barrier is also the proliferation of misinformation and disinformation in the Kenyan media environment. ‘Fake news’ (24%), bias (20%), and inadequate coverage of crucial issues (14%)ⁱ are key concerns when it comes to Kenyan media consumption patterns, according to the MCK. It is evident from the COVID-19 pandemic that fake news, rumours, and misinformation worsen panic, increase confusion and mistrust on authority and societal structures thus hindering service interventions. Factors include varied quality of journalism, sensationalism, and inadequate fact-checking. A section of the media is striving to polish their journalism with in-depth investigative reporting on socio-economic issues, with day-two follow-ups.

The continuous proliferation of rumours, misinformation, and disinformation both online and offline distorts trust levels of information consumers. This is especially so in a country such as Kenya where political polarisation and ethnic tensions are easily triggered, fuelling tensions linked to information gaps. Despite key informants stating social media as one of their biggest sources of information, they also agreed that the online platforms also pose a significant threat in fuelling misinformation and fake news largely because there are no strict measures put in place to control what people post online.

The MCK and the United Nations Development Programme (UNDP) in Kenya launched the iVerify Network of Fact-Checking Desksⁱⁱ in 2022 to address the escalating mis/disinformation in the country, a laudable move that the media should embrace. Today, the iVerify tool is administered by MCK under the Media Observer fact-checking platform continuously providing feedback to media, journalists and public on digital content nuances.

The MCK has been doing notable works around this area. To commemorate the UNESCO World Radio Day on February 13, 2024, the Media Council of Kenya launched 12 press clubs across the country to serve as platforms for learning, critical thinking, and engagement with media professionals, aligning with the broader objectives of fostering responsible journalism and empowering citizens to engage with the media constructively.

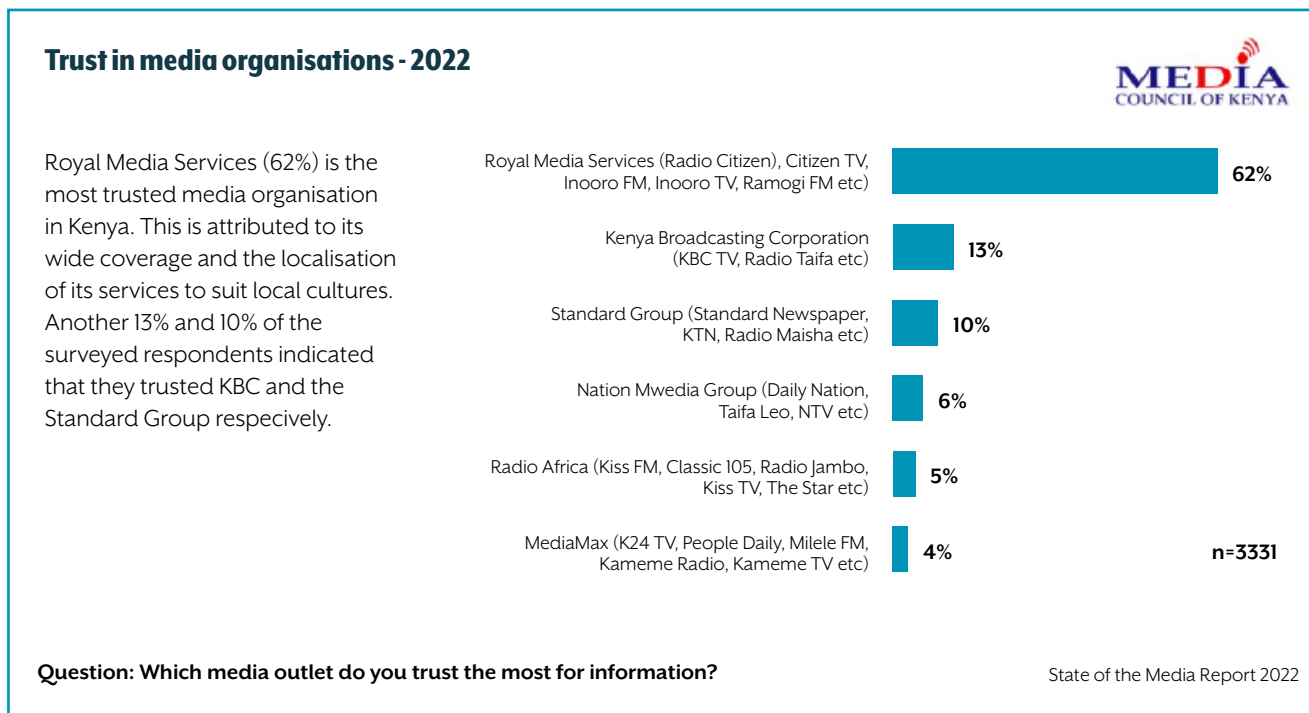
“Social media is heavily burdened by rumours and smear campaigns. However, X is a better source of information compared to the rest.”

(Key Informant, Media development organisation)

Preferences and trust

Media preferences are connected to socio-economic conditions and cultural identities. From the lively matatu rides in Nairobi, where radio broadcasts the latest hits, to the agrarian landscapes of Eldoret, where farmers gather around community radios the landscape varies.

Trust in media is highest for TV (33%), followed by radio at 32%.^{liii} 55% of women and 60% of men watch television, and 8% of women and 16% of men read a newspaper weekly. Overall, more men (12%) than women (5%) regularly use all three. Royal Media Services (RMS) has a confidence rating of 62%. Its strong reputation is credited to its extensive coverage and its commitment to tailoring content to resonate with local cultures. 13% of respondents expressed trust in KBC, while 10% placed their trust in the Standard Group.



In Dadaab and Kakuma refugee camps, participants mentioned the United Nations High Commissioner for Refugees (UNHCR), the Department of Refugee Services (DRS)^{lv} and FilmAid Kenya (FAK) as trusted sources of information.

What builds trust?

If a media organisation or information source reported (MCK State of the Media Report 22):

- important issues and local news about local people
- was well known in terms of reporting news for long
- the presence of breaking or current news.

Media in disaster response and preparedness

Kenya is grappling with three ‘humanitarian situations’: the drought, the longstanding refugee crises and the floods. About 80% of the landmass is experiencing drought conditions currently. This includes Garissa and Turkana counties, which host Dadaab and Kakuma refugee camps and Kalobeyei integrated settlements (home to refugees and asylum seekers displaced from neighbouring countries since 1991). There were at least 700,000 registered refugees and asylum seekers in Kenya as of 31 January 2024, with a majority (55%) originating from Somalia and South Sudan (24%).^{lvii} The drought has escalated resource-based conflicts, rendering women and children even more susceptible to harm. Additionally, **nearly 25,000 refugees in Dadaab and 100 in Kakuma had also been affected by floods** as of November 2023, thus causing further displacement within the camps. Humanitarian response including communication and information-sharing initiatives is coordinated through the United Nations Office for the Coordination of Humanitarian Affairs (UNOCHA) and lead agencies for thematic areas (water, food security, health etc).^{lviii}

The concentration of media outlets in urban areas often results in biased reporting that favours urban events over those in rural and remote areas. This discrepancy becomes extremely evident during disasters, where incidents in urban settings receive more coverage compared to rural events. For instance, while a flood in a major city may dominate headlines, a similar event in a remote village might go largely unnoticed. If covered, mainstream media, mostly cover the onset of disaster and easily jumps on to the next “big thing” making news over sustained disaster reporting like that on prolonged droughts in some of the arid and semi-arid pockets of the country.

The main sources of information for affected populations vary during disasters or emergency situations and are dependent on location and context. Traditional and mainstream channels such as TV, digital, radio and newspaper play a huge part in delivering lifesaving information and alerts for those in urban areas. The same cannot be said for affected communities in remote marginalised areas, where access to traditional media is a long-piped dream. Community radio and word of mouth become primary sources of information during conflicts and disasters. Social media platforms provide divergent views during disasters on how to do better service delivery and it has also given rise to citizen journalists empowered to tell their own stories.

Local media, namely community media and refugee radio stations form an important component of crisis and disaster response. Besides playing their primary role of providing reliable information they also provide hope to those affected by disasters. They become the link between the aid responders and the community. Early warning and relief effort coordination exercises are usually done with the great help of community and refugee radio stations depending on context. In 2020 during the COVID-19 outbreak, awareness creation and dissemination of safety protocols was mainly done through traditional media, social media and the existing community structures.

“Local networks also work well, word of mouth, meetings, village, and community leaders. We need to look at all kind of ways to distribution. We can’t say one is best, depends on the context. Different channels can be used at the same time and geared to the target group.”
(Key informant, Humanitarian organisation)

How to use this in disaster response and preparedness?

“Imagine if everybody knew exactly what to do in disasters? Communication is key in any disaster... to know who is affected, where and how they can be contacted and how the aid can get to them.”

“Speed and velocity of reaction needs to be key, and you can’t start to check who are the journalists there and what media, this needs to be known before.”

“You can look at it quickly and see what language people speak and can be best reached in what means... Saves precious time in disaster.”

(Guide key informants)

Prepare before an emergency:

- Media Landscape Guides can provide critical information and advice to aid two-way communication and coordination during crises.
- By understanding the needs of various demographic groups, the government and other relief responders can better customise their services to ensure inclusion ahead of an emergency.
- By analysing media access and usage patterns in advance, potential communication gaps can be identified and resources allocated to address them.
- Reaching marginalised and underrepresented populations including refugees, or those with disabilities, requires deliberate planning in advance.

During and throughout crises:

- Use the guide to tailor communication strategies to reach affected communities most effectively. It is important to know which media is best placed to reach marginalised groups, with considerations made to literacy levels and language preferences.
- Proactive communication to dispel rumours or misinformation is key, as is the building of trust with audiences, which can be facilitated through developing mechanisms for two-way communication via channels native to the target audiences.
- Build trust in refugee settings through
 - community leaders and cultural influencers, prior to, during and after any disaster
 - Listening to local leaders on how to translate key messages and cultural sensitivity
 - utilising village gatherings and local radios for risk-related information dissemination
 - Ensuring that information is broadcast in the local dialect
 - Translating information into other languages for broader audiences
 - Community engagement to ensure messages are understood. This can be done through existing community structures including leaderships (as they are elected by the community themselves), youth groups, women groups or community-based organisations; Media channels, including radio or open source social media.

Two-way communication with communities

Utilising media channels for two-way engagement provides a platform for communities to voice concerns, share insights and actively participate in decision-making processes during conflicts, displacement situations and disasters. In bustling informal settlements like those in Nairobi, where community radios amplify local voices, and in the remote corners of Marsabit, where live radio call-in shows connect communities, the media serves as a vital conduit for community feedback. These platforms empower marginalised communities to have a voice and actively contribute to shaping disaster response efforts. This engagement can also help media remain impartial and sensitive to conflicts. However, the top mainstream news sites (The Daily Nation and Standard) do not provide two-way communication. They cited financial reasons such as hiring moderators being too costly.

Radio call-in shows, phone calls, WhatsApp, SMS (for community surveys) and community meetings, were cited as the most important forms of two-way communication during emergencies and disasters. Through these channels, community members can ask questions, provide feedback, and share their experiences regarding aid and relief efforts, with social media, citizen journalists, and traditional communication methods being particularly effective.

Engaging in these conversations enables aid organisations to tailor their response to the specific needs and concerns of affected communities. Organisations like DW Akademie and FilmAid Kenya adopt a participatory approach to produce and disseminate information, involving communities in multimedia, multilingual content production and distribution. This inclusive approach enhances communication, community engagement and accountability, empowering affected communities to be participants in solutions for safer and healthier lives.

Opportunities for media development and communications in crises

Inclusion and diversity

- Offer training on cultural sensitivity, linguistic preferences, gender, people with disabilities, children, and inclusive storytelling to ensure diverse perspectives are represented.
- Commission research on media and information preferences for children below the age of 14 years. There is scant available information, yet in an increasingly digitalised environment young people are exposed to and consuming media.

Media freedom

- Sensitise the public through media literacy programs targeting both journalists and the public. Focus on critical thinking skills, digital literacy and understanding the role of media in society to improve public understanding, to fight for journalist protection and dispel misinformation.
- Emphasise the critical role the media plays in disaster preparedness, response, and community engagement, contributing to societal resilience overall.
- Provide funding for legal protection, safety and security training, and cyber/digital security practices to enhance journalistic independence.

Community media development

- Prioritise enhancing community radio, pivotal platforms in marginalised areas.
- Provide technical support, funding opportunities and capacity-building for local journalists and broadcasters. Equip them to undertake two-way communication with audiences.
- Expand rural access to tertiary education. There are over 70 universities in the country and many offer journalism and communication programs, as outlined in the annex below. Numerous colleges and polytechnics have also been accredited by the MCK to increase diverse opportunities. Most institutions are, however, concentrated in the city.

Digital media training

- Offer training on digital storytelling, social media management and multimedia production.
- Ensure AI training opportunities include the ethical dimensions to AI use.
- Empower journalists with data analysis and visualisation skills to uncover stories hidden in data and enhancing investigative reporting.

Ethical journalism training

- Emphasise ethical journalism through training on fact-checking, verification techniques and adherence to professional standards, to combat misinformation and biased reporting.
- Consider targeted outreach to 'citizen journalists' to encourage their adherence to professional standards.

Collaborative reporting projects

- Encourage collaboration among media outlets through joint reporting initiatives to address common challenges and explore innovative storytelling approaches, fostering knowledge-sharing and capacity building within the industry.
- Encourage cross-border collaboration for peer-to-peer learning and fertilisation of best practices across regions.

Communication in crises

- Encourage greater support to Kenyan media, particularly public and community media, to cover humanitarian crises.
- Provide information translated into more than one language (organisations which did this were more trusted compared to those who do not)
- Leverage community structures and cultural influencers – off and online - to effectively communicate information (important where cultural sensitivity is paramount.)
- Ensure communications are utilising multiple forms, including analogue, ahead of an internet shutdown or attack on communities' infrastructure.
- Train staff in two-way communication and communicating with people with disabilities.
- Tailor communication strategies with cultural specificities linked to geography, history and intended audience preferences.

Annexes

Table 1 Refugee-focused media

Popular refugee-focused media in Dadaab, Kakuma and Nairobi					
Refugee-focused media	Ownership and funding	Website link	Language	Type of media	Location
Star FM	Star Media Development Centre (SMDC)	https://starfm.co.ke/	Somali	Radio	Eastleigh, Nairobi
Radio Gargaar	Star Media Development Centre (SMDC)	https://starfm.co.ke/	Somali	Radio	Hagadera, Dadaab
Radio Ata Nayece	Ata Nayece Media Services Ltd.	https://kkcfke.org/competition-winner/atta-nayece-media-services-limited/	Turkana, Kiswahili, English, Juba Arabic	Radio	Kakuma
Ref FM	Initiated by Action Africa Help International (AAH-I) and REF FM Foundation. It is currently being managed and financially supported by FilmAid Kenya.	https://www.ref-fmkk.com/	English, Swahili, Somali, Arabic, Anyuak and Nuer	Radio	Kalobeyei, Turkana County
Sikika	DW Akademie	N/A	English, Swahili, Juba Arabic, Somali, Turkana	Offline podcast, Listener Groups	Kakuma
Eastleigh Voice	Unknown	https://eastleighvoice.co.ke/	English	Digital media	Nairobi
Dadaab FM	VoA	N/A	Somali	Radio	Dadaab
Kakuma FM	VoA	N/A	English, Swahili, Somali	Radio	Kakuma
Kanere.org	Refugees	https://kanere.org/about-kanere/	English	Digital media	Kakuma
Julisha.info	Signpost	https://www.julisha.info/en-us	English, Somali, Kiswahili, Arabic	Digital media	National
Bibilia Husema	Missionaries Bob and Lillian Davis of the Africa Inland Mission (AIM)	Bibilia Husema Broadcasting	Kiswahili	Radio	Nairobi

Table 2 **Digital media**

The most visited news websites				
Main digital media	Ownership and funding	Language	Type of media	Location
Tuko.co.ke	Genesis Media Group of Companies	English	Commercial	28%
Citizen.digital	Royal Media Services	English	Commercial	22%
Nation.Africa	Nation Media Group	English	Commercial	15%
Standardmedia.co.ke	Standard Media	English	Commercial	13%
Mpasho	Radio Africa Group	English	Commercial	6%

Table source: Media Council of Kenya (2023)

Table 3 **Broadcast languages**

Includes Official Languages and Other Languages Mainly Used in Broadcasting		
Broadcasting language	Demographics for ethnic groups	
Official languages	English	Not indicated in data
	Kiswahili	Not indicated in data
Other languages	Kikuyu	17.1%
	Luhya	14.3%
	Kalenjin	13.4%
	Luo	10.7%
	Kamba	9.8%
	Somali	5.8%
	Kisii	5.7%
	Mijikenda	5.2%
	Meru	4.2%
	Maasai	2.5%
	Turkana	2.1%
Sheng	Not known	

Table source: CIA World Factbook.

Table 4 Most read newspaper/publications

The Daily Nation, the Standard and Kiswahili newspaper Taifa Leo are the most read publications			
Main print media	Ownership	Type of media	Location
Daily Nation	NMG	English and Kiswahili	53%
The Standard	Standard Media Group	English	22%
Taifa Leo	NMG	Kiswahili	15%
Star	Radio Africa Group	English	3%
Nairobi	Standard Media Group	English	2%
Business Daily	NMG	English	2%
People Daily	Mediamax Network	English	1%
Citizen Weekly	Headline Publishers	English	1%
The East African	NMG	English	0.4%
My Gov	Government	English	0.4%
New Vision	The Vision Group	English	0.1%

Table source: MCK State of Kenya's Media Report (2023)

Table 5 Top radio stations in Kenya by audience: 2023

Main Radio Stations	Ownership & Funding	Language	Public service broadcast/ commercial community	Demographic reach	Most popular shows
Radio Citizen	RMS	Kiswahili	Commercial community	35+	Breakfast and Drivetime Shows
Radio Maisha	The Standard Group	Kiswahili	Commercial community	25-34 age bracket	Drivetime Shows
Radio Jambo	Radio Africa Group	Kiswahili	Commercial community	25-34 age bracket	Morning and Evening Drivetime Shows
Classic 105	Radio Africa Group	English	Commercial community	25-34 age bracket	Morning and Evening Drivetime Shows
Milele FM	Mediamax Network	Kiswahili	Commercial community	35+	Sunday Morning and Drivetime Shows
Kiss FM	Radio Africa Group	English	Commercial	15-24 age bracket	Evening
KBC English Service	KBC	English	Public service broadcast	Unknown	Evening Sundowner
Ramogi FM	RMS	Luo	Commercial	Unknown	Morning

Table source: GeoPoll (2023)

Table 6 **Most watched stations: 2023**

Main TV Stations	Ownership & Funding	Language	Public service broadcast/ commercial community	Demographic reach	Most popular programme
Citizen TV	RMS	English, Kiswahili	Commercial	35+	9pm News
NTV	Nation Media Group	English, Kiswahili	Commercial	Unknown	9pm News
KTN Home	The Standard Group	English, Kiswahili	Commercial	25-34	9pm News
KBC	State owned	English, Kiswahili	Public service broadcast	35+	9pm News
Inooro TV	RMS	Kikuyu	Commercial	35+	Unknown
Akili Kids	Akili Network	English, Kiswahili, Vernacular	Commercial	0-17	6am-9pm

Table source: Media Council of Kenya (2023)

Table 7 **Broadcasting subscriptions in Kenya: 2023/2024**

Indicator/Period		September 2023
Digital Terrestrial Television (DTT)	Go TV	2,735,461
	Star Times	1,741,365
	Sub-Total	4,476,826
Direct-to-Home (DTH)	Azam	73,758
	MultiChoice (DSTV)	1,137,898
	Star Times	304,610
	Wananchi (Zuku)	285,404
	Sub-Total	1,801,670
Cable	Cable One	2,658
	CTN (MSA)	2,048
	Wananchi (Zuku)	56,230
	Hirani	3,600
	Matrucchaya	0
	Wadani Cable	95
	Sub-Total	64,631
Total		6,343,127

Table source: CAK (2023/2024)

Table 8

Universities, colleges and tertiary institutions offering courses in journalism, media, communication			
Training institution	Location	Ownership	Qualification/s courses offered
The University of Nairobi	Nairobi	Public	Diploma, BA, MA, and PhD programmes in Mass Communication; Journalism; Public Relations; Corporate Communication among others
Kenyatta University	Nairobi County	Public	Diploma in ICT, Diploma in Music, Communication, BA, MA, and PhD in Communication
Jomo Kenyatta University of Agriculture and Technology	Juja, Kiambu County	Public	BA in Journalism; BA Film Production and Directing; MA In Communication Studies
Daystar University	Athi River	Private	Diploma in Literary Journalism; BA and MA in Linguistics, Media and Communication; BSc and MSc in Journalism and Mass Media; MA Film and Media Studies; MSc. In Communication Studies; PhD in Communication and Journalism
United States International University (USIU)	Nairobi	Private	1 year Diploma in Journalism; Strategic Public Relations and Film; Animation
Moi University	Eldoret	Public	BA in Communication (Journalism and Public Relations/Journalism and Development Communication)
Multimedia University of Kenya	Magadi Road, Ongata Rongai	Public	Pure Journalism; Broadcast Journalism; Advertising & Public Relations; TV Programmes Production; Radio Programmes Production; Film/ Video Program Production; Media Technology; and many more
Strathmore University	Nairobi	Private	Diploma in Communication and Computer Networks; Diploma Library and Information Science; Diploma Graphics Design and Communication; BA Journalism and Mass Communication
Kenya Institute of Mass Communication (KIMC)	Nairobi South B	Public	Certificate and Diploma in Journalism and Mass Media; BA Language and Communication with IT; MA Linguistics; Literature; M Communication and Media Studies etc
Technical University of Kenya (TUK)	Nairobi	Public	Certificate, BA and MA programmes in journalism, public relations, animation and motion pictures, film studies, mass media and communication, corporate communications, and media management
Maseno University	Kisumu	Public	Diploma in Journalism; BA Journalism and Multimedia
Mt Kenya University	Kiambu	Private	Diploma in Mass Communication
Riara University	Nairobi	Private	Certificate in Multimedia; Diploma in Digital Journalism; Diploma in Film and Television production etc
Nairobi Institute of Business Studies (NIBS)	Kiambu	Private	Diploma in Mass Communication

Table 8 continued

Universities, colleges and tertiary institutions offering courses in journalism, media, communication			
Training institution	Location	Ownership	Qualification/s courses offered
Africa Digital Media Institute (ADMI)	Caxton House, Nairobi CBD	Private	Certificate in Multimedia; Diploma in Digital Journalism; Diploma in Film and Television
Zetech College/ University	production etc	Private	BA (Bachelor of Arts) in Social Communication, Diploma in Media production, Certificate in Media production.
Tangaza University College	Along Thika Road, Ruiru	Private	Certificate in Journalism; Diploma in Journalism
Aga Khan Graduate School of Media and Communications	Langata South Road, Nairobi	Private	BA (Bachelor of Arts) in Social Communication, Diploma in Media production, Certificate in Media production.
Karatina University	Nairobi	Private	Media and Communications, MA Digital Journalism
Rongo University	Migori	Public	Communication

Table 9

Media Development Organisations Offering Journalism Training for Refugees in Kenya			
FilmAid Kenya	Nairobi, Kakuma and Dadaab	NGO	Media and Entrepreneurship Training, Media Bootcamps, Creative Arts and Self-Expressive Training
Internews Network	Nairobi, Washington DC, UK and France	International Media Support nonprofit	Journalism Training, Media Development, Humanitarian Information Services
DW Akademie	Germany	International Media Development Organisation	Journalism Training, Knowledge Transfer

N.B in some instances this includes partnerships with other accredited institutions to offer academic certifications

Endnotes

- ⁱ Mainstream media, particularly from the Global North, rarely provide in-depth coverage of meaningful issues within Kenyan refugee camps. “When they do cover the camps, refugees are rarely asked their opinion beyond their in-the-moment state of being; this exacerbates the perception of refugees as a vast mass of hungry and hopeless victims” (source: Media Perception journal published by the JSTOR.org)
- ⁱⁱ The online surveys were mostly used for key informants in areas with poor connectivity. A total 138 individuals were reached through these methods in a span of three weeks and 27 documents reviewed.
- ⁱⁱⁱ C. Ombati (2024) [Security alert in Mandera as gunmen destroy communication mast](#), The Star, 12 January.
- ^{iv} D. Kiereini (2021) [Tracing history of KBC and evolution of broadcasting](#), Business Daily, 21 May.
- ^v Kenya National Bureau of Statistics (2022) [2019 Kenya Population and Housing Census Analytical Report on Population Projections](#), The National Treasury and Planning, September.
- ^{vi} ReelAnalytics (2022) State of the Media Report.
- ^{vii} The World Bank (n.d.) [Eastern & Southern Africa: Development news, research, data](#), webpage.
- ^{viii} The provisions in the Constitution of Kenya guarantees that every citizen has the right of access to information held by the State or its agents either in the civil or public service; and information held by another person required for the exercise or protection of any right or fundamental freedom. Kenya National Commission on Human Rights (n.d.) [Access To Information Request](#), webpage.
- ^{ix} Reporters Without Borders (n.d.) [Kenya](#), webpage.
- ^x G. Marete & D. Machui (2024) [Seventh suspect arrested in Meru blogger Sniper’s murder probe](#), Nation, 8 January.
- ^{xi} Media Council of Kenya [@MediaCouncilK] (2024) [“Redress: @MediaCouncilK seeks court intervention for journalists’ compensation. Via @StandardKenya More: https://t.co/vE8Xuj3IFJ #MCKInTheNews”](#), X, 6 February.
- ^{xii} Global Disinformation Index (2021) [Disinformation Risk Assessment: The Online News Market in Kenya.](#)
- ^{xiii} People Daily (2024) [Remunerate journalists well, Media Council urges employers](#), February 12.
- ^{xiv} A government newspaper containing tenders and all government communications, including stories from different ministries.
- ^{xv} https://kenyalaw.org/kl/fileadmin/pdfdownloads/Acts/2021/TheRefugeesAct_No10of2021.pdf
- ^{xvi} The Communication Authority national survey of July to October 2023 https://www.ca.go.ke/sites/default/files/2024-02/Audience%20Measurement%20and%20Industry%20Trends%20Report%20July-September%202023_0.pdf
- ^{xvii} Unlike commercial radios, community radios are owned and operated by the local community, developed in collaboration with community members, and their broadcast range is usually confined to the specific geographical area where the community is situated.
- ^{xviii} Media Council of Kenya [@MediaCouncilK] (2024) [“The media landscape in Kenya has greatly evolved...”](#), X.
- ^{xix} The sample design for the 2022 KDHS provides estimates at the national level, for urban and rural areas, and for some indicators for each of Kenya’s 47 counties. A nationally representative sample of 32,156 women aged 15–49 in 37,911 households and 14,453 men aged 15–54 in half of the selected households were interviewed. This represents a response rate of 95% of women and 87% of men.
- ^{xx} Kenya National Bureau of Statistics (2022) [Kenya Demographic and Health Survey](#).
- ^{xxi} F. Kibuacha (2024) [Kenya Media in 2023 - Top TV and Radio Shows](#), GeoPoll, 8 February.
- ^{xxii} GeoPoll’s Media Audience Measurement for Kenya Media 2023
- ^{xxiii} Internews (n.d.) [Kenya – Refugees in Dadaab \(2012-2016\)](#), webpage.
- ^{xxiv} Internews (2020) [In Kenya, Providing Refugees with Life-Saving Information about COVID-19 and Other Health Issues](#), 27 April.
- ^{xxv} Julisha.info (2021) [Tune into ‘Bilan’ and ‘Sauti ya Mwanamke’ radio shows: reliable infomraiton in Dadaab and Kakuma.](#)
- ^{xxvi} Kanere (2021) [VoA Commences FM Radio Stations for Refugees](#), 3 February.
- ^{xxvii} According to the CAK First Quarter Sector Statistics Report for the period 1 July to 30 September 2023.
- ^{xxviii} Media Council of Kenya (2023) [Most Watched TV Stations in 2023](#).
- ^{xxix} S. Maombo (2023) [Radio Africa shuts down Kiss TV](#), NTV, 17 March.
- ^{xxx} Media Council of Kenya (MCK) [State of Kenya’s Media Report 2022](#)
- ^{xxxi} The national survey data by Communication Authority

- ^{xxxii} Kenya National Bureau of Statistics (2022) [Kenya Demographic and Health Survey](#).
- ^{xxxiii} The first quarter sector statistics report by the Communication Authority of Kenya (CAK) for Financial Year 2023/2024
- ^{xxxiv} Communications Authority of Kenya (2024) [Register of Unified Licensing Framework Licensees](#), January.
- ^{xxxv} The Communications Authority of Kenya Data for FY 2023/2024 shows Safaricom PLC and Telkom Kenya Ltd lost its market shares in mobile (SIM) and broadband subscriptions as Airtel Networks gained in both areas.
- ^{xxxvi} The National Broadband Strategy 2018-2023 defines broadband as a connectivity that delivers interactive, secure, quality, and affordable services at a minimum speed of 2Mbps. Mobile broadband includes 3G, 4G & 5G.
- ^{xxxvii} A. Njanja (2019) Facebook sets up content hub in Nairobi, Business Daily, 7 February.
- ^{xxxviii} Facebook Content Moderators Sue Meta in Kenya | TIME March 2023
- ^{xxxix} One example of emerging digital practice on information provision in emergency settings is Julisha.info - an offshoot of Signpost, an interagency project led by IRC, that creates digital help centres.
- ^{xl} Media Council of Kenya (2023) [MCK Unveils Taskforce on Data and AI Guidelines](#), 24 October.
- ^{xli} recorded in quarter one of financial year 2023/2024, according to the CAK
- ^{xlii} Republic of Kenya (2018) [National Broadband Strategy 2018-2023](#).
- ^{xliiii} Kenya National Bureau of Statistics (2022) 2019 [Kenya Population and Housing Census](#).
- ^{xliiii} According to the Communications Authority of Kenya First Quarter Statistics Report Financial Year 2023/2024, Kenya's ICT sector continued to exhibit an upward trajectory in the adoption of mobile services, propelled by advancements in mobile connectivity and the availability of infrastructure. Consequently, this has led to faster and more reliable connections.
- ^{xliiii} Kenya National Bureau of Statistics (2022) [Kenya Demographic and Health Survey](#).
- ^{xliiii} CIA World Factbook (2022) [Kenya](#), 21 December.
- ^{xliiii} Sheng is a unique and dynamic urban slang or street language spoken primarily in Kenya, especially in Nairobi and other urban centres. It is a blend of various languages, including Kiswahili, English, and local Kenyan languages, as well as elements of hip-hop culture. Sheng incorporates words, phrases, and expressions from these languages, often creatively combined or altered to convey specific meanings within the context of youth culture, urban life, and social interactions. It serves as a form of identity and cultural expression for young people in Kenya, reflecting the diverse linguistic and cultural influences present in urban environments.
- ^{xliiii} DW Akademie (2021) [No newspapers here: Information needs assessment among refugees and host communities in Ethiopia, Kenya and Tanzania](#).
- ⁱ According to the KDHS 2022
- ⁱⁱ Media Council of Kenya (2023).
- ⁱⁱⁱ Media Council of Kenya (2022) [New Fact-checking Tool to Counter Fake News](#), 1 July.
- ⁱⁱⁱ The State of The Media Report 2022
- ^{iv} Media Council of Kenya (2022) State of the Media Report.
- ^{iv} DRS is the government department in charge of refugee affairs in the country. The department oversees the management of refugee camps in Kenya.
- ^{vi} These flash floods and landslides have also severely affected other parts of the country in the recent past including but not limited to Kisumu, Mombasa and Tana River.
- ^{vii} [UNHCR data](#)
- ^{viii} OCHA (2012) [OCHA on Message: The Cluster Approach](#), March.
- ^{ix} UNHCR (n.d.) Radio Programs, Help Kenya. webpage.



CDAC is a network of more than 35 of the largest humanitarian, media development and social innovation actors – including UN agencies, RCRC, NGOs, media and communications actors – working together to shift the dial on humanitarian and development decision-making – moving from global to local.

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