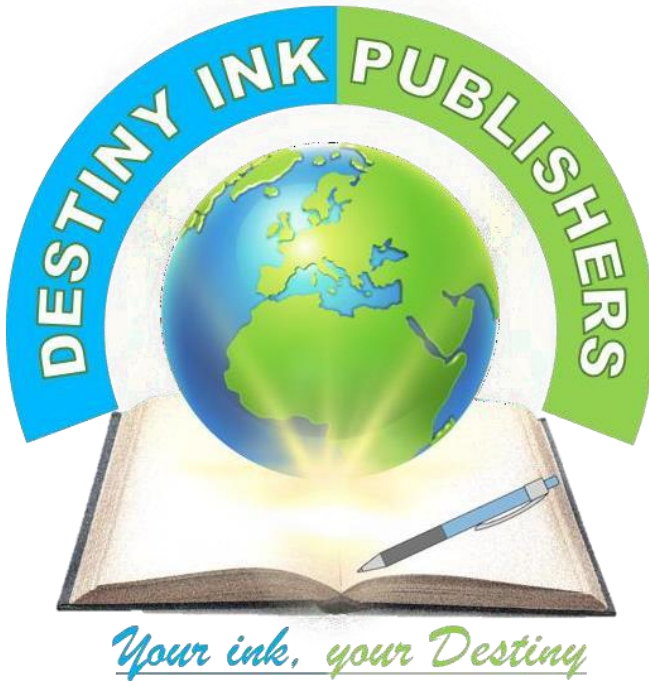


JOURNALISM

The power of pen



• AFRICA • AMERICA • ASIA • EUROPE

Walking through the storm as man bites the dog

Peter K. Keitany 2024

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TABLE OF CONTENTS.

Dedication.....

Acknowledgment.....

Foreword.....

Introduction.....

Chapter 1: Does and Don’ts in journalism.....

Chapter 2: The Practical Intricacies of Journalism

Chapter 3: Effective Communication.....

Chapter 4: Legal Framework for Journalism

Appendix: Newspaper Cuttings.....

References

DEDICATION

This book is dedicated to the members of my beloved family and the body of Christ who have been a great source of inspiration to me throughout the writing of this book. I further dedicate it to journalists who work very hard on daily basis; meeting very tight deadlines to inform, educate, and empower billions of people around the world.

I also dedicate it to the late Cllr. Joel Bultut, Chairman of the defunct Baringo County Council, who was very instrumental in enabling me to secure my first job in the public sector in 1995 as an Administrative Officer in Baringo County Council. This opened a way for me to grow through the ranks in my career in a span of 29 years to the level of a director.

ACKNOWLEDGMENT

My acknowledgement, recognition, and appreciation goes to the living God for the grace, protection, gift of life, and good health granted to me for many years.

From the bottom of my heart I thank, the late H.E. Daniel Toroitich Arap Moi (RIP); former second president of Kenya, former prominent Baringo politician Mr. Hosea Kiplagat (RIP), Mr. Wilson Kibet; Executive Chairman Kenya Times Media Trust limited, and prominent Baringo business man, Mr. Peter Kipnyekwei, for jointly assisting me secure employment as a journalist with the Kenya Times Newspaper, which was owned by the then powerful ruling party KANU. This upgraded my connection, and relations with people who later greatly mattered in my life.

I further acknowledge the Daily Nation, Standard newspaper, Lokmat Times of India, Weekend Mail, and the Eagle newspapers for providing me with opportunities to work with them; something which gave me a head start in my writing career.

More great appreciation goes to Mr. Mutegi Njau (the former Daily Nation News Editor), Mr. Philip Ochieng (Weekend Mail Managing Editor), Peter Chepkwony (RIP) and Mr. Cheptumo, (the then District Information Officers-DIO Baringo) and Peter Mbae (Editor of the Eagle newspaper) for mentoring me to be a good writer. They encouraged me to continue despite the threats, and intimidation from several quarters. They ignited the fierce fire in me whenever I tried to grow cold.

I thank Radio Imani Baringo presenters, Carol Sigei and Hildah Rop, for giving me a platform to practice weekly media interviews for the last three years, 2022 to 2024. I was able to interact with thousands of listeners for over 280 times during the entire period on a wide range on both good governance, and gospel issues.

I also appreciate Mr. Joshua Kibet, Baringo County Information Officer (CIO) and Christopher Kiprop, a News Reporter in the same office for providing part of the information and assisting me in the initial editing of the book.

Lastly, to Destiny Ink Publishers Ltd led by the young inspirational founder and C.E.O Eric Kyalo (Destiny pusher), I thank you for your dedicated time, support, advice, and service towards ensuring this book stands out to be counted among the few vibrant works in the world. Your customer handling, customer satisfaction and transparency has satisfied my heart. May God bless you abundantly for being a part of my success story and achievement.

FOREWORD

This book brings out almost all the basic aspects of journalism and communication. It acts as an easy reference point for someone that yearns to know what journalism and communication entails, the practice and the experiences.

Coming from not only a previous practicing journalist, but one that served during the dark period of totalitarian regime, the book has insights into the murky waters of the profession and outlines the dangers associated with journalism and crafts the wise interventions. The experiences with power may challenge upcoming and practicing journalists to go back to the ethos of real journalism.

Many professionals go to the grave with a wealth of information and experience which they don't share, the case is different with the author who has decided to leave an indelible mark to inform and educate the future generations.

The book will guide student journalists and current journalists, and media managers in navigating and managing the risks associated with journalism. It will equip journalists to perform their duties in a professional way so as to become the engines of transformation in their nations through information sharing. It is also very handy for professionals, and organizations who deal with media issues from time to time. It calls upon everyone to guard media freedom from any violation for the benefit of the present, and future generations. Free media is good for all of us; politicians, professionals, religious leaders, business, investors, community, society, and nation.

The book expounds on the purpose of media rights and freedoms as provided by the constitution of Kenya 2010 and calls upon everyone to guard them jealously.

I have known the author for six (6) years as a former reporter and Human resource practitioner working with Baringo County Government.

It is a book you need to read.

**MR. CHRISTOPHER KIPROP, BA, UNIVERSITY OF
NAIROBI/
POST GRADUATE DIPLOMA IN MASS
COMMUNICATION
JOURNALIST**

INTRODUCTION.

This book has been written to share critical information, and unlock the hidden experiences, secrets, and realities relating to the complex work which journalists do for society amidst dangerous environments which sometimes can cost even their lives. It reminds us where we came from as a country in the journalism industry, and warns us not to slide back to the bitter, evil, painful, and dark past in efforts to suppress the media for any reasons. It discourages us not to admire or to go back to our stupid or silly past. It outlines the dangers associated with journalism and crafts the wise interventions. It exposes serious attack on the independence of media then.

It further uncovers the practical complex journey which journalists travel during their career, and explains in detail the author's journey of 40 years as a journalist. It provides clearly the two faces of journalism and draws the thin line between what is practiced openly and in secret by the key players in media. It gives the journalist the tricks to carefully navigate the current slippery, and sloppy terrain. It is a set of deep revelations on media violations exposed by an insider.

It is will guide student journalists, current journalists, public relations officers (PROs), and media managers in Kenya, Africa, and other parts of the world in navigating and managing the risks associated with journalism. It will equip and skill journalists to perform their duties in a professional way, and agile so as to become the engines of transformation in their nations through information sharing. It confirms the long standing strong links between Kenya, and India.

The author gives some valuable insight on the technological advancement after the 1990s which was a big boost to the media since it made the gathering, processing, and presentation of news to be very efficient, instant, and effective. It addresses the essentials of a sound communication system, media hygiene, media globalization, and how we became a global village.

It is also good, and very handy for all leaders, professionals, and corporates who deal with media issues from time to time. It calls upon everyone to guard media freedom from any violation for the benefit of the present, and future generations. Free media is good for all of us, politicians, professionals, religious leaders, business, investors, community, society, and nation.

It handles the features of the media of the 1990s and what the writer cannot forget in his journalism career. The book expounds on the purpose of media rights and freedoms as provided by the constitution of Kenya and outlines why there are violations of the same even with the strong legal framework.

This book finally deals with the meaning of news, sources of news, types of news, importance of journalism, presentation of news, qualities of good reporting, ethics for journalists, and written communication. It also guides on good press releases, press conferences, media interviews, process of writing books, benefits of reading books, book reviews, and plagiarism. It has been made simple, and precise for easy understanding by the readers. It is a book where the author has shared some insights on how he wrote stories as a journalist.

CHAPTER ONE: THE DOES AND DON'TS IN JOURNALISM.

Introduction

This chapter deals with types of news, press release, primary sources of news, written communication, a good press release, how to handle a press conference, how to prepare for media interview, process of writing a book, benefits of reading books, importance of journalism, code of ethics for journalists, qualities of good reporting, presentation of reports, challenges, plagiarism, and dangers associated with journalism.

Journalism

- It is the collection of news, editing, and conveying the information in a way that people understand easily. It is having a nose for news.
- It is the management of news, presentation of facts, description of events, and writing designed to appeal to popular taste or public.
- A journalist should have a vitality of a child, curiosity of a cat, courage of a soldier, perseverance and drive.
- A freelance journalist works as a writer, designer, and performer for different organizations.

News

- This is a report of recent events, previously unknown, and have influence and effect; stories, and information. It is information published in the newspapers and broadcast on radio and television about recent events in particular areas.
- Information about current events provided through word of mouth, printing, postal, station broadcasting, electronics, communication, testimony of observers, and witnesses to events.
- News broadcasting of information through radio, TV, and internet channels.
- It is something revealed that people want it suppressed e.g sex, money, and crime.
- It is when man bites a dog. It is what gives taste to your morning coffee.
- They are facts, and events which are interesting about life, most of which are strikingly negative.

- The role of news is to inform, educate, and entertain.

C. Northcote Petal (1986) said that news are a mixture of religion, royalty, sex, and mystery. Novelty, science, entertainment, weather, food, minorities, conflicts, humor, health, victorious underdogs, and famous persons are of great interest to readers.

Investigative reporters reveal interesting, and shocking facts to the public; however, they should work within the law, keep a record of every move they make, keep their editors informed at every step, keep going even if it is difficult, and suspect their findings until they are certain of the accuracy.

Soft news / media

- It is a media organization that deals with commentary, entertainment, art, and lifestyle in television programs, and magazines.
- Scholars' commentary on current affairs, information, and stories to the public through various media channels.

Hard news

- It is journalism genre that focuses on events or incidents.
- Serious reports of interest to many people.
- It covers factual research, and events in real life e.g. climate change, effects disasters like floods, storms, hurricanes, earthquakes etc.

Press Release

- It is a short message from an organization to the press in the hope that it will get coverage in the print or electronic media e.g. newspaper, television.

Types of News

- Current news
- Business news
- National news
- Regional news

- Political news
- Social news
- Historical news
- Sports news
- Local news
- International

Primary Sources of News

- Government programs, projects, and documents
- Politics
- Newsletters, journals, and magazines
- Community functions
- Courts
- Interviews
- Personal, and official correspondences
- Memoirs
- Love stories
- Oral stories
- Contemporary issues
- Mass media-television, radio, and internet
- Observation
- Research e.g. science
- Meetings, conferences, and seminars
- Trade fairs, and exhibitions

Frank Jefkins (1998) says that news are gathered through reporters, special correspondents, stringers (freelance journalists), foreign correspondents, features writers, contributors, news agencies (wire services), picture agencies, picture libraries, syndication and public relations sources, and published through the editorial, advertising, production, and circulation departments.

Elements of News (Newsworthiness)

- Proximity
- Timeliness
- Prominence
- Conflicts
- Human interest

- Novelty or oddity e.g. when man bites a dog.

Types of written Communication

- Internal memos
- Weekly, monthly, and annual reports
- News bulletins
- Appointment letters, and job descriptions
- Employee procedure manuals e.g. HR, finance, systems etc.
- Instant messages
- Emails
- Books

Importance of written Communication

- Permanent record of information for reference
- Provides clarity
- Easy to keep
- Has little distortion
- Legally binding

A Good Press Release

Leena Sen (2011) gives the following as rules for a good press release;

- Present the complete news with the five (5) W's golden rule.
- Provide information that is real, and claiming simple promises i.e. include concrete, and factual data.
- Provide local interest to the reader e.g. Nairobi flood.
- Use simple conversational style that encourages a two-way communication, and makes reading very interesting.

How to handle a press conference

Leena Sen (2011) further explains how to handle a press conference or interviews as follows:

- Be clear about the purpose of the press conference.
- Give details of what you are going to share i.e. the facts.
- The details have news value.
- Convenient time, and location.
- Create a conducive environment for discussion, questions, and answers.
- Have a list of the people to invite.

- Brief the media with handouts, press release, photos, facts, and figures related to the matter.
- Anticipate questions that may arise, and the answers.
- Your answers should be short, clear cut, and relevant. Media people are not keen on irrelevant stories.
- Demands a lot of thinking, and require feet skills.
- Ability to express yourself through an effective oral communication skills. Interviews can be oral or on telephone.

How to prepare for a media interview

- Remember the sources of your information.
- Organize your thoughts well, and answer questions in a structured manner.
- Anticipate questions you may be asked, and prepare.
- Gather more information on the topic to assist in more elaboration.
- Speak clearly, confidently, and authoritatively.
- Listen to the question well for a suitable answer.
- Avoid jargon.
- Show enthusiasm to your answers, and be sincere.
- Prepare for complex, and spontaneous questions.
- Let your body language match your words.
- Ignore the camera, be composed, and natural.
- Use positive words, and manage your emotions well.
- Avoid 'yes', and 'no' answers.
- If you don't know the answer, say so.

Journalists preparations for Interview

C. Northcote (1986) gives the following as the Journalists rules during interviews;

- Arrange a suitable venue with your guest.
- Find out more about your guest before the interview.
- Prepare your questions in advance.
- Record the conversation if it is acceptable.
- Respect the guest if he wants to be off record.
- Dress sensibly
- Be courteous during your discussions. Don't be a nuisance.
- Don't interrupt the personality unless necessary.
- Be punctual

Process of writing a book in Kenya

Journalists are good writers and they should not shy away from becoming book authors and providing critical information for the current and future generations. Below are vital steps;

- Conceive an original idea to fill a certain knowledge gap.
- Assemble your pertinent content into a manuscript i.e. get data.
- Organize your report to flow in order i.e. logical.
- Engage an expert to criticise your work, and improve.
- Submit draft to a publisher to re-work on the cover design, editing, proof reading, registration (ISBN), and publishing.
- E-book, printing, and intellectual copyright.
- Book launch, marketing, and distribution.

Book reviews

C. Northcote (1986) provides the following guidelines on book reviews;

- The reviewer must be well informed about the subject in the book, and the author's work.
- Ability to compare and measure with the work and style of other writers.
- Ability to measure the social relevance of the book.
- State the type of the book i.e historical, psychological, thriller, social etc.

Challenges facing authors

- Lack of mentors.
- Little awareness.
- High cost of publishing, marketing, and distribution of books.
- Piracy.
- Conmen in the industry. Many writers end up losing manuscripts, and money because they made uninformed decisions to malicious publishers or middlemen who promise to help them.
- Copying lifestyles, and writing styles of writers who are prominent. Copying other's writing style when you don't have the same prowess will haunt you. As a writer one needs to stick to their own way of writing.

- Unfavourable writing environment. Writing is one of careers or rather a type of art that requires silence to meditate and put points down clearly. However, many writers get disturbed in workplaces, in their homes, and points of rest thus writing becoming hectic to them.
- Lack of time. Writing is one of careers that require one to be present with undivided attention. This is why many writers have resigned from their former careers to stick to writing.
- Wrong motives. Writing should be geared, and driven by a purpose. If you write for money, or prestige you might find yourself on the wrong side. Writing should be done to provoke, eliminate, educate, motivate, and entertain.
- Wrong beliefs. There believes such as writing takes long to pay or one cannot maintain their lives through writing. When you accept this to conquer you, you will never find yourself writing.
- Archaic cultures. Some cultures, tribes, and ethnic groups are known for certain careers. Therefore, for one to introduce another career not popular with their group needs patience.
- Plagiarism where some writers may use other's intellectual work.
- Technological advancement which makes writing, and marketing online difficult to those are still using analog ways or aged.
- Denominations. You might be a good endowed writer but what you write doesn't agree with your denomination. Amos Mkubwa confessed that he was banned from selling his books in his church simply because what he wrote was not what they wanted to hear.
- Government fear. In some countries, writers are refugees because they ran for their dear lives for writing something that touches on the truth. At this point, even Publishers are not willing to publish you especially when your writing is a naked truth.
- Threats. Writers are one of threatened artists on this world. Many people feel some of writers are exposing them to the public. They try all means to dim them.
- Poor reading cultures especially in Africa where reading is not more encouraged like in Europe.
- Tribal reading prejudice. Some tribes have a long history of enmity and therefore for that reason they don't see each other eye to eye. They even can't buy each other's books. This act is also with many Europeans who don't read, and promote African books.

- Imposed high taxes on paper works. Like in Kenya currently, writing terms are unfavorable since the government has increased taxation on books, and paperworks; they even issues ISBN on money unlike in India where paperworks, and books are taxed low and ISBN issued for free.

Plagiarism

Day star University (2024) in their book, Graduate Student Hand Book, defines plagiarism as using someone's else published or unpublished intellectual or art creation as if it was your own original work. Such creation includes ideas, words, figures, and data among others.

Students, journalists, authors and publishers are expected to adhere to ethical principles of scholarly or academic writing and should produce works which are plagiarism-free

Categories of plagiarism

- Verbatim copying
- Near verbatim copying
- Purposely paraphrasing portions of another author's work without citing the source.
- Copying other university student's assignments.
- Copying or downloading figures, photographs, pictures or diagrams without acknowledging the source.

Types of plagiarism

- Self-plagiarism- students turning in the same assignment for two or more courses
- Plagiarizing work from other sources or original ideas of others without giving credit
- Contract cheating; engaging third party to do the work

Penalties for plagiarism

- Student supervisor reports to head of department who will summon student. If proved it is forwarded to the school dean then to University Disciplinary committee, and University senate to handle.
- A student who is found guilty will not be allowed to graduate.

- Resubmission of thesis/dissertation for examination.
- Withdrawal of the degree certificate.
- Suspension for one semester for a repeat offence.
- Expulsion for any further violations.
- Legal action and claims of compensation by authors.

Process of checking plagiarism

- University students submit their thesis or dissertation to their supervisors who will check similarity index using Turnitin software.
- Similarity index is acceptable up to 18% and if it is above this, the student will revise the document until it becomes compliant.

Benefits of reading books

Journalists can learn a lot by reading widely in libraries or online. They will be more effective in their reporting. More informed Journalists can report their news much better. The following are other benefits;

- Improves your vocabulary
- Expands your knowledge i.e. you get more facts
- Boosts your imagination
- Improves your mental well being
- Improves your emotional intelligence
- Gives you pleasure, and right thrill e.g. entertainment or hobby

Importance of journalism

- Provide context, analysis, and insight that help public make sense of the environment.
- Facilitate crucial processes like use of facts, and data to make decisions.
- Meeting many people, making friends, and building strong relationships.
- Influences choices of people in many ways.
- Knowing people from all walks of life, hearing their stories, and getting new perspective to benefit your life and career.
- Facilitate democratic processes e.g. inspiring people to vote in elections.
- Provide public with accurate, and timely information about their world.

- Journalists are messengers, and interpreters of events; provide control.

Code of ethics for journalists

The Media Council of Kenya (2022) provides the following as the code of conduct/ethics, core values, and principles of journalists;

- Accuracy, and fairness: Factual, accurate, fair, balanced, and verifiable. Avoid fake news.
- Objectivity: Fair and balanced news, reflecting all sides of an issue without exaggeration.
- Impartiality in reporting, and no biasness.
- Timely reporting, and not stale news.
- Brief, and precise reporting without irrelevant stories.
- Confidentiality of sources be protected. Media should not use the cover of unnamed sources to convey personal opinions or untruths.
- Right of reply be given to aggrieved individuals or organizations.
- Integrity: Should not accept bribes, abuse the profession, give special favors, defame, promote hate speech, propaganda, incitement to violence, distort facts or publish unverified information.
- Obscenity, taste, and tone: Media should not publish vulgar, offensive material, mutilated bodies, bloody incidents, or abhorrent scenes unless it has news value and in public interest. If such disturbing photographs or videos are used viewers or readers must be warned.
- Privacy: Do not unnecessarily intrude into private lives of people but instead stick to issues. Avoid using information concerning a person's home, family, religion, tribe, health, sexuality, personal life, and private affairs except where these are relevant to public interest.
- Intrusion into grief, and shock: In violence and personal tragedies apply caution in the use of pictures and names, be considerate and sensitive.
- Secret cameras, and recorders: Do not tape or record anyone without their knowledge except where the recording is necessary in public interest or to protect the journalist from legal action.
- Responsibility: Journalists should be responsible to the citizens, and the nation.

- Observing the laws of the land i.e. Legality.
- Information must be detailed and must address the five (5) ‘W’s i.e. Who is involved, What is it about, When did it take place, Where did it take place, and How did it take place.

Qualities of good reporting

N.A. Saleemi (2008) gives the following as the qualities of a good report;

- Precise
- Accurate in grammar, and factual
- Relevant
- Objective
- Simple, and clear
- Brief
- Adequate
- Cross references

Presentation of reports

Ron Ludlow (1992) provides the following as standards in the presentation of a report;

- Introduction, objective, and reason of the presentation -10% of the time.
- Introduction of the main themes, and issues - 20% of the time.
- Development of main themes, and issues - 40% of the time.
- Integrating of main themes, and issues - 20% of the time.
- Summary, and conclusion -10% of the time.

Qualities of a good report writer

Leena Sen (2011) gives the following as the qualities of a good report writer;

- Ability to use intuition to prove, and get more hidden information.
- With good judgment of facts i.e. able to sieve facts from fiction, assumptions or biases.
- With sound knowledge in English language, and grammar.
- Ability to write accurately, concisely, clearly, and simply i.e. able to describe and place the facts in perspective.
- Ability to think logically, and objectively.

- Ability to perceive facts in totality, and not in isolation.

Challenges, and dangers associated with journalism

- Hostile work environment i.e. extreme weather conditions, insecurity or work pressure.
- Intimidation or threats to physical attacks.
- Sexual harassment, and abuse.
- Publishing private information online.
- Serious body injuries or even deaths.
- Proliferation of fake news and misinformation in social media which spreads like wild fire hence undermining the credibility of mainstream journalism or media.
- Working under extreme pressure, and stress due to tight assignment deadlines.
- Journalists are often away from home, family, and friends locally or even abroad. This seriously weakens parenting, and cohesion of the family unit.
- Dangerous reporting during riots, violent disturbances or in war zones may lead to serious injuries, disability or deaths e.g currently in Ukraine, Russia, Haiti, Palestine, Sudan, post-election violence in Kenya among others. The reporters either are injured or killed in cross fire or even targeted by security forces.
- Investigative journalism who cover crimes normally invite serious threats, intimidation, and lethal violence from aggrieved parties. In some cases, criminals may fight back.
- Physical harassment, assault or even imprisonment for many years by dictatorial regimes worldwide.
- Online attacks i.e cyber bullying and fake exposure through photo-shops.
- Loss of revenue by companies due to unfavorable market.
- Retrenchment of staff due to harsh economic times.
- Laying off of some workers due to improved technology and harsh economic times.

CHAPTER 2: THE PRACTICAL INTRICACIES OF JOURNALISM.

Introduction

This chapter deals with school journalism, university journalism, employment as a journalist, the features of media of the 1990s, what I cannot forget in my journalism profession, and media globalization.

School journalism

I was born in 1965 in Sogon, Baringo district/ county, in a family of seven (7) children (two sons, and five daughters), and raised in a very humble background where we lacked very basic needs. My father died when I was eleven (11) years and I was raised by a single mother, and my elder brother. My family was engaged in peasant farming, small scale livestock farming, and traditional alcohol (busaa) brewing as the major economic activities. We severally faced severe famine, and had to live on wild fruits.

I joined Sogon Primary school from 1972 to 1982 where I showed much interest in music, English, and literature. I also practiced music, and drama as a young artist in Africa Inland church (AIC) Sogon along with other children. I sat for Certificate of Primary Education (CPE) in 1982, and joined Kabarnet High School after passing well with 29 points out of 36.

I was admitted to Kabarnet High School from 1983 to 1986. At Kabarnet I was more keen on English, literature, and drama club; I wrote several articles in the school newspaper. I also spent much time reading widely in the school library. My passion in journalism was upgraded further and I began writing in the national newspapers, letters to the editor and pen pals section which was dealing with making friends in Kenya where I was connected to many young writers, and improved my writing skills. My passion at this stage

was indeed burning to excel in this area with the support of very good English language teachers including Dr. Chepkuto. I continued with this for two years during my studies at Shimo La Tewa School in Mombasa.

In 1986 I completed my Kenya Certificate of Education (KCE) with a Division II and joined the former academic giant in Coast Province, Shimo La Tewa School for my Kenya Advanced Certificate of Education (KACE) from 1987 to 1989.

University Journalism

I completed my advanced high school education in 1989, and went to India for university education because I narrowly missed the minimum entry requirements in Kenyan universities which by then were very high with few universities admitting very few students.

I joined Marathwada University in Aurangabad town, Maharashtra state (central India), fully sponsored by my elder brother, Mr. Philemon Keitany. During that time there was influx of many Kenyans going to many Indian cities including Chandigarh (Punjab), Accra, Gujarat, New Delhi, Udaipur, Kolaphur, Jabalpur, Jaipur, Nagpur, Allahabad, Aurangabad, Bombay, Madras, Lucknow, Bangalore, Hyderabad, Kolkata, Pune among others to seek for education.

While in India I wrote several articles in a popular newspaper, the Lokmat Times (Lokmat Samachar), which is the largest newspaper in Maharashtra state with about 30 million readers. The newspaper which was founded in 1971 by Jawarharlal Darda has three (3) editions (in English, Hindi and Marathi) and was published in Aurangabad, Nagpur, and Nashik towns. Lokmat means the people's opinion. During the period I also had time to relate and work with Bombayite magazine, and Amar Radio based in Aurangapura.

In India I did a diploma in Mass Communication along with my Bachelors degree in Public Administration, Economics, and Political Science from Marathwada University. I graduated in February 1993 and came back to Kenya when I continued writing many articles in both the Daily Nation, and the Standard newspapers.

However, I ended up making many enemies due to some of the investigative stories and articles written in the newspapers because they were very controversial to some people. I equally made many friends who were ordinary, powerful, and prominent. I was invited to very many functions, and whistle blowers volunteered much information touching on conflicts, crime, oppression, and corruption which I covered well. I secured my first job in government due to the connection I got through the power of the pen.

Employment as journalist

For seven (7) months after my graduation I sought for employment in Baringo county, and Nairobi but no job was forth coming. In 1993 I walked into the Nation center news room in Nairobi, and asked for employment as a journalist which I was immediately offered as a news correspondent based in the then Baringo district. I was very excited since this was my first job. I reported to Baringo immediately, and began filing news stories as the only reporter with an independent media house. The other option was Kenya News Agency (KNA), and Kenya Broadcasting Corporation (KBC). Baringo was a closed district and no one was allowed to report on issues from the district number one where the second president of the republic came from.

My work began well with the professional support, and mentorship of Mr. Mutegi Njau, the former tough and strict Daily Nation News Editor, and the late Peter Chepkwony and Mr. Cheptumo, the District Information Officers (DIO) Baringo. Later, I also worked

and bonded with the other reporters based in Baringo including Mr. Luka Kiptanui, Mr. Joseph Kipkoech, current National Information Director, and Mr. Arnold Cheptumo among others.

Concurrently, I wrote news articles and features in the Weekend Mail weekly which was managed by a prominent journalist Mr. Philip Ochieng (formerly Daily Nation columnist) and the Eagle monthly newspaper. Later, Hon. William Kamket, MP Tiaty joined the Daily Nation briefly as a reporter who worked mainly in Baringo South, and Tiaty sub counties before he left. Some of my stories were also featured in the Kiswahili newspaper, Taifa Leo.

After a few months a storm began brewing over the kind of controversial stories featured in the Daily Nation, then I began to rub shoulders with very prominent and powerful KANU leaders during the time including the late H.E. Daniel Toroitich Arap Moi, former second president of Kenya; former prominent Baringo politician late Mr. Hosea K. Kiplagat, late Hon. Nicholas K. Biwott aka Total Man (MP Keiyo South and powerful Minister), Mr. Hussein Maalim, Baringo District Commissioner, Mayor of Kabarnet Municipality late Cllr. Philemon Chelagat, Hon. William Kamuren; former MP Baringo North, Hon. William Morogo former MP Mogotio, Hon. Joseph Lotodo former MP Baringo East, late Cllr. Joel Bultut; Chairman Baringo County Council, Cllr. Samuel Cheptoo former Kabarnet deputy Mayor, and Bishop Emeritus Daniel Chemon of Full Gospel Churches, Baringo.

My time with the Daily Nation, however, was not rosy since it became tough for I began receiving insults, serious threats, and intimidation from some powerful KANU leaders, Chiefs, and security officers. In many public meetings leaders used to ask if I was present so that they make speeches with caution. I was in some instances confronted by some senior security officers in the Baringo at the end of meetings and warned not to file controversial stories

arising from speeches of some leaders which bordered on incitement, and hate speech against other ethnic communities.

One time while at a Loruk public meeting a Baringo MP said that residents of Baringo East (Tiaty) were facing acute famine, and were eating monkeys to survive. At the end of the meeting a senior security officer called, and warned me not to file the monkeys story because it was going to spoil the good name of the district number one. However, I found it was a good story and I filed it. It received great prominence in the Daily Nation as it placed on the back page. The story was picked, and shared internationally by British Broadcasting Corporation (BBC). The MP who made the statement was forced to come to Baringo District Information, Kabarnet, to deny the story saying he was misquoted. As a result some leaders pushed for my arrest but the OCPD then stood with me as he was in the Loruk meeting when the MP made the statement.

During Madaraka day national celebrations at Kabarnet High School in 1993 I was attacked by 15 KANU youth wingers who were then a very powerful enforcement arm of the ruling party. Their main work was to ensure that people were loyal to the ruling party, KANU. They pulled my chair from behind and I fell down, they arrested me, snatched my notebook, and frock matched me out of the celebrations. I was left at Kabarnet town. I went to the telephone booth at the post office and filed the story on the harassment which was featured by the Daily Nation, and Taifa Leo. One time a chief from Sacho chased me from the telephone booth while I was filing a news story to the news room. I tried to complain to the authorities against them but no one was keen on taking any action.

In the 1990s almost everything was analog since there was no internet services, computers or cellphones. We used to send news by dictating on telephone and someone at the newsroom with short hand skills could write starting with the catch word and paragraph

one. Those who manually recorded the stories in the news rooms also got tired causing them to abandon work or insult the filing reporters. This was very hectic because the lines were very busy and very difficult to go through. Those typing the stories in the Telex, manual type writers, fax, and Telkom wireless CDMA were used progressively over the years between 1990s and the year 2000. Later desktop computers came, then emails, and laptops in the year 2008. Journalism work, and reporting became better. Originally, news video tapes with hand written notes were sent from the field by hired or borrowed vehicles, matatus or by parcel service to news rooms in Nairobi.

Sometimes when you met a news editor very moody, he would kill your story even if it was good. In Baringo, I was using public telephone booth which sometimes were very busy or I could be stopped and chased by unknown people when they hear what I was sharing. Sometimes when the pressure was too much I went underground and resurfaced when it was better. I attempted to record a statement at the Police Station that my life was in danger but no one recorded, and instead was ordered to leave.

I was later summoned before the then dreaded District Security Committee at the Kabarnet District Commissioner's office, and was thoroughly grilled for working against the ruling party, KANU. I argued out with them that I was working for Daily Nation just to make ends meet, and was not playing any politics. I told them that I had already met all Baringo top leaders, and asked them for employment but they gave me empty promises. In response they saw my innocence and promised me a job as a District Officer (DO); a promise they never kept.

Instead, in 1994 I was compelled to leave the Daily Nation, and was driven in a vehicle, Peugeot 504 (one of the best car of the time), from Kabarnet to Nairobi nonstop to join Kenya Times where I was

employed, and given better terms. The handlers told me it was a presidential decree, and therefore I could not shun away because of the impending consequences which I felt were real.

At Nairobi I was employed, and posted to Baringo but I experienced a heavy blackmail as a lot of my best stories were killed at the news room because I was told some well-known Baringo leaders made sure nothing negative was featured in the newspaper. They even killed a story about a girl, mentally disabled and dumb; who was raped then. I got discouraged by media blackmails; my passion dimmed. I therefore applied for a vacancy in the government as an administrative officer which I secured on October, 1995, and left active journalism until today. I stopped also my role at Kenya Times newspaper of training student journalists who were on industrial attachment.

However, I continued writing non-controversial articles, and Christian materials in the media until today e.g in the Kenya Times, the Sunday Times, The Standard, Glory Newspaper, and Migori County Times between the year 2011 and 2013. Today the young journalists in Baringo refer to me as veteran after they learned about my zeal, commitment, courage, and passion which went through the strong tide of the 1990s. During the period I covered news, stories, special reports and features touching on politics, conservation, security, religion, sports, child rights among others. When I look back, I see immense God's grace and favor.

I expect to bounce back to active media next year when I will be out of government assignments because journalism is deep in my blood stream. I will continue serving as a good governance analyst, and work as a freelance journalist writing diverse features and sharing news to bring transformation to this world; to make it a better place for humanity.

Thanks to the 2010 constitution which has opened a huge space for free media which is now a legal right. I am too impressed by the many print, and electronic journalists working in Baringo today. You may not believe that I was struggling alone from 1993 to 1995. This is the beauty of democracy which we must all guard jealously all times.



The Author during a radio interview.

The features of media of the 1990s

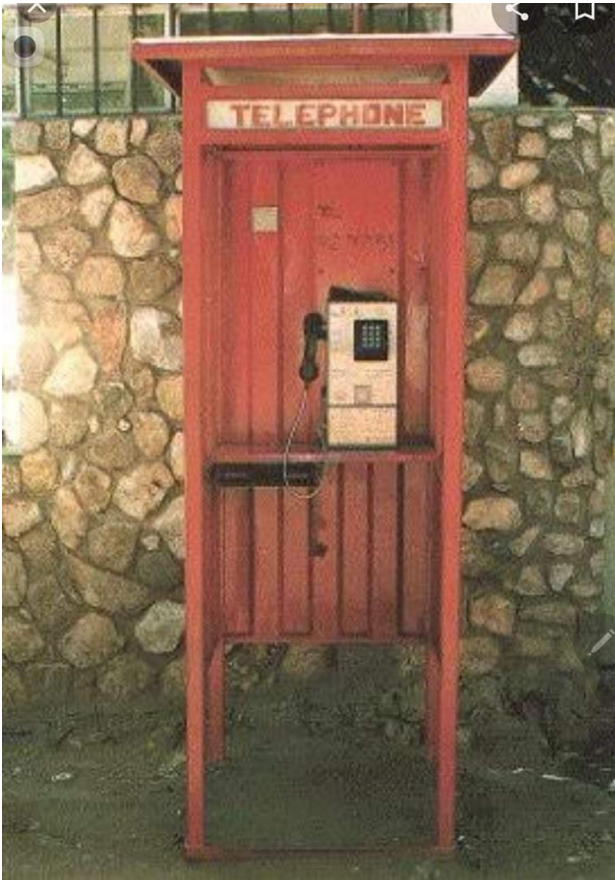
- Analog systems, and structures i.e. absence or very limited internet service.
- Use of obsolete media equipment.

- Very few journalists with major towns populated by only government reporters under the KNA or KBC.
- Journalists faced extreme difficulties, suffering, persecution, threats, intimidation, and dangers. There was too much interference by the state against the media then.
- Journalists faced serious challenges of transport, limited mentorship, and meager remuneration. Most of the correspondents were paid per story published.
- Staffers salary was paid after long delay of several months. If you filed ten stories and were not published you would not be paid. This made life difficult as they tried to meet their basic needs. They were pushed to live in handouts from other people which indeed compromised their objectivity.
- Hot stories of national importance or public interest were killed for cheap money. These desperate actions were for survival. I have sadly, and painfully confirmed from some Baringo based journalists that the same situation still stands even today (31 years now gone). I remember vividly in July 1995 receiving a cheque of Ksh. 90.00 with shock from a media company being my monthly pay for previous month. I have still held the payment voucher until today as evidence of a negative milestone. However, those who have been absorbed on permanent or contract terms enjoy good remuneration.
- Working with very difficult news editors e.g. they insulted correspondents like I was told one time after filing a story that "*wewe mjinga nenda chungu mbuzi huko Baringo*" (you fool, go and take care of goats in Baringo). This harassment needed a lot of patience and stamina.
- News were filed using reverse calls on land line (public telephone booths) which was tedious, and full of interruptions. Dictating news to a shorthand typist in a newsroom was sometimes distorted due to mother tongue influence of the English language on the presenter. Sometimes reporters were ejected out or severely beaten by authorities or members of the public from telephone booths while filing news. This was very inconvenient, archaic, and extraneous.
- Journalists operated under a weak legal framework i.e. the constitution did not provide freedom to the media like the 2010 Kenya constitution. This was a fertile ground for very tight, and excessive controls.

- Movement challenges were obvious, and many journalists hiked vehicle lifts to cover functions. There were no motorcycles (*boda boda*) transport service like today.
- Carrying stale news was the practice in all media houses especially for the news from rural areas which arrived in newsrooms between one day and two days due to poor road network, poor telephone coverage, and lack of internet service. TV news were sent in video tapes physically to Nairobi by vehicles for 300 km or more by public means or night vans service which took a lot of time.
- There was no social media hence news had little chances of distortion.



The important media tools of the 1990s



Telephone booth used in 1980s to 1990s.

NOTE:

The sharp difference between the media of today and that 1980's - 1990's is like day, and night. Indeed, we have covered a very huge ground due to the impact of technology.

What I cannot forget in my journalism profession.

I cannot forget in my life these low and high moments in my Journalism career as indicated below. However, I have since forgiven unconditionally anyone who wronged me because I believe they were taking some instructions from their powerful bosses.

- My mentors in the media who shared their lives, and walked with me to the critical and finer steps of journalism.
- The VIP leaders I rubbed shoulders, shook hands, and ate with; some helped me later join the government sector. Some also hurt me in various ways.
- The unwarranted insults, serious threats, confrontations, warnings, and intimidation received for performing my job well. I clearly saw two extreme paradoxical worlds.
- The serious attacks on the independence of media then and today through the numerous challenges faced by journalists. This is a serious attack on the independence of media.
- The Loruk explosive story that residents were eating monkeys to survive an acute famine.
- The mishandling, and frock marching out of Madaraka day national celebrations at Kabarnet High School by 15 KANU youth wingers for no reason.
- Working under very difficult situations without computers, internet services, vehicles, cellphones or salary because everything was analog. I used to walk on foot to cover some functions.
- Appearing before the then dreaded District Security Committee (DSC) for grilling.
- The compulsion to leave the Daily Nation, and being driven in a vehicle from Kabarnet to Nairobi to join the Kenya Times media through a ‘presidential instruction’.
- The heavy unprofessional censorship of my best stories by the Kenya Times news editors working in partnership with political merchants.

- I have learnt that as a journalist if you favor politicians, they praise you, but when you against their interest they strongly condemn you for biasness, and even they deny statements they made in a broad daylight.
- Many people don't respect the journalism profession, but they just want to use journalists for their selfish gains.
- Journalists must bring out very clearly the hidden matters in the society because the real cards are always played under the table by people.
- My employment as a public service officer in 1995 through the connection and friendship I made through journalism. News reporters build great fruitful networks.

Francis B. Nyamujoh (2005) in his book Africa's Media addresses issues of democracy, press, politics, unbalanced news, media ethics, professionalism, and legal framework.

Media globalization

The current media is operating with many journalists almost in every town; well equipped with state-of-the art media gadgets backed with internet e.g. cell phones, laptops, tablets, cameras, and live streaming equipment which enable them to share news in real time through the internet magic which we lacked during the 1990s.

Telex, manual type writers, fax, and Telkom wireless CDMA were used progressively over the years between 1990s and the year 2000. Later desktop computers, emails, and laptops came. News video tapes with hand written notes were sent from the field by hired vehicles, matatus or by parcel service to news rooms in Nairobi.

The era of liberalization in Kenyan media saw great transformation of the sector between 1990 and 2008 due to the expansion, and

advancement of the global media. There was the development, growth, and regulation of private and public press, television, radio, and internet. There was immense growth from one radio in 1989 to 53 radios, and over 244 FM frequencies by the year 2008. The monopoly of KBC (formerly VOK) ended as KTN, NTV, Family TV, and Sayare TV came into being; There were 30 community radio stations. There was also the mushrooming of the alternative media (gutter press) during the time which specialized on rumors, smear campaign against prominent people, character assassination, and gossip (River Road newspapers).

The international, and pan-regional radio services also came in e.g BBC, VOA, Trans-world Radio, Germany Radio, Radio Pakistan, China Radio, Radio France International, Radio Republic of South Africa (RSA), and Sound Asia. Several newspapers and magazines came into active business with the new freedom i.e. East African, Education, Daily News, Times, Science Africa, Drum, Plain Truth, True Love, People Daily, Kenya Times, Citizen Daily, Sunday Standard, Daily Metro, People on Sunday, Daily Nation, Sunday Nation, Taifa Leo, and Taifa Jumapili.

The new internet-backed media was introduced in Kenya in 1995 by the African Regional Computing Center (ARCC), and 28 Internet Service Providers (ISPs) were operational by the year 2003. By 2006 a total of 73 ISPs had been granted licenses, and over 1,000 cybercafés were established countrywide which were mainly concentrated in Nairobi, Mombasa, Kisumu, Nakuru, Eldoret, Kakamega among other major towns.

The internet connectivity provided ease of access to news by readers, listeners and viewers. News were received through web versions of newspapers, and radio newscasts irrespective of one's location. The problem of global reach was no longer technical for it became instantaneous once news are published on the net.

The internet allowed for an open interactive access as opposed to one to many broadcasting systems which enabled the public sphere in Kenya to become more dynamic, plural, vibrant, and democratic.

The new Information Communication Technologies (ICT) enabled journalists to gather and transmit breaking news on the internet directly to their audience. They even used the online data bases, reports, and information to do their research and reports. Journalists, and producers writing feature reports, and documentaries turned to the internet for ideas. The availability of large volumes of information on World Wide Web (www) made it faster for journalists to gather information, monitor global events, and undertake research in an easier, and a cheaper way. This made the sharing of news more economical.

Despite the efficiency, and effectiveness there was the challenge of many Kenyans unable to access the new media due to poor network coverage in some areas, and lack of the necessary gadgets like the smart phones. Hence, this marginalized a large section of Kenyans leading to the creation of disparities in the global village dynamics. The required telecommunication costs were also very prohibitive. The scenario of many challenges is still available although there are improvements. Millions of Kenyans have still stuck in the *mulika mwizi* (analog mobile phones), and thus cannot benefit from the internet access.

The digitalization from analog systems was a game changer in the digital space. Communication Commission of Kenya (CCK) was established through an Act of parliament to oversee, and regulate the activities of the media sector with the input from the stakeholders, including Kenya Union of Journalists (KUJ), Media Owners Association (MOA), Kenya Communication Media Network (KCMN), NGOs among others.

Transnational media agencies further strengthened globalization, and provided diverse programs with the coming in of the BBC, AFP, CNN, DW (Germany), PANA, VOA, CCTV, CANA, Sky news, Aljazeera, IPS, SHIATA, KYODO (Japanese). With the new landscape there were changes in policies, editorial choices, adaptation, differentiation, interconnection, and transnational media coverage like during the 1998 terrorist attack in Nairobi US embassy.

Frank Jefkins (1998) in his book, *Public Relations*, talks about the instant world news provided by media by transmitting news as they happen in real time e.g. American Cable news Network (CNN), and BBC. There was a great shift from cinemas, and traditional media channels to viewdata, teletext, cable television, satellite television, and internet based transmission.

The alternative media (social media) also plays a special role in the transmission of news in real time to multi-million audiences daily around the world today. Almost all major organizations in both public, and private sectors have social media accounts and pages (Facebook, Twitter, YouTube, Tiktok, Instagram, Whatsapp, among others) to ensure they are not left behind by the emerging powerful media. Going forward, technology will enable the journalists to work with agility, and remain vibrant as they fight competitively for their positions in the digital space.

The mediums for conveying news has greatly diversified from those used by the legacy media like TV, radio, neespapers, and magazines to social media and online platforms which has taken huge chunks.

Media industry in Kenya currently is struggling to be sustainable with calls for establishing of sustainable models. Majorly, this is an occurrence globally but locally there's the impact of government pulling out the advertising revenue from the media houses and amalgamating them under a Government Advertising Agency (GAA).



Wi-fi connection in an office



The Newspapers of the 1990s



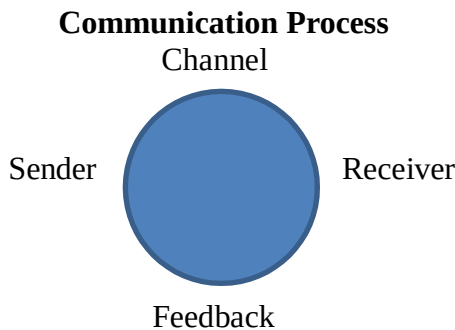
Media Personnel covering a national event in Nairobi in 2022

CHAPTER 3: EFFECTIVE COMMUNICATION

Introduction

This chapter deals with effective communication, essentials of a sound communication system, protocol and etiquette, data protection, and role of technology in communication.

Journalists transmit their information daily, and every minute through various medium of communication throughout the world, therefore, the current digital communication channels are vital in making their work a success.



What is communication?

- It is a means of sending or receiving information effectively between two points e.g. using a computer, cellphone. Information is passed over to those who need it.
- There are internal, and external communication channels.
- Organizations have fallen due to lack of effective communication strategies i.e. with clarity, complete facts, consistency, integrity, inclusiveness, and courtesy.
- There is a need for good communication in everyday life in government, business, and relationships. It involves people, shared message, and channels.

Ways of communicating effectively

- Verbal, oral, speaking and meetings i.e. orders, face to face, broadcast or interviews
- Non-verbal/body language, and facial expression

- Written i.e. papers, letters, posters, notices, manuals, books, reports
- Audio-visual using sound, and video
- Visual/images, photos
- Mass communication including TV, radio, social media-reaching millions
- Mechanical i.e. emails, bulk SMS, blogs
- Active listening
- Gestures e.g. conveying feelings and emotions like facial expressions, postures, tonal variation, body movements etc

Types of communication

Leena Sen (2011) gives the following as the types of communication;

- Personal or intra-personal communication.
- Inter-personal communication where two or more people interact.
- Organizational communication which creates positive impact
- Mass communication -sharing news with the public
- Social communication is where people interact outside official environment like in social or informal functions.
- Transformational communication is supportive communication performed by teachers, counselors or human resource officers.
- Corporate communication is where an organization keeps in touch with employees, business dealers, and all stakeholders.
- Group communication like in face to face meetings.

Model of communication

In his book, Model of Communication (2024), Schramm holds that communication occurs in a circular way implying that both the sender and the receiver exchange roles and participate equally in communication. This differentiates it from other models which view communication as linear.

The advantages of Wilbur Schramm's model of communication are interactivity, transnationality, multidimensionality, adaptability, feedback mechanisms, cultural sensitivity, and practical applicability.

Key components of Wilbur Schramm's model of communication

Source

The sender or source initiates the communication process by encoding a message i.e. an individual, group, organization, or any entity that wishes to convey information.

Message

The encoded information or content transmitted by the source, can take various forms, including verbal, nonverbal, written, or visual communication.

Channel

The medium or channel through which the message is transmitted from the source to the receiver can be verbal (e.g., speech), nonverbal (e.g., body language), or mediated (e.g., television, internet).

Receiver

The recipient or audience who receives the message interpret, and decode the message based on their knowledge, attitudes, beliefs, and cultural context.

Feedback

The response or reaction of the receiver to the message provides feedback and completes the communication loop by providing the sender with information about the effectiveness of their message.

Noise

Any interference or distortion that disrupts the communication process can be internal (e.g., psychological factors) or external (e.g., environmental distractions) affecting the clarity, and accuracy of the message.

Features of Wilbur Schramm's Model

Interactivity

Schramm's model emphasizes the interactive nature of communication, highlighting the continuous exchange of messages

between senders and receivers. Communication is viewed as a dynamic process involving feedback, and adaptation.

Transactional

Communication is seen as a transactional process where both parties (sender and receiver) play active roles. Each participant contributes to the meaning-making process through encoding, decoding, and feedback.

Multidimensional

Schramm's model recognizes the multidimensional nature of communication, considering various factors such as context, culture, and individual differences. Communication is not solely about the transmission of information but also about the interpretation, and negotiation of the meaning.

Adaptive

Communication is adaptive and context-dependent, meaning that it evolves and adjusts based on the specific situation, goals, and participants involved. Effective communication requires flexibility, and responsiveness to the changing circumstances.

Field of experience in Schramm's model of communication

In Wilbur Schramm's model of communication, the "field of experience" refers to the shared background, knowledge, attitudes, and cultural context that both the sender and receiver bring to the communication encounter. This concept emphasizes that individuals interpret messages based on their own unique experiences and perspectives which can significantly influence the encoding, and decoding of information.

Schramm recognized that communication does not occur in a vacuum but is deeply embedded within the broader context of individuals' lived experiences. The field of experience encompasses various factors including: Cultural background, educational and socio-economic background, personal beliefs and attitudes, social identity, interpersonal relationships, and contextual factors.

Barriers to effective communication

All journalists should navigate through these barriers to succeed in their reporting;

- Inability to listen or ignoring. It is being selective or hearing what we want
- Lack of trust.
- Jargon, semantics, ambiguity or vocabularies.
- Exclusion of people.
- Environmental noise, time, and distance.
- Conflicts, and dissatisfaction with others.
- Work overload, and inconsistency.
- Mental stress, attitudes, and opinions.
- Perceptions, and attitudes.
- Cultural styles, and tastes.
- Language and literacy, education, and technical deficiencies.
- Time pressure.
- Poor organization of material or wrong choice.
- Misinterpretation.
- Technology hitches; poor transmission, network, equipment etc
- Mechanical barriers e.g distortion, filtering, and overloading.
- Organizational barriers e.g. inadequate facilities, policies, rules, and procedures.
- Personal barriers e.g. lack of interest, hasty conclusions, lack of confidence, and love for status quo.

Importance of communication

- Promotes job satisfaction.
- Improves public relations.
- Builds confidence with people.
- Enhance team understanding, building, and bonding.
- Promotes innovation.
- Good public reputation.
- Efficient coordination, and transfer of information.
- Reduces gossip.

Leena Sen (2011) explains the following as the reasons why many organizations employ public relations officers (PROs) who are mainly journalists;

- The need to strengthen human relationships for the satisfaction of personal, and professional needs of the organizations.
- To build a culture of trust, and inter-dependence by understanding mutual needs of team players.
- The need to address very complex issues arising from a competitive, and stressful business environment.
- The public relations department brings in a great expertise to develop for use journals, video journals, print and electronic newspapers, press releases, bulletins, and brochures.

Frank Jefkins (1998) says public communications is an emerging issue of reporting in organizations.

Essentials of a sound communication system

N.A Saleemi (2011) provides the following as the essentials of a sound communication system;

- Clarity.
- Right timing.
- Adequacy.
- Integrity.
- Participation of parties.
- Strategic use.
- Two-way communication i.e. with feedback.
- Economic i.e not too expensive.
- Use of appropriate channels to convey the message.
- Flexibility i.e adjustable.
- Attention by the receiver i.e. with an open mind.

Effects of ineffective communication

- Breaking relations.
- Causes conflicts.
- Expensive to apply e.g main media adverts.
- Addiction e.g. social media.
- Waste of time by spending hours on non-productive online activities.

Symptoms of faulty communication

- Toxic relations, and break ups.
- Poor services to clients by the staff.
- Mental health issues, and anxiety.
- Blame games among parties.
- Complex conflicts, hostility, tensions or violence.
- Increase in rumors, and gossip.
- Increase in apathy, and withdrawals by subordinates.
- Loneliness.
- Increase in mistakes, and misunderstanding.
- Need for repeat communication.
- Reluctance by managers to make key decisions.

How to communicate effectively

- Give information to the people who require it.
- Think of, and know your receiver.
- Define your purpose.
- Select factual information.
- Choose the appropriate medium.
- Be clear, brief, and precise.
- Get the tone right.
- Remember the feedback.
- Listen effectively.
- Focus on teamwork.

Data protection

Journalists must comply with the data protection provisions to avoid legal complications.

- Data is the information used for calculation or decision making.
- Data is processed by means of equipment in response to instruction e.g. computer.
- It is about fair, and proper use of information about people, clients, and suppliers.
- There is a right to privacy in relation to data.
- There is a need to build trust, and achieve legal compliance.
- Unauthorized loss and access of data can result in serious breach of people's rights which may lead to heavy penalties as per Data protection Act (2019).

- Data Protection covers all aspects of data management through the entire life cycle of data collection, processing, storing, dissemination, erasure, and deletion.

Personal data.

- Name.
- Health information.
- Income.
- Cultural profile.
- Address/contacts.

Sensitive personal data

- Health status or sickness.
- Family details, children or spouses.
- Biometric data, and finger prints.
- Social status or ethnic origin.

Importance of consent.

- It is a person's agreement to the processing of their data.
- Data controllers, and processors must get consent before using people's data.
- There should be use of a language that correspondent understands.
- Consent must be voluntary, and not forced.
- A person must have the capacity to understand and communicate consent; he should not be a child.
- A person has a right to withdraw consent though it will not affect the lawful processing as per the prior consent.
- Consent must be obtained from the person before the transfer of data to another controller or country. This requires the approval by the Data Commissioner.

Important principles in data protection.

- Data processing must be lawful, fair, and transparent.
- It should be accountable, and compliant to the required standards.
- It should not be excessive but adequate.
- It must be with integrity, and confidential.
- Data accuracy/correctness should be up to date without errors hence should be reviewed regularly.

- Deletion of data once through with the use.
- Data must be used as per the original purpose; should not be misused.

NOTE:

Violation of data protection standards may lead to very heavy penalties (fines) or legal action. Personal, and sensitive data requires total compliance by all especially online where there is massive outright violations. Journalists should be more responsible in handling people's data.

Role of technology in journalism.

Journalists must use modern technology to be more effective, and efficient so as to cope up with the very competitive world. The mainstream media worldwide is currently evolving to catch up with the social media which has raised the bar too high.

- Technology is applying scientific knowledge for practical purposes e.g. use of technical processes in communication tasks.
- Technology has radically transformed lives of people including journalists for many centuries, and it will continue to do so. Technological advancement is ever in progress.
- Efficiency, and effectiveness in communication i.e. quick access to information.
- Technology through internet has made the world a global village.
- Breaks distance barrier e.g. zoom meetings.
- Efficiency in news report writing.
- Create new jobs i.e. online jobs.
- Improve status in the entertainment industry.
- Reduces the burden of the workers.
- Promotes demand for skilled jobs e.g. ICT.

Disadvantages of technology.

- Expensive for small organizations.
- Increased dependency e.g. cellphones, calculators, internet etc
- Risk of job losses.
- Online businesses may kill physical businesses.
- Increase in online crime e.g. fraud, theft, hacking, risk to data, photoshop, white collar crime etc.

- Waste of productive time e.g. on social media
- Risk of radiation, diseases, occupational hazards etc.
- Machines or computers are sometimes limited in some tasks.
- Human error may mislead i.e. garbage in garbage out.

Protocol, and etiquette.

Journalists must comply with emotional intelligence, protocol, and etiquette standards so as to have an easy access to information from the state, and public.

- They must well behaved.
- Be keen on body language.
- Good manners make others feel comfortable, and gives access.
- It is based on customs, and traditions which are dynamic.
- Acceptable culture, and language commands respect.

Basic decorum

- Be courteous to people.
- Apologize for mistakes made.
- Smile as you greet people.
- Say goodbye as you leave.
- Make handshakes as you stand.
- Use the correct titles of people e.g. Mr, Mrs, Dr, H.E, Madam, Sir, Director etc to recognize them.
- Be diplomatic by turning your demands into requests by being courteous.
- Have proper, and relevant attires for specific occasions. Dressing conveys a message.
- Be punctual in functions, and meetings. Plan to arrive in or on time.

CHAPTER FOUR: LEGAL FRAMEWORK FOR JOURNALISM.

Introduction

This chapter deals with the purpose of rights and freedoms, important rights and freedoms provided by the constitution, why there are violations of the rights and freedoms, and county public communication.

The Constitution of Kenya, 2010, Chapter Four on Bill of rights, Articles 31 to 36, provides for the legal requirements for a free media and other related rights as indicated below;

- Human rights are moral principles on human behavior in a country which are justified, acceptable, and sound. Freedoms are rights to act, speak, think, and access certain things.
- There is a strong linkage between rule of law, access to public information, and human rights hence journalists in all media houses must comply with the legal standards so as to deliver justice to society in line with public interest. All journalists should be human rights defenders by being public watch dogs, using the constitutional rights and freedoms provided as the yard stick.
- Compliance with human rights will save journalists, public, and private institutions from heavy penalties and litigation arising from violations of the rights.

Purpose of rights, and freedoms.

- To preserve dignity of individuals, and community.
- To promote social justice.
- To realize potential of human beings.
- They belong to each individual, and are not a favor from anyone or the state.
- They must be consistent to Chapter 4 on Bill of Rights of the Constitution of Kenya 2010 from article 19 to 57.
- State organs and persons are bound to comply with the rights and freedoms.
- The enjoyment of the rights has limitations i.e. it must be within the law, and you cannot violate the rights of others.

- The limitations to rights must be reasonable, and justifiable.
- Limitations shall not include torture, cruelty, inhuman practices, degrading punishment or slavery.
- There must be fair trial, and habeas corpus (presentation of prisoners or arrested persons for a trial in a court).
- Every person has the right to file cases regarding denial, violation or threats to the rights.
- The High Court shall interpret on cases touching on compliance to human rights.
- It is the duty of every state organ and persons (agents) to observe, respect, protect, promote, and fulfill the rights.

Rights, and freedoms as provided by Kenya Constitution 2010.

- Equality and freedom in access to opportunities without discrimination on basis of gender, color, age, religion, dress, ethnicity, birth, language, health status or PLWD.
- Human dignity is about protection from degrading actions.
- Freedom, and security from cruelty.
- Right to privacy of home, family, and property.
- Right to conscience, religion, belief, and opinion.
- Freedom of expression without hate speech or propaganda.
- Freedom of media includes independent print, and electronic media without state control.
- Access to information by state institutions.
- Freedom of association i.e. to join and participate in associations of choice e.g. Media staff unions.
- Right of all workers including media workers to participate in demos, picketing, and presenting petitions to authorities.
- Right of media to make political choices and also to provide balanced coverage to facilitate free, and fair elections.
- Right of all workers including media workers to fair labor practices i.e. remuneration, work conditions, joining unions etc.
- Right to clean, and healthy environment through various conservation measures.
- Economic and social rights i.e. health, housing, food, education, safe clean water, social security, and emergency treatment.
- Protection of family i.e. marriage of adults of opposite sex.
- Right to reasonable quality of goods and services.

- Fair administrative action i.e. lawful, efficient, and procedural.
- Right of arrested persons i.e. to be informed the reason of arrest, to talk to family or advocate and to appear in court within 24 hours.

Why there is still serious violations of Human Rights 14 Years after 2010 Constitution

- Ignorance by many people.
- Expensive cost of litigation in fighting for the rights; not affordable for many people.
- Impunity by powerful people who are well connected in government, and private sectors.
- Corruption where people prefer short cuts to beat the standard lawful procedures.
- Long tedious bureaucratic processes put off many people.
- Some people choose to forgive and forget (e.g. the famous ‘*Kuwachia Mungu*’ approach).

NOTE:

If you analyze the above constitutional standards there are still many violations which call for concerted efforts by both state, and non-state actors so as to achieve the vision of the legislation during the amendment of the constitution.

The County Governments Act No. 17, 2012 provides for the legal requirements on public communication in accordance with sections 93 to 96 as indicted below;

County public communication.

- Integration of communication in all development activities in counties.
- Observation of access to information by county media.
- Observation of media ethics, standards, and professionalism in counties.
- County governments shall use the media to create awareness on

governance, promote citizen's peace and national cohesion, undertake advocacy on core development issues, and promotion of the freedom of the media.

- County governments shall establish mechanisms to facilitate public communication and access to information in the form of media with the widest public outreach which may include television stations, information communication technology (ICT) centers, websites, community radio stations, public meetings, and traditional media.
- Every Kenyan citizen shall on request have access to information held by any county government or any unit or department.
- Every county government, and its agencies shall designate an office for purposes of ensuring access to information.
- A county government shall enact legislation to ensure access to information.
- A county legislation may impose reasonable fees or charges for accessing information held by the county government, its departments or agencies.

NOTE:

If you analyze the above legal standards given to county governments there are still a big gap to cover or room for improvement. Counties are struggling to attain these standards due to lack of sufficient financial resources and technical personnel to make this a reality.

APPENDIX

Appendix 1- Newspaper Cuttings



Kenya Times 17/5/1995

KENYA TIMES

Focus V

August 27, 1995

Woes of the African

Kenya ahead of others in addressing child rights

By **PETER KEITANY** and **JOSHUA KEMBOI**
in Baringo

AS the developing world continues to be plagued by political instability, fatal diseases and extreme economic hardships, the first and the most obvious casualty is the innocent child, especially in Africa. The biggest question in the minds of many people today is about the future of the African child. Even after three decades of independence, the African child is not free and is still severely lacking in basic needs.

According to a report released recently by the acting Kenya's representative to the United Nations Children's and Educational Fund (UNICEF),

Poverty

Professor Kopano Mkelabai, about 1.6 million children under 5 years in Kenya are malnourished. The UNICEF report also states that the dropout rate of girls in primary schools is about 50 per cent in some Kenyan schools. The report says that child labour is on the increase in Africa particularly in

and its consequences.

Women and children are often victims of landmines as they go to fetch water or firewood or to dig in the farms. Some of the worst cases of child suffering as a result of war include Angola, Mozambique, Rwanda, Burundi, Somalia and former Yugoslavia.

There is also the issue of children in especially difficult circumstances, for instance, those cases that demand specialised education, training and care. These include the handicapped and the disabled, street children, orphans and others. In most developing countries there are no properly articulated programmes to provide opportunity for the development of such children.

However, despite these economic hardships, challenges and setbacks, Kenya has made significant progress in the last 32 years by achieving the follow-

Measles



Victims of political turmoil, these Rwandan orphans were photographed just July, 1995.

- Popularisation of breastfeeding with 75 per cent of the major maternity centres implementing the Baby and Mother Friendly Hospitals initiative which discourages early use of infant formulas and the introduction of weaning foods before four to six months of life.

- Lodisation of salt in the country is now 100 per cent. This will reduce the

peace for refugees from neighbouring countries. This has enabled UNICEF and relief agencies to direct their operations from Kenya to assist the refugees.

The world has not taken lightly the sufferings of the innocent child and that is why June 16 is celebrated world-wide as the 'Day of the African Child'.

(OAU) Council 1990 and has supported by the United Nations Children's and Educational Fund (UNICEF) which has a network of programmes.

This year, the Baringo District is celebrating the 32nd anniversary of the Baringo District Council.

Kenya Times 27/8/1995

SUNDAY, SEPTEMBER 10, 1995

PRICE 20 / 00 *HEADLINE*

VOL.2 No. 386

GEMA-KAMATUSA TALKS NO MORE

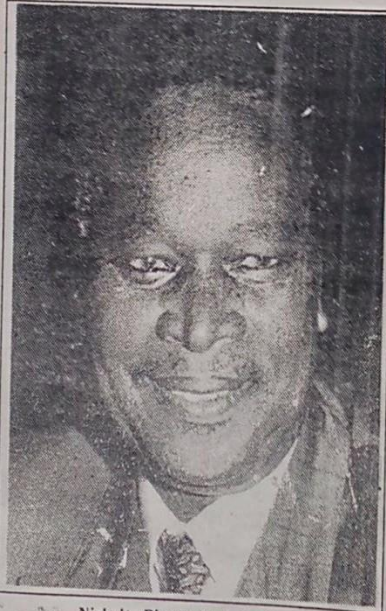
By **PETER KEITANY**
in Kabartonjo

THE controversial Gema-Kamatusa talks have been terminated with immediate effect and will never be held again, the co-chairman of the talks, Mr Nicholas Biwott said yesterday.

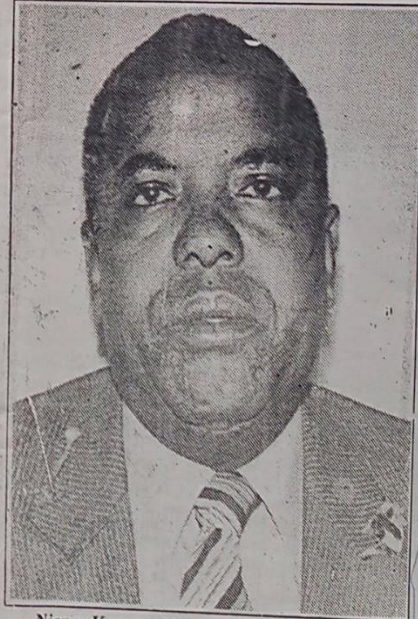
The Kerio South MP said the talks between the various groups cannot continue because the Gema faction had introduced politics into the matter contrary to the wishes of those involved. Mr Biwott dropped the bombshell ending the controversial talks during a fund drive rally held in Kabartonjo town, North Baringo, in aid of Boseri and Root Primary schools.

The declaration terminating the talks was also endorsed by among others, Home Affairs Minister Francis Lotodo. Mr

Back Page - Col. 1



Nicholas Biwott: Ended talks



Njenga Karume: Not available for comment

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By T

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Sunday Times 10/9/1995

God's sovereign move in

From 1998 to date, there has been a great spiritual move by God in Baringo accompanied by many miracles; but no single Christian newspaper has ever captured these events.

Some of the events in this silent revival include more Prayer and fasting by Christians, Restoration of the five-fold ministries (Eph. 4:11-14), Heavy flow of anointing and presence of God, Renewal of worship, Evangelism and Unique love among Christians.

Certain believers have also made great sacrifices in form of giving to support ministries, walking on foot for long distances (up to 30km) to preach the gospel and fasting for days in prayer and intercession.

There has been also the rejection of some cultural and traditional practices in the church, which are retrogressive to spiritual development.

There has been a release of great



**BY
PETER
KEITANY**

parts but after worshipping and praying there was instant healing.

In another worship and prayer meeting, a hurricane lamp fell down and the glass broke, plunging the meeting into darkness. But after praying, the lamp came back to normal.

During overnight prayers in another meeting a hurricane lamp without paraffin was used successfully until morning.

During one of the evangelism crusade meetings in a shopping

In another supernatural meeting immediately Elsewhere until the opened by the c In another God was could pr down fo and pra In on prayed began f the wh In ad revival the mo This neighb from Meru Mom

The Eagle Newspaper May, 2002

KAMOTHO CAUTIONS KIKUYUS IN R. VALLEY

By **PETER KEITANY**
in Karbanet

THE Minister for Education, Mr Joseph Kamotho, yesterday cautioned members of the Kikuyu community living in the Rift Valley Province against entertaining destructive political ideologies.

Mr Kamotho who is also the KANU party Secretary-General said the Kikuyu have lived for many years in peace with the Kalenjin in the Rift Valley region and told them not to allow themselves to be cheated by politicians from Central Province into unnecessary political

Kalweo, the national chairman of the Co-operative Bank of Kenya, Mr Hosea Kiplagat, the Kiharu KANU District party chairman, Mr William Mbote and various KANU leaders from Murang'a District.

A total of Sh2,085,090 was raised. Mr Kamotho donated Sh665,000 including Sh100,000 from President Daniel arap Moi, Mr Kalweo gave Sh100,000, Mr Kiplagat Sh169,000 including

William Morogo and Baringo North MP, Willy Kamuren gave Sh10,000 each and the Baringo KANU chairman, Councillor Joel Bultut Sh5,000.

Mr Kamotho accused the opposition leaders of extending their tribal, parochial politics to the Rift Valley, hence creating a hostile political climate among various resident communities.

The KANU party Secretary-General said the opposition leaders fomenting tribal animosity.

try to uphold discipline to excel in their academics.

Mr Kamotho reminded students that discipline is paramount if they were to achieve their objectives of becoming successful leaders of tomorrow. He said that it was from within that they were doing right from wrong that will determine their future in life.

The Minister was accompanied by teachers, parents and

Kenya Times 31/7/1995

KENYA'S GRADUATE CHIEF

From the university to the village

By PETER KEITANY

RICHARD Chepkwang Karani was recently appointed the first university graduate chief in Baringo District and the country at large.

Karani, 35, was recruited as a grade one chief of Endorois Location in Mogotio Division after the previous chief retired. He is a Bachelor of Arts (BA) degree holder in Sociology and Geography. He was the only university graduate among the eight applicants who were interviewed on June 7 this year.

Mr Karani says his interest in the post developed over the years. He says his father, Mr Karani Chemochock, has served as an assistant chief for years and during part of the period, he used to read and write for him official letters because he was illiterate. He also used to rely on information on development

matters from his father to the local residents and vice versa, when he was away.

Mr Karani says development in his location has been slow for many years with poor roads, lack of medical facilities and reckless drinking among the residents. This has challenged him to play the role of a leader in the community. He says he decided to become a chief independently without any influence or inducement.

Mr Karani was born in Olkokwe village in a polyga-

mous family. He is the fourth-born in a family of ten brothers and five sisters of which two brothers are employed in the public service - one brother and a sister are undergoing secondary education while the rest are unemployed. He is the only son who went beyond secondary education. He adds that he is one of the lucky three university graduates from his location.

"For long I have developed much interest in community-based projects and I enjoy working with the community and my new job gives me a golden chance to serve the people," he

adds.

Mr Karani received early education at Ng'endalel Primary school from 1974 to 1981. He joined Kabimoi Secondary School from 1982 to 1985, and scored a second division in Kenya Certificate of Secondary Education (KCE). He joined Lake Nakuru High School from 1986 to 1987 and passed with eight points in KACE. In 1988, he re-sat for KACE at Afiraha High School and passed with ten points. This enabled him to join a three-month pre-university national youth service course and later joined Kenyatta University where he graduated

in 1993. From 1993 to June 1995, he has been working with World Vision International as a community motivator in his location.

Karani who married last April is a devoted Catholic and he says that the youth are the future leaders of this country. He says the youth should be development-conscious and not idlers.

He appeals to more university graduates to come down to the village level where their skills are required and adds: "When you walk under a tree, it is wise and practical to

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Kenya Times 12/7/1995

Bultut, Baringo leaders back

BARINGOKANU leaders yesterday supported the ongoing Kikuyu-Kamatusa peace talks saying that those against the talks wished tribal animosity and bloodshed in the country for their own selfish ends.

The leaders, who included the Baringo KANU branch chairman, Coun Joel Bultut, Baringo County Council vice-chairman Coun Richard Chebon, Coun Jackson

By **PETER KEITANY**
in Kabarnet

Toroitich and KANU activist Mr Simon Yatchi said that Kenyans, at the moment needed peace for faster development.

The leaders, in a press conference at Mombasa Hotel in Kabarnet, described the opposition leaders opposed to the talks, including the Ford-Kenya chairman Wamalwa Kijana,

Ford-Asili chairman Kenneth Matiba and kikuyu MP Paul Muite as "politically bankrupt and lacking in vision and foresight."

They challenged the opposition leaders to settle the infighting in their parties before they could even talk about the country's unity.

The Baringo leaders cautioned Mr Wamalwa against

dragging the name of President Daniel arap Moi negatively into the issue saying that the Head of State backed the peace talks not because he was a tribal leader but because he believed in peaceful settlements of disputes.

The leaders, reacting to yesterday's story in the *Daily Nation* said: "The fears of some opposition leaders that President Moi will gain much sup-

NCPB administrator dies in city

MR Julius K. Kitur (right) who was the Public Relations and Administration Manager of the National Cereals and Produce Board has passed away. Mr Kitur passed away yesterday at a Nairobi hospital after a short illness. He is survived by a widow Mrs Clementina and six children.

Mr Kitur

Wareng County Council as the council's treasurer before joining National Cereals and Produce Board in May, 1987. At the Board, Mr Kitur rose from the rank of the Public Relations Officer to the rank of the Public Relations and Administration Manager, a position he held for

ciety of Kenya was an active farmer and member of the society. He served as the national chairman of the society between 1986-1989.

In his message of condolence, the Managing Director Maj (Rtd) W. K. Kijana

the late Mr Kitur has left behind a distinguished career in the Board and Agricultural Society of Kenya. He prayed to God to give his wife and the family strength through this sad moment of grief.

Kenya Times 2/8/1995

8 SUNDAY TIMES, SEPTEMBER 10, 1995

SPECIAL REPORT

How terror politics has haunted India

By **PETER KEITANY** and
SYMÓN YATICH Arap
NAMBA in Baringo

THE killing of the Chief Minister of Punjab State in India, Beant Singh in a bomb blast on August 31, a most guarded personality in the State, has sent shock waves in India's security machinery.

Indeed the killing of Beant Singh adds to the long list of the assassination of prominent politicians in India like Mahatma Gandhi who was the founding father of the nation, former prime ministers Mrs Indira Gandhi and her son, Rajiv Gandhi. Mrs Gandhi was rained with bullets by her own Sikh guards in 1986 while her son was killed in a bomb blast in the Southern State of Tamil Nadu in 1991 by the Liberation Tigers of Tamil Eelam (LTTE).

In India, several terrorist organisations can be traced countrywide. These include

sour relations between India and Pakistan has boosted terrorism and has enabled the extremists to strike at will and cross over India borders to Pakistan. India has fought three major wars with Pakistan and are now operating under a "Cold War".

In 1991 General Election

The Sikhs feel they have not been given their rightful share of the national cake and that their sentiments have been ignored by the government. These demands include making Punjabi their first language and not Hindu which is the national language, making Amritsar a holy city and transferring Chandigarh to Punjab, which is presently a government Union Territory.

the Sikh people".

The terrorists have gained immense power in the State and were running parallel to local councils. One time the militants banned the use of the word "terrorists" by the All India Radio (AIR) and the Doordarshan (television) while referring to them in the news and killed some broadcasters who violated the order. They have done the same to court judges who pass severe sentences against their colleagues. The militants one time forced Sikh girls to reject western style of dressing in favour of the traditional "Sari" and "Khamis". They even forced local media to carry the names of wanted politicians and senior



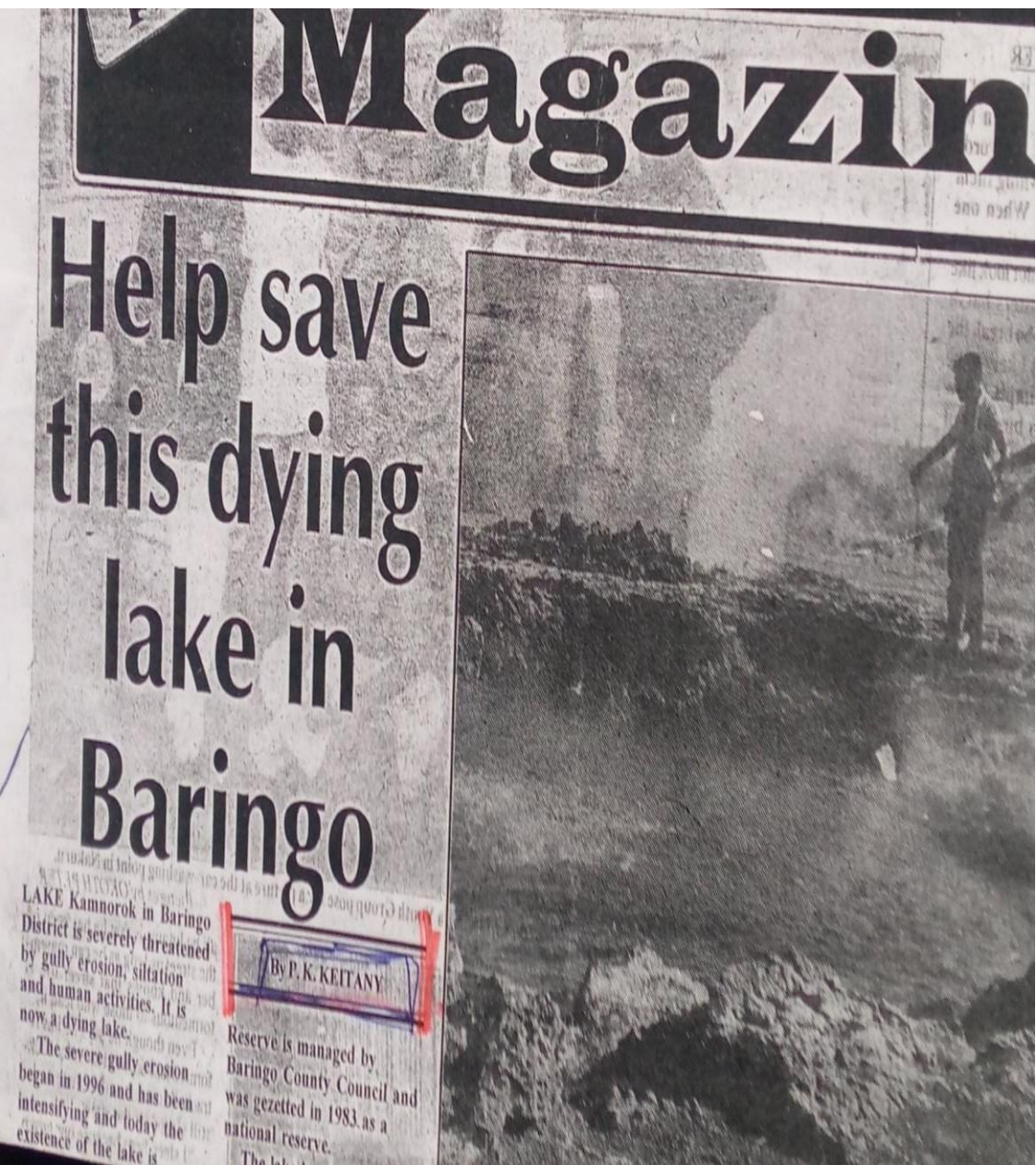
P. V. Narasimha Rao

degree of seriousness and helplessness of the government. But nothing much can be expected out of such reward because of the public support for the militants.

India's Prime Minister, P. V. Narasimha Rao is facing multiple problems apart from terrorism. For example, Hindu religious fundamentalism propagated by the right wing



Sunday Times 10/9/1995



Kenya Times 26/6/2000



Author in uniform with other two guys in Kabarnet in July 2012 (County Weekly Newspaper) where they raised Ksh 500 000 for school destroyed by landslide.

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