

# into the management of access to treatment and monitoring of ART in rural Kenya

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## **Abstract:**

The study systematically quantified media content on indicators such as independence, accuracy, fairness, diversity of opinion and open access to media institutions. The study gave the media a clean bill of health on accuracy test but faulted it on the fairness side in its coverage of the Referendum Campaigns. The study also found that the media presented diverse shades of political opinion from various stakeholders representing both sides of the Referendum Campaign.