Media Peace Intervention Programs Influencing Peace Building Since Kenya 2007 Elections

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ABSTRACT: *Media is considered to be the 4th pillar of the society after legislature, executive and judiciary. The influence of the media continues to grow with time. Because of the influence it has over society, the Media can play a significant role in peace building. In Kenya, media have been a key component during elections. The role of media has becoming so essential in building peace or bringing sustainable solution for the particular incidences or conflicts. The argument is that as it is possible to use the media for mass mobilization in the wartime, they shall also play their contribution for peace building during conflicts. The objective of this study was to examine Media Peace Intervention programs employed by Media Houses in peace building during and after 2007 Elections in Kenya. Media Peace Interventions Programs organized deliberately influencing peace building in Kenya, played a great impact to bring back sanity in Kenya. Media served to encourage dialogue, tolerance and interaction among communities hence reducing inherent conflicts and building lasting peace. For example, creation of programming for mass consumption inform of content stories, television and radio programs, songs, whereby the programs contained educating information on non-violent modes of conflict resolution. Moreover, production of documentaries, talk show programs exposing the dangers of conflict. Media owners resolved, to find a common approach, common joint headlines, Joint broadcasts, common DVDs being distributed to all media houses to help bring down the passions. The Print and Broadcast Media houses organized Peace Intervention Programs such as Mobile peace caravans, Kikuyu Elders, Kamba Elders and Luo Elders Radio Talk Programs an initiative from Pamoja FM influenced in calming violence. There was also an initiative of Female journalists "White Ribbon Peace Campaign", Media Houses distributed handbills and T-shirts with peace and reconciliation messages to the public. Media finally stopped airing politicians stopped inviting analysts, stopped talk shows for a while. It's worth noting that the peace building interventions programs by the broadcast and print media in particular were not sufficient in bringing sanity in Kenya during 2007 Elections and there were other options which were incorporated with the help of the various Social Media platforms. The study recommends that Media houses should adopt a common Conflict Reporting Approach. This will help in mitigating the discrepancies in coverage to unearth areas of dispute and consensus objectively with a view of encouraging amicable solution to the matters at hand. They must cultivate the attitude of reporting what can unite rather than divide the people.*

Key words: Media, Interventions, Programs, Peace-building.

1.0   Introduction

According to Westphal (2004), the Media have the power to defuse tensions before they even reach a critical point. By supplying credible information and reaching a large audience, the media help in managing conflicts and promote democratic principles. Peace-building seeks to build a bridge between groups of people de-polarizing people's attitudes and behaviors toward each other. In Bratic's words, "if the media is often found to support forces that lead to violent conflicts, it should also have power to support forces to peace" (Bratic, 2006). In coverage of conflict, Media encourages dialogue, tolerance and interaction among communities hence reducing inherent conflicts and building lasting peace. It's alongside this background that this study sought to examine Media Peace Intervention programs employed by Media Houses in peace building during and after 2007 Elections in Kenya.

The essential role of the Media in reporting conflicts especially during elections is to accurately present events in a fair and balanced manner. In fact, the United Nations classified the development of local media as a 'cross-cutting' peace-building concern, 'transcending' all types of activities (United Nations, 1996). For this very reason the intervention of unbiased and free global media is important not only for the world public but also for the people directly affected. In Africa, there are positive examples where the Media has been useful in peace initiatives, albeit when violent conflicts have ended. The media served as voice for those who could not be heard in the society, (Ogola, 2011). These was particularly true with the some Kenya local language radio stations where they provided platforms where the listeners could call in and air their grievances. The Kenyan media abandoned the notion of commercializing news content for the sake of profits, avoided naming either the victims or the perpetrators of the violence, employed investigative/critical journalism and chose to preach peace. This was a positive move, which was later to help reunify Kenya.

The programmes should be accurate and impartial and must effectively inform voters about the voting process, including how, when and where to vote, register to vote and verify proper registration, the secrecy of the ballot (and thus safety from retaliation) and, the importance of voting (Shitemi, et. al, 2013). How, then, did the Kenyan media report on the crisis? Prior to the elections the media did a tremendous job covering campaigns and providing air time and space for candidates to reach the masses. They also did well in releasing opinion polls that proved largely correct in predicting the outcome of parliamentary elections. One reason for the contested presidential election is that the media carried extensive coverage of the voting process and released unofficial results in which Kenyans believed. The role of media can be inferred from how media behaved before, during and after the 2007/8 PEV. It wasn't until 4 January 2008 that a significant break occurred with the joint-headline "Save Our Beloved Country" appearing on the front page of the Nation, Standard, People, and three other Kenyan newspapers. Before this orchestrated call for unity, nearly all coverage was split into a two-party framework, pitting the PNU against ODM, instead of framing the coverage within the greater concern for national well-being (Karoney, 2005). Joint radio broadcast and joint newspaper headline also had significant impact, among other media events. The Swedish Embassy called senior women editors of the papers with a message out that 'Enough is enough!' The impact was immense and it was called the White Ribbon Peace Campaign and so this led the way for other women groups to rally, thus the interventionist movement (BBC Report, 2008).

2.0   Theoretical Framework

The study was based upon the social responsibility theory. The proponents of social responsibility theory include among others. Social responsibility theory was born as a result of problems created by its predecessor, the libertarian theory o& the press. with these assumptions, Patterson and Wilkins (2005) posit that the theory reflects Milton's concept of the market place of ideas where anyone could operate a printing press, particularly anyone aligned with a political group. The press should be free to perform the functions which the libertarian theory granted it freedom to perform, but that this freedom should be exercised with responsibility (Okunna & Omenugha, 2012). Dominick (2009) writes that, this approach holds that the press has a right to criticize government and other institutions, but it also has a responsibility to preserve democracy by properly informing the public and by responding to society's needs and interests. In other words, freedom should be exercised with utmost responsibility to societal interest.

The Media should accept certain responsibilities by practicing accuracy, objectivity and balance in their reporting. In addition, they need to regulate themselves within the framework of the law and established institutions. Yadav, (2011), which affirm that "within the framework of open and free press criticism, codes of ethics or government regulation, and guidelines for responsible action on the part of members of the press, lies the Social Responsibility Theory". Social responsibility theory allows media to broadcast and report anything provided the media are responsible for what is broadcasted and can be held accountable. It's alongside this background that this study sought to examine Media Peace Intervention programs employed by Media Houses in peace building during and after 2007 Elections in Kenya.

3.0   Methodology

The study adopted descriptive Research design in describing the objectives of the study. Descriptive research is used to describe characteristics of a population or phenomenon being studied. It does not answer questions about how/when/why the characteristics occurred. Rather it addresses the "what" question (what are the characteristics of the population or situation being studied?), (Shields, and Rangarajan, 2013). According to Mugenda and Mugenda (2003) the purpose of descriptive research is to determine and report the way things are and it helps in establishing the current status of the population under study. The study covered following Media Houses; Daily Nation; The East African Standard and The People Daily; KBC TV, Pamoja FM; and Ghetto.
At least 30% of the total population is representative (Borg and Gall, 2003). Thus, 30% of the accessible population is enough for the sample size. The target population of this study was 30% (200) of the Middle Management staff of the Media Houses in Kenya, Print and Broadcast Media under study. These are Managers, Directors, editors, producers, presenter, reporters, correspondents, media analysts and investigators. Therefore, 60 Middle Management staff of the Print and Broadcast Media Houses (200x0.3.). The researcher used Purposive Sampling here to get information from the respondents from Print and Broadcast Media.

4.0   Study Findings

4.1   Kenyan Print Media in Peace building Programs

The findings in this study regarding Print Media in Peace building Programs were consistent with findings by others. According to Mahatma Gandhi (*World Development Report*, 2002), the newspaper as a media has a role to understand the popular feeling and give expression to it as well as arouse among the people desirable sentiments and to fearlessly expose popular defects. Wolfsfeld (2004), on the other hand, notes that an influential role of the media is that of being a bridge between the government and people. The finding regarding the media's role in promoting peace building supports finding by Reddy (2002), that the media has an obligation not to jeopardize or harm the welfare of the society.

The finding from the interviews indicating that ethnic media was likely to fuel conflicts lends support to findings by Wolfsfeld (2004) that the media can either report negatively on political opponents, or raise legitimacy of those supporting peaceful negotiations.

With the ban on the other forms of media the print media through anonymous leaflets, flyer and newspapers flourished and countered the lack of information flow. One Participant as a media practitioner noted that;

> *The ban was counterproductive because the print media was consistent in criticizing the government over the decision to ban their counterparts in broadcast media. Newspapers took center stage in fighting the ban with some printing three copies of their papers per day. (Interview,15.01.2017).*

On 30th of December the Kenyan government officially banned live broadcasts or any anti-government coverage. This meant news would only be reported once it was a past tense. With lack of radio and TV updates, the cell phones came in handy as information or romours of war were being spread all over the country. The newspapers also took advantage on the live broadcast and started printing newspaper in almost two hours' intervals. During the 2007 elections in Kenya, the Print Media played a positive role in disseminating information on the electoral process to the electorates. In Print Media, the newspaper frames the news within a particular viewpoint. This can change the perception of the issue among the readers. The underlying rationale motivating the study of political conflict imagery is that news photographs set a visual agenda that affects the recall of political events. Images draw reader attention to written articles and are in and of themselves the subject of focused attention, Griffin (2010, 15).

4.1.1   The Three Leading Dailies In Kenya

Studying parts of the statistics related to the key respondents from the 3 Print Media dailies i.e. The Daily Nation, People daily and The East African Standard, these were the Managers, Editors, Correspondents Reporters, Investigators, Media analysts. Findings revealed that the 3 Newspapers dailies sampled have the most circulation in most of major towns in Kenya and therefore news about what was happening Kenya, Regionally and internationally was readily accessible. Figure 4.1 below represent the summary of the findings from the three dallies under study.

Figure 4.1   The Three Leading Dailies In Kenya

The East African
Standard
37%

The Daily Nation
33%

The People Daily
30%
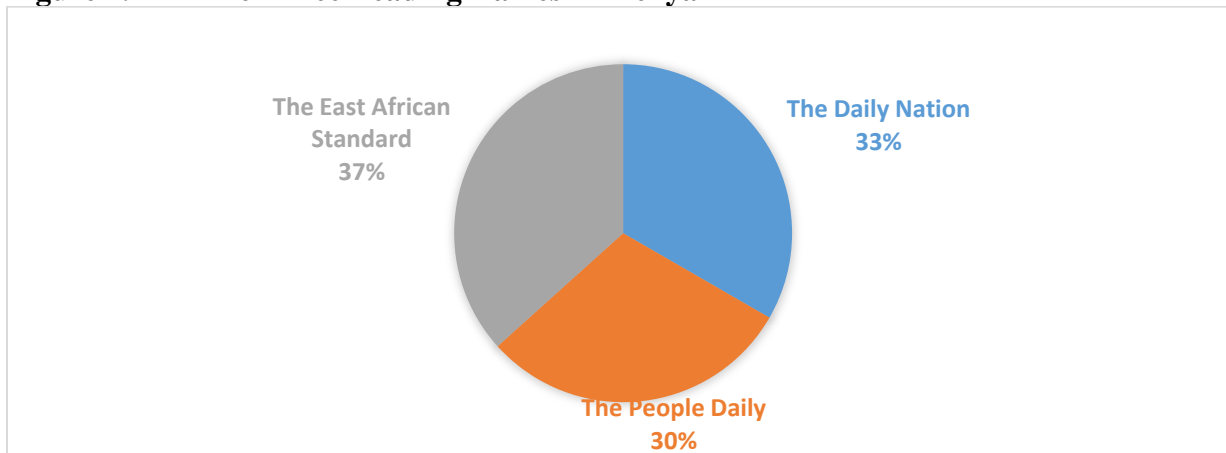
Source: Researcher (2017)

4.1.2   Period of Circulation

In relation to the previous data, the respondents were asked to indicate the period of circulation. For The Daily Nation, it has been in existence for 58 years, The East African Standard has been in existence for 115 years while People daily has been in existence for 14Years. This implied that Kenya Print Media has been existence in quite good number of and their influence has been realized in Kenya vis-à-vis their influence in fostering Peace in Kenya and especially when they did a co-operate Editorial and Joined Headlines as was the case during Kenya PEV of 2007/8. Table 4.2 below shows the summary of the leading dailies in Kenya, their year of inception and the period of circulation. This is important data to determine their level of authority in the Print Media industry as well to determine the reliability and validity of the information provided therefore.

Table: 4.1   The Three Leading Dailies In Kenya - Period of Circulation

| Name of the Broadcasting	Duration (Years)	Year of Inception
The Daily Nation	Over 10 years	1959
The East African Standard	Over 10 years	1902
People Daily	Over 10 years	2003

Source: Researcher (2017)

4.1.3   Core Publication Contents

From the above data we can see that when respondents were asked to indicate the core publication content, 30% indicated news, 20% indicated music and entertainment, 13% indicated education as the core content, 14% said health issues and HIV Aids, 3% indicated security, 7% indicated women, while agriculture/business news, religious issues and politics were represented by 14% as indicated in Figure 4.3.

This means that news rated highly as core publication content but news and information has to be geared toward reaching the audiences in rural areas of Kenya. Respondents also indicated that various element of Publishing Content is able to influence in fostering Peace and Conflict Management because they are packaged based on current issues affecting various Communities and also information can be relayed quickly in times of crisis for example during the Kenya 2007/2008 PEV period.

Figure 4.2   The Three Dailies Core Publication Content
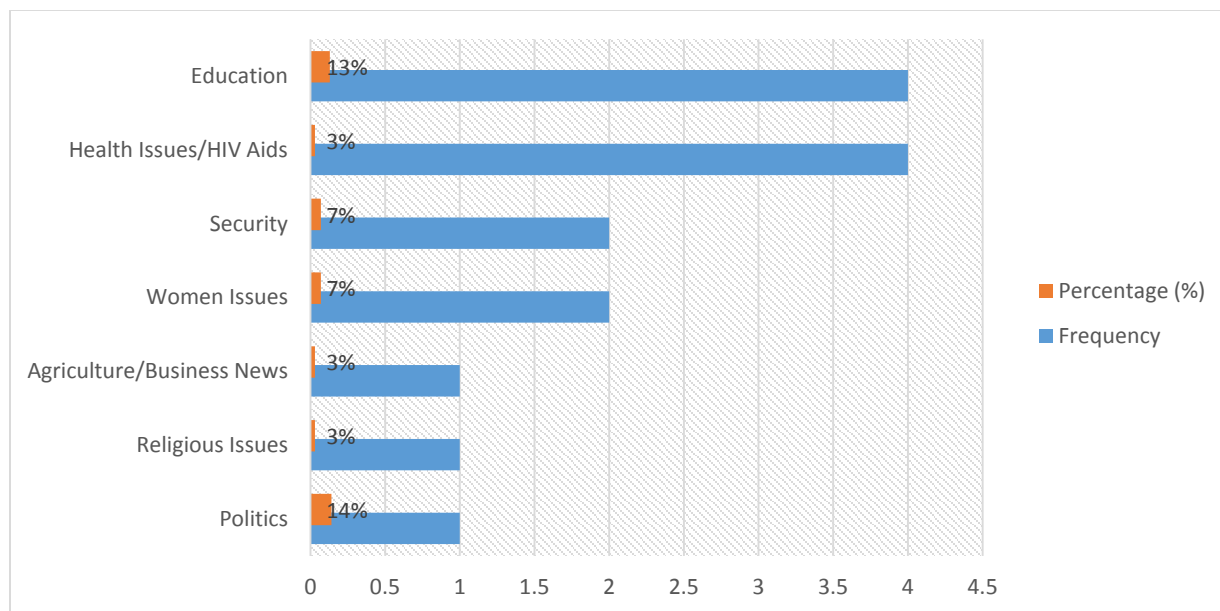
Source: Researcher (2017)

### 4.1.4   People Who Influences on Publication Content

In relation to the previous data, the respondents were asked about who influences the publication content and they indicated that 40% is influenced by the newspaper readers, followed by 27% by reporters/correspondents, 23% by the editors and media analysts at 10%. From the findings we learnt that readers have an upper hand in influencing publication content because they will always react positively or negatively to the published content.

The above finds collaborates with Journal of Social and Political Psychology (2013), in Media play a central role in informing the public about what happens in the world, particularly in those areas in which audiences do not possess direct knowledge or experience. Findings across these areas show the way in which the media shape public debate in terms of setting agendas and focusing public interest on particular subjects.

For example, in our work on disability we showed the relationship between negative media coverage of people on disability benefit and a hardening of attitudes towards them. Further, the media also severely limit the information with which audiences understand these issues and that alternative solutions to political problems are effectively removed from public debate. The media has the biggest influence on public opinion, especially on topics that the public has insufficient information. Reporter in the media industry, they are mostly diligent people who go an extra mile to get the true story. Their main goal is to inform the public so that people can make their own decision.

Media is the most powerful tool for the formation of Public opinion in contemporary times. It is the Television, the press, the radio and the Internet. (Films, magazines, posters, studies, reports, theater, art, dance, public speeches, hearings) Talking about the media is like talking about a mission. A source of information and education that will shape the daily choices in people's life. We can therefore conclude that after Media sets the agenda to the public, the public reacts to the information given and so they readers have an upper hand of what information they desire to receive from the Media.

Figure: 4.3   The People Who Influences on Publication Content
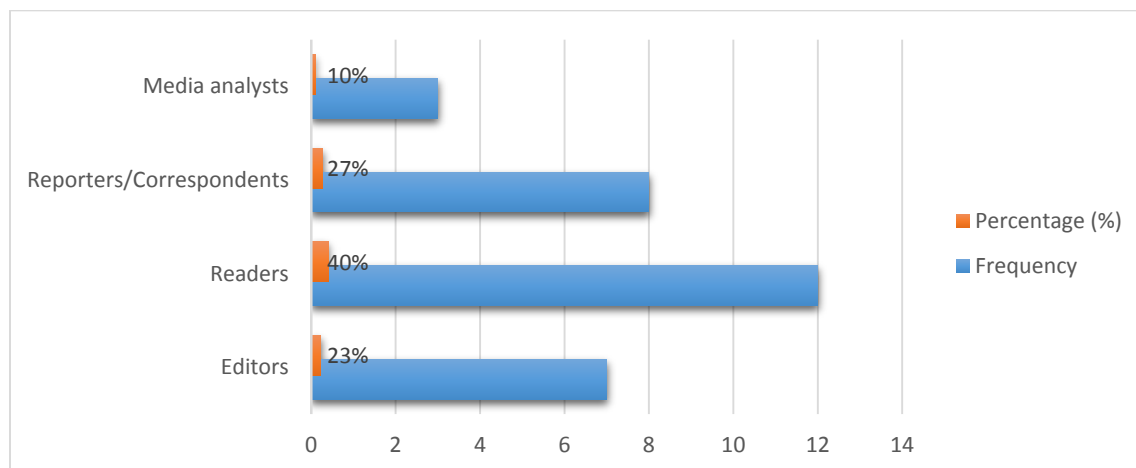
Source: Researcher (2017)

4.1.5 Influence of the Three Dailies

In one of the first calls for reconciliation and negotiation, an editor asked Kibaki and Raila: 'How many more must die, how much more must be destroyed before you come to your senses?' (*Daily Nation,* January 3,2008). This portrayed a media that demonstrated social responsibility by directly questioning the moral probity of the leading antagonists. It followed the realization that the media could not simply remain objective and highlight the conflict without contributing to attempts at resolving it. Consequently, media owners, in conjunction with the Concerned Citizens for Peace, changed tack and began a programme of peace education. This demonstrated a humane and patriotic, as opposed to an objective but aloof, media. They realized that focusing on the blame game in the face of a humanitarian catastrophe could only promote hatred and vengeance and prolong the conflict.

As the KNDRT team got to work, the press portrayed the peace and reconciliation process as very delicate by propagating phrases like 'the stakes are high', 'the world is watching', and that it was 'a race against time' (*Sunday Standard*, February 3, 2008).
 As the respondent said;

> *The government must have found itself between a rock and a hard place. Besides, over the years, successive opinion polls have proved that Kenyans esteem the media as the most reliable institution. It was therefore no surprise when the public took sides and support the media in this government and media row.*

Such phrases put all observer son tenterhooks, besides putting pressure on the negotiators to find a quick fix to peace. Such ultimatums could have led to the subsequent shaky peace deal that later spawned new conflicts over power sharing. The gesture of peace and reconciliation imminent in the handshake by Kibaki and Raila on February 1, 2008 was expected to neutralize the preceding period of fierce media and public outrage over how the government had failed to manage the conflict. It is in this second phase of media coverage of the post-election violence that we see the media tone down its language that seemed to escalate the violence, and focus more on communicating messages that sought to promote reconciliation and peace.

Of interest is how the media articulated their role in the post-conflict setting. A report in the *Sunday Standard* highlighted the fact that the media were required to show leadership in areas of dialogue, national cohesion and reconciliation (Okello 2009). Bratic (2005) argues that in order to work for the public good, the media should convey messages in forms that contribute to the formation of positive attitudes and opinions and to the increase of knowledge and awareness. He concludes that the journalistic agenda of social responsibility could facilitate the agenda of peace building. The media in Kenya has on various occasions indulged directly in national crises by creating public sentiment.

For instance, the Daily Nation of January 3, 2008 addressed Kibaki and Raila in an editorial and told them that: 'the earnest cry of all Kenyans is: step back from the brink'. In another report, The Standard incited the public sentiment by telling Kenyans to shun politicians who would flee the country by plane if a full-scale war broke out. Therefore, in times of public repression, the media reflects public sentiment by being the mouthpiece of the masses. However, in times of normalcy, the media can whip up emotions by their reports of investigative journalists. Bratic (2005) opines that, since the need for information is increased by uncertainty in conflict situations, the power of the media as the main agenda setter increases, in part due to its power to summarize overarching developments in the conflict. The media should be arbiters in conflict rather than catalysts. Tehranian (1993) envisages that new cultural forces, including responsible mass media, peace discourse and peace journalism, are essential for achieving a transition to a peace culture. Similarly, Bratic (2005) suggests that the media should represent all sides and opinions in a conflict and post-conflict situation since this promotes the potential for reconciliation and acceptance of a diversity of ideas.

Table 4.4 below shows the summary of the leading dailies in Kenya and their level of influence to the public depending on their level of circulation and the confidence they portly to the public in terms of giving authoritative information.

Table: 4.2   Influence of the Three Dailies

Print Media	Frequency	Percentage%
The Daily Nation	14	46%
People Daily	3	10%
The East African Standard	13	44%
Total	30	100%

Source: Researcher (2017)

4.1.6   Influence of Newspapers Pictorial Peace Messages

This study analyzed the content of three leading Nairobi dailies during the Kenya 2007/2008 PEV. The analysis intended to track how each daily newspaper reported Kenya 2007/2008 PEV using Pictorial Peace Messages and whether they showed credible interest in the principles of Peace Journalism. A picture is worth a thousand words" It refers to the notion that a complex idea can be conveyed with just a single still image or that an image of a subject conveys its meaning or essence more effectively than a description does.

> *Respondents from the 3 dailies agreed that the use of Peace photos in cooperation with a Newspaper joint-headline " Save Our Beloved Country" by the Print Media was a great breakthrough for much coveted peace during the Kenya 2007/2008 PEV, (Interview,15.01.2017).*

For example as shown in plate 4.1. and plate 4.2. Following live broadcast of the photograph of the two rival political leaders shaking hands in agreement following mediation, violence halted. The media showcased this photograph on all television stations in real time in an effort to stop the violence; and it worked (Mbeke, 2009).

Plate 4.1   Photo of Newspaper Joint-Headline " Save Our Beloved Country"

Source: https://www.theguardian.com/journalismcompetition/making-peace-not-war

Plate 4.2   This man holding a newspaper urges Kenyans to "Save our beloved country".

Source: https://www.theguardian.com/journalismcompetition/making-peace-not-war

4.2   Broadcast Media Peace Interventions Programs

Literature review and findings from interviews revealed that, the media and especially Broadcast Media, have a moral responsibility to report in a manner that does not champion warfare, but promotes peace. The Kenyan public trusts the media as custodians of truth and sincere advocates of positive change. Media is still looked upon as a credible source of information. The above findings are consistent with Galadima (2010), who inputs that the television media have important roles to play in braking down the stereotypes, misconceptions and misinterpretations that lead to community conflicts. Broadcasters who report on conflict situation must see themselves first and foremost as conflict interveners, they must cultivate the attitude of reporting what can unite rather than divide the people. Today, many people wake up to clock radios, drive to their work listening to car radios, and also spend some of their leisure time hearing their favorite radio programs. Tett (2010) avers that Community radio plays a vital role in building vibrant communities, in mobilizing groups to action by informing and empowering citizens, in giving voice to the marginalized groups of Society, and in bringing community needs to the attention of local and even national governments.

4.2.1   Broadcast Media Audience

The 30% (200) of the Middle Level Management staff (Directors, Managers, Producers, Investigators, Editors and Media Analysists), interviewed had this to say;

> *The Kenyan media has evolved over years. In the 1930"s till the mid 1990"s (which saw the rise of multiparty system) the ruling political party KANU suppressed the media. The era after this, that gave room for saw the rise and sudden expansion and suppression of the media especially through torture, imprisonments, and threats to the media that aimed to suppress it. Self-censorship was therefore entrenched into the media fraternity for fear of falling on the wrong books of the state,(Interview,15.01.2017).*

When the Kenya became a democratic state and the ruling party since independence was defeated in the 2002 election. Press freedom was full actualized in 2002 when NARCK party took power and preached press freedom which gave way to cropping up of new radio and TV stations, issuance of more licenses, and expansion of frequencies. This move was a positive one but also had a negative move whose fruits were reaped in after the 2007 elections,(Interview,15.01.2017).

Table 4.3   Broadcast Media Audience

Response rate	Frequency	Percentage (%)
Ghetto FM	12	40%
Pamoja FM	15	50%
KBC Tv	3	10%
Totals	**30**	**100%**

Source: Researcher (2017)

4.2.2   Period of Broadcasting

Ghetto FM has been in existence for 10 years, Pamoja FM has been in existence for 10 years while KBC TV has been in existence since independence. In 1964, when Kenya became an independent country, the corporation's name was changed to Voice of Kenya. In 1989, the Kenyan parliament reverted the corporation's name from Voice of Kenya to Kenya Broadcasting Corporation,(Interview,15.01.2017).

These findings collaborate which Forges who implies that Community Radio FMs have been existence in quite good number of years but their influence has not been realized in Kenya vis-à-vis their influence in fostering Peace and Conflict Management in Kenya.

Also from the findings it's clear that the 2 FM Radio stations existed before and after PEV.

The study finding reveals that radio is the main source of disseminating conflict information in Kenya. This is due to their ability to reach even the most remote corners of state, inexpensive broadcasting and cheap to acquire as compared to other mass media, thus eliminating the barrier of illiteracy to spreading news, information or propaganda.

With an exceptionally high illiteracy rate, especially in rural areas, respondents" attitudes are influenced by the radio broadcasts appealing to them on the basis of their ethnic identities. These findings collaborate with the findings of the study by Forges (1999).

Forges (1999) study titled "Call to Genocide" showed that a large number of Rwandans could not read or write and, as a result radio was an important way for both the government and the rebels to deliver messages to the population. In addition, Bonior et al (1984) findings on the role of media in Vietnam War shows that roughly 50 million in the US watched television news each night and read newspapers on Vietnam War.

These findings are contrary to Kenyan situation where preferred media is radio. This can be explained by the fact that radios are cheaper and portable compared to televisions. Equally, batteries, which are used to power radios, are readily available in shops and are relatively cheap and affordable compared to electricity and solar power which is expensive. Figure 4.2 represents in summary the period of broadcasting of the three Broadcast Media under study.

Figure 4.4   Period of Broadcasting

	Ghetto FM	Pamoja FM	KBC TV
■ Years	10	10	53
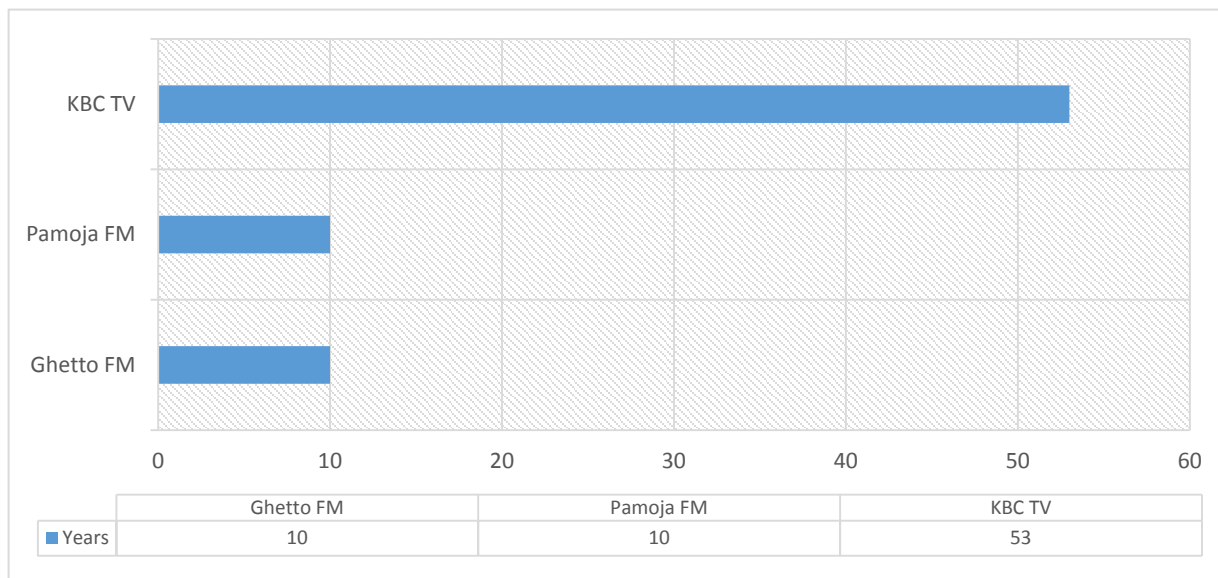
Source: Researcher (2017)

4.2.3   Core Programming Content

From the findings from the 30% (200) of the Middle Level Management staff (Directors, Managers, Producers, Investigators, Editors and Media Analysists), revealed the following about the core programming content. 30% indicated news, 20% indicated music and entertainment, 13% indicated education as the core content, 14% said health issues and HIV Aids, 7% indicated security, 7% indicated women, while agriculture, religious issues and politics were represented by 3 % as indicated in Figure 4.4 below.

> *Various element of Programming Content is able to influence in fostering Peace and Conflict Management through objective reporting because they are packaged based on current issues of community and also information can be relayed quickly in times of crisis for example during the Kenya PEV period, (Interview,15.01.2017).*

The above findings are consistent with Spitlunik (1996), who argues that radio today achieves what newspapers did in the colonial world. Drawing on Benedict Anderson's (1983) concept of "imagined communities", she writes that it creates a shared cognitive space, a community of listeners who incorporate its linguistic elements into their everyday lives in both the conscious and unconscious ways.

Radio in Kenya is the simplest yet, significant medium among audiences, its casual approach and conversational style has created "celebrity status" for announcers. The news writer frames ideas and opinions by means of information selection and dissemination to audiences. News reports can therefore offer a broad picture of social reality and promote social solidarity by reinforcing national identity and shared beliefs through language choices.

Today, many people wake up to clock radios, drive to their work listening to car radios especially to listen to the news and also spend some of their leisure time hearing their favorite radio programs. Without the Community Radio and also TV sets, most people would know little of events beyond their immediate neighborhood, (Dunaway, (2002).   Alumuku (2006) adds that Radio Broadcasting is a voice, a resource and a tool for communities to work together towards development. Dunaway, (2002) stresses on the idea that, community radio aims to serve particular community with information, education and entertainment.

Figure 4.5   Core Programming Content
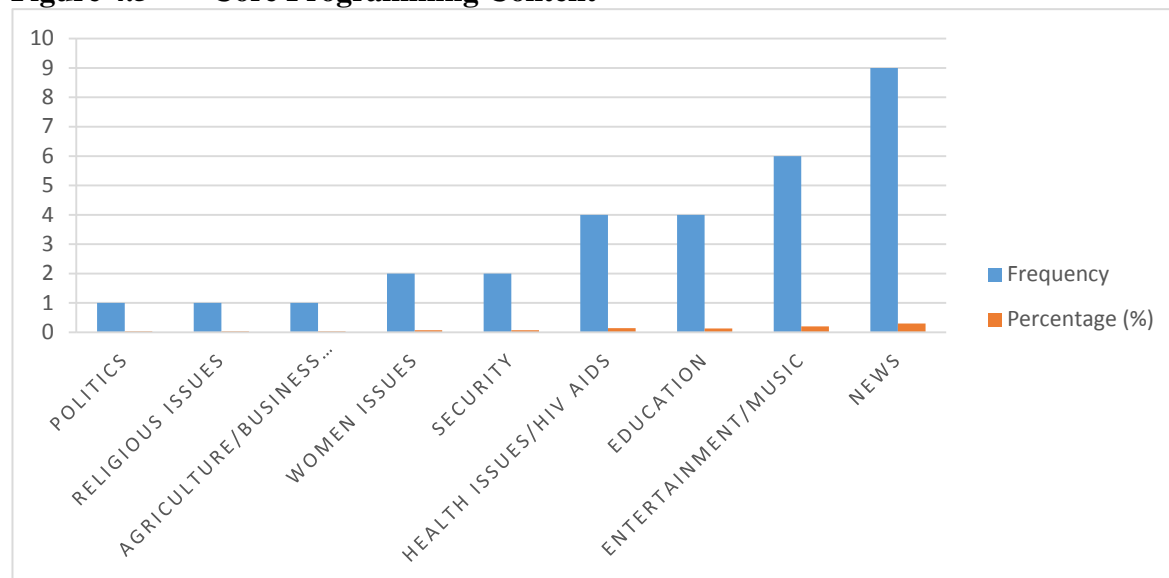
Source: Researcher (2017)

4.2.4   People Who Influence on Programming Content

Studying parts of the statistics related to who influences the programming content and they indicated that 40% is influenced by the listeners, 27% by the presenters, 23% by the producers and volunteers 10%. These were findings from The 30% (200) of the Middle Level Management staff (Directors, Managers, Producers, Investigators, Editors and Media Analysists) who were interviewed as indicated in Table 4.4.

> *A Media Producer affirms that listeners have an upper hand in influencing programming content because they are able to give feedback what they were to be aired through Radio/TV Talk shows/In-call Programs and music entertainment requests,(Interview,15.01.2017).*

In situations of political uncertainty, the mass media are said to play a crucial role in the construction, articulation and reflection of reality where public opinion tends to become more media dependent (De Fleur and Ball- Rokeach, 1989).

In the Kenyan case, the media determined the mood of the nation by running headlines that held readers on tenterhooks. The literature review here collaborates with the above finding in that listeners have an upper hand in influencing programming content of the Broadcast Media. as indicated in Table 4.5 below.

Table: 4.4   People Who Influence on Programming Content

Response rate	Frequency	Percentage (%)
Producers	7	23%
Listeners	12	40%
Presenters	8	27%
Volunteers	3	10%
Totals	**30**	**100%**

Source: Researcher (2017)

4.2.5   Broadcast Media Peace Intervention Projects

The question sought to know whether Media stations organize community peace projects that influence your audience in living together, working together, conflicts/animosity reduction, sharing of information, during and after Kenya 2007/2008 PEV of which 80% indicated yes while the remaining 20% indicated No as indicated by Table 4.6, information derived from questionnaires given to the 30% (200) of the Middle Level Management staff (Directors, Managers, Producers, Investigators, Editors and Media Analysists).

The findings are In the last six decades, the influence of the Media in the global arena has increasingly been recognized, especially its power to either exacerbate or contain potential conflicts. The number of conflicts, however, that gets international attention is small. U.N (2005).

According to Westphal (2004), the Media have the power to defuse tensions before they even reach a critical point. By supplying credible information and reaching a large audience, the media help in managing conflicts and promote democratic principles. The above findings are consistent with various scholars below who have written widely on various Media intervention initiatives and projects in peace building. It is well known that the media set agendas McCombs, Shaw & Weaver 1997; Graber (2000), and use values such as prominence (journalists quoting renowned public figures when reporting news stories) to satisfy the interests of the public. Media can play a role in all of these categories. In fact, the United Nations classified the development of local media as a 'cross-cutting' peace-building concern, 'transcending' all types of activities (United Nations, 1996).

In Africa, there are positive examples where the Media has been useful in peace initiatives, albeit when violent conflicts have ended. Since 2002, Mega FM has promoted peace in Northern Uganda through encouraging dialogue between the Lord Resistance's Army (LRA) factions, government and civil society as a good step towards peace, (Oriarie 2009). Earlier on in 1995, Burundi's Search for Common Ground (SCG) initiative launched radio Ijambo ("wise words" in Kirundi) in the months ending the genocide in neighboring Rwanda, Gardner (2001). Search for Common Ground (SFCG), a US based NGO dealing with conflict resolution, launched Studio Ijambo at the height of ethnic and political violence in Burundi and neighboring Rwanda. The studio was established with the intention of promoting reconciliation, understanding and foster nonviolent conflict resolution, (SFCG 2004).

 Since its inception, Studio Ijambo has had a significant positive impact in mitigating conflict by catching and holding the attention of the majority of the radio-listening population. It employed an ethnically balanced team of journalists to produce high-quality radio programs that promoted reconciliation, dialogue, and collaboration, in addition to its credible, unbiased programming which included news, special features, round-table discussions, telephone call-ins, music, and highly popular soap-opera series (Slachmuijlder2005). In addition to providing quality standards for broadcasters and producers, Studio Ijambo also played a central role in the capacity building of radio professionals through training SFCG (2004). In February 2002, MONUC (the United Nations Mission in the Democratic Republic of Congo) and Hirondelle Foundation, a Swiss NGO, set up Radio Okapi as a means of promoting peace and reconciliation in DR Congo.

Since its inception, Radio Okapi has enlightened listeners on the peace process its successes, failures and hopes. The Hirondelle Foundation20 established radio Agatashya (little swallow), in Kinyarwanda to secure peace and dialogue among Rwandans coming from the genocide scourge, Dahinden (2007). Open Broadcast Network (OBN), a media network established in Bosnia two decades ago, is one of the most ambitious and earliest intentional Media attempts to reduce violent conflict. To this day, it remains the only television network established to promote peace and reconciliation. OBN was a product of the Dayton Peace Agreement reached in 1995, when the Serbs, Croats and Bosnians came under pressure to end their three-year-long violent conflict.

As a result, the new national television network Open Broadcast Network, (OBN) was launched in 1996 (Sadkovich (1998). Since then, OBN has promoted peace journalism by focusing on the efforts of community leaders to promote peace during violence. The programmes provided practical advice about reconciliation and repatriation, Sadkovich, (ibid). Media aided pacification, though from diverse motives. During the 2007/8 Kenyan PEV, the media played a significant role. There are many positive roles that the media played i.e. the role in the efforts to promote peace, stability and democracy, at the same time there are many negatives roles that that the media played i.e. that propelled the eruption of the PEV (Plaisance 2005). The media served as voice for those who could not be heard in the society. These was particularly true with the local language radio stations where they provided platforms where the listeners could call in and air their grievances allowing the message to be received by the targeted local and international authorities whilst protecting those who people at the grass-root level (Ogola, 2011).

The Kenyan media abandoned the notion of commercializing news content for the sake of profits, avoided naming either the victims or the perpetrators of the violence, employed investigative/critical journalism and chose to preach peace. This was a positive move, which was later to help reunify Kenya. This conduct demonstrates the maturity of the media and further proves that the Kenyan media uphold and respect their role in Kenyan society.

In this case, the Kenyan media seem to have understood that the right to peace outweighed the right of Kenyans to know (freedom to receive information) which tribe was killing which and in what manner; information that would only have aggravated the situation.

Table 4.5   Broadcast Media Peace Intervention Projects

Response	Frequency	Percentages
Yes	24	80%
No	6	20%
Total	**30**	**100%**

Source: Researcher (2017)

4.2.6   Forms of Broadcast Media Peace intervention Projects Influencing Peace

In relation to forms of Broadcast Media peace intervention projects influencing peace, the respondents from the 30% (200) of the Middle Level Management staff were asked which were some of these community TV/Radio Peace projects which influences audiences in living together, working together, conflicts/animosity reduction, sharing of information.
23% indicated TV/Radio Talk shows/in-call Programs, 50% indicated Peaceful Demonstration/Peace Caravans, 17% indicated Peace Sports/Tournaments and finally 10% indicated Donations as the key Community Radio Peace projects which were organized geared toward Peace process during Kenya 2007/2008 PEV and even after as represented by Figure 4.6. While some sections of the media, particularly ethnic language radio stations allegedly disseminated ethnic centered information, some media houses bridged gaps between warring ethnic groups. These findings collaborate with the findings from various scholars in the literature review. For instance, independent radio and television used interactive shows to engage audiences in peace dialogue, Klopp, Githinji and Keffa (2008).
Pamoja FM, located in Kibera slum one of the main centers of the post-election unrest in Nairobi played an especially courageous role. Pamoja FM insisted on providing a voice for different communities and worked to calm conflict. Through talk show tried to reach across ethnic barriers, and were actively curtailing calls that seem to be engaging in ethnic stereotypes and were calling for reconciliation. Over the past six years the radio station has campaigned tirelessly to "promote peace and stability in Kibera, Bwire (2013).

> *In Kibera minutes before the attack of Kikuyu and Kambas, Pamoja FM radio decided to call some of the Kikuyu, Kamba and Luo elders to the studio to discuss the implications of the rumour about the attack and they allowed the callers to call in and ask questions. People listened to the elders. They also played powerful music and the patriotic songs were helpful. The decision to spend an entire day talking about peace was very powerful,*(Interview,15.01.2017).

> *Ghetto FM located in Pumwani is another example. The station prides itself as, Kenya's politically-neutral station at election time (2013). During the recent (2013) Kenya's election they continuously relayed this message that, "As a nation still trying to achieve national cohesion and integration, the 43rd tribe that is represented by Ghetto Radio is definitely what the Kenya needs in order to live as one, (Interview,15.01.2017).*

Another example would be Kenya Musicians. There are several cases that were present in the Kenyan situation; first, famous Kenyan musicians from all tribes came together and released a peace song that was aired several times a day by the mainstream media houses (Shitemi, et. al, 2013). Media continued to play the peace building role many months following the reconciliation of Mwai Kibaki and Raila Odinga. There were peaceful songs played over radio stations, there were peace caravans in different corners of the country and other media events such as concerts and open forums that provided Kenyans at the grassroots to air their grievances (Shitemi, *et.* al, 2013).

In addition, mainstream media houses got involved in settling the IDPs. The media also called out to the Kenyan public to donate what they have to help settle the IDPs in camps (Standard 13, 2013). During this time, Kenyans united and gave selflessly towards this plight. The media collaborated with big companies and institutions in the plight to settle the IDPs (Munyua, 2011). Secondly, there were peace caravans by the government in conjunction with private organizations that toured around the country preaching peace (Ibid). Thirdly, the main mobile service providers began sending texts with peace messages through their Short Message Media houses Mobile peace caravans, Kikuyu Elders, Kamba Elders and Luo Elders Radio Talk Programs interventions, Female journalists White Ribbon Peace Campaign, handbills and T-shirts with peace and reconciliation messages which were very effective in quenching the PEV.

The Swedish Embassy called senior women editors of the papers and encouraged them to report the voices of women and the impact of violence to ordinary people. Get the message out that 'Enough is enough!' and get ordinary women to speak on how they have suffered and how peace was paramount.

The impact was immense and it was called the "White Ribbon Peace Campaign. They also distributed handbills and T-shirts with peace and reconciliation messages (Bwire, 2013). The Media played its role to bring down the tensions when Media owners resolved to give a common voice. They agreed to find a common approach, common headlines, common DVDs being distributed to all Media houses that each Media house in a collective way was able to help bring down the passions. The Media finally stopped airing politicians, stopped inviting analysts, stopped talk shows for a while.

Things changed a lot when NGOs came in and set up Media programs that promoted peace. The Media especially the Broadcast Media aided greatly to bring back sanity back during 2007/08 PEV in Kenya.

Figure 4.6   Forms of Broadcast Media Peace Intervention Projects
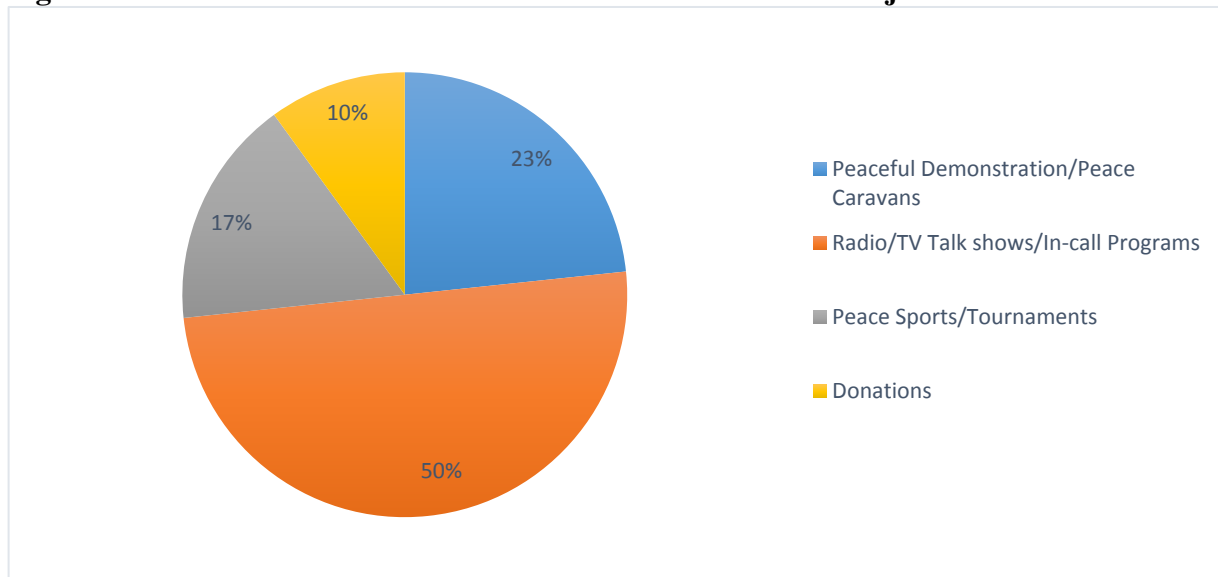
Source: Researcher (2017)

4.2.7   Extent of influence of Broadcast Media Peace intervention Projects

From the literature review, Walters et al. (2011) claims that effective radio activities can make a significant change in a community's life. Through the activities of Community Radio, the people are encouraged to peacefully coexist at the family and community levels. The researcher agrees with the author because from the findings is that all the Community Projects organized by these Stations focuses towards peace building. When the respondents were asked to give their personal view on to what extent does these community projects influence their audience in living together, working together, conflicts/animosity reduction, sharing of information, job creation. The influence is that 67% indicated to a large extent, 20% moderate, 3% less extent and 10% indicated not all.

From questionnaires and interviews indicators of this influence is that 67% indicated that to a large extent projects Radio Talk shows/In-call Programs, Peaceful Demonstration/Peace Adverts, Peace Sports/Tournaments and Donations as the key Community Radio Peace projects which were organized geared toward Peace process during Kenya 2007/2008 PEV and even after. On the other extreme end 3% felt that influence of these peace interventions Projects is less extent by these Broadcast Media, as indicated in Table 4.7.

These findings are consistent with a scholar Loretta Hieber who points out in her article **Media as Intervention,** Media played a great deal in peace making in Kenya 2007/2008 PEV. For example, creation of programming for mass consumption inform of content stories, television and radio programs, songs, whereby the programs contained educating information on non-violent modes of conflict resolution (Hieber 2002).

Table 4.6   Extent of influence of Broadcast Media Peace intervention Projects

Response	Frequency	Percentages
Large Extent	20	67%
Moderate Extent	6	20%
Less Extent	1	3%
Not at All	3	10%
Total	**30**	**100%**

Source: Researcher (2017)

The question sought to know whether the respondents were satisfied with Broadcast Media Peace Interventions employed by the said Stations during and after Kenya 2007/2007 PEV to avert the recurrence of the same. 80% of the respondent indicated yes, 20% indicated No. Based from the above findings, we can see that the Broadcast Media helped and still do help people to come together, live together, share information and stay involved in these peace projects. The influence of these peace projects geared towards improving the Community's livelihoods and in so doing fostering Peace in general. Figure 4.7 summarizes these findings.

The media have facilitated uniting Kenyans from all walks of life. The media initiated a campaign i.e. the *"I have no tribe; I am Kenyan"* campaign to re-unite Kenyans by humanizing their rivals. In this campaign, the media broadcasted religious leaders, political leaders, rival, men and women, young and old; people of every diversity come together to stand against violence and disunity (Oyungu, 2011). Along the same lines was the, there was a campaign dubbed, *"Mkenya mwenye nchi sio mwananchi"* (Karongo, 2012). This translated from the Swahili to English languages states "A Kenyan who owns the country, not a child of the country". Mwananchi is the Swahili word for citizen (Kamusi.org, 2016). However, the Mwana is the Swahili world for child. Therefore, through creative wordplay, the founders; Kenya Private Sector Alliance (KEPSA) was able to provoke Kenyans to take accountability for their country thus fostering a feeling of loyalty and unity (Karongo, 2012). It is important to note that the "Mkenya mwenye nchi sio mwananchi" Campaign was the first part of a four-phase campaign aimed at peace-building before the 2013 presidential elections *(Ibid).*

The second phase was dubbed "Mkenya Daima" which translates to Forever Kenyan (Karongo, 2012). The aim of this phase of the campaign was to deal with the negative conditions that facilitated the unrest in 2007. Phase three was the „Rights Come with Responsibilities" Campaign where the media played both an educative and cautionary roles educating Kenyans on their rights whilst warning them of the consequences of negligence of the law (Ibid). The final phase „Conflict Mitigation" ran concurrently with phase three and focus on conflict prone areas with the hope of resolving existing disputes before the elections (Ibid).

The signing of a peace agreement or any other event that marks the official end of war, signals the beginning of post-conflict reconstruction (Anderlini and El-Bushra, 2009). According to the former UN Secretary General Kofi Annan, post-conflict reconstruction refers to " the comprehensive efforts to identify and support structures which will tend to consolidate peace and advance a sense of confidence and well-being among people" (Burke, 2010).

The highlighted humanitarian crisis following the 2007/2008 PEV by media made the international community to intervene. As a result, this led to ending the conflict. For example, several world personalities, including African eminent personalities, headed by Koffi Annan, the former UN Secretary General, were among prominent personalities who intervened to bring peace in Kenya. Additionally, the Media Council of Kenya (MCK) put out advertisements calling on Kenyans to shun violence and keep peace as well as calling journalists to adhere to ethical standards (Mbeke, 2009).

Comparing from the literature review, Prehn (2002) asserts that participation is the engine of democracy and Radio is a tool for participation. They work to strengthen their communities to promote community for social change, cultural development, and democratization. Public Forums by Community Radio serves as an avenue where people can Share information, Express their fears, Conflict and animosity reduction, for working together, for National Identity etc.
Similarly, Bratic (2005) argues that in order to work for the public good, the media should convey messages in forms that contribute to the formation of positive attitudes and opinions and to the increase of knowledge and awareness. He concludes that the journalistic agenda of social responsibility could facilitate the agenda of peace building.

Figure 4.7   Satisfaction with Broadcast Media Peace intervention Projects
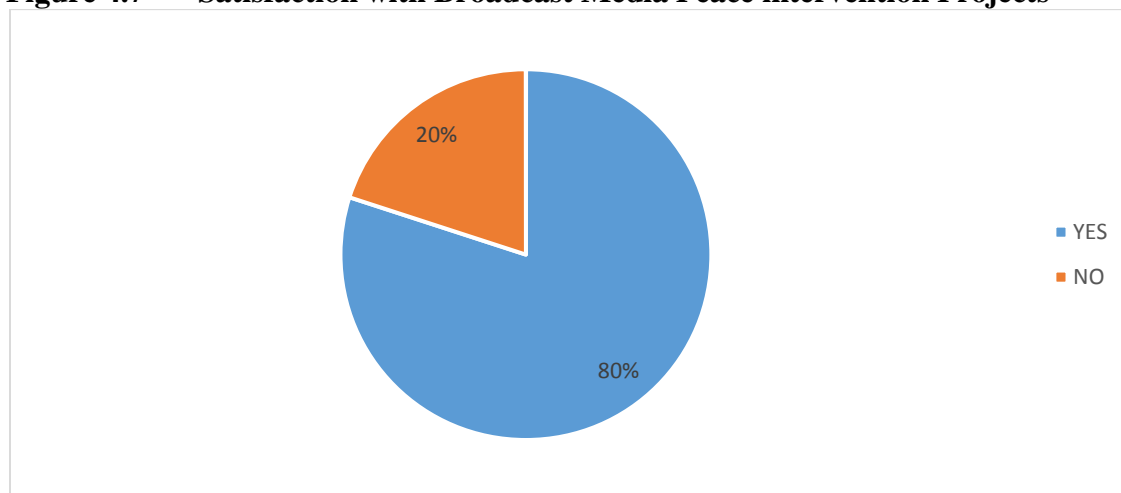
Source: Researcher (2017)

5.0   Conclusion

The study depicted that Media Peace Interventions Programs organized deliberately influencing peace building in Kenya, played a great impact to bring back sanity in Kenya. Media served to encourage dialogue, tolerance and interaction among communities hence reducing inherent conflicts and building lasting peace. For example, creation of programming for mass consumption inform of content stories, television and radio programs, songs, whereby the programs contained educating information on non-violent modes of conflict resolution. Moreover, production of documentaries, talk show programs exposing the dangers of conflict helped a lot. Media owners resolved, to find a common approach, common joint headlines, Joint broadcasts, common DVDs being distributed to all media houses; that each Media house in a collective way was able to help bring down the passions.

The Print and Broadcast Media houses organized Peace Intervention Programs such as Mobile peace caravans, Kikuyu Elders, Kamba Elders and Luo Elders Radio Talk Programs an initiative from Pamoja FM influenced in calming violence. In Kibera in minutes planning to attack the Kambas, Pamoja FM radio decided to call some of the Kikuyu elders, the Luo elders, the Kamba elders to the studio to discuss the implication of the rumor that was going on, and they allowed the callers to call in, ask questions. There was also an initiative of Female journalists "White Ribbon Peace Campaign", Media Houses distributed handbills and T-shirts with peace and reconciliation messages to the public. The media through patriotic music, arts, avenue of dialogue ensured the public had an avenue to express any pent up emotions. Kenyan Media finally stopped airing politicians stopped inviting analysts, stopped talk shows for a while.

6.0   Recommendations

Based on the findings the study recommends that Media houses should adopt a common Conflict Reporting Approach. This will help in mitigating the discrepancies in coverage to unearth areas of dispute and consensus objectively with a view of encouraging amicable solution to the matters at hand. They must cultivate the attitude of reporting what can unite rather than divide the people. Through Media interventions Projects, the people are encouraged to peacefully coexist at the family and community levels.

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