Title: The Kenyan Election 2013 and the role of the factual discussion programme Sema Kenya (Kenya Speaks)

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Research Manager, BBC Media Action, East Africa
The Media during the 2007/8 Kenyan election: Complicit in the post election violence?
The media during the 2013 Kenyan election: Supporting peace at the expense of accountability?

very cautious...very restrained...careful...reticent...hesitant...self-censoring...lacked courage and objectivity...did not delve deeply enough...suppression of stories...
2007/8
Media widely accused of being complicit in post-election violence

2013
Media self-censoring to avoid inciting violence
The media and electoral cycle approach
REINFORCING CREDIBILITY AND ACCEPTANCE OF ELECTORAL PROCESSES
The Role of Electoral Stakeholders and Electoral Administration
“you don’t have to fear a leader, you can ask any question, Kenyans have a voice, Kenya is a beautiful country, and Kenyans can be peaceful. People try to bring out the worst in us but we are reasonable people… peaceful people aired their views without any friction.”

Female 25-44, urban Mombasa, TV and radio
Sema Kenya: Informing and educating

“I think Sema Kenya stood on its own because it took the media to the people. It discussed very salient issues that the other media did not.”

Media practitioner

In-depth locally driven information

“you see when a person is well informed he is free to choose what is right for him.”

Male 45+, rural Kisumu, radio
**Sema Kenya: Supporting Kenyans to hold leaders to account**

“The citizens will not be afraid since everyone had been given the ability through that programme to address the government.”

Female 15-24, urban Mombasa, radio

“… It’s like signing a contract, and it’s like we have evidence that you promised such and such a thing to be realised within a specified time. If they don’t perform, they can be kicked out in the next election.”

Female 25-44, urban Mombasa, TV and radio
The media and electoral cycle approach
http://www.bbc.co.uk/mediaaction/publicationsandpress