

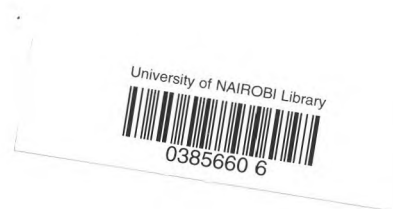


**University of Nairobi**  
School of the Arts and Design

# **Impact of Factors that Determine Newspaper Design in Kenya**

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July 2012



This thesis is submitted in partial fulfillment for the degree of  
Master of Arts in Design in the School of the Arts and Design,  
University of Nairobi

## Declaration

This study is my original work and has not been presented in any other university for any award.

Signed.......... Date ..........

Isaac Mburu Chege (B51/72570/2008)

This thesis is submitted in partial fulfillment of the requirements for the award of a Master of Arts degree in Design at the University of Nairobi.

## Supervisor's Declaration

This Thesis has been submitted with my approval as supervisor.

Signed.......... Date ..........

Dr Walter H. Onyango, School of the Arts and Design, University of Nairobi.

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## Definitions

**Mitumba** – Kiswahili word for second hand clothes/shoes

**Kiondo** - Traditional sisal woven basket

**Matatu** – Public service minibus that is usually carelessly driven and overloaded with passengers.

**Flying toilets** – Human faeces deposited in plastic bags and usually tossed away thus flying

**Jamuhuri** - Kiswahili for independence

**Avant Garde** – ideas in advance of those generally known or accepted within a specific era

**Kibanda** – Kiosks usually selling tea and cheap lunches.

## Acronyms

AFP	Agence France Presse
AP	Associated Press
CNN	Cable News Network
CUEA	Catholic University of Eastern Africa
EAM	East African Magazines
GaWC	Globalisation and World Cities Study Group
GM	General Motors
GSM	Global System Mobile
PS	Permanent Secretary
IHC	International Housing Coalition
JKUAT	Jomo Kenyatta University of Agriculture and Technology
NMG	Nation Media Group
NSE	Nairobi Stock Exchange
NTV	Nation Television
PVR	Personal Video Recorder
UNEP	United Nations Environmental Programme
UNON	United Nations office of Nairobi
WAN	World Association of Newspaper

## Abstract

Newspapers in Kenya have experienced a gradual metamorphosis in terms of typography and overall graphics. Change of lifestyle and patterns of information retrieval have created readers who do not have time to absorb media in a linear, front- to-back-of-the paper way. Most readers are interested in the gist of the story. Kenyan newspaper publishers therefore have an obligation to cater for these readers by packaging content that will be reader friendly, relevant and graphically appealing. "*The days of taking the reader for granted are past.*"<sup>1</sup> Production of more attractively designed newspapers has led to greater recognition of design and designers in Kenya today. Prior to the 1970s design did not play an important role as today.

In Kenya's newspaper industry, each publication seeks to establish an identity. Aggressive marketing techniques are being used and changed periodically to keep publications afloat. This study will explore the role design plays in influencing this change.

The cost of publishing a newspaper and marketing it requires an investment by the publisher, and before the paper is established in the market, it may take the publisher quite a while to recoup the investment, let alone make a profit. Even worse is where a newspaper ends up not selling as expected and the publisher is forced to dispose off copies that are not sold for paper recycling procedures. In book publishing, often the authors look at the direct costs of publishing a book which may include editing, layout and design and print costs. But there are other costs such as warehousing, insurance, marketing and distribution that many outside the publishing field overlook when thinking of profitability of the enterprise.

Competition from different media including some unlicensed or so called "gutter press" publications is creating an aggressive approach to redesigning newspapers. There has

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<sup>1</sup>Gracia (1981:2)

been interesting debate on the effectiveness of the gutter press. This research also sheds light on this topic.

Fifteen years ago a Kenyan newspaper had a couple of black and white photographs alongside a mundane layout which included pages cluttered with text that was visually strenuous. Over this period interesting changes in design have taken place. Today's newspaper has multiple colored photographs with an exclusive layout. There is a greater awareness of graphics among newspaper designers/publishers and readers today. The need for newspaper publishers to produce more graphically appealing pages in order to maintain a captivated audience is a concern to them and most media houses who wish to stay afloat with their publications. At the same time there seems to be a change in reading trends which are shifting from print to electronic "online news readers". New media poses threat to the print media. Further, statistics are indicating a decline in print newspaper readers. It has been established in Kenya, that after completion of formal education many people either lose interest in avid reading or do not have adequate time to read.

This research investigates the impact of factors that determine newspaper design in Kenya. Over 250 respondents were engaged in informal interviews and issued with questionnaires which were later collected and analysed. Four key informants involved in newspaper production and distribution were interviewed. Reference from relevant literature, newspapers, photographs, illustrations, archival information and general observation proved to be successful ways of collecting the data which has been documented.

The research design is presented in three steps:

1. Exploration – a relatively unstructured investigation in which the researcher attempts to define the problem of newspaper design in Kenya more specifically and determines how the research task will be carried out.
2. Data collection – actual data gathering from simple observation to field interviews



3. Analysis and interpretation of results – after the field work is done. Various measures and findings of the analysis have been presented.

Chapter one introduces the subject, traces the background and context of the problem of design issues and newspapers and outlines the objectives of the study. Chapter two covers literature review and highlights issues to do with perception of design and its relationship with newspapers, aspects of design and factors that determine newspaper design. Chapter two also dwells on role of advertising, new media and technology in newspapers and delves into the Kenyan scenario in newspaper design. Chapter three describes methodology of the study. Findings and analysis are discussed in chapter four and chapter five concludes on the findings, analysis and makes recommendations on some key areas especially on the new media and technological arena.

This research was carried out in Nairobi and specifically in three areas that were zoned as *Langata*, *Adams Arcade* and *Kibera*. These zones represent three different social groups. The research has given emphasis to Kibera and its environs and most analysis sampled from this zone.

# Chapter One: Introduction

## 1.1 Overview

The newspaper is a product that must be marketed like any other. There is therefore a great challenge for every newspaper publisher to satisfy the consumers need in the day – to – day preferences of today’s more sophisticated reader. “*The editorial should appeal to serious readers rather than just advertisers,*”<sup>2</sup>

The key has been to ensure that newspapers appearance signals the quality of its content and several factors govern this, one of which is design.

## 1.2 Functions of a Newspaper

A newspaper is a written publication containing news, information and advertisements, usually printed on low- cost paper called news print. Newspapers fulfill many functions and the organization of information is a key factor to fulfilling these functions – this I believe is a design concern. Reading newspapers increase knowledge through special inserts which carry latest research findings on numerous topics that interest the general audience. General – interest newspapers often feature articles on political events, crime, business, art/entertainment, society and sports. Most traditional newspapers also feature an editorial page containing columns which express personal interest and opinions of the newspaper owners. Supplementary sections may contain advertisements, cartoons, puzzles and comics. Newspapers are most often published daily or weekly. Information in print form of news within the country and around the world, interesting news, sports and feature photographs make an interesting read even to the non avid reader.

Newspapers create a forum where ideas are exchanged views and opinions shared on political, social, scientific and many other themes. On entertainment, crosswords, puzzles cartoon and comic strips can be found spread over the pages and blended into various stories and articles.

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<sup>2</sup> Barrack Muluka a columnist with the Sunday on Sunday

The Classified Ads section and many other advertisements, obituaries and different forms of announcements including job vacancies are also one major reason people buy papers and these sections command a large audience. In nearly every middle class home, members of a nucleus family will most likely have access to a daily newspaper.

In order to package all this important information and present it as a visually appealing product, the newspaper industry is posed with a great challenge and especially today where we have an audience that is more sophisticated than that of yester years.

### **1.3 Newspaper Evolution**

Historically cave paintings and inscriptions carved onto rocks were among the first human attempts to leave records for succeeding generations. For thousands of years man has been able to communicate using different medium. Prehistoric people communicated orally without leaving any written or form of record to refer to. Later on, cave paintings and inscriptions carved onto rocks were among the first attempts to leave records for succeeding generations. I believe this marked the birth of the first graphics designers. Today we have a medium of communication that is lightweight and portable.

The first successful medium was papyrus, which came into use in 2000 B.C., followed by parchment made from animal skin and in 105 A.D. the Chinese invented paper. The use of paper to convey news is today being challenged by the use of electronic medium

One of the greatest single inventions in the intellectual history was the printing press. Although movable type was invented in China in about 1100 A.D.<sup>3</sup> the world gives credit to *Gutenberg*, who printed his 42-line Bible from a movable type on a printing press in 1455 A.D. Gutenberg's invention was effectively and immediately put to use throughout Europe. By the year 1500, thousands of copies of books<sup>4</sup> were printed. This invention birthed the print media which evolved into the sophisticated press we have today.

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<sup>3</sup> Tuchman, 1980

<sup>4</sup>These books were called "incunabula"

The development of the print media has been significant but has also brought challenges to the publisher and designer in terms of production and readership. Because today we can mass produce written material on different formats there has to be an efficient cost effective way to design and publish which is not always the case thus posing great challenge to the newspaper publisher.

#### **1.4 Types of Newspapers**

The Traditional role of newspapers has been to deliver prompt, detailed coverage of news as well as to supply other information and features that appeal to readers. The vast majority of newspapers are daily publications serving a local community. However, weekly, national, and special-audience newspapers have special characteristics that can be valuable to advertisers.

Daily newspapers, which are published each weekday, are found in cities and larger towns across the country. Many areas have more than one daily paper. In the United States daily newspapers are read by nearly 54 percent of adults each weekday and by 63 percent on Sundays. In Kenya there is a general assumption that a single newspaper is read by about ten people. Newspapers provide detailed coverage of news, events, and issues concerning the local area as well as business, sports, and other relevant information and entertainment. In some countries daily newspapers can further be classified as morning, evening, or Sunday publications. In 2004, there were 1,457 daily newspapers in the United States; of these, 47 percent were evening papers and 53 percent morning<sup>5</sup>. There were also 917 Sunday newspapers, most of which were published by the same daily newspapers publishers.

The Kenyan scenario is different with fewer papers in circulation. Apart from the mainstream papers, some rural based papers are circulated within certain communities.

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<sup>5</sup> Daryl R.M.(1989) Newspaper Layout and Design

The primary purpose of this research is to establish the relationship between design and newspaper readership with a view of establishing factors that determine effective newspaper design.

### 1.5 Statement of Problem

Some newspaper publishers get stuck with stocks of newspapers that are not selling or fully fulfilling their function. Many factors influence this trend one of which may be the use of mundane graphics and material among other factors. Advertising seems to be the concentrate of newspapers.

There exists a strong correlation between editorial content of a newspaper and design layout. *"Some publications work backwards, tailoring the editorial content to fit the graphics, but they won't live very long."*<sup>6</sup> Northwestern University Emeritus Professor Curtis D. MacDougall, who could identify with many of the causes of these publications, said that *"Strong editorial material can overcome bad design. On the other hand, bad design can't kill good contents."*<sup>7</sup>

These arguments create a tug of war scenario between the impact of design layout versus editorial content, suggesting that a balance has to be achieved for visual harmony and functionality of the newspaper.

From these statements it is clear that the role of the designer is usually sidelined or considered inferior. This is especially true of the gutter press publications which are discussed in part of this study where poor design seems not to be considered as a major concern compared to other factors in publishing. This study is significant because it will explore the graphics designer's role in relation to publishing and will dwell specifically on newspapers. This thesis will also analyse newspaper readership culture in Kenya in view of establishing a relationship to design content.

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<sup>6</sup> Jan V. White a design consultant

<sup>7</sup>Roy Paul Nelson, Publication Design (1979)

## **1.6 Objectives of the Study**

The overall objective of this study is to establish the influence, trend of design and the designer in newspaper publishing in Kenya and distinguish the designer's role and also:

1. Study the determinants of newspaper design, their impact.
2. Formulate recommendations toward more effective design newspaper publishing.

## **1.7 Research hypothesis**

- a) Decline in salability of some newspapers in Kenya is partly influenced by mundane design and emergence of the social media among other factors. This is because good design has strong influence to boost sales.
- b) Poor design among other factors affects readership leading to decline of newspaper sales.

## **1.8 Significance of the study**

The significance of this study is to explore and expose the grey areas in the role of design in newspaper publishing and suggest greater involvement of the same. The study will also distinguish the designer as a required component in influencing effective communication in newspaper publishing. Publishers of newspapers, magazines, books and the print media industry at large will benefit from this study. This study will hopefully be an eye opener on effective newspaper design. The government and print media organizations too will find this information relevant.

## **1.9 Scope and limitations of the study**

The research covered Nairobi residents targeting both the employed and unemployed, university students specifically those of Daystar University that has an established communications department. The researcher had an opportunity of visiting Zambia and sampled a few newspapers which feature in this study for comparative design analysis.

The research focuses on three zones in Nairobi and studies the perception, behavior and attitudes of the residents in *Langata* a middle class residential area, *Adams Arcade* a middle/higher class and *Kibera* a sprawling slum considered to be one of the largest in

East Africa. Most of the respondents in this study were drawn from Kibera and its environs. The slum area was only part of what this study refers to as Kibera, the term Kibera will therefore also refer to surrounding areas unless where specified as slum.

Constraints of time and inadequate personnel limited the study to the three areas. However helpful information was obtained from surrounding areas within these locations. Nevertheless comprehensive analysis of data obtained generated valuable information that will highlight the impact of factors determining newspaper design in Kenya.

### **Historical Background of Nairobi City**

This research was carried out in Nairobi which is the capital city of Kenya. It is a cosmopolitan city and one of the largest in the continent. Earliest design of Nairobi capital city history dates back to 1899 when railway construction workers reached this area and set up a basic camp and supply depot, simply called “327”. A brackish African swamp occupied by a nomadic people the *Maasai* as well as the pastoral Kikuyu who were displaced. The Mombasa - Uganda railway complex and construction rapidly expanded and urbanized it until it became the largest city in Kenya and the county’s capital. The local *Maasai* called this highland swamp *Enkare Nyorobi*, which translates to “place of cool waters” however Nairobi is popularly known as “Green City in the Sun.”

It was completely rebuilt in the early 1900s after an outbreak of plague and the burning of the original town.

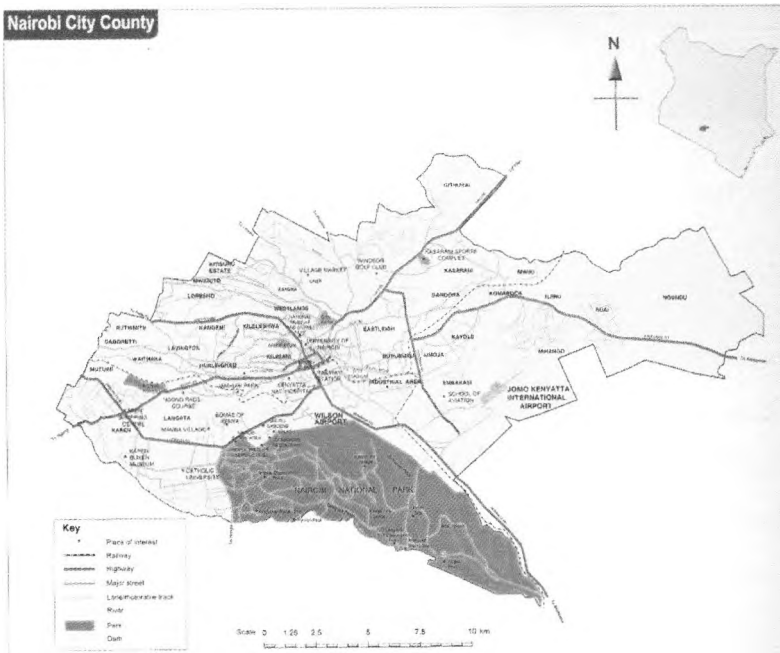


**Figure 1.1 Kenya’s map showing location of Nairobi**

The location of the Nairobi railway camp was chosen due to its central position between Mombasa and Kampala. It was also chosen because its network of rivers could supply

the camp with water, and its elevation would make it cool enough for residential purposes.

Nairobi grew quickly and became the capital of British East Africa in 1907 and eventually capital of a free Kenyan republic in 1963. During Kenya's colonial period, the city became a centre for the colony's coffee, tea and sisal industry.



**Figure 1.2 Map of Nairobi (Source: Longhorn Comprehensive Atlas)**

Nairobi is the most populous city in East Africa, with a current estimated population of about 3 million. According to the 2009 Census, in the administrative area of Nairobi, 3,138,295 inhabitants lived within 696 km<sup>2</sup>. Nairobi is currently the 12th largest city in Africa including the population of its suburbs.<sup>8</sup> In 2011, the city was considered to be about 4 million residents

<sup>8</sup> Central Bureau of Statistics





**Figure 1.3** Nairobi city today viewed from *Uhuru* Park.

(Source: [http://en.wikipedia.org/wiki/File:Nairobi\\_UhuruPark\\_Panorama\\_2010.jpg](http://en.wikipedia.org/wiki/File:Nairobi_UhuruPark_Panorama_2010.jpg))

## **Economy**

Nairobi is now considered as one of the most prominent cities in Africa politically and financially. Home to thousands of Kenyan businesses and over 100 major international companies and organisations, including the United Nations Environment Programme (UNEP) located in Gigiri and the main coordinating and headquarters for the UN in Africa & Middle East, the United Nations Office in Nairobi (UNON).

Nairobi is an established hub for business and culture. The Nairobi Stock Exchange (NSE) is one of the largest in Africa and second oldest exchange. It is ranked 4th in terms of trading volume and capable of making 10 million trades a day. The Globalization and World Cities Study Group and Network (GaWC) defines Nairobi as a prominent social centre.

Nairobi is the regional headquarters of several international companies and organizations. Several of Africa's largest companies are headquartered in Nairobi. *KenGen*, which is the largest African stock outside South Africa, is based in the city. *Kenya Airways* Africa's fourth largest airline uses Nairobi's *Jomo Kenyatta International Airport* and has a large tourist industry, being both a tourist destination and a transport hub.

Goods manufactured in Nairobi include clothing, textiles, building materials, processed foods, beverages. Several foreign companies have factories based in and around the city.

## Society and culture

Nairobi is a cosmopolitan and multicultural city. Since its foundation, Nairobi has maintained a strong British presence, and a lasting legacy from colonial rule. This is highlighted by the number of English-named suburbs, including Hurlingham and Parklands. One of the zones selected for this study Adams arcade is located close to Hurlingham.

### 1.10 Media



**Figure 1.4 Nation Center, headquarters of the Nation Media Group**  
(Source: [http://en.wikipedia.org/wiki/File:Nation\\_Center.jpg](http://en.wikipedia.org/wiki/File:Nation_Center.jpg))

Nairobi is home to most of Kenya's news and media organizations. The city is also home to East Africa's largest newspapers: *the Daily Nation* and *The Standard* which have been selected as the mainstream newspapers which this study will focus on. These are circulated within Kenya and cover a range of domestic and regional issues. Both newspapers are published in English. *Taifa Leo* the Kiswahili version of the Nation is also published by the Nation Media group. Other newspapers include *People and The Star*

Kenya Broadcasting Corporation (KBC) is a state-run television and radio station, is headquartered in the city. Kenya Television Network (KTN) is part of the Standard Group and was Kenya's first privately owned TV station. The Nation Media Group runs the Nation television NTV. There are also a number of prominent radio stations located

in Kenya's capital including *KISS 100*, *Citizen*, *Capital FM*, *East FM*, *Kameme FM*, *Metro FM* and *Family FM* among others *Pamoja FM* is located in Kibera, one of the locations this research has selected for study. The electronic media has a close relationship with the print where newspapers fall.

Several multinational media organizations have their regional headquarters in Nairobi. These include the British Broadcasting Corporation (BBC), Cable News Network (CNN), Agence France-Presse (AFP), Reuters, Deutsche Welle and the Associated Press (AP). The East African bureau of CNBC Africa is located in Nairobi's city centre, while the Nairobi bureau of the New York Times is located in the suburb of Gigiri. These all have close association with the print media and this research makes reference to some.

### **Adams Arcade**

Adams Arcade was selected as part of the site where the research was carried out. Adams Arcade is a small shopping complex located along Nairobi's *Ngong Road* about 10 kilometers from Nairobi central District. In the 1970s it was a small shopping centre and the area around is also referred to as "Adams" there are a number of shops that have recently been upgraded and new ones opened which attract between 2,000 to 5,000 visitors a day, who mainly come to shop and use other facilities in the complex, some of the outlets that attract large populations include the *Tuskys* and *Uchumi Supermarket*, *Java House* restaurant a nice place, where children can climb through and over while their parents enjoy food and drink on the umbrella clad patio. *Mc Frys* restaurant is also a popular spot.

Next to Java, is *Kitengela Glass Shop* and several other arts and crafts shops are to be found among the chemists and other slightly less glamorous shops around. Upstairs, to the left of the staircase, is a fabulous play centre for young children. It is a great place for children's parties with ball pits, large padded climbing structures and well organised with

a signing in and out book. Parents can opt to leave their children here while they go downstairs to Java for a cup of coffee, or nip out for a quick bit of mitumba<sup>9</sup> shopping.

Parking is available at Adams Arcade or one can also park at *Uchumi*. Parking is also sometimes available at the *Toi School* further down the road. This is secure enclosed parking although the guards expect a tip.

The shopping area and its environs has gained popularity and is also referred to as Adams. This includes places *Jamuhuri*, *Kilimani* and *Woodley*. Most of these are residential areas.



**Figure 1.5 Site map of Adams Arcade**

**(Source: <http://www.businesslist.co.ke/company/45590/adams-arcade-secretarial-academy/map>)**

Certain days are reserved as market days for the *Maasai market* and designated areas of the parking lot are allocated for this purpose. First time visitors especially tourists make a stop by at the curio shop next to the parking lot just behind the petrol station, it has great

<sup>9</sup> *Mitumba* is a Kiswahili name given to second hand clothes/shoes

collection from the Maasai which includes carvings, African materials, *kiondos*<sup>10</sup> hats, bangles and many other ornamental artifacts at prices that can be negotiated. Adams Arcade has a population of about 200,000 people. The popular flea market known as *Toi market* also offers a wide selection of goods and attracts people from many parts of Nairobi. Adams borders Kibera and Kileleshwa an upmarket residential area.

### **Langata**

Lang'ata is a suburb of Nairobi in Kenya, lying south west of the city centre and east of Karen. The suburb consists of many smaller housing developments, referred to as estates. They include *Nairobi Dam, Otiende, Southlands, Ngei, Jambo estate, Onyonka, Madaraka* estate among others. These developments are primarily maisonettes or apartment blocks. Within these estates are shopping centers, schools, churches and clinics/hospitals.

The general communication mode and infrastructure is better developed compared to Kibera. Road network and availability of public transport to the town centre and its environs is efficient and well served.

Lang'ata has several attractions such as the Giraffe Centre which is a twenty minute drive from the city centre when traffic is not heavy. The *Uhuru*<sup>11</sup> gardens where people relax or meet for picnics and other out door activities and a tourist village *Bomas* of Kenya. Lang'ata also has the Carnivore Restaurant adjoining Carnivore grounds, where many concerts are hosted. Wilson Airport, the largest private airport in Kenya, is located next to the Carnivore. Lang'ata also has a gate to the Nairobi National Park.

Langata Constituency, which covers affluent estates Karen and Lang'ata also referred as Karengata, Lang'ata has a population estimated at 250,000 people. Moving toward Karen, residents in this area are more affluent than their Lang'ata counterparts with many wealthy Members of Parliament, seniors persons of the government office, states

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<sup>10</sup> traditional sisal woven baskets

<sup>11</sup> Freedom in Kiswahili

officials, ambassadors, foreigners and other dignitaries living there, it also host big projects like Tangaza university college, Dimese sisters project in Karen, St Joseph Karen. Other landmarks include the Catholic University of Eastern Africa (CUEA), Jomo Kenyatta University of Agriculture and Technology (JKUAT) which both have a growing population. A shopping complex *Nakumatt Galleria* is a recent development that hosts a number of sophisticated shops and restaurants. Various high cost schools and retreat centers are also located here and one of the largest Pentecostal churches; Nairobi Pentecostal church Karen branch

This research concentrated more on the lower part of Lang'ata which excludes most of Karen. There were challenges experienced gaining accesses to most estates within this zone because most residents are concerned about their security. Most areas in Nairobi which have similar housing estates tend to attract security concerns. We managed to explain our mission to watchmen who in turn turned out to be quite helpful. Some watchmen requested for a financial token after allowing us access, however most residents cooperated.



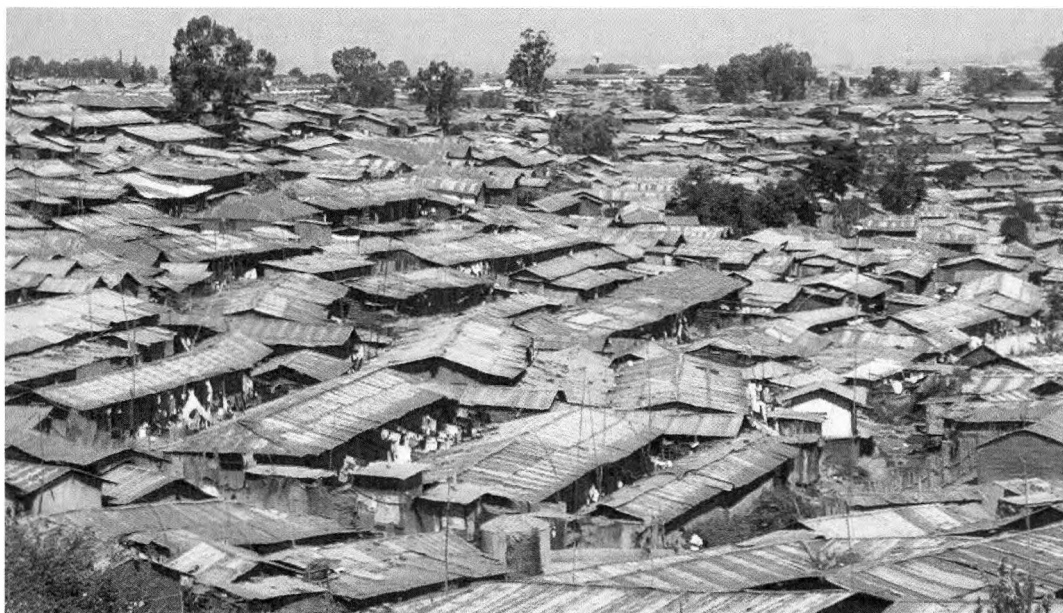
**Figure 1.6 Langata site map**

(Source: <http://www.google.co.ke/#hl=sw&scient=psyab&q=langata+site+map+&oq=langata+site+map>)

## **History of Kibera**

Kibera is the main site that was selected for this research, most findings and analysis will be centered on this population. Kibera originated as a settlement in the forests outside Nairobi, when Nubian soldiers returning from service in the First World War were

awarded plots there in return for their efforts. The British colonial government of the time allowed the settlement to grow informally, primarily because of the Nubians' status as former servants of the British crown, which put the colonial regime in their debt. Over time, other tribes moved into the area to rent land from the Nubian landlords.



**Figure 1.7** Kibera slum part of the area that was visited during the research. Many respondents were drawn from this area and its environs.

(Source: [http://blog.mapquest.com/files/2010/09/mq\\_kibera\\_map.png](http://blog.mapquest.com/files/2010/09/mq_kibera_map.png).)

After Kenya became independent in 1963, a number of forms of housing were made illegal by the government. The new ruling affected Kibera on the basis of land tenure, rendering it an unauthorized settlement. Despite this, people continued to live there, and by the early 1970s landlords were renting out their properties in Kibera to significantly greater numbers of tenants than were permitted by law. The tenants, who are highly impoverished, could not afford to rent legal housing, finding the rates offered in Kibera to be comparatively affordable. The number of residents in Kibera has increased accordingly despite its unauthorized nature. By 1974, members of the Kikuyu tribe predominated the population of Kibera, and had gained control over administrative positions, which were kept through political patronage.

However a shift in Kenyan demographics has taken place since then. By the year 1995, Kibera had become a predominantly Luo slum and Mathare Valley predominantly Kikuyu slum. The Nubian community has a Council of Elders who are also the Trustees of its Trust.



**Figure 1.8 Map of Kibera (Source: Maps.Google.co.ke)**

This Trust now claims all of Kibera. It claims that the extent of their land is over 1,100 acres (4.5 km<sup>2</sup>). It claims that owing to State sanctioned allotments the land area is now reduced to 780 acres (3.2 km<sup>2</sup>). The Government does not accept their claims but its rehousing program envisions a land extent around 300 acres (1.2 km<sup>2</sup>) for the claimed Nubian settlement. Neither side has left any room for negotiation from this position.

The Kenyan government owns all the land upon which Kibera stands, though it continues to not officially acknowledge the settlement; no basic services, schools, clinics, running water or lavatories are poorly run and maintained.

### **Population and Environment**

Kibera is located in southwest Nairobi. Much of its southern border is bounded by the Nairobi River and the Nairobi Dam. Kibera is divided into 13 villages, including *Kianda*,



*Soweto, Gatwekera, Kisumu Ndogo, Lindi, Laini Saba, Siranga/Undugu, Makina and Mashimoni.*

The Kibera slum was previously thought to be one of the biggest informal urban settlements in the world. Several actors had provided and published over the years growing estimations of the size of its population, most of them stating that it was the largest slum in Africa with a number of people reaching over 1 million. According to Mike Davis, a well known expert on urban slums, Kibera had a population of about 800,000 people<sup>12</sup>. UN-Habitat had released several estimations ranging between 350,000 and 1 million people. These statistics mainly come out of analysis of aerial pictures of the area. IRIN estimated a population density of 2000 residents per hectare

In 2008 an independent team of researchers began a door-by-door survey named “Map Kibera Project” with the aim to map physical and socio-demographic features of the slum. A trained team of locals, after having developed an ad-hoc surveying methodology, has so far gathered census data of over 15,000 people and completed the mapping of 5,000 structures, services (public toilets, schools), and infrastructures (drainage system, water and electricity supply) in the village of Kianda. Looking upon Kianda's collected data, the population of the whole Kibera slum can be estimated between 235,000 and 270,000 people

The Uganda Railway Line passes through the centre of the neighborhood, providing passengers aboard the train a firsthand view of the slum. Kibera has a railway station, but most residents use buses and *matatus*<sup>13</sup> to reach the city centre.

Kibera is heavily polluted by human refuse, garbage, dust, and other wastes. The slum is contaminated with human and animal feces, thanks to the open sewage system and the frequent use of “*flying toilets*”.<sup>14</sup> The lack of sanitation combined with poor nutrition among resident`s accounts for many illnesses and diseases. Kibera is home to the popular

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<sup>12</sup> International Housing Coalition (IHC)

<sup>13</sup> mini buses that are known for overloading and careless driving

<sup>14</sup> human faeces deposited in a plastic paper bags and usually tossed away thus “flying”

Olympic Primary School, one of the leading government schools in the country. There is a community radio station, *Pamoja FM*.

### **Slum upgrading**

Kibera is one of the most studied slums in Africa, not only because it sits in the centre of the modern city, but also because UN-HABITAT, the United Nations' agency for human settlements, is headquartered in Nairobi and Ban Ki-moon visited the settlement within a month of his selection as UN secretary-general.

The Government is addressing the problem, having initiated a programme to replace the slum with a residential district consisting of high rise apartments, and relocating the residents to these new buildings upon completion. The apartments are being built in phases in line with the Government's budgetary allocations, and a few apartments in phase 1 of the project have already been occupied.

## Chapter Two: Literature Review

### Section One

#### 2.1 Overview

This chapter reviews literature on newspapers and is divided into two sections. *Section One* deals with the general aspects of newspaper publishing focusing on international publications including a brief historical background of newspaper design. *Section Two* on newspaper design in Kenya, general design principles, and including newspaper layouts and tips on design presentation. Relevant titles have been quoted where necessary. Local Newspapers and other printed matter available in the local and international market have been reviewed in this chapter and proved useful to this research. Where necessary for comparison purposes selected magazines and books have been part of the relevant literature.

Since Gutenberg's invention of the printing press in 1455 A.D., newspaper production has developed and interesting trends in newspaper publishing have evolved and are currently creating challenges to the publisher and designer in terms of production and readership. This review of relevant literature delves into some of these challenges.

#### First modern newspaper

James Gordon Bennett, a Scottish immigrant who founded the modern newspaper called *The New York Herald* in May 1835, used a dark cellar as his office and was the only staff. Although New York had already more than a dozen newspapers, none had a complete outlook of a modern newspaper and Bennett made a difference. As a proprietor and journalist, Bennett made a number of changes in the newspaper business that gave it both character and content. He conducted the world's first newspaper interview and introduced a series of innovative ideas including requiring advertisers to pay in advance.

**Figure 2.1** One of Bennetts early newspapers He introduced illustrations printed with woodcuts.



At first *The Herald* made little impression among the dozen daily papers published in New York, which made Bennett to devise a plan to get his paper known. He was the first to cover sports regularly and to include business news and stock prices in general interest news. Within a year *The Herald* was among the most successful newspaper in the city. He signed up correspondence in London, Rome and Paris. In the 37 years that Bennett headed *The Herald* he guided it into one of the world's most powerful newspapers with a circulation and advertising revenue second only to *The London Times*.<sup>15</sup>

By 1865 *The Herald* had a circulation of 110,000 with annual revenue of \$1,095,000. Bennett died an enormously rich man in 1872 and was eulogised for transforming the newspaper into a big venture in an orthodox manner.

During the 1960s Peter Palazzo, a New York based designer redesigned the now defunct *New York Herald Tribune* his designs were considered Avant Garde<sup>16</sup> He was known to prefer working with white spaces, large photographs and unconventional type. It has been argued that the same 1960 issue of the *Herald Tribune* could pass for a stylish publication today. Unfortunately his ideas could not save a newspaper that had lost so many of its readers and some say its soul.



**Figure 2.2** *The New York Herald Tribune* an Avant Garde design by Peter Palazzo. A memorable visual design with abundant use of photographs and white space (Source: Mario R. 1987 Contemporary Newspaper Design)

<sup>15</sup> The Standard Newspaper (2010)

<sup>16</sup> ideas in advance of those generally known or accepted within a specific era

## 2.2 The case of USA TODAY

Excellence in newspaper typography and design is the integration of words with visual elements such as type, photography, colour illustrations, informational graphics and white space. If executed properly, the resulting blend of words and visual elements attracts the reader and conveys information faster.

*USA TODAY* probably represents the single most important development in newspaper design in the United States in the first half of the 1980s. It created an awareness of graphics, colour and possibilities of editing and design within the pages of a newspaper, unlike any before its inception. In 1982 the newspaper created a graphic awareness that unveiled the potential of colour, informational graphics, and well – scrutinized succinct editing work



**Figure 2.3** Gannett, the largest US newspaper chain publishes *USA TODAY*.

To achieve this *USA TODAY* did the following:

- It excelled in packaging the contents of the newspaper in an easy- to find easy to follow style, like today's Nation and Standard newspapers since it has a column on the cover page to guide the reader on what to find in the papers inside pages (see page 38). It is usually titled ON OTHER PAGES and the STANDARD IN ONE MINUTE.

- It has combined a magazine look with traditional newspaper orientation. Again the Standard and Nation have a special pullout for each day featuring interesting articles and subjects that some readers expressed is one reason they buy the paper.
- Typefaces are mixed in an interesting manner and the use of serif and sans-serif headline styles.
- The use of informational graphics for most stories has blended well with general graphics of the page.

Further to this *USA TODAY* did not do much to promote the use of large photographs, contrary to the general trend, which was influenced by readership studies that point to reader preference for large dominant photos.

### **2.3 Redesigning the Tampa Tribune**

*Tampa Tribune* an international American newspaper went through a redesign process which involved hiring three different sets of editors and publishers from three different papers, in three different states. The designers were included from the start of the project and feedback evaluated at every step. It took about five weeks to work on the designs including vetting in all newsrooms.

Because of the timetable and other factors, this project did not emphasise dramatic “reinvention.” Tampa in particular had undergone major changes in content, design and sectioning in recent years so drastic change was not part of the assignment.

#### **New changes in the Tampa**

*Content.* After redesign Tampa unveiled a new daily news section which differentiated it from a food section which had previously featured, withdrawn and now reintroduced. The Sunday features section was also reinvigorated.

*Design.* Tampa gets new nameplate and inside section flags, and a blue and tan color palette that is more reflective of west Central Florida. The front page promo strategy has been reinvented to be more systematic and more impactful when the inside design calls for it.

For lead and feature headlines, the paper retains a strong sans serif and slab serif fonts called Boomer. New headlining and other elements of page architecture, removes about 5-8 percent of white space which has been excessive, making use of white space created an impression of “more news.” these changes were tested and the newspaper resulted to being more comfortable in the market.



Figure: 2.4 Tampa Tribune front pages, before redesign (left) and after redesign

Announcing the move towards changes in the structuring of the Tampa Tribune Donna Reed, Media Generals Vice President of Content said: *“Our consolidated editing and design operations allow our newsrooms to focus on local news reporting. Stories will be edited once rather than multiple times and we can take advantage of economies of scale and centralization of top talent “*

This statement was made in relation to the teams working on design improvements and streamlining the organization, and early prototypes with a view of creating newspapers that would appear cleaner and more modern.



Figure 2.5 Earlier designs of The Tampa Tribune (left) with what it referred to as “nut graphs”- a full paragraph set in 14 point type and positioned near the headline offering insight near the topic and amplifying the content of the main headline and today’s front page (right) launches the new look.



Figure 2.6 The design team earned credit for producing strong sections especially a 4- page special wrap for the Rays playoffs game that night. The use of photographs and colour enhances design layout and creates visual appeal.



## Redesigned Chicago Newspaper

*Ron Reason* a Chicago newspaper designer/consultant in 2010 redesigned a newspaper -- *Catholic Health* a bi-monthly newspaper with a circulation of about 11,600 copies. Readership includes senior executives of Catholic hospitals, health staff and religious fraternity, the paper measures 11"x17."

*Reason* has redesigned or conducted organizational training in more than 150 newspapers and magazines worldwide. His clients include the world renowned publication the *Wall Street Journal* among other large and small publications. In his interview when asked about where to start when redesigning the following points were highlighted:

- First assess four or so current issues of the newspaper critically assessing the nameplate, type face, readability of body text, use or lack of use of graphics and consulting with the editor. Questions on the audience are also crucial. What may be wrong with current publication?
- For many publishing companies advertising makes 90 percent of the revenue.
- Newspapers aren't going away very soon, nor will the desire, need to redesign, rebrand, rediscover and reinvent.
- Regardless to say what category your publication might fall under, heightened attention must be paid to the role of advertising in the design or redesign process.
- In past years advertising was an afterthought if present at all in the redesign. Today in my work (*Ron Reason*) it becomes a starting point.

## 2.4 John Allen's prediction

In 1947 John Allen<sup>17</sup> prophesied what the newspaper of the year 2000 would look like in comparison to the papers of his time in the 1940's. He said it would:

1. Have fewer and wider columns to the page.
2. Have a front page that would afford the reader a quick and convenient preview of the most important stories and departments or sections.
3. Have more and better pictures.
4. Have more and better colour.

Allen's predictions were surprisingly accurate, considering the time they were made. Today's newspaper has embraced most of these predictions with *the Nation* having a column placed on the front page titled "ON OTHER PAGES" and *Standard* has a similar one on page two titled "THE STANDARD IN ONE MINUTE" these leads cater for those who do not have time to read through most of the paper. This research established that eighty five percent the respondents spend about one hour or less perusing the paper and would quickly like some guidance on locating their pages of interest.



Figure 2.7: Two formats of list of contents in *the Daily Nation* (left) and *the Standard*

<sup>17</sup> Allen, John Edward. *Newspaper Designing* New York: Harper, 1947

## Section two: Newspaper Design in Kenya

### 2.5 Overview

The 62<sup>nd</sup> world congress of the World Association of Newspapers (WAN) held in 2009 and the international publishers association in Hyderabad (India) revealed a number of relevant facts, for example in Japan a non- English newspaper *Yomiuri Shimbun* has a circulation of over 14 million. The daily sales of *Yomiuri Shimbun*, in a country of 127 million people, are almost twice the number of newspapers sold in the whole of Africa (including Egypt, the only African country where newspapers have a daily circulation of over one million); and yet Africa a continent of almost 850 million people, it is in Asia where newspaper readership continues to boom even as it falls everywhere else including East Africa, which used to walk tall.<sup>18</sup>

The Kenyan journalists annually join the rest of the world in marking the Press freedom day. This is a day that recognizes the sacrifices made by the media people as they go about the business of gathering information and presenting it to the public. It also acknowledges the sacrifices made by people in the struggle for freedom of the Press and puts pressure on governments that continue to deny their citizens this basic human right. A look at the past year shows that several governments especially in Africa have made various attempts to restrict Press freedom.

Many Kenyan publishers are today designing and producing their publications in places like Dubai, India, Hong Kong, Malaysia and Thailand, this is a clear indication that the publication designer in Kenya will need to take to account the elaborate process when considering production outside the country. Most newspapers are locally printed; the designer in this case has more control over the production.

In some cases governments have sought to impose laws geared toward undermining media freedom. Countries such as Niger, the Democratic Republic of Congo, Zimbabwe and Somalia have routinely jailed journalists for practicing their trade and several have paid with their lives.

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<sup>18</sup> the Daily Nation

What about the designer involved in publication design and in many cases newspaper production? It would be very difficult to draw a line between the woes the journalist, the publisher and the designer encounter in the process of the development, production and marketing of all forms of publications. The success of one of the players almost guarantees the success of the other.

In attempting to answer the question on what good design is and the designers role, various aspects and comparisons have been made in this study that are closely related to the print media. The laws that govern publishing cannot be divorced from the graphic designer's role and these are related to newspaper design in Kenya.

**SATURDAY NATION**  
Saturday July 17, 2010

National News 3

# What's new in your Saturday Nation

## TOP 10 CHANGES

- 1 Front**  
YOU'LL NOTICE INSTANTLY the clean, modern look of the Saturday Nation, offering a brighter more compact look and bolder projection of the content within it.
- 2 Saturday Magazine**  
KENYA'S FIRST WEEKLY women's magazine has undergone a major makeover inside and out to give you more variety in brighter pages.
- 3 Social Trends**  
WHAT'S HAPPENING around us, beyond the latest political slogan? Life's big issues and the latest trends in society are tackled with new vigour in a weekly report.
- 4 The Big Read**  
YOU HAVE COME TO RELY on Saturday Nation for in-depth special reports, interviews and book serialisations. Now there's a new home for the best weekend read.
- 5 Saturday Sports**  
ALL THE BASES ARE COVERED in our all new 12-page sports pull-out! Star profiles, interviews, columns, news and views.
- 6 Schools**  
Every week is school sports season week in the new-look Saturday Sports, too.
- 7 Guide to the Week**  
A new section spotlights the highlights of the week and sets the agenda for the weekend.
- 8 Review**  
Our weekly entertainment section just got busier.
- 9 OpEds**  
The Opinions and Editorials sections has been refreshed and revamped to give you the best weekend topical reads.
- 10 Interactivity**  
Two new interactive polls provide a platform for the reader to participate in shaping opinion.

Figure 2.8 Current *Saturday Nation* newspaper showing changes that have recently been developed (Source: the Daily Nation)

## 2.6 Design Publication Practice Laws

The Kenya Communications (Amendment) Bill 2008 which drew widespread condemnation for the retrogressive clauses it contained was perhaps the best illustration of the government's determination to control media freedom. The attempt to introduce statutory control of content in broadcast was worrying.

Although the state eventually backed down and removed the contentious clauses, the change of heart came on the back of spirited and sustained protests by journalists, the civil society, private media and international press watchdogs. The media's watchdog role offers an important shield against the excesses of the state, particularly by providing a platform for citizens to express their views on governance and spotlight cases of corruption.

Again there are no clear guidelines that govern the practice of design in Kenya. The role of designers seems incorporated in the media law. Preference is given to the written content and the designers input into publishing tend to take a back seat. Usually it is only when controversial cartoons or photographs appear on issues that design aspects of publications surface. Rarely will we hear of a publication that has been put to task over layouts, colour schemes, type styles sizes or general graphics unless the content in subject is a controversial advert, photograph or illustration.

It is also true that the media can have a negative effect on society, in 1999 several radio stations were put off air in Sierra Leone for inciting violence in the run-up to by-election. Closer home, the role played by vernacular FM stations in fanning hatred between ethnic communities in the run up to the 2007 general election has been well documented. Possibly one area the newspapers capitalized on sales during the Kenyan election and post election period was in the power of effective photography, a domain of design. News content was heavily supported by photographs that would ordinarily not be published.

## 2.7 Design in Kenyan Newspapers

*The Daily Nation* and *The Standard* have been identified as the most influential daily newspapers in Kenya today. Other important news dailies include *the People Daily*, *Kenya Times*, *The Star* and the *Daily Metro*. The *Business Daily* published by the Nation media group carries business and investment news features. Weekly papers include the *East African*, a weekly collection of news from the East African region and *Kenya Today* published by the Department of information and public communications.

Each of these newspapers has a design that not only distinguishes it but also give them an identity.



Figure 2.9 Mastheads of some of Kenya's newspapers.

## 2.8 The Daily Nation

Over the years the Nation has undergone many design changes. Several factors have influenced these changes. First is the paper's position in the market: a paper that covers gender issues, a paper for top decision makers and a paper for the family. Another factor is size and layout of columns and headings to make reading simpler and more exciting. Another factor is the choice of typefaces tabloid and downmarket meant chunky sans faces, broadsheet and upmarket meant elegant serif. That too has changed.



Figure 2.10 First Kenyan *Nation* newspaper published on March 20, 1960. The paper's first editor, former Fleet Street staffer and later award-winning BBC TV reporter John Bierman, adapted what was known as freestyle design with dazzling effect. (Source: Nation Newspapers)

This research selected *the Nation* Newspaper as the main paper to be studied. Other papers included in this research have been used for comparative study.

The *Daily Nation* was born out of the *Sunday Nation* it was also launched at a time of turbulent world affairs on March 20, 1960. A leading article in that publication declared “very briefly we intend to live up to our name and do everything in our power to help the various communities of East Africa to build nations where peoples of all races can move freely under the rule of law. Beyond this the Nation accepts the desirability of the transfer of power to African majorities in the three territories of East Africa within the next few years, it is with this vision that the nation began the long to success.” The first designs reflected basic layouts of news and photographs of political scenarios of that era.



## Changing face of a friend

By FRANK WHALLEY

AS THE FACE OF A GOOD friend alters over the years, so has the face of the *Nation*. But like that same

of youth: friendly, urgent and brash. Its name was reversed in Italian capitals on the top left of the front page with the space next to it, known as the carpiace, used for hot reports, as the paper's first

the *Nation* proud, swapping the loud Futura and Gill Sans headline typefaces for the more upmarket serif face of Century Schoolbook. The masthead changed as well, to Clarendon, no longer reversed

stein, who had reshaped the New York

Figure 2.11 Different faces the *Nation* over the past five decades (Source: Daily Nation)



The Sunday Nation described itself as East Africa's newest, liveliest Sunday newspaper.<sup>19</sup> The Daily Nation is the most authoritative of all Kenya's newspapers and records the highest circulation of about 300,000 copies daily. It is known for providing comprehensive and balanced coverage of Kenyan news. The newspaper is arguably the most objective. The Nation Media Group, East Africa's largest media conglomerate publishes the Daily *Nation*. The NMG trades in Tanzania through its subsidiary company *Mwananchi Communications Limited* which publishes three newspapers two Kiswahili publications *Mwananchi* and *Mwanasporti* and *The Citizen* the leading English Daily in Tanzania. The company also has bureau offices in Dar es salaam and Arusha for the East African, the regions authoritative weekly publication.

The nation newspapers described their first newspaper published on March 30, 1960 "*unashamedly tabloid, the face of youth: friendly, urgent and brash.*" its name was in italics capitals, top left front page with the space next to it known as the ear piece, used for boxed reports. The papers first editor, former Fleet Street staffer and later award-winning BBC TV reporter John Bierman, adapted what was known as freestyle design with dazzling effect.



Figure 2.12 A close up of the masthead of the first Nation newspaper revealing the freestyle format.

<sup>19</sup> Daily Nation March 18, 2010

The Collins revamp stayed on until 2001, when the vastly experienced American, *Lou Silverstien* who had reshaped the *New York Times* took things in hand. The Silverstein look was launched on June 30, 2001, the main headline face harped back to Armstrong's design with a version of Century, this time ICT Century squeezed to 70 percent to give as Silverstien said "more pep." The titlepiece was importantly still Clarendon although the word *Daily* became even larger and now sat on the bottom line next to NATION still in capitals.

After four years of the Silverstien design, Palmer Watson a Scottish firm of experts that redesigned *Le Monde* among other famous titles, took on another new look of the Nation. Palmer and Terry Watson took the paper further upmarket, dramatically enhancing the quality of the newspaper.

Recently top changes were made in the design and pullout magazines. Today's paper has continued to change keeping pace with the taste of the readers. These pullout magazines are colorful and articles well researched with current findings relevant to the reader and form interesting reads. In one of their current update on the changes they considered three key areas which have been highlighted below:

- i. **Easy Read** for those who are busy and may not have the time to hunt for stories of their interest, the front page has better navigation, allowing you a glimpse of what is inside as you catch up with the details later. The stories are also full of summaries and finger reads, which allow you to scan and get the information quickly. There has been an increase in use of photographs, illustrations and colour which not only make reading easier but also interesting.
- ii. **Variety. DN2.** This stands for **Daily Nation 2**. It is a second more relaxed part of the newspaper and incorporates new content and magazines *Smart Company*, *Living*, *Money* and *ZuQka* are all now part of DN2. This is a brand new features section that comes packed with fresh and interesting stories to satisfy every taste. The Monday articles deal with issues of life and the career dilemmas of school leavers. Tuesdays provide information on health issues, disease - free life articles, Wednesday deals with cars in *Motoring*, Thursday in *Property* especially issues

on buying and owning a home and Friday on tips related to jobs and job application.

- iii. **Children.** Space is dedicated to them and Monday to Friday will have new things for them to learn and improve on their skills as they also have fun. There are stories to read, puzzles to figure out and pictures to colour or paint for the younger ones.

### Politics and design

An interesting perspective as to whether politics controls newspaper design can be developed especially where illustrations or cartoons have sometimes created conflict. The focus on politics in Kenya seems to be on the editorials which have in the past had conflicts with the Government. During the period of *President Kenyatta* the first president of Kenya's republic, the nation had been running editorials that contradicted the debate on detention without trial then taking place in the countries – which were supported by the executive branch. As a consequence a reporter with the paper was deported. Kenyatta had assured the media that “Kenya's press need have no fears regarding curtailment of its freedom.”<sup>22</sup> When *Moi* came to power as Kenya's second president, his government purchased the then *Nairobi Times* newspaper and changed the name to *Kenya Times*. The paper was considered a government paper and the general graphics considered mundane compared to the other papers of the time.

Photographic images have also been known to create controversy. Recently a Jewish newspaper the Brooklyn weekly *Di Tzeitung* edited a photograph by digitally deleting Secretary of State *Hilary Clinton* and Counterterrorism Director *Audrey Tomason* who are both women.

The two were edited from the famous White House photograph that showed US president *Obama* and other officials as they watched the capture of *Osama Bin Laden*. The paper claimed that it had a “long standing editorial” policy not to publish women's images. It explained that its readers “believe that women should be appreciated for who they are.

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<sup>22</sup>Faringer (60)

not what they do, not what they look like, and the Jewish laws of modesty are an expression of respect for women, not the opposite. Although this is also a religious belief, to some extent the political undertones may influence design.

# Jewish paper sorry for altering White House photo

Editors say it has a 'long standing editorial policy' of not publishing women's images

newspaper said it has sent its "regrets and apologies" in the White House and the Department of State.

In Brooklyn's Williamsburg and Borough Park neighborhoods, which have many Orthodox Jewish residents, it is acknowledged it "should not have published the altered picture."

### JEWISH ISSUES

An editor at a Manhattan weekly that has covered Jewish issues since the 1970s addressed why the Brooklyn newspaper might have altered the im-

### EDITORIAL POLICY

*Di Tzeitung* said it has a "long standing editorial policy" of not publishing women's images. It explained that its readers believe that women should be appreciated for who they are and what they do, not for what they look like, and the Jewish laws of modesty are an expression of respect for women, not the opposite.

The weekly said Clinton, a Democrat who represented New York state as a US senator, had won overwhelming majorities in the Orthodox Jewish communities because they "appreciated her unique capabilities, talents and compassion for all."

*Di Tzeitung*, published in Yiddish, is sold at city newsstands, especially



A photograph of President Barack Obama and his staff (top) watching the operation that killed Osama bin Laden that was digitally altered to remove Secretary of State Hillary Clinton and Counterterrorism Director Audrey Tomason (see above) is shown in last week's edition of the Brooklyn weekly *Di Tzeitung* on Monday.

Figure 2.13 Story of Jewish newspaper *Di Tzeitung* that deleted the two women, Hillary Clinton and Audrey Tomason (*Source: The Standard, May 11, 2011*)

## 2.9 The Standard

*The Standard* is Kenya's oldest daily newspaper, founded in 1902 and the second most widely read after *the Nation*. *The Standard* started off as a broadsheet newspaper and dominated the Kenyan market during early colonial Kenya. *The East African Standard* carried Britain's coat of arms on its first page until the day before Kenya achieved independence on December 12, 1963. This slight layout change on the first page created a different identity. Like the daily *Nation* the *Standard* offers very comprehensive news coverage. The *Standard* is owned by the Standard Group, which also owns the KTN television station.

In 1902 The Standard Newspaper was founded by a Parsee migrant *A. M. Jevanjee*. The *Standard* catered for Indians brought by the British who settled in commercial activities

and later sold it to a manager called Anderson who later named it *The East African Standard*. The Standard became the most influential publication in colonial East Africa<sup>23</sup>

The paper concerned itself with the happenings in Britain and urging subservience to the settlers, a tune that for a long time remained the tone of other settler controlled media including Mombasa Mail and Nairobi News.<sup>24</sup> Change in the Standard to identify with the aspirations of Africans was painstakingly slow even after independence. Over the years Standard changed hands until *Lonrho* acquired it in 1967.<sup>25</sup> *The Standard* has outlasted other competitors. At one time this media house published Kiswahili paper called *Baraza*.

### **Standard Newspaper visit**

The researcher paid a visit to the Standard Newspapers offices off Mombasa Road Nairobi; this was an eye opener to some issues that influence newspaper design. *Mr. Walker* the Managing Editor explained how news is gathered and brought into convergence. This he explained is a new concept that integrates presentation of news in print and electronic form with the view of disseminating information in the most effective manner. The news editors sit and plan on how best to go about this task, usually in a large room with desks dealing with specific issues. Amongst the desks laid out, there are desks designated to designers and photographers. *Mr. Walker* explained in detail about the flow of information to each desk and the task of each department.

The designers work closely with each desk and formulate designs that work for both the print and electronic news. He further mentioned that most media houses now prefer to engage multiskilled personnel. This means the designer will be at an advantage if he can also write and have a hand in broadcasting.

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<sup>23</sup> Hachten

<sup>24</sup> Abuoga & Mutere, 1988; Maloba 1992

<sup>25</sup> Faringer 35

## Circulation and Advertising

When asked about what keeps the newspaper afloat, Mr. Walker said its all about *circulation* and *advertising*. He gave examples of the *Pulse* magazine – a pullout of the Standard on Friday; this magazine tailored for the youth boosts the circulation of the paper. The business magazine attracts those interested in business and different audiences will find publications that deal with specific issues of their interest on particular days. Advertising on the other hand boosts revenue and the paper has to attract enough advertisers to keep afloat.



**Figure: 2.14** The Standard newspaper open office which is divided into sections handling different aspects of the newspaper.



**Figure 2.15** Mr. Ouma showing one of the broadcasting studios

The media house also broadcasts on *Radio Maisha*, a relatively new station and NTV caters for their viewers. They are well equipped with both print and electronic equipment.



**Figure 2.16** *Radio Maisha* logo and radio station studio.

## **2.10 Gutter Press newspapers**

The gutter press has been defined as publications that engage in sensational journalism especially accounts of public figures. These specialize in analysis of current political developments; usually from supposedly inside knowledge of behind the scenes events; scurrilous and frequently defamatory episodes of alleged misdeeds of prominent political figures and other gossip. These papers often contain lurid reports about Kenya's rich and famous or influential persons in society. This section will focus on gutter press publications

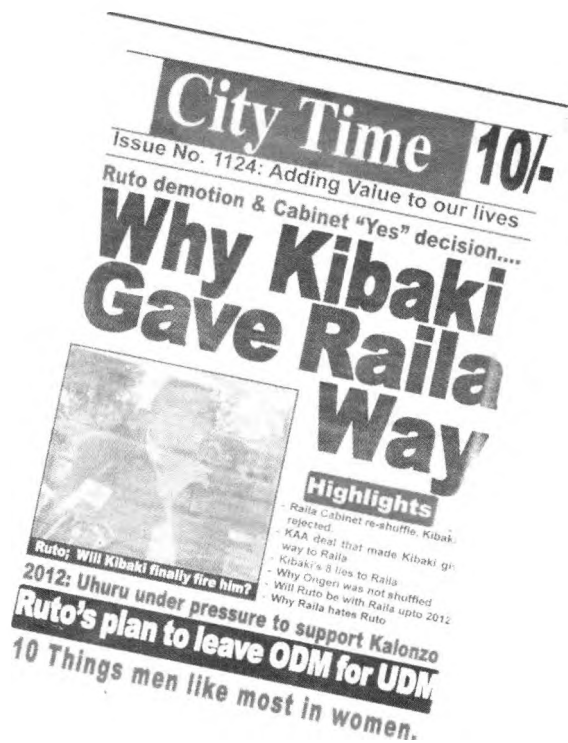
In 2003 laws governing the media stated that these were illegal publications and anyone selling them risked a six months jail term or a fine of Ksh 20,000

### **Role of Design in Gutter Press**

The history of journalism records the names of a number of editors who were able to build and hold audiences for publications that, from a design stand point, had poor design. In Lyle Stuart's *Expose* and *Independent*, George Seldes's *In Fact*, and I. F. Stones newsletter were considered as reactionary. Northwestern University Emeritus Professor Curtis D. MacDougall, who could identify with many of the causes of these

publications, said, “Strong editorial material can overcome bad design. On the other hand, bad design can’t kill good contents<sup>26</sup>.

“Some publications work backwards, tailoring the editorial content to fit the graphics, but they won’t live very long.”<sup>27</sup>



**Figure 2.17 A gutter press publication. The back page has a statement – Fully registered at the G.P.O. as newspaper.**

Many gutter press publications have wide readership. Some titles are available locally and bear titles like *Kitunguu*, *True Love*, *the Truth*, *Daily Mail*, *the Informer*, *City Times Dispatch*, *Kenya Confidential*, *Weekly Citizen* and *the National Mirror*. A few vernacular ones like the *Luo Madoko Tim* are also in circulation. Most of these publications are printed in the back streets of Nairobi commonly known as *River Road* and *Ngara* area. A well networked structure of gathering news has been put in place and circulation is high. Most gutter press publications are printed on cheap low quality paper. Their layouts do not normally match those of mainstream papers. Articles are usually unsigned and names of publishers are not indicated.

<sup>26</sup> Roy Paul Nelson, *Publication Design* (1979)

<sup>27</sup> Jan V. White (Design Consultant).





Figure 2.18 *MA DOKO TIM* - a vernacular version of the gutter press (left) and the *City Time* with the characteristic sensational articles. The graphics are usually not always handled by a designer

## 2.11 Zambian newspapers

During a visit to Zambia in December 2010 the researcher was able to gather samples of Zambian newspapers for comparative study of design layouts. It was noticed that good design aspects were lacking in some of their mainstream papers. Some inside pages were cluttered with information and poor registration of printed colors was evident.

Advertising sections are also cluttered. Some newspapers have the larger page format design which exaggerates poor design aspects.



Figure: 2.19 Masthead of a Zambian newspaper – *The Post* with inappropriate headline typeface. Some newspapers sampled were poorly designed.

## **2.12 Effective Newspaper Design**

Before looking deeper into newspaper design it would be wise to understand what makes effective design and why some respondents maintained that they are avid gutter press readers despite poor design.

A well designed newspaper should create good visual navigation. A good designer presents information through a series of visual signals: headlines, text, photos, charts or graphs at a “glance.” Most readers do not have time to read certain details unless they are drawn to them. Good design does not sacrifice content to form. It emphasises information and communication over art and attempts to create a favorable environment for both.

Boxes, colour backgrounds, headline size and other “signals” are not mere ornaments. They help guide the reader through information. A boxed story should attract the reader and attach certain significance to it. A larger headline than usual on the front page should emphasize a news item of importance.

### **Page architecture**

Readers react favorably to a newspaper in which spacing is consistent between columns, headline and text, excellence in design means mastering internal space and giving information a cleaner look. Cluttered pages repulse the reader. Photographs can help any story they accompany. There are times however, when a photograph is not the most appropriate graphic.

### **Legibility**

Well designed newspapers do not create typographic obstacles for their readers. Headline sizes should be appropriate to their place on the page, so should be spacing between letters and lines to make reading easier.

### **Surprise**

A successful newspaper page stops the reader and engages him. A page that includes an element of surprise – a larger photograph, an original illustration, a different typeface, dramatic use of colour a new way to treat a familiar story delights the reader.

## Newspaper Design Process

Most newspapers operate under a system in which reporters, working with the appropriate editor, gather facts and write stories. When stories are done, editors order photographers or artworks which are given to a layout editor. The composition of the editorial team is determined by the project. If it is a sports feature, the sports editor, reporter, and design editor should be involved.

Planning sessions for other projects may need to include more people and be more formal. For instance an investigative project should include the reporters and their project editor, the design editor, the copy editor, the photo editor, chief artist and managing editor or assistant managing editor.

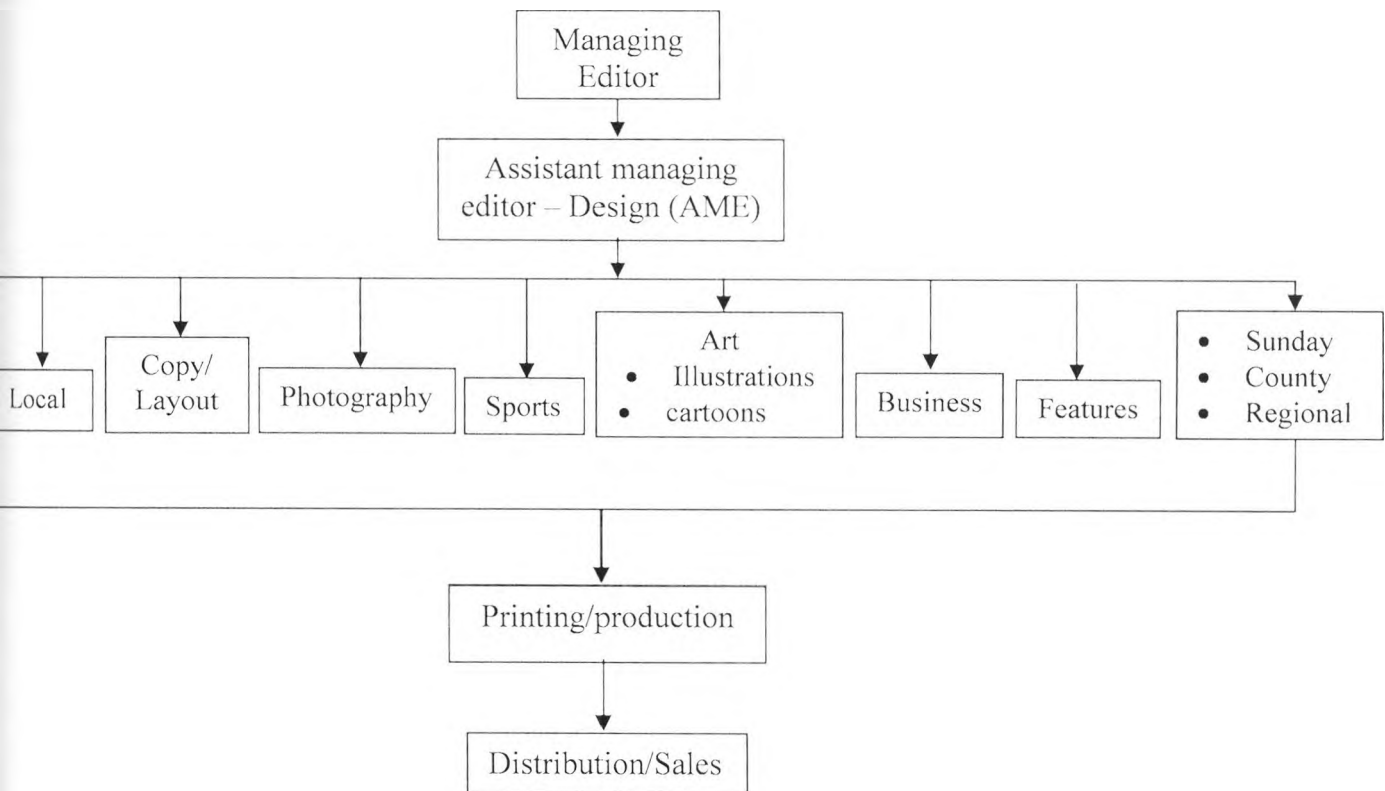


Figure 2.20 Team organization showing an effective flow of the newspaper design process.

## **2.13 Publishing and the Designer**

Many prospective authors are finding self – publishing an attractive alternative to seeking the services of a full-fledged publisher. This move clearly indicates that publishing in Kenya is alive and growing. Three main reasons why this trend is picking up have to do with **Time, Control** and **Profit**.

These three factors are key when analysing the design and production of the newspaper. Each element influences the other and could be a strong determinant for successful newspaper design.

### **Timelines and Relevancy**

Typically, traditional publishing houses work on a long production cycle. This is partly due to stringent controls aimed at ensuring the quality of the final product. Beside reputable publishing houses handle many manuscripts at the same time, thus making budding writers impatient with them. Some publishers require that early bookings are done and may take a couple of months before the manuscripts are worked on. On the other hand, self-publishing tends to take a significant shorter time to get the book in the hand of the readers.

The aspect of time in newspapers is crucial. A daily newspaper needs to hold the reader's attention for the period he is engaged in scanning or reading the news, and design of visual flow of text and graphics will determine if the reader will hold on or lose interest. The nature and function of the newspaper requires that everything is packaged with the knowledge of its short lifespan. Most people are not interested in reading a stale newspaper.

### **Control**

A newspaper is the reflection of the publisher. In books or magazines self publishing gives you the final word on the direction of your book. The decisions are exclusively yours and not limited by the opinions of third parties with intentions and interests that are different from your own. But while this sounds good, the flip side is that as individuals we are often blind to our dark spots. At this stage the designer can have great influence

on the design of the publication because of a more direct involvement with the author. An experienced designer or publisher can offer a better financial deal on the book and also shorten the production period, all to the advantage of the author and designer.

Indeed by the time many manuscripts are going to the printers they are totally different books from what was initially presented to the publisher. And this is because of the changes done with the cooperation of the author, editor, publisher and others who are involved in the process. In the absence of an independent evaluator to critically assess a manuscript and give an honest opinion, one is likely to publish anything, even what could dent their image and make it difficult to enter into serious writing.

Newspaper production is more challenging because there are more players in the design layout and if it is a daily paper the aspect of time is crucial. Some respondents in this research have pointed out a disturbing issue of clutter in many newspapers. News items competing with colorful adverts and features can easily lose the reader's attention. It is expected that a news reader will wade his way through the printed maze and identify areas of interest. Today a sixty page *Daily Nation* newspaper will contain an average of about one hundred advertisements of different sizes ranging from one-eighth of a page or smaller to a full page, about three pages of classified ads and another three or so pages of obituaries.

### **Profit**

In self publishing, though you pay the full cost of producing your work and are responsible for marketing and distribution, the finished copies, the copyright, all subsidiary rights and all the money received from book sales are exclusively yours. On the other hand, when your publisher finances a project, very often the maximum he will offer is about ten per cent of the cost of the book as royalty fees. The ninety percent cost borne by the publisher will be distributed over cost of materials and production, this could be about sixty percent depending on the nature of publication and thirty percent on marketing and warehousing.

Prospective authors have repeatedly lamented that publishers make money at the expense of authors. But those who have cared to explore facts and figures are left convinced that publishing is probably one of the most difficult businesses, more so if you are publishing books for leisure reading and not curriculum books.

Most curriculum book publishers engage the services of designers who are able to develop the book from the manuscript stage to the final stage. Books for the primary and high school curriculum have either photographs or illustrations that an artist or designer work on to give the book its identity.

The newspaper industry in Kenya is no different, with each publication seeking to establish an identity. Aggressive marketing techniques are being used and changed periodically to keep the publications afloat.

The cost of publishing a newspaper and marketing it requires an investment by the publisher and before the paper is established in the market – it may take the publisher quite a while to recoup the investment, let alone make a profit. Even worse is where a paper ends up not selling as expected and the publisher is forced to dispose of copies that are not sold. In book publishing, often the authors look at the direct costs of publishing a book which may include editing, layout and design and print costs. But there are other costs such as warehousing, insurance marketing and distribution that many outside the publishing field overlook when thinking of profitability of the enterprise. As a self publisher you may not have the distribution network and mechanisms of detecting copyright infringement.

## **2.14 Newspapers and Advertising**

This section looks into two major components that impact newspaper readership - *Advertising* and *New media* sometimes also referred to as social media. The total number of adverts that appear on a newspaper is an indication of the weight placed on advertising to keep the papers afloat.

Newspapers are the largest of all advertising print media in terms of total dollar volume. In 2005, an estimated \$44 billion was spent on newspaper advertising, or about 18 percent of the total advertising expenditures in the United States. Newspapers are an especially important advertising medium to local advertisers, particularly retailers. However, newspapers are also valuable to national advertisers. Many of the advertising dollars spent by local retailers are actually provided by national advertisers through cooperative advertising programs. Newspapers vary in terms of their characteristics and their role as an advertising medium

This is a clear indicator that newspapers make a large percentage of their money from advertising rather than sales, and local advertisers are yet to embrace online advertising. Even though there has been no substantive research on how much advertisers in Kenya are putting into internet advertising, it is nowhere near levels of the UK where internet spend has surpassed that of the mainstream media.<sup>28</sup> If local advertiser's attitude towards online advertising is anything to go by then newspapers may be here longer than the opponents are predicting.

Weekday publications of the Daily Nation newspaper hold over one hundred advertisements on various products and services excluding those that appear on the classified pages. Many of these adverts do not involve the input of a designer.

Citizen journalism in form of blogs, wikis and YOU tube is growing fast in Kenya, but for it to survive they have to build on credibility and sustainability. For now people are using the sites to get breaking news but still rely on the newspapers to confirm and get the details says Mr Otin.<sup>29</sup> The role of design may therefore shift to clinch the advertisements since the use of graphics is easily manipulated in advertising. Most full page advertisements are now using photographic images and colour to attract the reader. Illustrations are playing a greater role in advertising along the photographs than they did in the past.

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<sup>28</sup> Winfred Kagwe- Nation Newspapers, 10th April, 2010

<sup>29</sup> The director of media monitoring division at *Synovete*- a research body

## **The Wall Street Journal case of General Motors Advertising**

*The Wall Street Journal* is the most influential American business oriented newspaper and one of the most respected dailies in the world. The tactic employed by advertisers worldwide of influencing editorial content by pulling out adverts backfired on General Motors(GM) in 1954 when *Wall Street Journal* refused to back down. In 1953 the auto business had been booming and had seen some of the best sales in the industry's history. At the same time competition was cut throat.

Government scrutiny on practices of industry giants GM and Ford were intensifying and on April 15, the *Wall Street Journal* reported that the US Justice Department had launched an antitrust investigations of the industry focusing on the supremacy battles between GM and Ford.<sup>30</sup>

On May 3 1954 a journal news article revealed a tactic the auto manufactures had been deploying to great effect this tactic labeled – “bootlegging” cars had to do with sales by independent dealers of excess new cars at cut rate prices. The independents would take the cars off from the authorized dealers and unload them at prices dealers feared could undercut their future sales.

GM, Ford, and Chrysler were the three largest newspaper advertisers in 1953. GM spent nearly \$33 million on newspaper advertising, while Ford and Chrysler combined for as much. The three companies alone accounted for half of all newspaper spending on vehicles and automobile advertising accounted for 20 percent of all newspaper adverts. This kind of spending yielded a lot of influence, which was being used to limit advertising of bootlegged cars.

Later on the editors of the journal carried an editorial titled “*A Difference in Opinion*” and explained “*we do not intend to suggest that a newspaper has the right to demand that a company disclose trade secrets or that it advertises. But our business is publishing information, not withholding it. When there is news so vital to our economy*

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<sup>30</sup> Richard J. Tofel -- author of *Restless Genius*, Barney Kilgore Publisher Wall Street Journal 1954.



*as the automobile industry, we intend to be free to use our own best judgment about publishing it. And the fact that a company happily chooses to advertise with us cannot be allowed to put the newspaper under any obligation to the advertiser."*

After the tussle on this case was being concluded one Journal executive later wrote that it firmly established in the mind that here was a newspaper of unshakeable independence.

This story indicates the power and influence of advertising. Photographs used to influence this lucrative market were well selected. Illustrations for the article included renderings of the new Chevy and Dodge and detailed projected changes in all eighteen car brands in the market. The high circulation of the *Journal* gave the advertisers an edge over other publications.

### **Advertising and the Irish Independent Group**

*Irish Publishing Group Independent News & Media* posted its first revenue growth in more than two years in June 2010 as recovering advertising pushed first half sales up eight percent year on year. The group said it increased market share in Ireland – where it publishes the *Irish Independent* and *Sunday Independent*. The Dublin- based group has had to sharpen its focus on titles in Ireland, as well as in South Africa, New Zealand and Australia after selling its UK newspapers and interests in Indian media in 2010 to help secure its future.

Improving readership and advertising in titles like the *New Zealand Herald* – the country's largest newspaper – saw the group's Australian division generate more than half of its revenues for the first time. *Reuters* the newspaper also relied on South Africa during the World Cup to lift revenues in advertising but did not achieve the objective. However this media group boasts of an upward advertising trend in profit since June 2010.

## **2.15 Conclusion on newspaper advertising and design**

The actual design of each advertisement affects the way advertising and news content creates a sense of harmony on the page. Respondents in this research indicated that some adverts crowd the pages. Poorly designed advertisements affect the way news content creates a sense of harmony on the page.

In many cases the advertiser who does not know much about typography or design may request an ultra- heavy border for his advertisement. These types of borders block entrance of the reader's eye into the content of the advertisement. In such cases the designer can educate the client, emphasizing the higher visibility, greater clarity, and therefore more effective communication of a message that is simply and cleanly designed

The subject of advertising design is broad and beyond the scope of this study. However research has established that the design on a page is only as good as the ads on that page allow it to be.

## **2.16 Technology versus printed newspaper**

In the new media age "newspaper-internet interaction" indicates the complementary relationship between traditional medium newspaper and new medium internet, meaning that newspapers can broaden news sources and innovative news contents and forms with the help of internet, while in return the internet can draw support from newspapers in an effort to increase readership, enhance its reputation and expand its influences. The *transformation of media production and management mode and the revolution in news receiver consumption in Kenya* declares the coming of media integration era. The question then is how the print media will and design aspects of production respond to this trend?

## The Internet as an Alternative News Source

A number of respondents in this research have indicated that the internet is one of their other main sources of obtaining newspaper information. Newspapers have existed alongside a variety of news sources like the radio, television and other print material like magazines but none has raised anxiety like the internet. The research carried out indicates that many of the respondents rely on the internet as an alternative news source apart from newspapers.

It has been argued that the financial implications in the printing sector will determine the future of the newspaper. Some business experts say it is all about money. The survival of the newspaper is partly pegged to how much profit they can generate.

*Mr. Ian Fernandes*, the Managing Director of Nation Digital Division, maintains that it boils down to how newspapers in Kenya respond to the growing use of internet.<sup>31</sup> He says there is need to learn from the developed world and see what happened when the online media platforms were growing. He says that the mistake newspapers in the West made was that as soon as the internet became a popular they rushed to put their content to the multiplied number of readers and thought if they charged their advertisers five times more they would make massive profits. This did not happen because *Google* came and offered advertisers a better deal for their money so newspapers lost out with no adverts and no sales revenue.

However Mr Fernandes, says newspapers in the developing world including countries like India and China will continue to thrive as literacy levels rise. In Kenya, the survey results indicate that the youth are the main users of the internet. *Mr Joe Otin*,<sup>32</sup> says the mainstream media still has a firm grip on business in Kenya even though there is potential threat from the internet. *Synovate* have established that the registered users who can access the internet using the mobile phones or computers constitute 17 per cent, with the potential users at 51 percent. "*These users have the gadgets needed but have not yet adapted to its use when they want to access the information*" says Mr Otin.

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<sup>31</sup> Daily Nation April, 2010

<sup>32</sup> The director of media monitoring division at Synovate,

Information in new media is less accurate and not authenticated the way reporting has traditionally been verified by editors at newspapers and television networks. A research in the United States by *Pew Internet and American Life* Project showed that just a third (34 percent) of bloggers said they see blogging as a form of journalism, the rest do not.

### **Lessons from music labels**

Publishers are learning from music labels' struggle to make online music profitable and combat piracy, but so called e-books will only add value to the industry and not replace printed books, experts say. Amid a global economic downturn, the publishing industry is also trying to deal with a growing demand for online content driven by advances in technology. The industry is learning from music labels, which have seen a shift in fans to digital sales from physical sales. These labels have filed countless lawsuits to combat free online music – sharing sites, while trying to make digital distribution profitable.

*Chris Anderson*, editor - in - chief of *Wired* magazine, told a panel discussion on the topic at the recent Book Expo in New York that Internet broke the traditional physical distribution model for music and is now doing the same for publishing.

But while he said the popularity of the MP3 music format is a rejection by fans of compact disks “the difference is with books, the book is not a value – subtract medium but a value – add medium. Over time (e-books) will tend to enhance and contribute to the success of the book rather than replace it” he said.

### **Product Customization and the newspaper**

There has been concern that there is going to be demand for books distributed as digital content and that there will have to be a digital distribution mechanism for books. The newspaper industry may need to identify with this trend and adapt to the change of design in the digital format. In advertising the trend is also slowly shifting from *mass marketing* to *micro- marketing*. The internet and mobile hand held devices are forcing on companies to what marketers refer to as “product customization”

With fiber optic cable now a reality, high speed broadband and easier accessibility of this service it seems to be the advertising medium Kenyans will adapt to in the years to come. It is getting easier to target specific demographics with thematic advertising on the internet than before and is also competing stiffly with the TV and newspaper.

For over 30 years the Kenya Broadcasting Corporation (KBC) dominated the electronic media advertising, a single advertiser could reach millions of Kenyans using just one 30 - second spot on the station. Today the same advertiser must use multiple channels to grab the attention of his target market, and high value adverts on television are increasingly restricted to highly rated shows if the target audience is to be captured at the budgeted cost. In the 1960s – 80s an advertiser could reach 80 percent of his target market with just one 30- seconds spot on TV and radio. Today not only will he need the multi channels but will also only reach half of that.

Newspapers are also investing heavily on web portals to protect their classified advertising against the challenges mounted by a variety of internet based channels including mobile phones, digital assistants and online magazines.

The financial journal has learnt that *Alcatel* is planning a comeback in the mobile handset market, and has already leased an office in Nairobi to spearhead its search for vendors. The company is said to be keen on already established operators who are not active in the market. Wider mobile usage and innovative ways of adding value to the handset sparked off creation of *Jumuika* a recently launched SMS- based platform which allows one to log into the sight for specific products of interest to the mobile subscriber who will in turn receive SMS notifications on goods or services subscribed for in a time and space of their choice.

This targeted advertising allows consumers to receive information on products interested in, as opposed to having to peruse through an entire newspaper to filter information, *Jumuika* allows its users to get paid on SMS alert received, a strategy the company uses to build on its database and retain its consumers.

There are over 17 million GSM subscribers in Kenya. A good number do not own a TV and many may not have access to a computer or are computer illiterate. “*They can however access the internet on their phones if it is made worth their time*” says Judy Kiruri, founder of *Eyeballs*, a local mobile phone advertising company.

The platform provides options such that the product on the promotion could be viewed as an image or plain text. The image keeps changing depending on the duration subscribed for. Currently the mobile marketing products in the market are not visual graphics, but text messages. This has somehow limited the advertisers since words alone are not the optimal advertisements which visuals speak volumes.

Comparing this statistic to the newspaper, where readership is estimated to be less than one million, the impact of this social media is clear and this will give a run to newspaper advertising. The challenge will again lie on designers to possibly shift focus onto creating “online adverts” and incorporate the same designs into the newspapers to create a link.

As the internet advertising gets more refined, better and less intrusive ones are replacing crude pop up banner ads. New services like *Google Analytics* can now track user preferences in specific countries and locations and target them with adverts they are more likely to entertain.

Consumers - especially the young ones are no longer helpless; products like the PVR decoders show him how to screen out advertising on digital TV and he can go to *Facebook*, *Twitter* or just any other social media network online, and tear a product to shreds, just by starting a thread about its weaknesses.

One recent research in the US showed that consumers who acquired PVR decoders like those now sold by *Multichoice Kenya* edited out 70 percent of adverts on TV.

The arrival of digital TV may even make network executives imagine the unthinkable: slashing advertising rates to keep revenue figures even. In Kenya, telecommunications

firms, *Safaricom*, *Airtel*, *Telecom Kenya* and *yu* account for the largest share of advertising revenue for TV networks.

### **Repositioning advertising in the fashion industry**

The fashion industry is also not being left behind. Traditional print advert in a glossy magazine or newspaper is no longer the only way to communicate with the public and fashion houses are now reaching out to their consumers through websites, Facebook pages, Twitter accounts and phone publications.

Luxury shoppers may prefer this medium to the newspaper advertising because luxury shopping is associated with seeing; touching or smelling the product as well as a personal service, and this translates into a premium e-commerce experience online. Italy's *Yoox*, which powers for sites like *Emporio Armani* and *Valentino* says it seeks to create sites "in line with the brands heritage and DNA," it offers sleek photographs involving fashion photographer *Nick Knight* -- and atop sales service.<sup>33</sup>

During the Pan African Media conference in March 2010 in Nairobi, Kenya media owners were challenged to take full advantage of the internet and the new media order to expand their global reach. Speaking ahead of this conference the PS in the Ministry of Information, Dr Bitange Ndemo who is also at the centre of a programme to turn Kenya into a digital country, says local media practitioners and owners should by now have created a market for themselves in popular social networks before they are ambushed by emerging global trends.

The number of registered newspapers and magazines in Kenya has passed 100 and this has been made possible by the comparatively diverse and liberalised media scene and a large middle class that provides a base for substantial advertising revenue.

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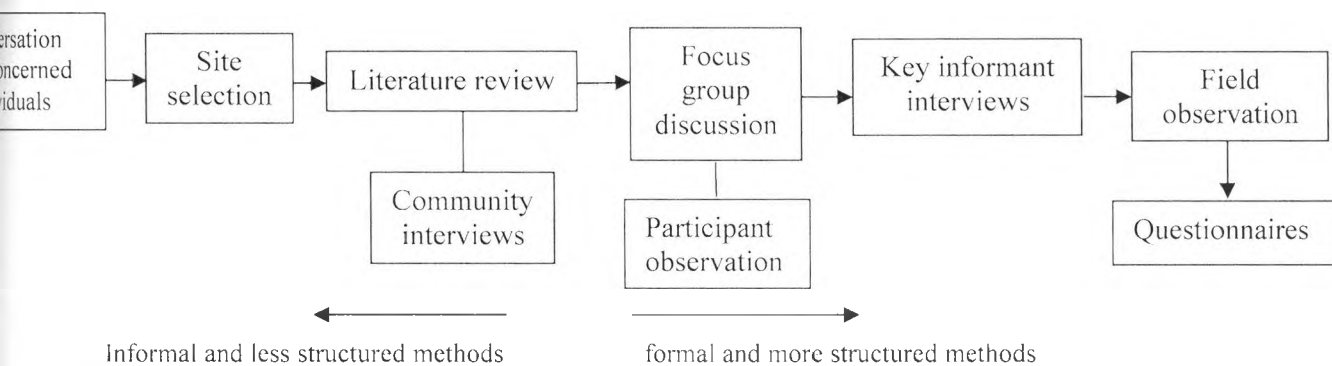
<sup>33</sup> Reuters

## Chapter Three: Methodology

### 3.1 Description of Methodology

This chapter outlines how the information required for answering the research questions was gathered, including providing an overview of study sites, techniques of data collection and methods used for analysing the data.

The field study was spread over the period between March 2010 and April 2011. The research was conducted in Nairobi and three key areas were covered namely Kibera, Langata and Adams Acarda. The three areas covered represent three social classes that reside in Nairobi. Most respondents were sampled from Kibera and its environs.



**Table 3.1 Data collection methods (Source: Adapted from Marchant 2000)**

The following data collection methods were used:

- **Interviews** - Formal and informal interviews with media related persons
- **Observation** - General observation of reading habits including choice of newspaper. Observations were also made with regard to time taken to read a newspaper, favorite columns read and nature of population that read
- **Questionnaires** – these were administered to 250 respondents selected from different age groups, gender and occupations within the zones described above.
- **Review of literature** - Information was also generated from review of relevant literature and related sources.



- *Relevant archival information* – some obtained from the Kenya National Archives
- *Visits* - to the Standard and the National Archives
- *Microfilms* - *certain* information was retrieved from microfilms this was especially old information that is stored in this form to reduce storage space.
- *Newspaper vendors* – provided helpful answers to the issues of sales and newspaper preferences
- *Focus group discussions* – these discussions provided an open forum and exchange of ideas from people involved in different professions and university students

Quantitative and qualitative methods used with the later providing more understanding of the social response to newspaper design aspects.

### **Site selection**

Nairobi is a cosmopolitan city. Latest census (2009) gives the population as three million. Today (2011) the estimate stands close to four million. Most people working and living in Nairobi have to travel to their work places and put up with the traffic and general hectic life style of urban settings. At the same time keeping in touch with the news or relevant information which affects them is a component of their daily lives. Many people will be seen gathered at their favorite social spots discussing political issues while listening to the radio or watching the news on TV. Occasionally the newspaper will be used as a source of news and will be visible in these gatherings.

Nairobi also hosts most of the best newspaper production and media houses in Kenya. It not only houses all the major newspaper producers but is also a busy distribution centre. Early editions of some newspaper can be seen in circulation after midnight and late editions early in the morning, circulation in Nairobi is quite efficient.

Kibera is a well known slum area and has a population of about 280,000 people and is considered to be one of the largest slums in East Africa. Langata is a middle income residential area and Adams Acard/Kilimani a higher class suburb.



Figure 3.2 A newspapers sales point in Kibera with charcoal being sold alongside

### 3.2 Sample size and data collection

The research was able to gather information from 215 respondents mainly from semi – structured questionnaires and interviews. Some respondents issued with questionnaires were also engaged in informal discussions and notes taken. Three Newspaper vendors also provided useful information on sales and newspaper preferences since they are on the ground and were familiar with relevant details that this research sought to verify. Other target groups included university students and employed/business community who provided most feed back. Other respondents (about 20) were randomly selected from close associates and friends. Focus group discussions provided for open discussion and suggestions on possible recommendations to the newspaper designers. This allowed for questions focused on design and newspapers, and gathered information from three zones which have been analysed in detail in the following chapter 5.

As indicated above the population of Kibera was sampled because it was found to be an adequate representation of a low income earning Kenyan community. Kibera has many businesses that represent what many Kenyans are engaged in although to a smaller scale. Gender and age group balance representation was also found to be a reflection of an expected family in Nairobi. A large number of residents are literate with most being youth below 30 years which closely carries with the age structure of Kenyan demographics.

The *Daily Nation* and *Standard* newspapers were sampled as the selected mainstream newspapers and have been used for most of the analysis. These newspapers have the longest history compared to other dailies and also represent major design metamorphosis. Most respondents were familiar with these papers and could relate well when filling the questionnaires.

### **General Interviews**

One on one interviews proved informative and objective questions were answered with an emphasis on selected areas of interest being prioritized. The key informants included media related people, marketing executives, pastors and non avid newspaper readers also brought a glimpse of ideas otherwise not always considered.

Detailed information from key informants resulted in rich useful data with face to face interaction providing immediate responses and facial expressions and gestures were an important observation when interviewing and proved to be objective.

### **Key interviews**

Key informant Interviews with individuals in the media industry were carried out using semi – structured and open - ended questions, with a view to eliciting unprejudiced responses from the respondents. Informants were selected from associates, contacts and referrals. Newspaper vendors were cooperative because they were familiar with the researcher and freely answered question and enthusiastically. The findings and analysis in the following chapter give comprehensive details of the results and observations and

create a true representation of information or the context within which values and interferences were analysed.

### **3.3 Quantitative data analysis**

Data collected for quantitative analysis has been presented in visuals like pie charts histograms or bar charts, tables, illustrations and photographs. Key informant interviews and surveys were presented by studying and interpreting data. Responses to interview guide were transcribed and cross – checked against referenced literature. Literature review, online publications of other researchers in the related study area around the world provide a framework for data analysis.

In summary the methods used for data collection and analysis were reasonably successful in achieving the study objectives. The findings are documented in the next chapter.

#### **Constraints and limitations**

Adams arcade is an estate of a high class and middle class people so in order to gain access into the residence during the research survey and distribution of questionnaires, and also to perform interviews, a network of contacts was established with key individuals who linked up with the watchmen who man the estates. It was an effective method to acquire information which would have been difficult to obtain from respondents. The guards also helped distribute questionnaires. Some respondents were not cooperative; one respondent *Langi* when asked whether he reads the newspaper responded “*I don't read any newspaper. And why do you want to know?*”

A challenge in collecting, analyzing and presenting accurate data was experienced at different levels. Inadequate personnel to assist in gathering necessary information, accessing parts of Kibera and dealing with illiterate respondents were also a constraint. Newspaper sources also tend to estimate higher than actual sales of their publications thus estimates of such figures is always subject to further scrutiny.

A slow response to the questionnaires was also a constraint and some respondents were not reachable after being issued with the questionnaires, others were suspicious or fearful of questions being asked.

## Chapter Four: Findings and Analysis of Results

The main objective of this chapter is to present findings and analyse results of the research that sought to establish factors that determine newspaper design and their impact in Nairobi's Kibera, Lan'gata and Adams Acarda areas. Findings from the research questions are also discussed where necessary. The findings herein are described and analysed by progressively focusing on the self-description of the research study.

### 4.1 Analysis of Kibera

This section gives findings and analysis from *Kibera* although some comparisons will be made to include *Adams Arcade* and *Lan'gata* which will be dealt with in the sections following.

*Kibera* in Nubian means forest or jungle. Kibera is a division of Nairobi Area in Kenya, located 5 kilometers from the city centre. It is the largest slum in Nairobi, and the second largest urban slum in Africa. The neighborhood is divided into a number of villages, namely *Kianda Soweto East*, *Gatwekera*, *Kisumu Ndogo*, *Lindi*, *Laini Saba*, *Siranga Makina* and *Mashimoni*. Living conditions in Kibera are extremely poor, and most residents lack access to basic services, like electricity and running water.

#### Research settings

In order to gain access into Kibera slum during the research especially for survey and distribution of questionnaires and interviews, a network of contacts was established with key individuals who linked up with their friends who reside in the slum. This proved to be an effective method to obtain information which would otherwise have been withheld or hard to obtain from respondents. Using friends to link up with their friends also paved way for authentic responses since most respondents felt free to divulge information to people they were familiar with.

One respondent, *Wambui* when asked whether she reads the newspaper responded in Kiswahili "*I don't know how to read so I don't read any of the newspapers, but I usually*

look at the pictures (cartoons) with my children who also do not know how to read. I need someone to take me back to school so can learn how to read, will you help me? Why do you want to know whether I read newspapers are you willing to give me job?"

A total of one hundred and sixty people were interviewed in Kibera and its environs, among them were both youth and adults majority below 25 years of age with a minority being 55 years and above. Further analysis revealed that at least 40 percent of those interviewed were between the ages of 18 to 25; 42 percent were between 25-35 years; 18 percent were between 45-55 years and above. The relative youthful composition of newspaper readership was indicative, and a true reflection of job seekers who believe there are high chances of finding advertised jobs in the newspapers as was established from the respondents.

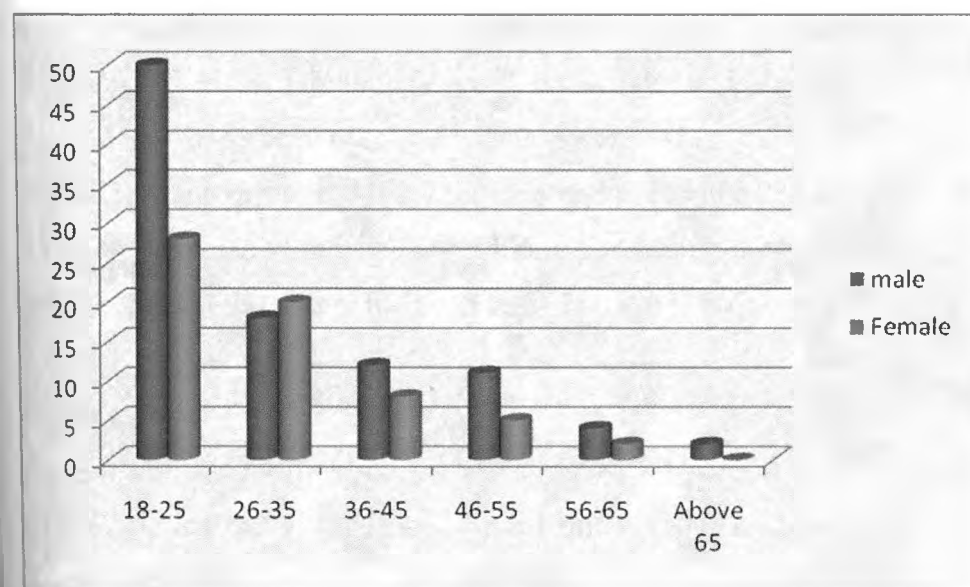
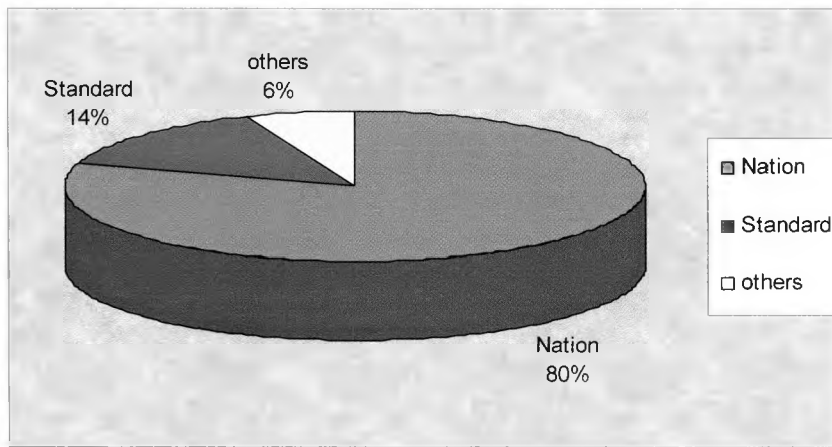


Figure 4.1 Age and gender structure of respondents in Adams, Kibera and Langata.

#### Newspaper readership culture characteristics

The question regarding general readership culture of the newspapers including the duration one takes to peruse or read recorded that 90 percent of the respondents spend less than an hour. When asked which paper was read most, majority of readers, 80 percent (n=128) read the *Nation* newspaper, whereas 14 percent (n=22) the *Standard* and 6 percent (n=10) were reading other newspapers including gutter press.



**Figure 4.2 Newspaper preferences in Kibera**

Many people who were interviewed expressed the need for increased access of the newspapers to the local community and also requested a reduction in price of the paper. It was also revealed that 90 percent of the readers benefitted from reading newspapers that were subscribed by a school or small restaurants and churches within their locations. Only about 10 percent purchased their papers. Most of the places these papers were available by subscription. Most people interviewed cited poverty and inflation as the key issues they grapple with when considering purchasing a paper since about 90 percent of their income is used to buy food and basic household requirements.

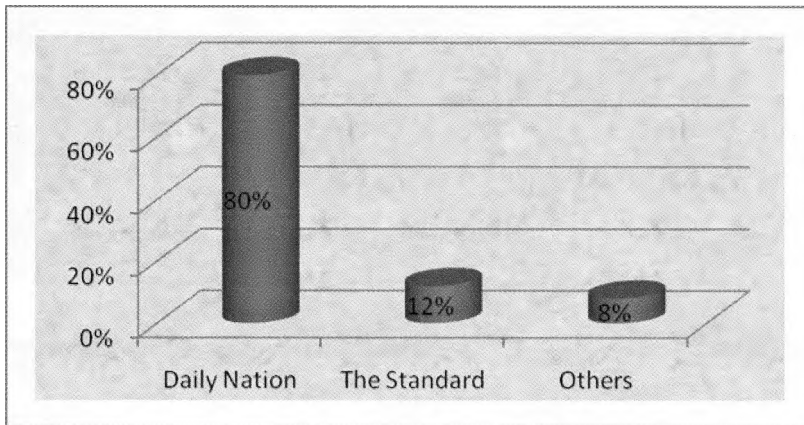
### **Favorite paper**

The question on the favorite preferred paper, 80 percent mentioned the *Daily Nation* (n=128) the reasons given ranged from being an easy read paper, less politically biased and balanced reporting on news. They also claim that the Nation newspaper discusses the challenges that affect the common *mwananchi*<sup>34</sup> and the *Standard* followed with of 12 percent (n=19) claiming that it is unbiased and has a wide coverage of national news., a marginal 8 percent (n=13) mentioned other newspapers including gutter press as their favorite paper. Those who selected the gutter press said they find the sensational stories are interesting and price friendly with a copy selling at Ksh10. *Damaris Rubai* when interviewed said” *I love reading newspapers especially the Buzz section in the Nation but*

<sup>34</sup> ordinary Kenyan citizen



*I don't have money to buy one so am usually forced to either go to a nearby cafeteria to read my desired newspaper which is subscribed daily by the restaurant management."*

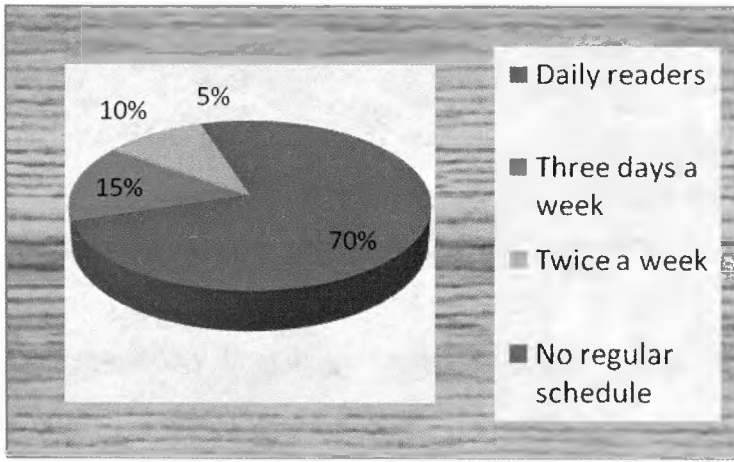


**Figure 4.3: Favorite paper selected**

Research findings indicate that if the prices of magazines and newspapers are lowered, a higher number of the residents in Kibera will be able to access a newspaper hence this will enhance readership culture among the Kibera community.

On average over 50 percent of the people living in Kibera were found to have interest in reading newspapers. Poverty and illiteracy were found to be the main factors that discourage a reading culture in Kibera further to this there is a perception in the slum that newspapers and magazines are a reserve for the rich. Many forms of gathering and sharing information without having to read newspapers are common. Jane says....*I don't have to read the newspaper by myself since I can't afford one, it belongs to people of the estate, some people will read and will still pass news to me.* Some people did not respond to the question on design aspects and factors influencing their choice of paper since they manage to get the news through third parties.

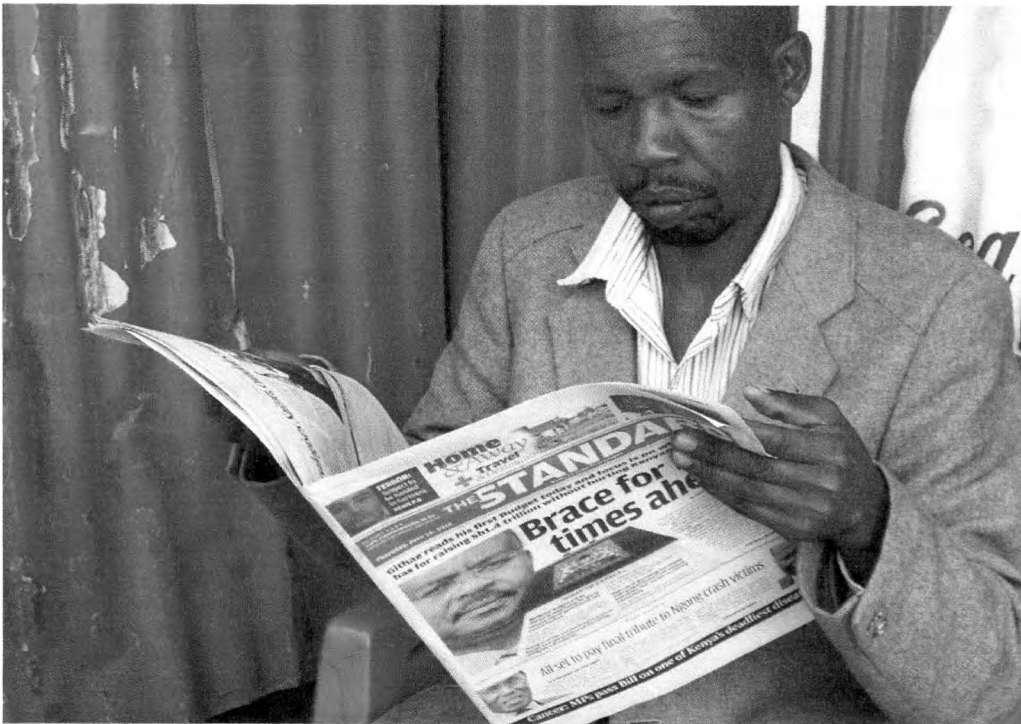
According to the general findings on the how regular most respondents read, their favorite paper, 70percent (n=150) of the people read a paper daily, whether purchased, borrowed or subscribed, 15percent (n=32) read their favorite paper at least three days



**Figure 4.4a: Reading frequency**

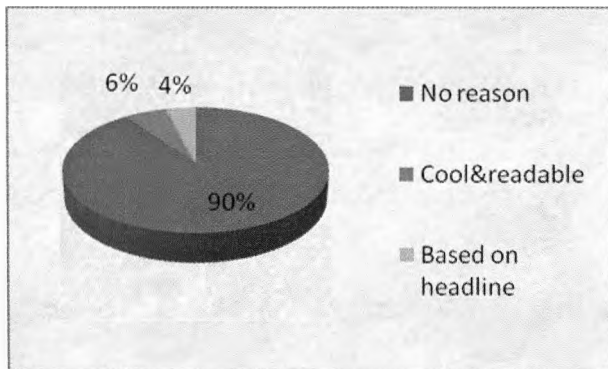
week while the 10 percent (n=21) reads their favorite twice a week and the 5 percent (n=11) have no regular reading schedule and only read when papers are available.

On average 90 percent of the newspaper readers (n=193) spend one hour or less reading their favorite papers while the 8 percent (n=17) takes more than one and close to two hours while reading and 2 percent (n=4) do not have a defined duration to read



**Figure 4.4b: Many readers are able to read the paper without having to purchase it outside kiosks.**

On the question on whether design influences the purchase or selection of a paper, most reader's have no substantial reason why they subscribe to a given paper since some people say they just find a given paper "*cool and readable*" with others saying they pick whatever newspaper they come across largely based on the headline news rather than design. Others said they simply get used to a paper and get to trust its content while others said they have an inclination to a particular paper with no strong reason except that they just "*get used*" to it.



**Figure 4.5 Reasons for reading newspapers**

During the interviews, 60 percent of respondents from Kibera were unable to effectively respond to some questions accurately and correctly fill the questionnaire; a 35percent were illiterate or had to be assisted. 5 percent were reluctant to volunteer information due to suspicion or cultural influence.

82 percent of respondents were satisfied with the font style and size and embraced the font size as "*good and ok*". 14 percent generally felt that the number of pages in the newspapers were too many and need to be reduced; 3percent said the pages were average, while 1percent said they did not "*know anything*" about the number of pages.

### **Advertisements**

In response to the number of advertisements and their appeal, 90 percent mentioned that the advertisements are appealing and captivating, 6 percent felt that the advertisements were crowded causing the reader to ignore some. It was felt fewer adverts would work better. Only 4 percent felt that the advertisements were few and suggested an increase the

advertisement pages. Most references being made about the *Daily Nation*. In the *Nation*, 120 adverts can be counted on a week day paper.

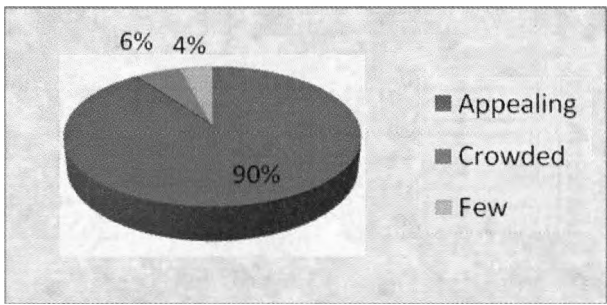


Figure 4.6 Response to number and appeal of advertisements

Figure: 4.7 Advertisements from the *Standard* (below) and *Nation* (left) newspapers. The use of photographs and graphics is growing, at the same time concern over clutter has been expressed by some respondents. (Source: *Nation* and *Standard*)

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During Kenya's history in the boom years following independence, it was easy to gain market dominance due to limited competition and largely ignorant population, and high cost of the limited channels available. Today the newspaper has been one of the most effective channels of advertising. The revenue generated from advertising in the newspapers has a similar impact in other forms of print products like magazines. Some Kenyan magazine ceased production partly due to shrinking advertising placements.

The collapse of the East African Magazines (EAM) sometime in 2009 was the latest in a string of spectacular fold-ups that reflected changing reader preferences, and the shrinking advertising demand for print publishing in Kenya.

Local magazines like the *Eve*, *Cosmopolitan*, *East Africa* and *Business in Africa* collapsed. Long before this the famous *Weekly Review*, credited with introducing serious political analysis in Kenya, died in the early 90s, as the democratic space for a free press became restricted under the old regime of the KANU government. After it the *Economic Review* fought bravely to further the banner of independent political analysis, only to collapse after the KANU regime brazenly put pressure on its advertisers and distributors.

Similar reasons given for factors that ail the magazine industry may shed light on newspaper evolution including design factors. Among them are poor research and a failure to accept changing market conditions, including declining personal incomes and a struggling economy.

## **4.2 The case of Kenyan magazines**

Research on magazine readership shows that media able to match content to particular households are getting more advertising compared to those still publishing for general audience. Advertisers are more willing to pay premium rates to support content that speaks to their target audience. Today some of the most successful Kenyan magazines that have survived the turbulent bombardments that caused other to go under are those that have embraced this concept. The *Parents* and the return of *True Love and Drum* magazines can boast of this predisposition.

In an interesting episode, three prominent Kenyan magazines folded in up in March 2010, only to resurface three months later under new management. The *True Love*, *Drum* and *Move* Magazines that closed shop in March, resurfaced and also introduced *Passion*, an additional publication alongside. The closure of these magazines not only marked the end of the second era of glossy magazines in Kenya but also exposed the vagaries of the global economic contractions on the publishing industry which has seen the folding of several publications across the world.

The temporal shut down of these lifestyle, fashion and social scene magazines underlined Kenya's reputation as a difficult market which has ended the lives of many weekly and monthly publications.<sup>35</sup>

HOSTILE MARKET

# End of an era as 'True Love' folds

ending up of magazine firms Kenya's reputation as a difficult market to operate in

**NYONGANO**

*True Love* is no more. And the shock from the announcement this week that the April issue of the magazine would be its last is still being felt.

The closure of *True Love*, *Drum*, and *Move* not only marked the end of the second era of glossy magazines in Kenya, but also exposed the vagaries of the global economic contraction on the publishing industry.



ing revenues are to blame. The company, which revived *True Love* and *Drum* in 2004 after they collapsed in the 1980s, is owned by South Africa's Media24, the largest publisher of magazines and newspapers in that country.

EAM was jointly owned by the Nation Media Group and Media24 until 2009 when the two went their separate ways.

"Since 2004, Naspers, the owner of Media24, had put in significant money in East African Magazines, but the return was low," said EAM general manager Kobus Louwrens in an interview this week.

"Our projections are not favourable enough to warrant further injection of funds"

The company said high production costs and suppressed revenue streams,

**Copies of the final issues of 'Move!'** requested not to be identified. "They called us into the office and announced that they

**Figure 4.8 Kenyan magazines that disappeared from the scene only to reappear under new management. Caption above indicates Kenyan market as "HOSTILE" (Source: the Nation)**

Analysts name the lack of reading culture in Kenya as the main cause of low circulation figures, but the EAM management, the publishers of the three titles, says low advertising revenue is to blame. High production costs and suppressed revenue streams, especially from advertisers, took a heavy toll on the magazines which were written in Kenya but

<sup>35</sup> Jim Onyango. Daily Nation, March 27, 2010

edited and printed in South Africa then shipped back to the market. Revival of the magazines was as a result of the acquisition of the franchise from the parent South African company.

When advertisers influence editorial content and design of a publication, or cancel orders because of any content that adversely portrays the advertiser, newspapers loose out. This has been a concern to newspaper publishers.

Barrack Muluka of *Mvule Publishers*<sup>36</sup> maintains that in a democracy, as long as publishers keep their editorial content balanced and remains independent, their products will retain their appeal to readers and they will have significant advertising revenue to stay in business. He adds that advertisers will want to be identified with popular products. Gutter press and other obscure publications do not attract the advertiser. "*Newspapers have massive influence, but have failed to encourage a reading culture for news other than politics and gossip.*" notes Muluka. But Mr. Hannington Gaya<sup>37</sup> dismisses this notion. "*Kenyans are going back to school and universities are opening every day. Don't let anyone blind you with reading culture as an issue.*"

Information Permanent Secretary *Bitange Ndemo* says it will not be long before some of the failed publications appear online. Majority of the advertisers have cut their budgets for print advertising and turned to online products since the costs are affordable. There is a huge shift to citizen journalism, which has eaten into the traditional market for newspapers and magazines.

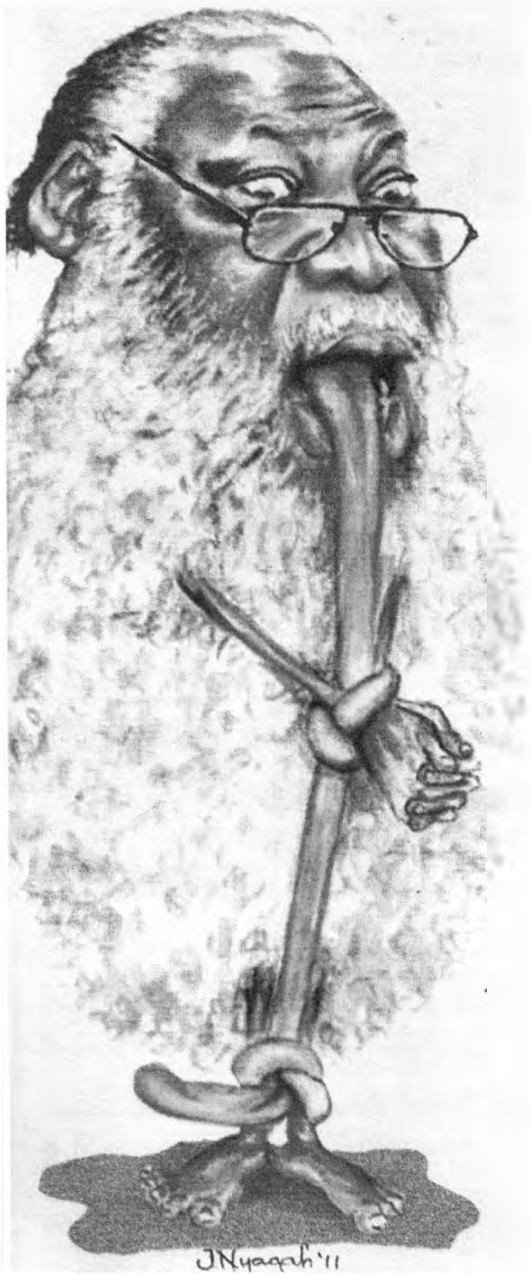
It would be interesting to note that the company which revived *True Love* and *Drum* in 2004 after they collapsed the 1980s is owned by South Africa's *Media24*, the largest publisher of magazines and newspapers in that country. EAM was jointly owned by the NMG and Media24 until 2009 when the two went separate ways.

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<sup>36</sup> *Mvule Publishers* are a vibrant dynamic Publishing house incorporated in Nairobi, Kenya in 2005 deals with educational books, children's readers, adult literature and scholarly books.

<sup>37</sup> A former Chairman of the Media Owners Association (MOA) and chairman of Brand Board.

## Cartoons and illustration



On average about 90 percent of the readers felt that cartoons were an important part of the newspaper content and said they are a great source of entertainment and humour especially to the young children. The adults also find the cartoons and illustrations interesting and humorous. Most daily papers have a cartoon on a current issue usually in politics. Illustrations also create an interesting merger of text and feature stories.

**Figure 4.9** Cartoons and illustrations were rated as strong visual impacting elements of the newspaper  
(Source: Nation Newspapers)

## Classified ads and Obituary section

The classified ads is an important section with 90 percent attesting to this, however concern was raised over use of small typefaces making it difficult to read and the pages look crowded. Only 8 percent think that the layout is good and 2 per cent say they do not



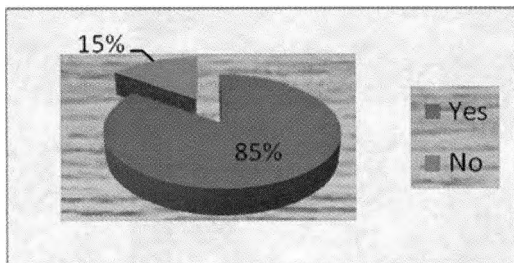


A high percentage of the respondents suggested that if the newspaper is to be redesigned today than they would prefer to see the front page improved with images and good color to be more convincing to the buyers with sports enthusiasts feeling that the sports section needs to be increased to accommodate more information related to sports. Some respondents may not be aware that the *Daily Nation* paper has a pull out on sports every Monday. Some of the young people also felt that if the newspaper is to be given a new layout then the advertisement section should be allocated more pages especially job advertisements since a number of unemployed youth peruse these frequently.

Apart from newspapers being a great source of news and general information, 90 percent of the respondents also felt that they could also get similar information through other media like television, internet, public *barazas*<sup>38</sup> and exhibitions or friends.

### Price of newspapers

The cost factor featured as a key issue that influences the purchase of the paper. In Kibera being a slum, the cost of living greatly affects their purchase power with 90 percent of the residents saying they cannot purchase a newspaper so instead borrow or read them at the *kibandas*<sup>39</sup>. A further 6 percent read subscribed newspapers either through schools or churches with 4 percent buying their favorite newspaper.



**Figure 4.12 Price of newspapers**

The prices of the newspapers is generally high according to 82 percent of the respondents, 8 percent feel that the price is *average* and while 10 percent did not have any concrete comment on the general price. *Otieno a respondent said "I don't have*

<sup>38</sup> Public meetings

<sup>39</sup> kiosks usually selling tea and cheap lunches

enough money to even feed myself how else could I afford to buy just a newspaper which is not food and only lasts for seconds and loses its meaning.”

A total of 90 percent of the people living in Kibera feel that the major function of the newspapers is just to pass information or news to the reader. About 8 percent of them feel that the purpose of the newspaper is to educate people while 2 percent of the newspaper readers feel that the main purpose of the paper is to advertise, they claim that a large percent of the content has to do with advertising.

Most respondents indicated that their favorite newspapers do serve them well and fulfill their function.

### Favorite newspaper features

Members of the Kibera community have about 40 percent indicating that they are attracted mostly to local politics, 20 percent sports, cartoons and advertisements; while 12 percent are attracted to issues dealing with technology and science. The younger respondents registered their interest in gender and relationships features with 8 percent of the young readers saying they are attracted to features articles especially on entertainment, gender and relationship issues; 16percent are attracted to financial and business issues; 4 percent are to world politics

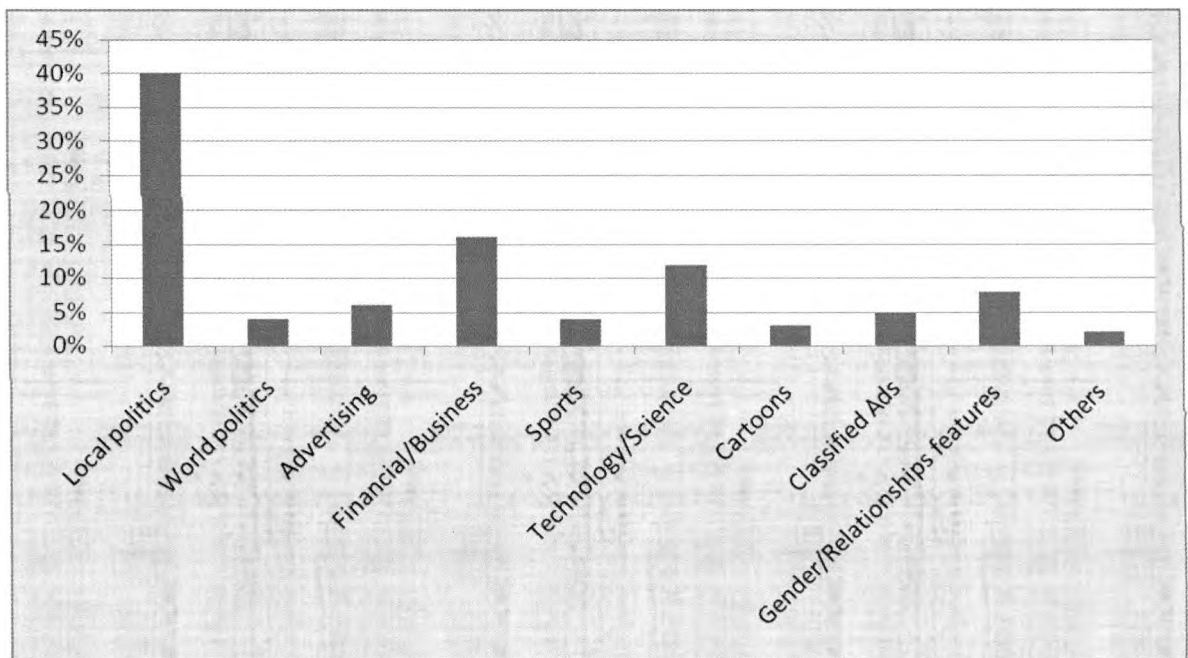
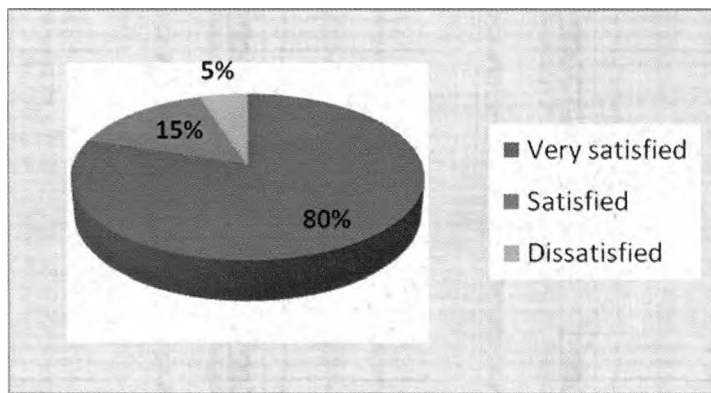


Figure 4.13 Favorite features read.



80 percent are highly satisfied with the current general design layout, 15 percent are satisfied and the remaining 5 percent dissatisfied

**Figure 4.14 Level of newspaper satisfaction**

### 4.3 The Gutter press

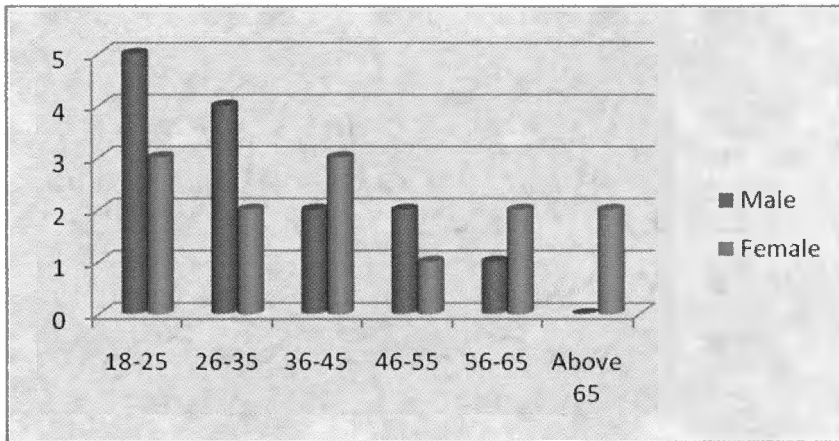
Gutter press publications amongst Kibera residents were identified as an alternative media that is more affordable than mainstream newspapers and have a larger audience. Most people at first did not understand the term “gutter press” but upon further explanation it became clear to them, and a large percentage stated that they were not only familiar with the gutter press, but read them.

There are many gutter press publications in Kenya especially within Nairobi Central Business District. The commonly known gutter press printers in Nairobi down town are located in *Ngara*. Publications include titles like *The Truth*, *Kitungu*, *Otit Mach* a Luo publication. Online publications are *Mashada.com* and *New Dawn* among others.

Most respondents were apprehensive of the gutter press general design some said it was “weird.” However they find the price favorable. It is also printed on a cheap newsprint paper which lowers its cost.

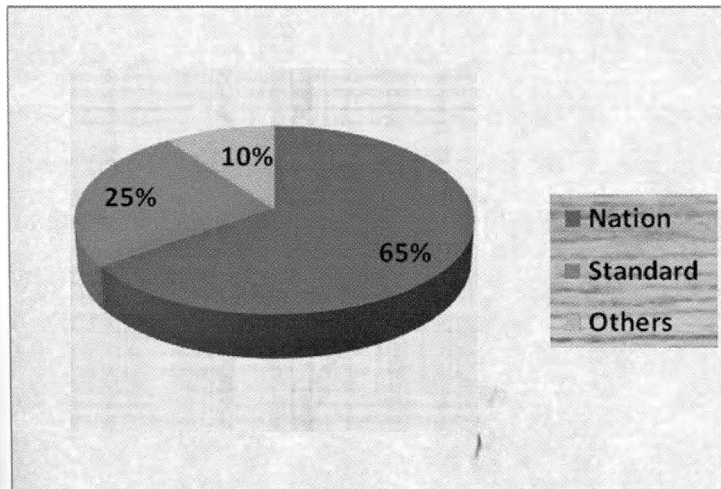
### 4.4 Analysis of Adams Arcade

During the survey most respondent in this Adams Arcade refused to disclose their names claiming it was not necessary, but freely disclosed other details. The majority of participants in the area were youth aged between 18-46 with the 56-65 age group being the minority.



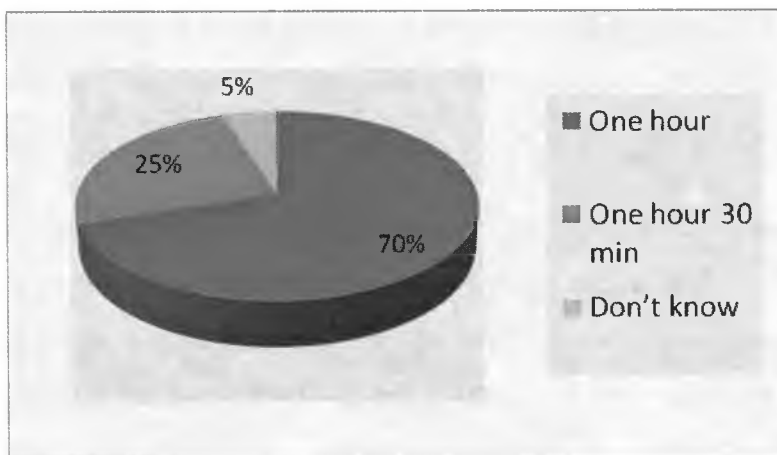
**Figure 4.15 Respondents age structure in Adams Arcade**

65 percent of the respondents said they preferred the *Daily Nation* as their newspaper of choice claiming it is the only newspapers of international standard. 25 percent mentioned *the Standard* as their preferred option with 10 percent opting for other newspapers.



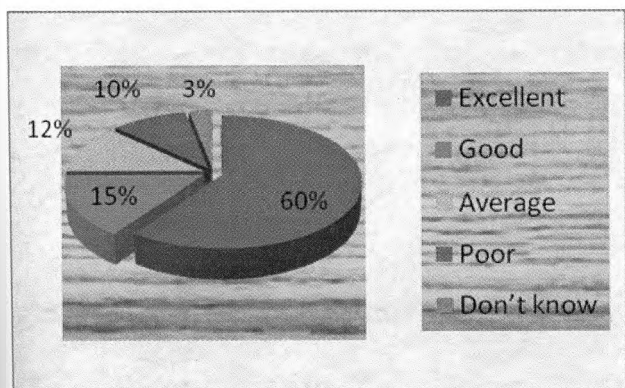
**Figure 4.16 Newspaper readership in Adams Arcade**

In Adams most respondents read their favorite newspapers on daily basis unlike Kibera where most are occasional readers, however most respondents take nearly one hour to read their newspapers.



**Figure 4.17 Duration of hours consumed reading newspapers**

On the question about the general design aspect of the newspapers 60 percent felt it is excellent while 15 percent felt the design is good, 12 percent feels the general design of the newspaper is average, 10 percent feeling it is poor and 3 percent unsure. Findings on advertisements showed 82 percent mentioning they were appealing or captivating, 10 percent saying they are too many and 8 percent saying these pages need to be increased. Most respondents felt that cartoons are a source of humor and entertainment for both adults and young children. *“Cartoons are good and make my kids happy everyday”*, said one respondent



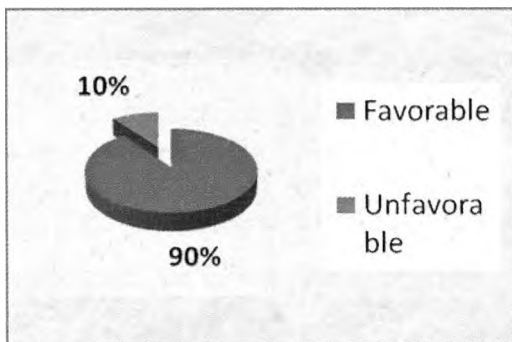
**Figure 4.18 General design aspects**

Obituary sections are good for the purpose they are designed for, however they create a sense of fear in some people. Most respondents said the sports section was very good and suggested having more pages added, 90 percent of the respondents felt the sports is great and need more attention while 10 percent do not care to read or were not interested.

87 percent indicated that the purchase of their favorite newspapers is influenced by the design layout while 13 percent are not influenced by the layout of the newspaper but the headline.

On the question of newspaper redesign the majority said they would like to see more creativity on issues than the mere politics which “divide our nation”. Some respondents mentioned that they can obtain news or similar information found in newspapers from magazines, the internet and discussions with friends.

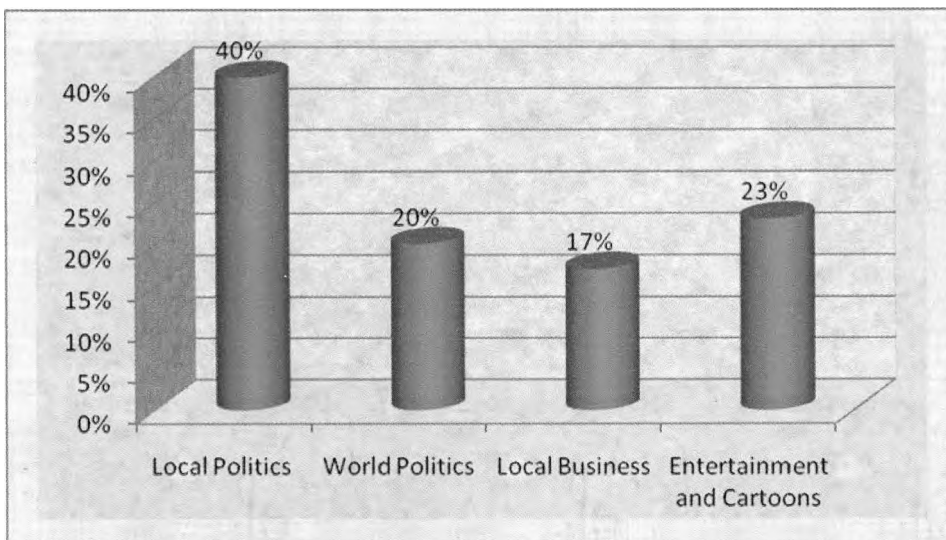
It was also noticed that most respondents in Adams buy their newspapers as opposed to those in Kibera who borrow. Many buy more than one paper; usually the *Nation* and



*Standard*, 90 percent feel that the newspaper prices are favorable to them while 10 percent feels that there should be a price reduction.

**Figure 4.19 Newspaper prices**

Most respondents mentioned that the main function of the newspaper is to pass information to the public. The key features of interest to most respondents are business, local politics, world politics, entertainment and cartoons.



**Figure 4.20 Favorite features**

## 4.5 Analysis on Lan'gata

### Overview

The general communication mode and infrastructure in Lang'ata is better developed compared to *Kibera*. Road network and availability of public transport to the town centre and its environs is efficient and well served.

Lang'ata has several attractions such as the Giraffe Centre which is a twenty minute drive from the city centre when traffic is not heavy. The *Uhuru Gardens* where people relax or meet for picnics and other outdoor activities and a tourist village *Bomas of Kenya*. Lang'ata also has the Carnivore Restaurant adjoining Carnivore grounds, where many concerts are hosted. Wilson Airport, the largest private airport in Kenya, is located next to the Carnivore. Lang'ata also has a gate to the Nairobi National Park.

Lang'ata Constituency, which covers affluent estates Karen and Lang'ata also referred as Karengata, Lang'ata has a population estimated at 200,000 confirm people. Moving toward Karen, residents in this area are more affluent than their Lang'ata counterparts with many the wealthy Members of Parliament, seniors persons of the government office, states officials, ambassadors, foreigners and other dignitaries living there, it also host big projects like Tangaza University College, Dimese sisters project and St Joseph

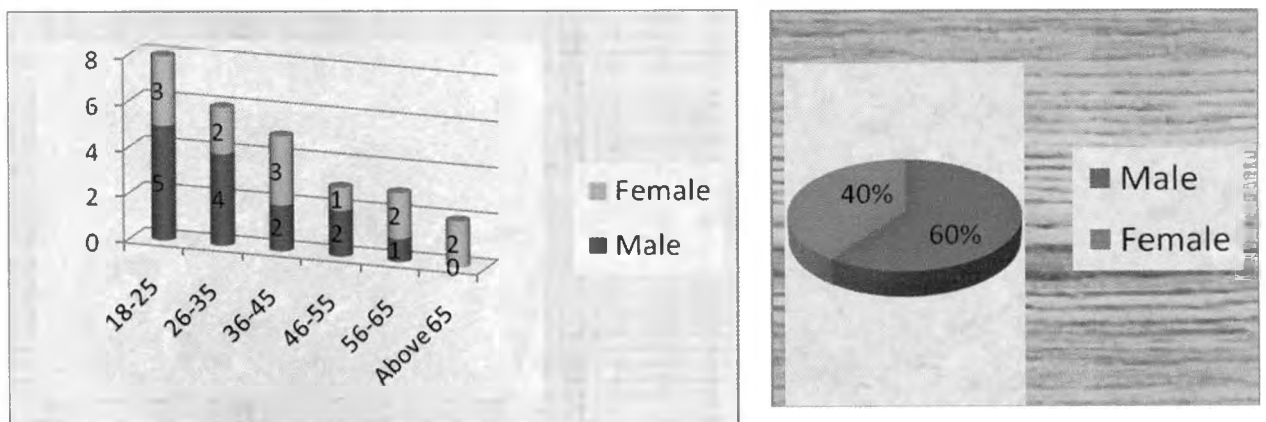
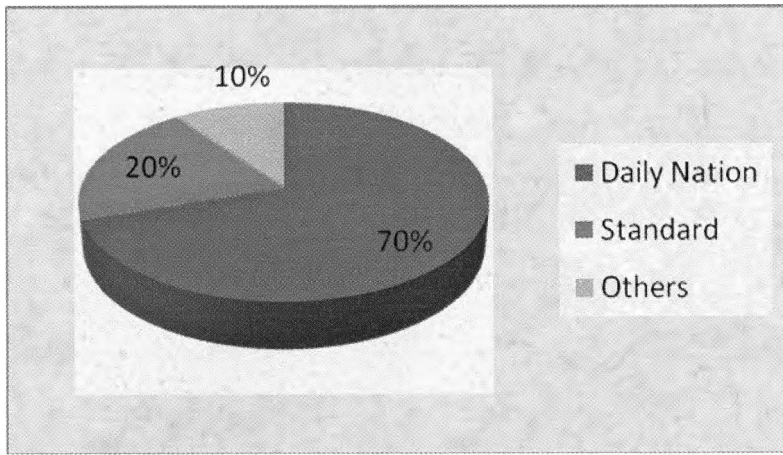


Figure 4.21 Age (left) and gender structure (right) of the respondents in Lan'gata



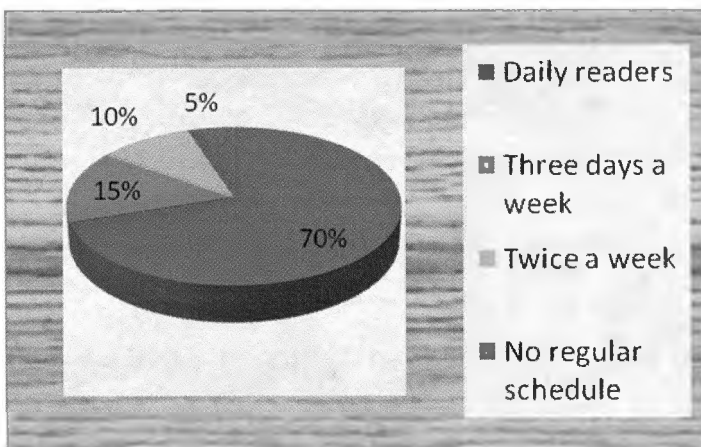


**Figure 4.22 Newspaper preferences in Lang'ata**

On the question of the preferred newspaper, 70 percent mentioned *the Nation* as their choice arguing that it has a serious approach to news and

features, 20 percent preferred *the Standard* newspaper saying it is the best and stands out as the best in reporting unbiased news. Some respondents cited the reporting of 2008 election violence as a good example. 10 percent read newspapers randomly with no inclination to a specific paper including gutter press, saying that no media can be trusted to present unbiased news since they are influenced by politicians and the government hence they can easily be dictated on what to report. Others say that the media is in business and their motivating factor is to increase their revenue which means anyone can pay them and influence the nature of news to be present. It did not come out clearly how this predisposition affects the designer.

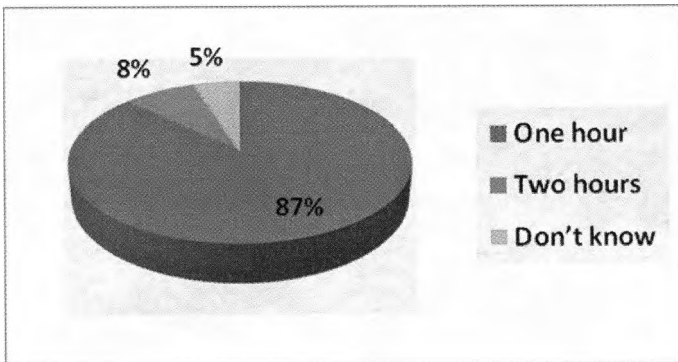
In trying to establish the nature of readership culture, 65 percent of the people interviewed read their newspaper of choice on daily basis, 12 percent read three days a week, 8 percent read theirs twice a week with 15 percent having no regular schedule.



**Figure 4.23 Readership schedule**

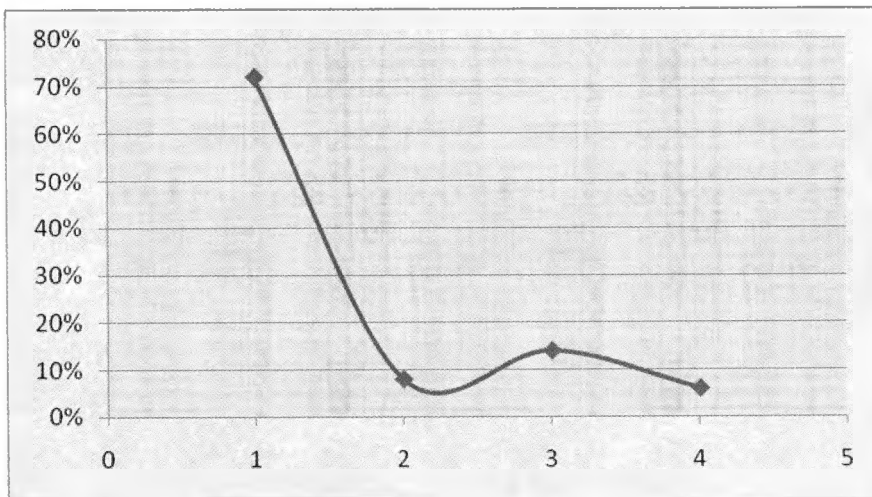
Readership patterns in terms of the time taken reading the newspaper drew varied responses from individuals. 87 percent take close to one hour or less, 8 percent spend

close to two hours while 5 percent were not specific or sure.



**Figure 4.24 Time consumed reading newspapers design features**

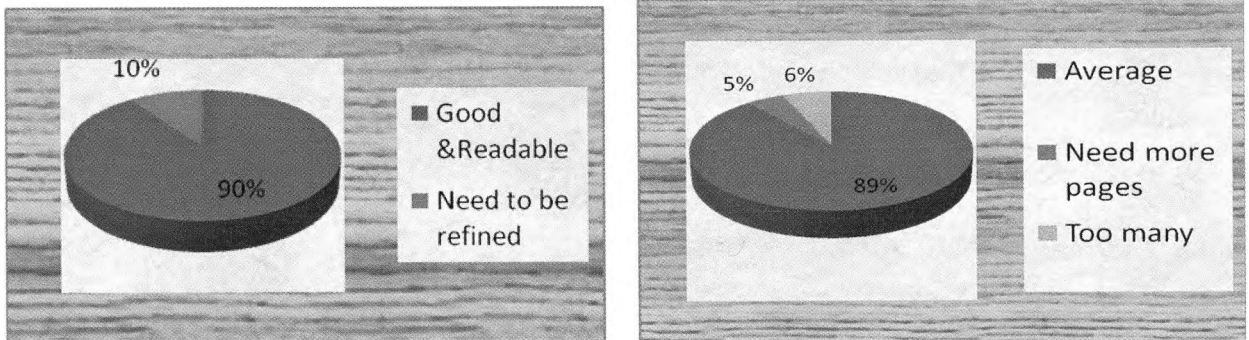
During the research it also emerged that photography is an important aspect of design in the newspaper and 74 percent said the photographs in the papers are clear and serve the purpose for which they were intended, 12 percent said the photographs are average and 8 percent said they need to be improved with 6 percent saying photographs don't mean much to them.



**Figure 4.25 Design influence in newspaper selection**

Another aspect of newspaper design that emerged as key, was the choice of typefaces used. 90 percent think they are good and readable while 10 percent feel they need to be refined. On the question of the number pages, 89 percent felt that the number of pages is

average; however on the sports section a 5 percent felt the need to increase the number, 6 percent think that the pages are too many and the designers need to do something and

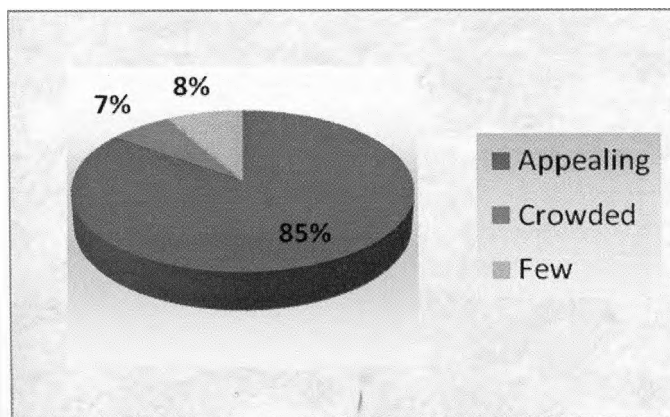


**Figures 4.26 Responses on legibility and number of pages**

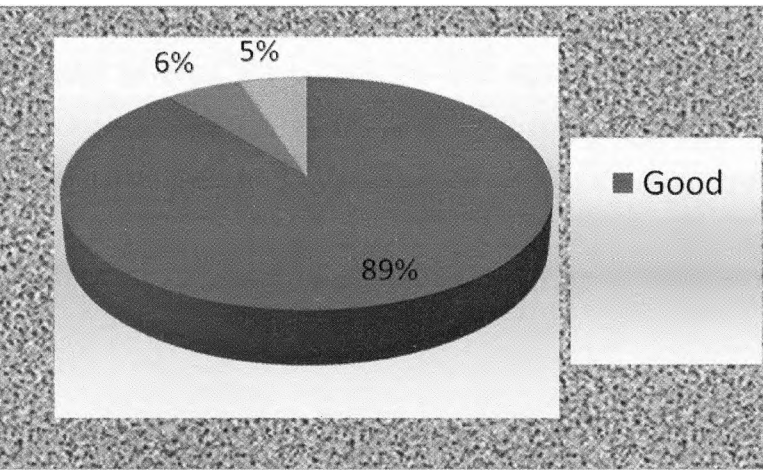
concentrate on important sports issues. Some of these respondents also think that if the newspapers have fewer pages then more people would buy them. Interestingly cartoons were rated highly as an important component of newspaper design, 90 percent feel that illustrations and cartoons communicate effectively to both children and adults with 10 percent saying they are educative and *“help the children to grow healthy since cartoons make most of the people laugh hence keep them happy all the time and break the boredom.”* according to one respondent.

### Responses on advertisements

On the issue of advertisements, 85 percent think they are appealing and captivating while 7 percent feel that they are too many and 8 percent said they are few.



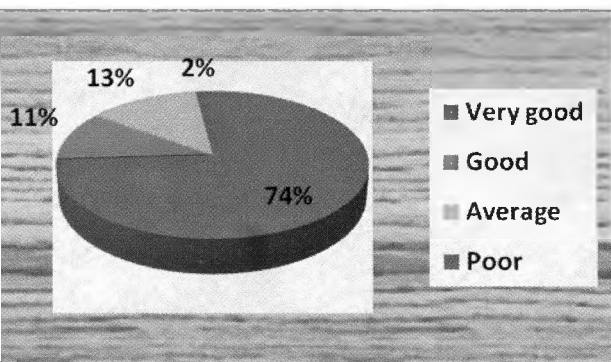
**Figure 4.27 Responses on adverts**



The Sports section is one of the most popular with 89 percent feeling that design layout and news coverage is good; 6 percent feel that sports pages need to be redesigned and 5 percent think the sports layout pages are “just ok”.

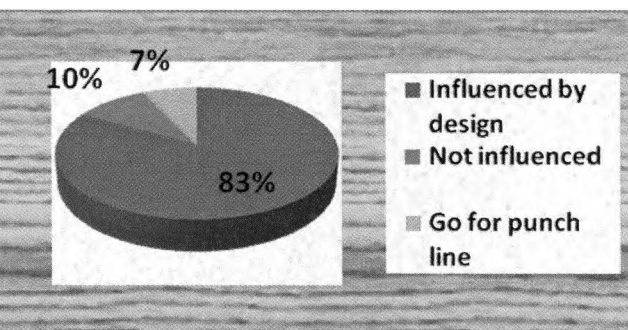
**Figure 4.28 Impact of design on sports pages**

74 percent thought that the general newspaper design is very good, 11 percent good, 13 percent average, and 2 percent thought of it as poor.



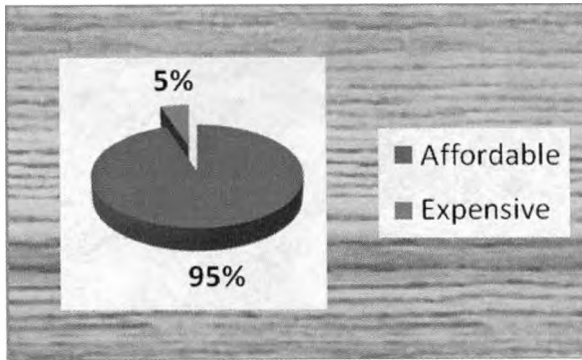
**Figure 4.29 General newspaper design**

83 percent said their purchase of the newspapers is influenced by the general design layout while 10 percent are attracted by other elements. 7 percent go for punch line story.



**Figure 4.30 Attractiveness of paper**

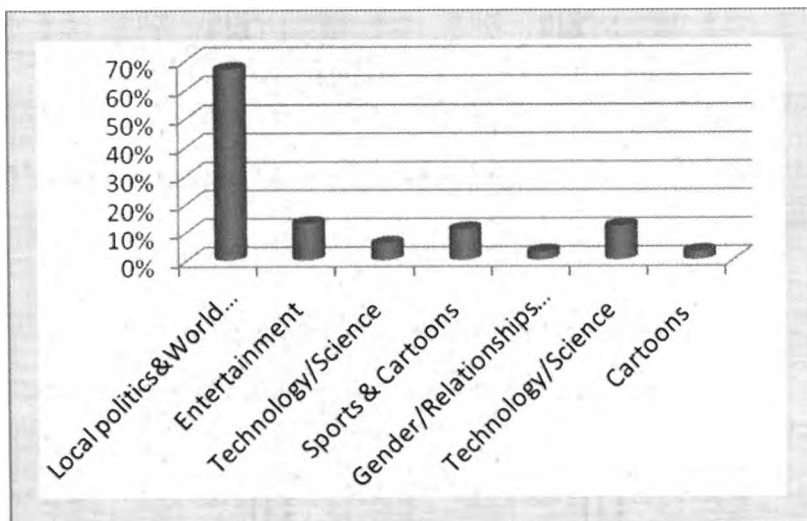
Findings in Lang'ata established that apart from newspapers most respondents obtain news from, television, radio, internet, friends, magazines, face book and other published materials. 95 percent find newspapers affordable while 5percent feel they are expensive.



**Figure 4.31 Affodability of newspapers**

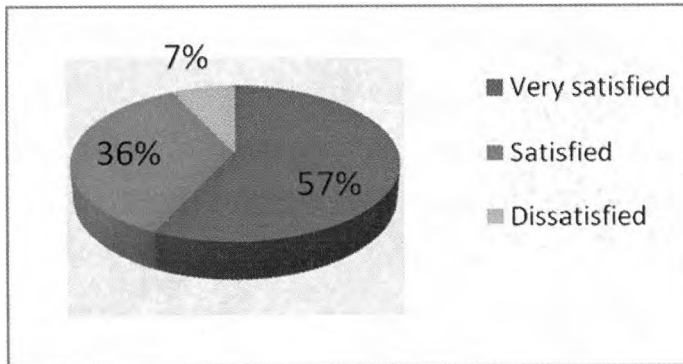
Findings about the Classified Ad pages revealed that 62 percent said they are crowded while 27 percent think that they are not cluttered 11 percent did not comment. On the section of obituaries, 90 percent find them “frightening” while 10 percent feel that they serve their purpose.

Local and World politics attracts 67 percent, 13 percent prefer entertainment, 6 percent Technology/Science, 11% sports and Cartoons,3 percent Gender/Relationships features and Classified advertisements.



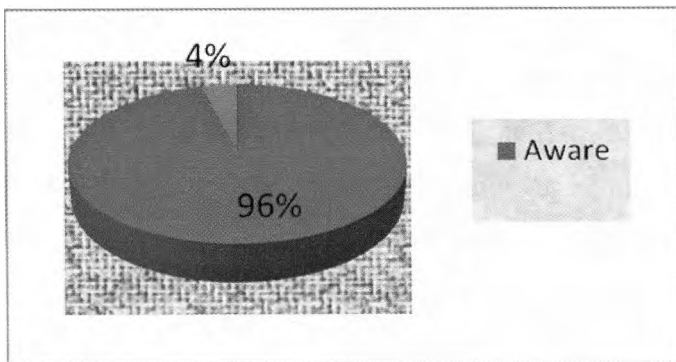
**Figure 4.32 Preference of features**

57 percent of the participants interviewed in Lang'ata are highly satisfied with the general design layout of the newspaper while 36 percent are satisfied and 7 percent are not satisfied with the general design layout of the newspapers.



**Figure 4.33 Newspaper satisfaction index**

In Lang'ata 96 percent of the respondents are aware of the term gutter press while 4 percent did not know the meaning. However after further explanation some indicated they were aware of the gutter press publications. Familiar publications include *Reporter* and *Mashada Forum* an internet version.



**Figure 4.34 Chart showing gutter press awareness**

Area	Standard %	Nation %	Others%
Langata	50	45	5
Kibera	30	60	10
Adams	40	55	5

**Figure 4.35 Table showing newspaper preferences in the three zones**

## Chapter Five: **Discussion, conclusions and recommendations**

A well staffed newspaper publication is likely to have a fulltime Art Director, who designs the layout, selects typefaces for title treatment or headlines, and plans display of pictures and of non photographic illustration. He or she may or may not execute artwork for the publication. Not all publishing houses have an organized structure that includes an Art Director. Some publishers outsource all or most graphics work so they can concentrate on their core business. Others find the role of the designer unnecessary and end up using one of their staff to develop a design of the publication; this is partly because the input of the designer or “good design” seems to take a back seat.

In many instances the role of the designer is not clearly defined and this could be considered as a “dead role.” I think Kenya has a vibrant publication design industry but tends to be distorted by the influx of other players who take the designers role or are not aware of the need for professionalism that the designer will inject into the publication.

In the United States Art/Design direction has been emphasized for years, since few editors are qualified to look simultaneously at the verbal and visual and carry off a successful article display. In essence the designer ought to be the *number two* person on the masthead, between editor and managing editor. In any case, the designer works closely with both of them to make the content as visually appealing as possible.

There has been a lot of controversy on the gutter press publications in Kenya. One line of thought has dismissed them as cheap propaganda and another support them arguing that they fulfill a need to a specific audience. In some way this research established they do engage in valid research on some articles before they publish, but the presentation and authenticity are subject to question. In many such publications design layouts are done in mediocrity, material used is cheap but circulation high because of the low price and content which is usually sensational. These publications are also available at specific locations in many cities. Currently in Kenya a number of gutter press publications have either been banned or production ceased by the owners.

In Adams Acarde for example, 83 percent indicated that they are highly satisfied by the general design of the newspapers while 9 percent are satisfied with 8 percent dissatisfied. 75 percent understand what the gutter press publications are, 25 percent seemed not to understand what the gutter press is. On the question of the general design of the gutter press, most said that were poorly designed. A high number of respondents purchase gutter press because of the headline story. It was discovered that the wealthy were also fond of gutter press which they indicated is a source of raw information. The fact that the gutter press still sells despite poor design means that if design is improved sales would be boosted.

Free-lance designers are readily available in most cities, as are writers and photographers. In some nations they are listed in the telephone directory, and other places they can be found in advertising agencies, creative printing and design studios. Smaller and less frequently published issues that cannot support fulltime designers often find that at times printers offer design services at reasonable prices if the printer is engaged to print the same publication.

An opinion writer with the Daily Nation Sunny Bindra <sup>40</sup> maintains that very soon the trend of news, newspapers to e - reading and predicts the short life span left for the newspaper. He says *"but here's the thing newspapers now come to you on e- readers ... Kindle and i Pads as well as the latest smart phones."* Early in 2011 Apple suggested possible plans to unveil i Pad 2 which is likely to be thinner than its predecessor and to have additional features with similar or better functionality. They are also likely to undercut the i Pad which experience shows will stay around the same price at which it is launched. This will give a far more popular place to read e-newspapers than the i Pad. This is a design concern for the hard copy newspaper to either embrace or get back to the drawing board. This is because readers have become more selective and drawing their attention to newspapers with all the competing media may require more innovative presentations.

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<sup>40</sup> Daily Nation February 20, 2011



Recently in China an updated version of the i pad 2 went on sale in the world's biggest internet market. Apple's four stores in Beijing and Shanghai began offering the Wi – Fi model of lighter, thinner, camera equipped touch screen device, which went on sale in the United States on March 11, 2011 and in countries across Asia. This scenario gives a glimpse of a possible expectation of what the Kenyan market may also consider adopting as internet user population grows.

When you read a newspaper on a portable device the following things can happen: you can change the font and its size to suit you; you can highlight any section and mark any page by swiping your finger. One can therefore operate as a personal designer making changes and designing layouts that suit your taste without having to engage the services of a designer. Apart from redesigning layouts you can also store hundreds of newspapers in one device without having to physically carry them around. Newspapers storage can be a concern when copies accumulate over a period of time.

Most respondents were satisfied with the general size of the A2 newspaper when open. The idea of being able to have the same compressed into a more portable form would be welcome idea to most people.

Some have argued that the designer's role will therefore have to shift with the changing technology. Already the biggest bookshop chains in the United States and the United Kingdom are in considerable difficulty. The renowned *Borders Group* announced it was seeking bankruptcy protection in February 2010. Today CDs and audio cassettes are quickly being replaced by newer ways of storing and retrieving information

Technology may not make design/designers redundant, but it may dramatically alter their approach to execution of ideas. Reading trends are predicted to be highly influenced by format of presentation. *Joseph Ungaro* a former president and general manager of the *Westchester – Rockland Newspapers* agrees that editors need a change of attitude. The designers role may therefore be resigned to engage, interact, understand, appreciate and make fine judgments with regard to how best to satisfy an e-oriented audience.

If eventually the newspapers die with no form of structure being put in place for this new media, an informational crisis could occur according to *Mr. Fernandes*, because while each of these media provide news, newspapers have the reputation to deliver a package of detailed, fact- checked information. This research shows that even though options of other news sources exist people still read the newspaper when printed on paper because of the details they may not obtain from other sources. Newspapers may therefore consider restructuring to co-exist with the new media.

One step ahead in the local media has been newspaper websites and e-papers. This makes blogs and other forms of citizen media just one component of online news; the biggest audience is generated largely by sites owned and operated by local media companies like Nation media group and the Standard Group.

Since the launch of the Nations digital e- paper in January 2009, it has so far received 24,000 subscribers this is just a fraction of the Nation newspaper daily sales which were estimated at 350,000 copies during the first half of 2009 and has not significantly changed. Before the connection of the fiber optic cable, 52 per cent of the subscribers were in Diaspora while 48 were residents but high speed internet lifted local readers to 58 per cent. *"This shows how the cost accessing the internet and how the local internet speeds play an important role."* says Mr. Fernandes. But he adds that the endurance of newspapers all come down to an individual - what they want and how they want to get it. The challenge to the designer therefore lies in trying to establish a balance on the demands set by the different interest groups who tap in to both new and conventional media.

Most respondents in this research indicated that they spend less than one hour reading the printed newspaper, the designer will therefore have to keep this audience engaged to the content. Creative presentations and continued review are mandatory if the publication is to survive.

It has been argued that newspapers must go on the web and let people pay for the content through subscription. But doubts remain if many Kenyans would be willing to pay for it. They can only buy news if they are assured of the quality of what they are buying. For

example publications like *The Economist* and the *Financial Times* have been able to sell subscription since readers know the content cannot be found elsewhere. The designer can borrow a leaf and integrate this concept into the layouts and other aspects that influence design to specific areas of interest.

Statistics are indicating that newspapers and magazines readership is shrinking every year though not as fast as the West and in the coming years, publishers may end up with expensive idle capacity in the form of printing presses bought at great cost.

In the field of magazine publishing, an area closely linked to newspaper publishing, it has been established that magazine circulation cannot be sustained without investing with digital formats of the same online, as the web gets cheaper and faster to access, and on – demand publishing takes over.

Newspaper executives talk vaguely about upgrading the design of their publications, but usually they make them only token efforts. These are word-oriented people. The late Benard Kilgore, editor of *The Wall Street Journal*, said ***“the market wraps fish in paper. We wrap news in paper. The content is what counts not the wrapper.”***

Perhaps there is no better way to present the newspaper fare. So varied are the stories and so numerous, they simply cannot be given the luxurious display treatment magazines articles and stories get. The demands of daily if not hourly deadlines discourage the kind of design experimentation that goes on in the offices of more leisurely edited publications

The Scottish immigrant who founded the modern newspaper, *James Gordon Bennett*, introduced a dazzling array of innovations. He was the first to include stock prices in a general interest newspaper. In May 1835 he founded a newspaper called *the New York Herald* with a capital of \$500 (Kshs37,500).

His office was a dark cellar and was the firm’s only staff. Although New York already had more than a dozen daily newspapers, none had the complete outlook of a modern newspaper and nobody thought Bennett would make much difference.

The 37 years Bennett headed the Herald, he guided it into the most powerful newspapers, with circulation and advertising revenue second only to The London Times. He was the first American to use cartoons and by 1865 The Herald had a circulation of 110,000 with annual revenue of \$1,095,000.

It is interesting to note that today's newspaper has not changed much. There is need for further innovation and departure from the tradition of clutter and assumption that the paper still performs the same functions after about 166 years later! (1835- 2011).

Already five major magazine and newspaper publishers have announced plans to build an industry – standard platform to present their work on the web, phones and e- readers in a richer, more flexible and more lucrative form than is possible today. The consortium of *Time Inc, Conde Nast, the Hearst Corporation, Meredith and the News Corporation* are working on a full colour, touch screen digital magazine that readers would find not only more attractive than what is now available on mobile devices, but also vastly more interactive and malleable to their tastes. News Corporation is a major newspaper and book publisher.

There is clear indication that the print industry is facing a challenge and only time will tell how these changes will influence the designer's role which I believe is crucial to the print media. Only innovative ideas on newspaper publishing will guarantee the survival of this industry.

This study has shed light on areas that involve a true redesign To that effect the following recommendations and contributions to the research have been made:

1. That each newspaper undertakes some periodic survey to study the reader's reactions to the present product, and their suggestions on what may already be a good product. Greater involvement of reader's contribution and suggestions will guarantee greater success since a good newspaper belongs to the readers not the publisher.

2. Media and design training institutions embrace the change and shift to digital formats and invest in technical and human resources to avoid being obsolete.
3. Emphasis on digital newspaper formats should not restrict the designer's creativity thus designers role and input should be emphasized.
4. That true redesign involves three major processes: typographic changes, page architecture, and creativity which this research has established.

Someone once said *“The typical newspaper is not designed, really; its parts are merely fitted together customarily in such a way to fill in all the available space – the top, the sides, the bottom of the page - Sort of like the jigsaw puzzle.*

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## Appendix 1- Questionnaire

Dear Respondent,

Please take a few minutes to complete this questionnaire.

The purpose of this research is to establish the relationship between design and newspaper readership with a view of establishing factors that determine newspaper design in Kenya.

Your input will be very helpful and appreciated.

Kindly feel free to contact the undersigned for further clarification.

Thank you,

**Isaac Chege. 0733 797464**

Kindly tick the appropriate option and express your views, opinions and suggestions where required.

### Section A

Name of respondent (optional)..... Occupation.....

Date..... Sex M  F  Marital status.....

Telephone and email address (optional).....

Age 18-25  26-35  36-45  46-55  56-65  above 65

1. Which newspaper do you usually read? .....
2. Name your favorite newspaper.....
3. a) How regularly do you read your favorite paper? .....
- b) On average how long do you spend reading your paper?  
Less than 1 hour  About 2 hours  Above 2
- c) Briefly explain why you prefer this paper.....

.....

.....

.....

**Section B**

4. Briefly comment on the design aspects listed below of your favorite newspaper.

a) Photography.....

b) Size and use of fonts (type style).....

c) Number of pages: Too many  Average  Few

d) Advertisements (you may tick more than one): captivating/appealing  distracting

Too many  Few  Other (specify).....

.....

e) Cartoons/illustrations.....

f) Classified pages.....

g) Obituaries.....

h) Sports.....

i) General design layout Very good  Good  Average  Fair  Poor

Explain your answer.....

j) Other (please specify).....

.....

Does the newspaper design layout influence your purchase? Yes  No

If the paper is to be redesigned what changes would you suggest? .....

.....

Name other sources that you are able to obtain similar information found in newspapers

.....

Which best describes you: I usually (tick below) the newspaper.

a) Buy  Borrow  Subscription is paid for me

b) Is the price is favorable? Yes  No

What do you consider to be the basic function of a newspaper? .....

.....

a) Does your favorite newspaper fulfill the function you have described above? Yes  No

0. Tick your three key favorite features in the newspaper.

Local Politics  World Politics  Advertising  Financial/Business  Sports

Technology/Science  Entertainment  Cartoons  Classified Ads

Gender/Relationships features

Others (specify).....

1. How satisfied are you with the general design layouts of the features you have selected?

Very satisfied  Satisfied  Dissatisfied

### Section C

2. Are you familiar with the term "gutter press"? Yes  No

3. If Yes, is there a particular publications are you familiar with? .....

4. Briefly comment on what you think of design aspects in the gutter press publications.

.....

.....

.....