


# REINFORCING CREDIBILITY AND ACCEPTANCE OF ELECTORAL PROCESSES

## The Role of Electoral Stakeholders and Electoral Administrations



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

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# The Media during the 2007/8 Kenyan election: Complicit in the post election violence?

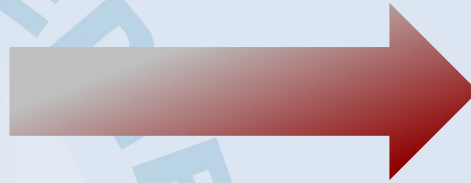


# The media during the 2013 Kenyan election: Supporting peace at the expense of accountability?

*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

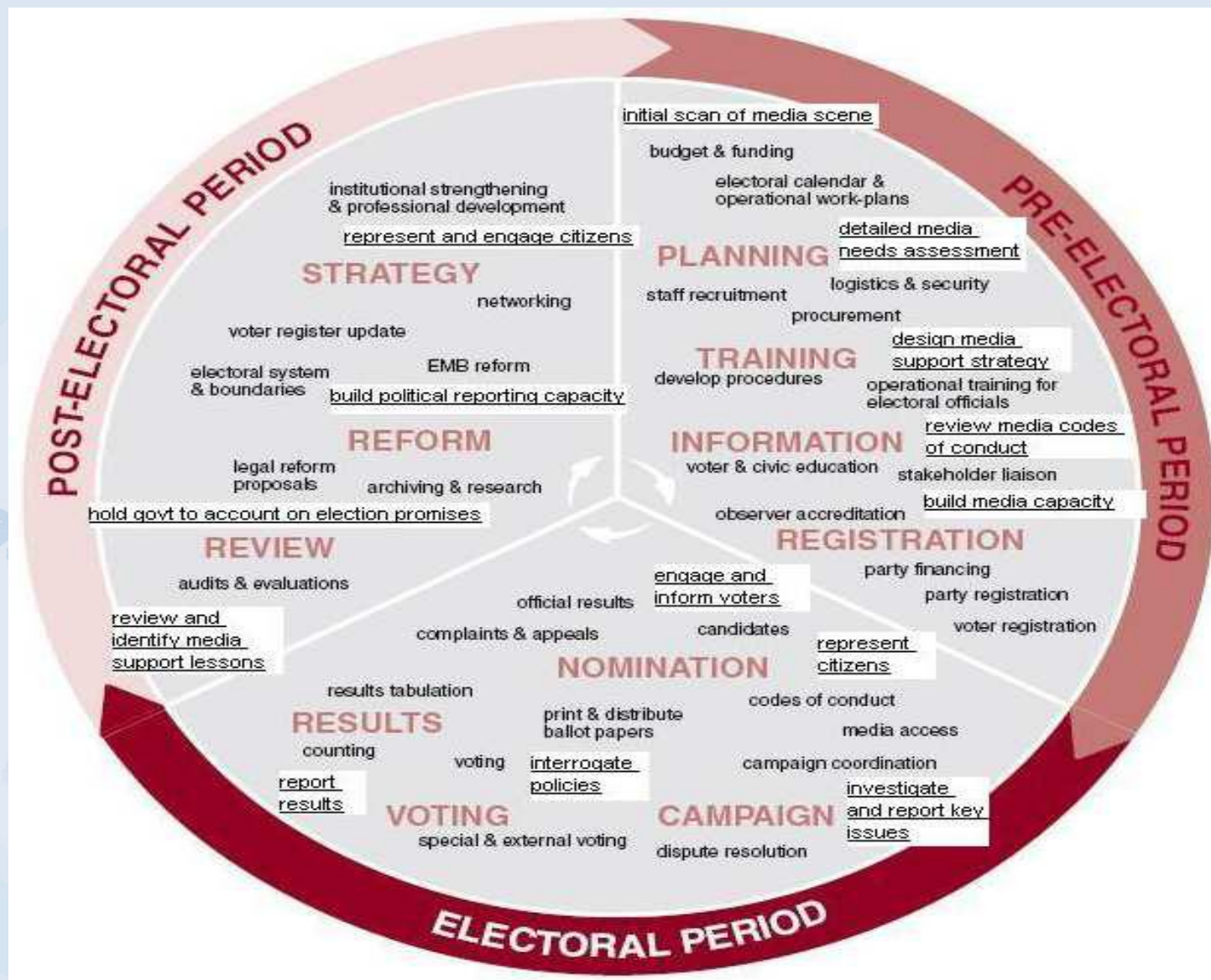


**2013**

Media self-  
censoring to  
avoid inciting  
violence



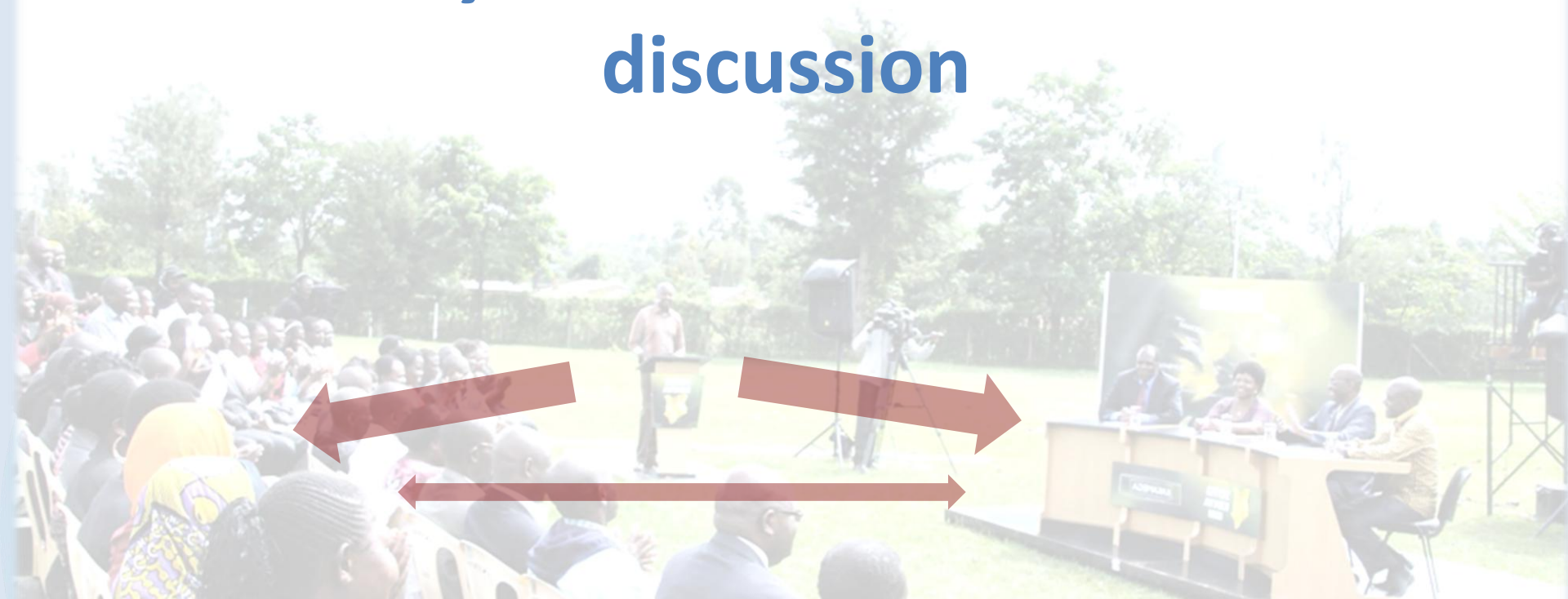
# The media and electoral cycle approach








# *Sema Kenya: Constructive moderated discussion*



“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.”

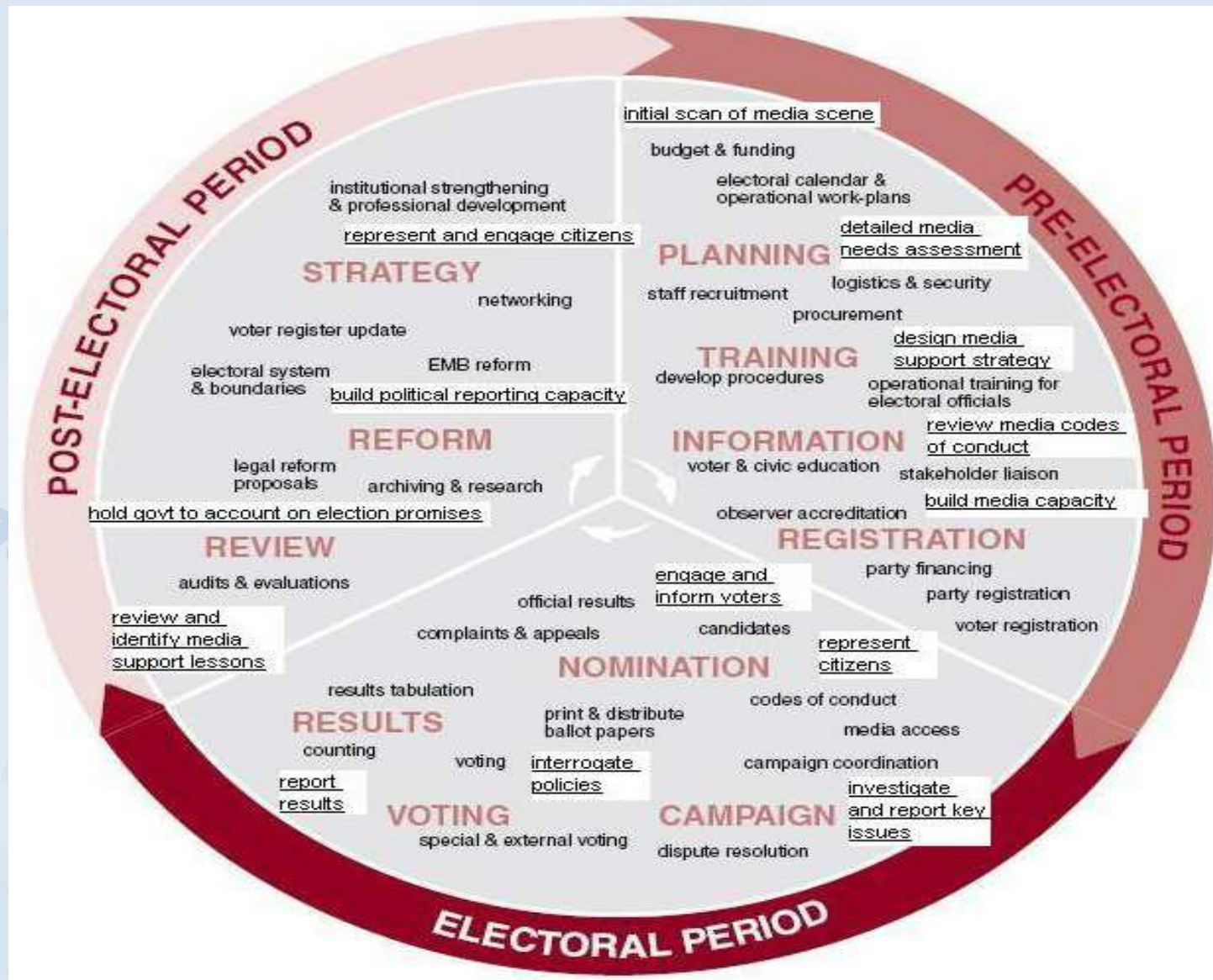
**Female 15-24, urban Mombasa, radio**

“... 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>

