

**AN INVESTIGATION OF CHALLENGES FACED BY
MEDIA COMPANIES IN THE FIGHT AGAINST
CORRUPTION**

BY

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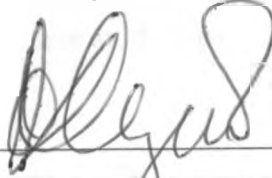
DECLARATION

I, the undersigned, declare that this is my original work and has not been submitted to any other college, institution or university other than the University of Nairobi for academic credit.

Signed: 

Date: 19/11/2009

This project has been presented for examination with my approval as the appointed supervisor.

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ABSTRACT

The objectives of the study were to establish the role of the Kenyan media in the fight against corruption; investigate and establish the factors influencing media coverage of corruption; investigate and understand the challenges faced by the Kenyan media in the fight against corruption; establish the strengths and weaknesses of the Kenyan media in the fight against corruption; and to recommend strategies for strengthening the Kenyan media to effectively fight corruption. An exploratory research design which involved carrying out a survey of mainstream media houses in Kenya was undertaken. The population of study consisted of reporters and editors in the media industry. A purposive sampling procedure was used in selecting 50 reporters from mainstream media houses. Out of the targeted 50 respondents, nineteen were positive representing a response rate of 38 percent.

The study established that there was no relationship between age of the firm and the number of investigative journalists it employs. However, it was found that ownership status influenced geographic coverage of media firms. Firms which were both foreign and locally owned operated internationally while half of firms which were purely locally owned operated regionally. All (100 percent) media firms did not have corruption reporting departments but, covered corruption stories every week. Out of the total number of journalists employed by 68 percent of media firms, less than 10 percent were specialized in covering corruption stories. Reporting corruption was identified as the largest contribution by the media firms towards fighting the crime. Investigation, whistle blowing and agenda setting in that order were identified as major roles played by the media to a large extent in fighting corruption.

Factors which influenced media coverage on corruption were noted as training of journalist; technology; and public expectation in that order. It was found out that insecurity to journalists was the most important challenge faced by media firms in fighting corruption. Other important challenges faced by media firms in the fight against corruption were identified as lack of political will; poor remuneration of journalists; weak legal framework; and poor technology in that order. Strategies which were recommended

for improving coverage of corruption stories by media firms include training journalists; provision of security; better remuneration of journalists; and provision of state-of-the-art technology. It was concluded that reporting corruption has not received adequate attention by media firms as was demonstrated by absence of corruption departments. The study recommended the following:

1. Media firms should establish corruption reporting departments.
2. There is need for providing adequate security to investigative journalists in particular and to media firms in general.
3. It is highly recommended that journalists be trained on how to handle and report corruption
4. More investigative journalists should be employed by media firms
5. Future studies should investigate government's commitment to fighting corruption

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CHAPTER ONE

INTRODUCTION

1. 1 Background to the problem

In recent years, crime and corruption have become issues of major economic and political significance in many countries across the globe, especially in developing economies (Salifu, 2008). As Robinson (1998) argues, while corruption is a feature of all societies to varying degrees, it is a particular concern for developing countries because it undermines economic growth, discourages foreign investment and reduces the resources available for infrastructure, public services and anti-poverty programmes. The World Bank defines corruption as the abuse of public power for private benefit (Salifu, 2008). According to Clarion (2007) corruption is a direct inability of government institutions to ensure adherence to acceptable ethical norms in both the private and public spheres. However for the purposes of this study, corruption is defined as a process (transaction) that involves a subversion of public or professional trust in exchange for inducement. It manifests itself equally in gross grandeur as in petty exchanges. Often but not always it involves a monopoly of resources and abuse of discretion.

Corruption works against good governance by encouraging evasion and bending of laws for personal gain. Corruption clearly exists in both small and large private enterprises, for example, in the procurement or even in hiring (Tanzi, 2002, p. 24). It also exists in private activities regulated by the government. Sometimes, the abuse of public power is not necessarily for one's private benefit but for the benefit of one's party, class, tribe,

friends, and family. In many countries, some of the proceeds of corruption go to finance the activities of the political parties (Tanzi, 2002, p. 25).

Corruption has been in the public domain since colonial times. However its variety and scope has grown steadily, to proportions that can no longer be ignored because of its effects on normal social, economic and political transactions. In the post-independence period, official corruption has persisted as evidenced by public revelation of high level scandals such as the Goldenberg and Anglo-leasing. The problem appeared to have worsened in the 1980s as a result of entrenchment of political patronage courtesy of the single party politics (Clarion, 2007). Kenya is gravely affected by corruption and bad governance and is hurting Kenyans from the individual level to the national level. Fighting corruption at this point in time is therefore inevitable and desirable if the Kenyan society is to be redeemed of corruption. It is on realization of this that the Kenyan Government in January 2003 declared total war on corruption and in July 2003 a national Anti-Corruption campaign was launched.

One of the ways targeted by the Anti-Corruption campaign was the use of the Media. This is because the media raises public awareness about corruption, its causes, and consequences, possible remedies, exposing and investigating and reporting incidences of corruption deals. Further the media can serve the public by monitoring, and investigating the actions of those who are granted the public trust and who may be tempted to abuse office for private gain. It has a central role to play in securing accountability and

exposing corruption. It should be recognized that a critical element of a country's anti-corruption program is an effective media.

However, freedom of press is not sufficient on its own to enable the media to be an effective watchdog. There must be laws in place that enable the public to have maximum freedom of access to public information. There are a few countries where this is the case particularly among those that are perceived to be the most corrupt nations. Kenya is not amongst the few and hence the need to strengthen media in order to effectively fight corruption. The media plays an important social role of protecting public interest by exposing corruption and generating public debate. Given this special role of the media, it is important to find out challenges which they face in fighting corruption with the objective of finding mechanism for lessening challenges to improve investigative journalism.

1.2 Statement of the problem

Corruption has been viewed as denigration of ethics, in that it undermines ethical values of a particular society (Clarion, 2007). These values may include respect, trust, honesty, fairness, accountability, responsibility, good or bad and right or wrong. A link between corruption and poverty is permissible, since empirical evidence exists, showing that the vice contributes to denial of services especially to the poor (Clarion, 2007). Corruption reduces economic growth by lowering incentives to invest (for both domestic and foreign entrepreneurs) and therefore has huge adverse effects on private investment and economic growth (Mauro, 1998).

The 2003 Global Corruption Barometer, a new global opinion survey of perceptions experiences and attitudes towards corruption, found that a majority of respondents in 47 countries thought that corruption had increased, and 42% expected that corruption would increase over the subsequent three years (Transparency International, 2004). The same survey found that 40% of low-income respondents felt disproportionately affected by corruption. The roots of corruption are grounded in a country's social and cultural history, political and economic development, bureaucratic traditions and policies. Corruption tends to flourish when institutions are weak and economic policies distort the market place.

The basic unit of corruption is the individual person. It takes a corrupt person to perpetrate corrupt transactions. It is important in all anti-corruption and integrity programmes to address the personal inclinations (attitudes), of the situation and systemic weaknesses and the actual perpetration of corruption. One of the effective ways in which to address people's attitudes is through the media (Ham, 1998). This is because the media has a dual role to play: not only to raise public awareness about corruption, its causes, consequences and possible remedies but also investigates and reports incidences of corruption.

A survey conducted by KACC (2006, p.66) established that radio and newspapers in that order are the main source of information about corruption to members of the public. A case study by Ham (1998) on challenges faced by Transparency International in the fight against corruption reported that contacts between the organization and investigative

journalists have contributed to publicity on malpractice and growth of awareness on possible measures to prevent corruption. This suggests that media plays an important role in fighting corruption.

While the role that a free press can play in combating corruption is now well recognized, assessments and descriptions of the precise means by which news media can perform this function appear to be scarce. The media has had its challenges in the fight against corruption, which have hampered its performance. There is need to investigate and establish these challenges with an aim of strengthening the media in the fight against corruption. This study intended to investigate challenges that the Kenyan media faced in investigating, reporting and exposing corruption. The study was guided by the following questions:

1. What is the role of the Kenyan media in the fight against corruption?
2. What factors influence media performance in the fight against corruption?
3. What are the challenges faced by the Kenyan media in the fight against corruption?
4. What are the strengths and weaknesses of the Kenyan media in the fight against corruption?
5. What can be done to strengthen the Kenyan media to effectively help in the fight against corruption?

1.3 Objectives of the study

- i) Establish the role of the Kenyan media in the fight against corruption
- ii) Investigate and establish the factors influencing media coverage of corruption.
- iii) Investigate and understand the challenges faced by the Kenyan media in the fight against corruption
- iv) Establish the strengths and weaknesses of the Kenyan media in the fight against corruption.
- v) Recommend strategies for strengthening the Kenyan media to effectively fight corruption.

1.4 Justification of the study

Corruption is embedded into the society's social, cultural, economic and political institutions and this calls for massive efforts to fight against. It calls for people's change of attitude towards corruption and abhor it at all times. In order to eradicate corruption, there is need to strongly fight against it with all the available means. The media is at a very advantageous position because of its capacity to reach the masses to explain corruption and help understand its main manifestations. This means that investigative journalism remains a crucial component of the work of the media and an integral aspect of the practice. It is indeed through investigative work that journalists can delve deep into the facts behind official misconduct and all political space in Kenya and the rest of the world.

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The media has the capacity to reveal the truth and hence enjoys very strong power and reference in any society of the world. It has shaped many societies and continues to do so. A strong media is therefore an ideal strategy to effectively fight corruption because it raises public awareness by investigating, advocating, educating, informing the public about corruption and therefore it must be encouraged and strengthened. A strong, free, robust and assertive media is an indispensable ally in creating a strong and democratic society free of corruption. It is also an essential feature of transparent and accountable governance.

Corruption in Kenya has been a subject of debate by the World Bank, International Monetary Fund and Donor Agencies. The vice has contributed to reduced funding by the

above agencies to the Kenya government subjecting the public to difficult economic conditions. It is therefore important to study challenges faced by media and recommend strategies which can enhance the Fourth Estate to effectively fight corruption.

1.5 Scope and limitations

The media plays a great role in educating the public on various issues affecting the society. It is a powerful vehicle that has been used effectively to create awareness and inform the public.

However, this study was limited to issues related to corruption and more specifically on the challenges the media faced in fighting corruption. In addition, the study was limited to challenges faced by the mainstream media firms.

1.6 Hypothesis

The study was premised on the following hypotheses:

- i) Weak and prohibitive legal framework impacts negatively in the media's fight against corruption.
- ii) A free Kenyan media will enhance the fight against corruption in the country.
- iii) Political interference has weakened the media in the fight against corruption.
- iv) Journalists lack clear policies and laws on access to information

1.7 Theoretical framework

1.7.1 Social responsibility theory

Social responsibility theory has a wide range of application, since it covers several kinds of private print media and public institutions of broadcasting, which are answerable through various kinds of democratic procedure to the society (McQuail, 1990). The theory thus has to reconcile independence with obligation to society. Its main foundations are: an assumption that the media deserve essential functions in society, especially in relation to democratic politics; a view that the media should accept an obligation to fulfill these functions mainly in the sphere of information, and the provision of a platform for diverse views; an acceptance of the view that there are certain standards of performance in media work that can be stated and should be followed.

Under conditions of private ownership, the media professional is not only responsible to consumer and shareholder, but also to society at large (McQuail, 1990). The theory is relevant for the study because corruption is a social problem and the media has responsibility for creating awareness and protecting public interest particularly among vulnerable groups.

1.7.2 Agenda setting theory

This is an essential part of advocacy and attempts at opinion shaping (McQuail, 1990). As a hypothesis, it seems to have escaped the general conclusion that persuasive campaigns have small or no effects. The hypothesis presupposes a process of influence

from the priorities of political or other interest groups, to the news priorities of the media, in which news values and audience interests play a strong part to influence opinions of the public. The theory befits the study due the role of media in setting corruption agenda for public debate.

1.7.3 Authoritarian Theory

This theory was developed in England in 16th and 17th Century and supports and advances the policies of the government in power. It Justifies advance censorship and punishment for deviation from externally set guidelines (McQuail, 1990). Authoritarian theory can be enforced through legislation, direct state control of the media production, codes of conduct, use of taxation and other kinds of economic sanctions such as controlled import of foreign media, government right of appointment of editorial staff, as well as suspension of publication.

This theory is easily identifiable in societies that are dictatorial or repressive eg. Societies under military rule, occupation or martial law. In such a society or under such conditions, it is not likely for the media to operate under any other principle (McQuail, 1990). However, in some instances, authoritarian tendencies can exist in a society that is not openly totalitarian especially in a situation where media freedom conflicts with state or societal interests, for instance; under conditions of terrorist insurgency or threat to war. Elements of authoritarianism also linger in relation to some media rather than to others. In almost all societies, authoritarian principle is always left open for direct access or control under conditions of national need. This is through licensing arrangements.

The theory is relevant for the study because the Kenya government Official Secrets Act prevents investigative journalists from accessing information which is classified as official secret. This may include information on corruption in the government.

1.7.4 Free Press Theory

The theory advocates for the freedom of the media to print whatever they like presupposing that the audience consists of rational beings capable of choosing the right messages (McQuail, 1990). It prescribes that an individual should be free to publish what he or she likes and holds belief in the supremacy of an individual in reason, truth, and progress, and, ultimately, the sovereignty of the popular will.

The theory is seen as an expression of opposition to colonialism, safety valve for dissent, as an argument for religious freedom, defence against misrule, as a means of arriving at truth, as a concomitant and component of commercial freedom. Free and public expression is seen as the best way to arrive at truth and expose error (McQuail, 1990). A free press is thus seen as an essential component of a free and rational society. Truth is seen to emerge from the competitive exposure of alternative view points and progress in society depends on the choice of 'right' over 'wrong' solutions.

Free Press allows expression by individuals and this enables the society to know what the members aspire to. Free Press theorists argue that truth, welfare and freedom must go together and control of the press can only lead to irrationality or repression even if it may seem justifiable in the short term. It is seen as an absolute right of the citizen. In practice,

the application of the press freedom has been far from straightforward. In Kenya, we have witnessed raiding of media houses, incarceration of journalists, passing of draconian laws to curtail the operations of the press as well as slapping press practitioners with hefty penalties and fines.

Problems and inconsistencies about this theory include lack of clarity on the extent to which the theory can be held to apply to public broadcasting, which accounts for a large part of media activity in many societies which are attached to ideals of individual liberty.

The theory seems designed to protect opinion and belief and has little to say on information especially regarding access, privacy and publication, where personal or property interests are involved (McQuail, 1990). In addition, the theory does not give equal expression to the rights of editors and journalists within the press, or the audience, or other beneficiaries or victims of free expression; and it proscribes compulsory control but provides no obvious way of handling the many pressures to which media are subject arising from the market circumstances.

CHAPTER TWO LITERATURE REVIEW

2.1 Introduction

The role played by the media in Kenya in fighting corruption and improving social justice has been recognized by the government, International community and the general public. Over the years, public trust in the media has been growing due to the role they play in investigating and informing the public about scandals within the government. The print media for example have carried detailed stories on corruption related issues including supplements on commissions of inquiry on corruption cases. The following section reviews concepts on corruption and media's role in fighting the vice.

2.2 Corruption reporting in Kenya

Most deviant acts do not just happen. They develop over a period of time out of a process or a series of stages. In some subcultures, some of the conduct norms oppose or inspire violation of the legal standards of the larger society.' For instance such sub-cultural rules may indicate that engaging in corrupt deals is legitimate under certain conditions, or they may underwrite the notion that corruption is an acceptable method of achieving the legitimate goals of the larger society. Such a subculture may be referred to as a corruption subculture or in general delinquent subculture/criminal subculture. It is important to note that the rules of most delinquent subcultures existed long before most of today's delinquents and criminals were born.

Corruption is a Common, sensitive, complex and yet one of the most abhorred vice in the Kenyan society (Kibwana *et al.*, 2001). This is evident in government policies to fight

corruption and yet the vice keeps on rearing its ugly face in Public. On several occasions critics of the media have observed that the media has not fully played its role in the fight against corruption (Matiangi, 2004). They have accused the media of selective coverage of corrupt cases. The general feeling is that the media can and therefore should do more in fighting corruption in Kenya. The challenge though is how the media can extend its role in the fight against corruption. According to Stapenhurst (2000) the effectiveness of the media depends on access to information and freedom of expression, as well as a professional and ethical cadre of investigative journalists.

The inherent assumption is that there indeed is corruption amongst journalists or corruption in the media. The media is an example of instances when whoever is being induced may not necessarily be a weaker party, although invariably there will be an abuse of discretion since the object of any corrupt deal is to influence action away from what logically it should be. As part of a campaign for media transparency, the international public relations association (IPRA), in 2002 commissioned a survey to establish how entrenched corruption was in the media. The survey reported that in Southern Europe, press releases were often published in exchange for a personal payment to a journalist or editor. In northern Europe, corruption appears to take the form of dubious journalist hospitality, especially on the large newspapers. In south and Central America, editors were commonly paid to kill negative stories. In Africa and the Middle East it was common for advertisements to masquerade as editorial without any indication to readers.

2.3 Initiatives to combat corruption

Most countries, realizing the deleterious effects of corruption, are searching for measures which provide legal, social, economic and political environment that leads to the elimination of the vice (Kibwana *et al.*, 2001). Some countries like Sweden and the Netherlands have evolved social and cultural constraints that militate against corruption. Corruption is a complex and multifaceted phenomenon and given Kenya's socioeconomic and political culture, it would be presumptuous to assume that in the short or even medium term it would be easy to attain a society with zero tolerance of corruption (Kibwana *et al.*, 2001).

The attainment of a minimally less corrupt society would require that the entire society, and in particular the leadership, undertakes strategic political, economic and public policy analysis to determine the factors that compromise anti-corruption initiatives and the available options in the fight against corruption.

2.4 Role of media in fighting corruption

A free, robust and assertive media is an indispensable ally in creating a strong and democratic society (Matiangi, 2004). It is also an essential feature of transparent and accountable governance. The quest for an accountable and responsible system of governance has become a necessary condition for nations to be meaningful players in the increasingly globalized world environment.

Freedom and assertiveness of the press is concomitant with the growth of democracy and openness in society. Because of the unique power to reach wide sections of society, the media is very powerful and has capacity to contribute towards the establishment and sustenance of an integrity system in the society (Matiangi, 2004). One way of doing this is by helping enlighten the public about corruption. There are several ways of doing this as discussed in the following section.

Corruption has become part and parcel of a political discourse that the media promotes, sometimes without verifying information or checking whether the government is serious in its pledges to fight corruption (Matiangi, 2004). In a country deeply immersed in corruption and patron-client networks, politicians could be expected to try to cover up their misdemeanours or simply want to be projected in good light through exploiting the media (Mudhai 2004). With the 1990s' wave of political pluralism in most of Africa stiffer inter-party contests increased the competition for media attention resulting in financial and other inducements or rewards to journalists, editors and media owners to win their favour, especially at the time of elections. Although the media has not been left behind, and has thus assumed some responsibility in anti-corruption, it is infiltrated on hand and suffers tremendously from government interference and social pressure to the extent that journalists start criticizing fellow journalists.

The media must be an effective watchdog on behalf of the public. This includes monitoring performance of the government, revealing corruption and ensuring the promotion and protection of human rights. The media plays the roles of both raising

public awareness about corruption and investigating and reporting incidences of corruption. The press can contribute to the fight against corruption by presenting the public with accurate information about efforts in anti-corruption reform.

In the war against corruption in Kenya, the media is a central player. In its reports and analysis about the incidence and scope of corruption in the country, the Kenyan media is breaking new ground and changing the rules of the game (Clarion, 2004). Initial reports are now routinely followed by sustained and relentless investigations, which often stumble on the crucial facts that make the whole difference. In certain cases regarding corruption in the public service, the media often receives the crucial tips before the police or the anti-corruption authorities as ordinary people feel safer talking to the media than to the law enforcement agencies (Clarion, 2004). Without the sustained attention of the media, particularly the print side of it, numerous incidents of corruption in the public service could never have come to light.

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In order to effectively serve its role, the media needs a facilitative environment. Often the government has not backed its rhetoric recognition of the role of the media in exposing and fighting corruption with concrete steps to facilitate the media's work (Clarion, 2004). With the multi-party democracy, Kenya has witnessed the growth and development of a free and robust press. The media has a number of roles to play in all sectors including in the fight against corruption. Some of these roles are discussed in the following sections.

2.4.1 Exposing corruption

Media is in a very advantageous position due to its ability to reach the masses. It uses its extensive coverage to expose those involved in corruption by shining light on such activities. It helps the masses to understand the concept of corruption by directing the agenda and debate involving corruption. Media has also been very instrumental in putting those perceived to be corrupt on the spotlight and bringing them to account and explain their actions to the public. This was clearly seen in the recent controversial debate and inquiry regarding the sale of Grand Regency Hotel, a perceived government property. A free and assertive media is concomitant with the growth of democracy and openness in society.

When it comes to exposing corruption and corrupt individuals, investigative journalism comes in handy as most of the corrupt transactions are done in secret. Investigative journalism is a branch of journalism that concentrates on a very specific topic and typically requires a great deal of work before it yields results (Hopwood, 2007).

The media should help define and explain corruption in all its characteristics and effects. Many sections of society understand (or misunderstand) corruption in a very narrow sense. The media is at a very advantageous position because of its capacity to reach the masses to explain corruption and help understand its many manifestations (Matiangi, 2004). This means that investigative journalism remains a crucial component of the work of the media and an integral aspect of the practice. Investigative journalism must involve

original research by journalists, must be of importance and interest to readers and views, and must deal with a topic that someone wants to keep secret.

To facilitate the work of journalists in unearthing corruption countries need to enact anti-corruption statutes, laws that assist prosecutors, such as those allowing access to bank records, providing for electronic surveillance, and setting guidelines for undercover work.

2.4.2 Educating the masses on Ethical practices

Reporting on corruption by newspapers boosts sales and whenever there is a perceived corrupt transaction, the matter is dissected by the media to very fine details. In so doing, ethical practices and expectations by members of society are highlighted and the masses get to learn what practices constitute corruption. At times media seems to place all types of corruption together which may confuse the public. An example is hurling stories involving a corrupt divorce court official and petty bribery by the traffic police officers in the front pages together with mega scam of the proportion of Goldenberg, Aglo-leasing or corruption in the procurement of Military equipments. In so doing, the public may lose sense of proportion.

2.4.3 Explaining the impact of corruption

Corruption has impoverished millions of people in Kenya due to the massive greed of people of influence who have plundered whole sectors of the economy (Kibwana *et al.*, 2001). Other than impoverishing the public, corruption undermines democracy as has been witnessed in recent times where representatives of foreign missions have so openly

attacked the leadership of the nation with impunity. The leadership of this country has managed to weaken the institutions of free press, judiciary, civil society, and therefore managing to kill democracy and promote corruption.

In December 2007 General Election, the country was in turmoil due to corruption in the counting of votes. There was total mistrust between the competing parties and because each party understands how corruption networks in the public institutions, the country was treated to serious bloodshed that threatened to tear it apart.

2.4.4 Watchdog role of the media

The media must be an effective watchdog on behalf of the public. This includes monitoring the government's performance, revealing corruption and ensuring the promotion and protection of human rights (Mauro, 1998). The media has a dual role to play. It not only raises public awareness about corruption but also investigates and reports incidences of corruption aiding other oversight bodies. The press can serve the public by monitoring, investigating the actions of those who are granted the public trust and who may be tempted to abuse their office for private gain.

2.5 Challenges faced by the media in fighting graft

A free press is not a luxury. A free press is at the absolute core of equitable development because if you cannot enfranchise poor people, if they do not have a right to expression, if there is no searchlight on corruption and inequitable practices, you cannot build the public consensus needed to bring about change (Wolfensohn, 1999). One major obstacle in the fight against corruption is the reluctance of individuals to blow the whistle on

corruption activities both in the private and the public sectors. On the other hand corruption is not only a matter for journalism and the world outside the newsroom. It is something that lurks inside the media, in the way they carry out their works. Journalists and civil society in general, cannot point fingers at malpractices in other sectors if they too are involved in unethical activity (media ownership:” can concentration undermine the watchdog function, 2001). The salaries and incentives for the journalists are still very low. This forces them to be very vulnerable to the evil forces of corruption. This affects their quality of investigative journalism.

Covering corruption can however be a dangerous assignment. Over the years, independent minded journalists have played a central role in promoting democracy. By doing this, many put their lives or freedom at risk; of the confirmed 68 murders of journalists in 2001, 15 were related to their investigative work on issues of corruption (Global Corruption Report, 2003).

The media is yet to come up with an agreed upon definition of corruption as perceived by the media and therefore a common position on how to deal with corruption (Hopwood, 2007). This is also complicated by the fact that the media is not a homogenous group. This makes the work of covering corruption difficult because it has not been clearly specified what qualifies to be called corruption. Fighting corruption requires relevant public policy analysis knowledge, skills and latest equipment which are still lacking within the media industry. This complicates reporting cases of corruption since people

involved in bigger scandals use latest technologies as including electronic money transfer and mobile service which are difficult to investigate using outdated tools and equipments.

Repressive legislation is further means of preventing journalists from disseminating information, with defamation laws that put the burden of proof on the journalist and grant special protection to public officials also being used to curb freedom of expression. There must be laws in place that enable the public to have maximum freedom of access to public information (Salifu, 2008). Without information there is no accountability. Journalists and the general public still lack clear policies and laws on access to information. For journalists to be able to expose corruption, they have to be able to access the right information otherwise they will end up contending with more and more cases of libel if their facts and methodologies are faulty (Matiangi, 2004).

Access to information on the part of the people is fundamental to guarding against corruption and abuses of power. Without it, democratic structures cannot operate as they should and individuals are left unable to enforce their rights. According to Pope Jeremy (2000) the principal vehicle for taking information to the public is an independent and free media. The media can contribute to the fight against corruption by presenting the public with accurate information about efforts in anti-corruption reform.

In the context of the impending constitutional reforms and the war in the north, journalists do not have real safety nets for assured protection against harassment and intimidation, both of which can force them to be corrupt (Matiangi, 2004). In order to

build confidence of journalists, there should be a fund that can be used in bailing out brave journalists when their exposing of corrupt government and other officials lands them in jail. This can be in form of buying them the services of lawyers and or cater for the family while the journalist serves his sentence.

Challenges to reporting corruption are inherent within and without media firms. According to Mudhai (2007) there are some journalists who are afraid of investigating stories of corruption within their own media organizations. It is also common for reporters being paid bribes to run favourable stories (Lopes 2007). In an interview, touted as exclusive, with a US based online outlet, Public Communication Secretary and Government Spokesperson Dr Alfred Mutua argued that the country's mainstream media had become synonymous with corruption and, therefore, lacked the moral authority to accuse others (Muriithi 2007). He was reported to have singled out the print media, whose journalists, he claimed, were notorious for taking bribes from senior opposition politicians to influence content.

CHAPTER THREE RESEARCH METHODOLOGY

3.1 Introduction

This Chapter contains Research design, Population of study, Sample, data collection and analysis.

3.2 Research Design

The study adopted exploratory research design which involved carrying out a survey of mainstream media houses in Kenya. The design was preferred because of the nature of study which required investigating challenges across the industry.

3.3 Population

The population of study consisted of reporters and editors in the media industry. For purposes of this study, a sample frame was constructed from the list of editors and reporters obtained from each media house.

3.4 Sample size and sampling procedure

A purposive sampling procedure was used in selecting 50 reporters from mainstream media houses. Purposive sampling was preferred because only journalists who cover corruption cases were interviewed. This was based on their in-depth knowledge of corruption reporting and the challenges they faced in the course of their reporting work. However, simple random sampling was adopted in selecting 10 editors for interviews. The procedure was preferred because it provided equal opportunity to all editors for selection while at the same time reduced selection bias.

3.5 Data Collection

A review of secondary data was undertaken to furnish the study with models for anti-corruption initiatives. This review focused on international, regional and local efforts.

Interviews with identified key informants was undertaken to clarify basic issues of the research or to tease out information which may otherwise not readily be available. Journalists conversant with issues of corruption from both the private and public sectors were interviewed.

A general questionnaire was administered to selected journalists in selected media houses to enable the study to assess the challenges of fighting corruption. The interviews were conducted face-to-face. This method of inquiry was preferred as it gave the interviewer a chance to assess the sincerity or honesty of the respondents.

3.6 Data Analysis

Completed questionnaires were edited for completeness and accuracy before processing. The data collected was coded to facilitate statistical analysis using SPSS computer package. Descriptive statistics such as percentages, mean scores and standard deviation were used in analyzing quantitative data. Analysis of variance and Pearson Correlation techniques were used to test the propositions which aimed at establishing the relationship between variables. Content analysis was used for analyzing qualitative data.

CHAPTER FOUR RESULTS AND FINDINGS

4.1 Introduction

This section presents and explains data which was obtained from analysis. The findings were analyzed and presented on the basis of the specific objectives of the study. The section contains six sub-sections detailing general information and findings of the objectives of the study. Out of the targeted 50 respondents, 19 responded representing a response rate of 38 percent. Low response rate was attributed to stringent policies maintained by media houses in relation to giving out information to researchers.

4.2 General information

This section presents information on media firm ownership status, age of the firm, number of investigative number of journalists employed by media companies and geographic coverage.

4.2.1 Distribution of respondents across media companies

The highest number of response was obtained from Standard/KTN (32 percent), followed by Nation/NTV (16 percent). An equal proportion of response rate was received from Milele FM, Pamoja FM, K24, and Kameme FM. The lowest response rate was received from both Citizen (5 percent) and Kenya Times (5 percent).

Table 1: Name of the firm

Media company	Frequency	Percent
KTN/Standard	6	31.6
NTV/Nation	3	15.8
Citizen	1	5.3
Milele FM	2	10.5
Pamoja FM	2	10.5
Kenya Times	1	5.3
K24	2	10.5
Kameme FM	2	10.5
Total	19	100.0

4.2.2 Media ownership status

Results shown on Table 2 shows that 84 percent of media companies were locally owned while 16 percent of the firms had dual ownership status characterized by local and foreign share.

Table 2: Ownership status

Ownership	Frequency	Percent
Locally owned	16	84.2
Both locally and foreign owned	3	15.8
Total	19	100.0

4.2.3 Age of media firms

It was established that 53 percent of the media firms had been operating for less than 25 years. Results indicate that 26 percent of the firms had been in business for more than 75 years. Firms which had been in operation for between 50 and 74 years were represented by 16 percent while those which had been in business for between 25 and 49 years were represented by 5 percent.

Table 3: Age of the firm

Age	Frequency	Percent
Less than 25	10	52.6
25-49	1	5.3
50-74	3	15.8
More than 75 yrs	5	26.3
Total	19	100.0

4.2.4 Number of investigative journalists employed

Table 4 shows that 90 percent of sampled media firms employed less than ten investigative journalists. Only 11 percent of the firms employed between 10 and 39 investigative journalists.

Table 4: Number of investigative journalist

Number of investigative journalists	Frequency	Percent
Less than 10	17	89.5
10-39	2	10.5
Total	19	100.0

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4.2.5 Relationship between age of the firm and number of investigative journalists

Table 5 indicates that age of the media firm does not influence the number of investigative journalists it employs. Results show that all firms which had been operating for less than 25 years employed less than 10 investigative journalists. Similarly, all firms which had been in business for more than 75 years also employed less than 10 investigative journalists.

Table 5: Relationship between firm age and number of investigative journalists

Age of the firm	Number of investigative journalists		Total
	Less than 10	10-39	
Less than 25	10	0	10
25-49	0	1	1
50-74	2	1	3
More than 75 yrs	5	0	5
Total	17	2	19

4.2.6 Relationship between ownership status and geographic coverage of media firms

Results shown on Table 6 demonstrate that ownership status of media firm influences the geographic coverage of the firm. All firms (100 percent) which were owned both foreign and locally were operating internationally. Only 38 percent of locally owned firms were operating internationally and majority (50 percent) of these firms was operating regionally.

Table 6: Ownership status and geographic coverage of media firm

Ownership status	Geographic coverage of media firm				Total
	International	Countrywide	Regional	Local	
Locally owned	6	1	8	1	16
Both locally and foreign owned	3	0	0	0	3
Total	9	1	8	1	19

4.3 Role played by the Kenyan Media in the fight against corruption

This section provides information on presence of corruption reporting department; frequency of coverage on corruption stories; number of journalists specialized in reporting corruption; and the role played by the media in fighting corruption.

4.3.1 Presence of corruption reporting department

Table 7 shows that all (100 percent) sampled media firms did not have corruption reporting department.

Table 7: Presence of corruption reporting department

Corruption reporting department	Frequency	Percent
Not available	19	100.0

4.3.2 Frequency of coverage of corruption stories

It was established that all media firms (100 percent) covered corruption stories every week

Table 8: Frequency of coverage of corruption stories

Frequency of reporting	Frequency	Percent
Weekly	19	100.0

4.3.3 Number of journalists specialized in reporting corruption

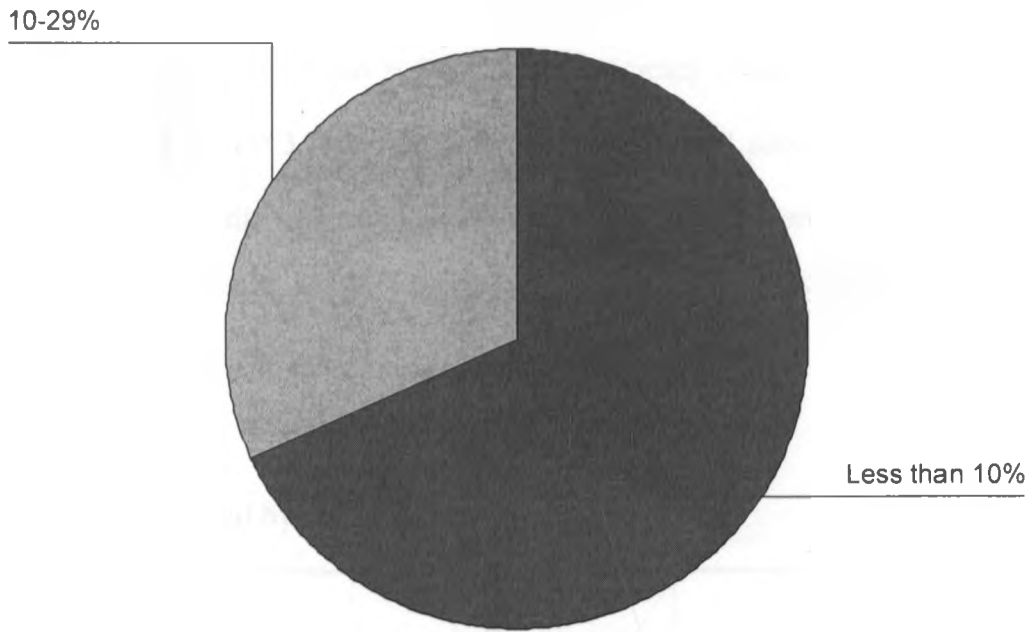
Table 9 shows that out of all journalists employed by 68 percent of the sampled companies, less than 10 percent were specialized in covering corruption stories. Out of the total number of journalists employed 32 percent of the media firms; those specialized in reporting corruption stories comprised of between 10 and 29 percent.

Table 9: Proportion of journalist specialized in reporting corruption

Number of journalists	Frequency	Percent of firms
Less than 10%	13	68.4
10-29%	6	31.6
Total	19	100.0

Figure 1: Proportion of journalists specialized in reporting corruption

Proportion of journalist specialised in reporting corruption



4.3.4: Roles played by the media in fighting corruption

In order to determine the extent to which the media plays various roles in fighting corruption, a five-point Likert scale was used. The mean scores obtained were rated in the following manner: 1 – 1.4 = very small extent; 1.5 – 2.4 = small extent; 2.5 – 3.4 = moderate extent; 3.5 – 4.4 = large extent; 4.5 – 5.0 = very large extent. The standard deviation was used to measure the degree of spread from the mean observation among the respondents.

Table 10 shows that the media to a large very extent (mean = 4.5) played the role of reporting in the fight against corruption. Results show that media companies also to a large extent played the roles of investigation (mean = 3.9), whistle blowing (mean = 3.9), and agenda setting in that order (mean = 3.8). The media to a moderate extent played the roles of public education (mean = 3.4); policy advocacy (mean = 3.3); and changing people's culture (mean = 3.1) in that order. Prosecution and public asset recovery were undertaken by the media to a small extent in the fight against corruption. In addition to the above mentioned roles, it was established that the media supports civic education carried out the Kenya Anti-Corruption Commission.

Table 10: Roles played by the media in fighting corruption

Statistics	Investigation	Reporting	Agenda setting	Whistle blowing	public	culture	Prosecution	recovery	Policy advocacy
Mean	3.9	4.5	3.8	3.9	3.4	3.1	2.4	2.4	3.3
Std. Deviation	.8	.6	.9	1.0	.7	.9	1.3	1.3	.7

4.4 Factors influencing media coverage on corruption

Several factors influence the coverage of corruption by media firms. To evaluate the intensity of influence by these factors on corruption reporting, a five-point Likert scale was used. The mean scores obtained were rated in the following manner: 1 – 1.4 = very

small extent; 1.5 – 2.4 = small extent; 2.5 – 3.4 = moderate extent; 3.5 – 4.4 = large extent; 4.5 – 5.0 = very large extent. The standard deviation was used to measure the degree of spread from the mean observation among the respondents.

Table 11 shows that training of journalist (mean = 4.3); technology (mean = 4.2); public expectation (mean = 4.2) in that order to a large extent influenced media coverage on corruption. Other factors which to a large extent influenced media reporting on corruption include knowledge about Kenyan laws (mean = 4.1); employee motivation (mean = 4.1); media ownership structure (mean = 3.8); and good leadership skills (mean = 3.8). The ability of media firms to lobby law makers (mean = 3.2); relationship with the executive (mean = 3.2) in that order influenced media coverage on corruption only to a moderate extent.

Other factors which influenced media coverage on corruption were identified as personal interests of journalists; lack of adequate staff; corruption within media firms; politics; and inability to access government's classified documents

Table 11: Factors influencing media coverage on corruption

Statistics	judiciary	police	executive	Kenyan Laws	KACC	Technology	makers	Ownership structure	Journalist training	Employee motivation	Public expectation	Good leadership skills
Mean	3.1	2.9	3.2	4.1	2.9	4.2	3.2	3.8	4.3	4.1	4.2	3.8
Std. Deviation	1.4	1.5	1.3	1.0	1.2	1.1	1.0	1.1	.9	1.1	1.0	1.2

4.5 Challenges faced by media firms in fighting corruption

Several factors influence the coverage of corruption by media firms. To evaluate the intensity of influence by these factors on corruption reporting, a five-point Likert scale was used. The mean scores obtained were rated in the following manner: 1 – 1.4 = unimportant; 1.5 – 2.4 = least important; 2.5 – 3.4 = neutral; 3.5 – 4.4 = important; 4.5 – 5.0 = most important. The standard deviation was used to measure the degree of spread from the mean observation among the respondents.

Table 11 shows that poor security (mean = 4.5) was the most important challenge faced by media firms in the fight against corruption. Other important challenges faced by media firms in the fight against corruption were identified as lack of political will (mean = 4.4);

poor remuneration of journalists (mean = 4.3); weak legal framework (mean = 4.3); poor technology (mean = 3.8); and poor investigative skills by journalists in that order.

Other challenges faced by media firms in fighting corruption were established as tribalism; weak national institutions; fear of victimization by the government; media house involvement in corruption; poor in-house rules by media houses; conflict of interest; and inadequate funding to investigative journalists.

Table 11: Challenges faced by media firms in fighting corruption

Statistics	Weak legal framework	Poor security	Lack of political will	Investigative skills	remuneration of journalists	technology
Mean	4.3	4.5	4.4	3.6	4.3	3.8
Std. Deviation	1.2	1.1	1.2	1.3	.9	1.2

4.6 Strengths and weaknesses of the media firms in the fight against corruption

4.6.1 Strengths of media firms

Findings of the study indicated that the media has much strength which enables them to effectively engage in fighting corruption. These strengths include independence of the media; freedom of the press; qualified journalists; and in-house training. Other strengths identified include existing network of informants; better machines; wide geographical coverage; and teamwork.

4.6.2 Weaknesses of media firms

Reporting of corruption is hampered by a myriad of weaknesses faced by media companies. These weaknesses vary from firm to firm but, generally include lack of transport; inadequate salaries; few numbers of employees; lack of corruption department; ownership structure; and weak senior management.

4.7 Strategies for strengthening the media to effectively fight corruption

A number of strategies were recommended by the respondents for strengthening the media to effectively fight corruption. These strategies include training of journalists on how to handle corruption issues; better remuneration to journalists; providing journalists with security; and scrapping of official secrets Act. In addition, results show that media firms should have direct lines for reporting corruption issues besides establishing desks/team to cover corruption related stories. Other recommendations that were put forward by the respondents include equipping the media with state-of-the-art technology; strengthening media Act; and strengthening investigative arms of the government.

CHAPTER FIVE

DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter presents summary, discussions, conclusions and recommendations of the study. Major findings of the study have been discussed and interpreted alongside the objectives of the study. Conclusions have been arrived at based on the findings of the study and recommendations suggested for improving staff retention and future research in investigative journalism.

5.2 Summary

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The purpose of the study was to establish challenges faced by media companies in the fight against corruption. The objectives of the study were to establish the role of the Kenyan media in the fight against corruption; investigate and establish the factors influencing media coverage of corruption; investigate and understand the challenges faced by the Kenyan media in the fight against corruption; establish the strengths and weaknesses of the Kenyan media in the fight against corruption; and to recommend strategies for strengthening the Kenyan media to effectively fight corruption.

An exploratory research design which involved carrying out a survey of mainstream media houses in Kenya was undertaken. The population of study consisted of reporters and editors in the media industry. A purposive sampling procedure was used in selecting 50 reporters from mainstream media houses. In addition to data collection through questionnaires, interviews with identified key informants was undertaken to clarify basic issues on the subject under investigation.

It was revealed that 84 percent of media companies were locally owned and more than half (53 percent) of the firms had been in business for less than 25 years. The study found out that 90 percent of the firms employed less than 10 journalists. The study established that there was no relationship between age of the firm and the number of investigative journalists it employs. However, it was found that ownership status influenced geographic coverage of media firms. Firms which were both foreign and locally owned operated internationally while half of firms which were purely locally owned operated regionally.

It was established that all (100 percent) media firms did not have corruption reporting departments but, covered corruption stories every week. It was revealed that out of the total number of journalists employed by 68 percent of media firms, less than 10 percent were specialized in covering corruption stories. Reporting was identified as the largest contribution by the media firms towards fighting corruption. Investigation, whistle blowing and agenda setting were recognized as major roles played by the media to a large extent in fighting corruption. Factors which influenced media coverage on corruption were noted as training of journalist (mean = 4.3); technology (mean = 4.2); public expectation (mean = 4.2) in that order. Other factors which to a large extent influenced media reporting on corruption include knowledge about Kenyan laws (mean = 4.1); employee motivation (mean = 4.1); media ownership structure (mean = 3.8); and good leadership skills (mean = 3.8).

It was found out that insecurity to journalists was the most important challenge faced by media firms in fighting corruption. Other important challenges faced by media firms in the fight against corruption were identified as lack of political will (mean = 4.4); poor remuneration of journalists (mean = 4.3); weak legal framework (mean = 4.3); poor technology (mean = 3.8); and poor investigative skills (mean = 3.6) by journalists in that order. Strategies which were recommended for improving coverage of corruption stories by media firms include training journalists; provision of security; better remuneration of journalists; and provision of state-of-the-art technology.

5.3 Discussions

5.3.1 The role of the Kenyan media in the fight against corruption

The highest number of response obtained from mainstream media suggests that Standard/KTN is the most open media firm, followed by Nation/NTV. Their willingness to cooperate with researchers indicates their maturity, experience, openness and boldness. The lowest response rate was received from both Citizen and Kenya Times suggests that these media firms are closed; operate in bureaucratic manner and can not quickly respond adequately to the needs of stakeholders. It can be argued that both Citizen and Kenya Times are extremely restrictive in information flow and are very suspicious. Results which showed that 84 percent of media firms were locally owned clearly suggest that the media industry is both profitable and a growing market. It is this profitability that has induced a lot of local investor interest. The findings also show that Kenyans are investor hungry and have discovered and tapped investment potential in the media industry. This finding mirrors observations that have been made about local investors oversubscribing during the previous Initial Public Offering (IPO) at the Nairobi Stock Exchange (NSE).

This shift in investment where shareholding is reverting to locals indicates that locals will soon gain control of media market. This development implies that Kenyans in the future will have increased influence in media content, quality and profits without undue influence from foreigners.

Celebrating increased local investment is welcome but, it must be noted as supported by findings of the study that purely local ownership has a price to be paid. Fifty percent of purely owned media houses were operating regionally and had problems penetrating international market. This implies that local ownership limits the scope of market reach and geographical coverage. This may hamper the growth of media firms in terms of listenership/viewership, readership, share of the market, credibility as well as profitability. Firms which were owned by a combination of foreigners and locals were all operating internationally. This suggests that foreigners not only bring in capital but, they also create an inflow experience, technology, talent and international linkages which are instrumental for successful penetration of international markets.

Results showed that 90 percent of the firms employed less than 10 investigative journalists. From this finding, it can be argued that since reporting corruption requires special skills and abilities, majority of media firms are poorly placed to undertake quality investigation backed by evidence. In addition, few numbers of specialists implies that the scope of reporting corruption is limited and is more likely to be based on innuendo. Corruption is amorphous and takes time to uncover. This requires that the work of investigation be thoroughly and smartly done by trained and qualified investigative journalists. Unlike expectation, it was revealed that age of the media firm had no influence on the number of investigative journalists employed by the firm. This shows that media firms are not alert to changes which require investigative journalists. It also

suggests that the role played by investigative journalism has never been appreciated by media firms in Kenya.

5.3.2 Factors influencing media coverage of corruption

Absence of corruption reporting department demonstrates that fighting corruption has not received adequate attention by media firms. Whereas, fighting corruption in Kenya is a priority agenda for the international community and the Kenya government, the fight against this crime has not received the support it deserves from media firms. The finding suggests that media firms are reluctant to actively engage in war against corruption or have become part of it altogether. Despite lack of corruption reporting department, it was established that media firms report corruption weekly implying that there is some work undertaken by media firms regularly. This is very important for a country like Kenya where the government maintains protectionist position and the public as well as international community expects the media to play watchdog role.

Kenya currently lacks an Official Opposition party implying that if left unchecked, government officers are more likely to use public office for private gain. Frequent reporting of corruption by the media is encouraging since it keeps the government on toes. It was noted that the media plays the biggest role in reporting corruption. This is enhanced by their coverage nationally, regionally and internationally and the goodwill and support they enjoy from members of the public. Findings further showed that the media plays to a large extent the roles of investigation, whistle blowing and agenda setting. This finding contradicts arguments by Matiangi (2004) suggesting that the media has not fully played its role in the fight against corruption. The major factors influencing

media coverage were identified as training of journalists; technology; public expectation; knowledge of Kenyan laws and motivation of journalists. Pope Jeremy (2000) argued that the principal vehicle for taking information to the public is an independent and free media. Freedom of the media has enhanced reporting by journalists in Kenya.

Training of journalists on skills of identifying, tracing, recording, and reporting corruption is important for effective fight against crime. Trained journalists are more equipped to obtain evidence which is crucial in supporting a corruption case. Since corruption is difficult to prove, the burden of proof lies with the media and it is important that penalties such as libel be avoided by having well trained and qualified investigative journalists. This is more so in Kenya, where corruption fights back and media firms have been victimized and sued for peddling rumors that cannot be substantiated. An interview with informant also revealed that service to the public was the major driving factor in the war against corruption by media firms. This suggests that media firms recognize their roles in the society and they do all within their reach to meet public expectation.

5.3.3 Challenges faced by the Kenyan media in the fight against corruption

It was established that insecurity was the most important challenge faced by media in fight against corruption. The finding agrees with events which have taken place in Kenya following media war on corruption. The confiscation and subsequent destruction of newspapers and other materials at the Standard offices under the supervision by the government clearly demonstrates how insecure the media are when fighting corruption. In addition, some journalists have physically been assaulted while other sued for libel. An interview with informants also supports the argument and further reveals that investigative journalists working on a corruption story receive death threats.

Other challenges faced by media firms in fighting corruption were identified as lack of political will; poor remuneration of journalists; weak legal framework; and poor technology. The findings reflect Kenya's public mood which holds that the government lacks political will to stamp out corruption. Whereas several inquiries to past mega corruption scandals were commissioned by past and present governments, implementation of findings remain a pipedream. Some evidence cites government officers insisting on corruption investigators to go slow. Low remuneration of journalists is a recipe for corruption. Poorly paid journalists are demotivated to undertake their work with commitment and integrity. Such journalists have higher affinity to bribes offered by corrupt individuals. An interview held with informants revealed that politicians, businessmen and government officers entice journalists with bribes. Acceptance of bribes by journalists leads to distortion of stories, misrepresentation of facts and or complete failure to report corruption.

5.3.4 Strategies for strengthening the Kenyan media to effectively fight corruption

Respondents recommended that strengthening the Kenyan media to effectively fight corruption required that journalists be trained on how to handle corruption issues; better remuneration to journalists; providing journalists with security; and scrapping of official secrets Act. The recommendations stem from the argument that well trained journalists deliver well researched corruption reports which are based on evidence. This improves credibility of the story and media house. Training could be carried out in-house, through apprentice or offered through classroom environment training by experts. Insecure employees are afraid of covering corruption stories particularly if it puts them at risk.

Kenya has become an insecure place where small arms are traded and used to wreck havoc on targeted individuals. Corrupt individuals in a bid to protect themselves and their ill gotten wealth may hire criminals to endanger or kill investigative journalists working on story linked to them. It is therefore important to generally improve security situation in the country but, offer more security to journalists in particular to motivate them to cover corruption stories. Unfortunately, individuals in the government which are anticipated to offer protection are themselves beneficiaries of corruption. This makes it difficult for them to denounce corruption and support war on it. Security agencies have in the past been accused of colluding with corrupt individuals. As a result, their position to offer security to journalists fighting corruption is compromised.

Media firms should have direct lines for reporting corruption issues besides establishing desks/team to cover corruption related stories. This recommendation is important since free toll lines encourage whistle blowers to report corruption to media houses. Provision

of state-of-the-art technology is also important due to the unpredictable forms that corruption assumes. In addition, acceptance of bribes no longer involves physical exchange of cash. Corruption today involves adopting latest technology such as Internet and mobile phones to perform the crime. Media firms therefore, need advanced and latest technology which can detect, capture evidence and report corruption. According to information from key informants, improving capacity of the media to fight corruption requires that relationship between media firms and KACC be improved.

5.4 Conclusions

Fighting corruption is a major challenge in Kenya. Fighting corruption requires combined efforts and support from members of the public, various arms of the government, media, and development agencies. Media alone can not succeed in fighting corruption. There is need to build synergies by involving other government agencies such as the Attorney General's office and the Kenyan courts as well as the police. The office of Attorney General in particular should work closely with the media and play its part of prosecution to stump out corruption. Since media does not play the roles of public asset recovery, the courts must step in to curb loss of public assets through recovery. Based on evidence from the study, it can be concluded that the role played by investigative journalists in fighting corruption has not been appreciated by media firms. In addition, reporting corruption has not received adequate attention by media firms as was demonstrated by absence of corruption departments.

5.5 Recommendations

Based on findings of the study, the following recommendations have been proposed:

1. Media firms should establish corruption reporting departments. This will enhance training of journalists and help improve fight against corruption
2. Since security is the most important challenge faced by media firms, there is need for providing adequate security to investigative journalists in particular and to media firms in general. This can be done by strengthening Laws relating to media and security and creating a special wing of the police to offer security to investigative journalists.
3. Training is paramount to successful coverage of corruption stories. It is highly recommended that journalists be trained on how to handle and report corruption
4. Fighting corruption is hampered by few numbers of investigative journalists employed by media firms. There is need for employing more investigative journalists.
5. Media firms should adopt state-of-the-art technology to effectively and efficiently fight corruption
6. To avoid being compromised while discharging their duties, journalists should be offered good remuneration package, risk allowance and transport facilitation
7. Future studies should investigate government's commitment to fighting corruption in Kenya.

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APPENDICES

APPENDIX I: QUESTIONNAIRE

TITLE OF STUDY: AN INVESTIGATION OF CHALLENGES FACED BY MEDIA COMPANIES IN THE FIGHT AGAINST CORRUPTION

Tick Where Applicable ✓

PART A: GENERAL INFORMATION

1. Name of the media firm.....
2. Ownership status
(a) Locally Owned (b) Foreign owned (c) Both foreign and locally owned
3. How old is the firm?
(a) Less than 25 yrs. (b) 25 - 44 Years
(c) 45 – 54 Yrs. (d) More than 54 yrs
4. Number of investigative journalists employed by your firm
(a) Less than 10 (b) 10-39 (c) 40 and above
5. What is the geographic coverage of your media firm?
(a) International (b) Countrywide (c) Regional (d) Local

PART B: ROLE PLAYED BY THE KENYAN MEDIA IN THE FIGHT AGAINST CORRUPTION

6. Does your firm have corruption reporting department
(a) Yes (b) No
7. How frequent do your reporters cover corruption stories?
(a) Daily (b) Weekly (c) Monthly (d) Quarterly

8. What percentage of journalists employed by your firm specialize on covering corruption stories

- (a) Less than 10% (b) 10-29% (c) 30-49% (d) More than 50%

9. Indicate the extent to which the media plays the following roles in the fight against corruption in Kenya

Role	Very small extent (1)	Small extent (2)	Moderate extent (3)	Large extent (4)	Very large extent (5)
Investigation					
Reporting					
Agenda setting					
Whistle blowing					
Public education					
Culture change					
Prosecution					
Public asset recovery					
Policy advocacy					

10. Other than the roles mentioned in the table above, explain other roles played by the media in fighting corruption

- i).....
- ii).....
- iii).....
- iv).....
- v).....

PART C: FACTORS INFLUENCING MEDIA COVERAGE OF CORRUPTION

11. Indicate the extent to which the following factors influence media coverage of corruption in Kenya (*Tick ONLY ONE box for each statement; where 1= Very small extent, 2= Small extent, 3= Moderate extent, 4= Large extent, and 5= Very large extent*)

Factors	Very small extent	Small extent	Moderate extent	Large extent	Very large extent
	(1)	(2)	(3)	(4)	(5)
Media relationship with the judiciary					
Media relationship with the police					
Media relationship with the executive					
Knowledge of Kenyan laws					
Working relationship with Kenya Anti-Corruption Authority (KACC)					
Technology					
Ability to lobby law-makers					
Media ownership structure					
Training of journalist					
Employee motivation					
Public expectation					
Have good leadership skills					

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12. Explain other factors which influence media coverage of corruption in Kenya

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PART D: CHALLENGES FACED BY THE KENYAN MEDIA IN THE FIGHT AGAINST CORRUPTION

13. On a scale of 1-5 where 1= unimportant; 2= least important; 3= neutral; 4= important; 5= most important, rate the importance of the following challenges faced by media firms in Kenya (*Tick the right box for each challenge*).

Challenge	1	2	3	4	5
Weak legal infrastructure					
Poor security					
Lack of political will to fight corruption					
Poor investigative skills by journalists					
Poor remuneration of journalists					
Poor technology					

14. Other than the challenges listed on the table above, explain other MAJOR challenges faced by media firms in the fight against corruption

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PART E: STRENGTHS AND WEAKNESSES OF THE KENYAN MEDIA IN THE FIGHT AGAINST CORRUPTION

15. List the key strengths and weaknesses of your media firm in the fight against corruption

	Strengths	Weaknesses
1		
2		
3		
4		
5		
6		

PART F: STRATEGIES FOR STRENGTHENING THE KENYAN MEDIA TO EFFECTIVELY FIGHT CORRUPTION

16. Which strategies/policy changes do you recommend for strengthening the media to effectively fight corruption?

i).....

ii).....

iii).....

iv).....

v).....

vi).....

Thank you very much for your time and cooperation.