



## chapter 4

# **PUTTING HEADS TOGETHER: Stakeholders' views on the situation on the ground**

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## Introduction/Background

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This chapter discusses the outcomes from a stakeholders' workshop organised by the School of Journalism and Mass Communication, University of Nairobi, with a view to discussing not only the various challenges faced by the media in the region, but also come up with practical solutions to the problems. The workshop participants included members of the academia (trainers) and those from the media fraternity (journalists and managers) in the region.

This chapter is, therefore, the product of presentations and group discussions from a three-day workshop held between the 9th and the 11th of April 2008 on

community, and citizen/web journalism). Trainers and researchers in media and journalism, as well as journalists from the non-governmental organisations (NGOs) were also in attendance. The chapter thus forms an important bridge between conceptual or theoretical reflections and practical considerations on the media in the region.

## Deliberations from the workshop

### Concerns raised by individual participants

In her opening speech, the workshop organiser and Director, School of Journalism, University of Nairobi, Ms. Wambui Kiai stressed that the workshop had been designed to involve stakeholders in the media sector in challenging and interrogating what the regional



*Some of the participants of the stakeholders' workshop (left to right) Dr. Joyce Nyairo (Ford Foundation), Prof. Opurbor, Hon Poghisio (Ministry of Information), and Prof. Aduol and Prof. Kobonyo (University of Nairobi).*

media identity and culture should be. It is believed that the media has a number of principles (or beliefs) and a culture. Internationally, the media is viewed as the purveyor of ideas, conveying images and pictures based on a certain worldview. She, however, pointed out that time was ripe for the media to question what its bequest to the children and the youth was, in consolidating the gains made in terms

of freedom of expression, and respect for the sanctity of life, especially in Kenya. Ms. Kiai also stressed that it was important for the media to shift the minds of the region's citizenry away from hate, and intolerance and instead inculcate values that will build the