

EVALUATION REPORT URAIA MEDIA STRATEGY REVIEW

FINAL DRAFT REPORT PREPARED FOR:

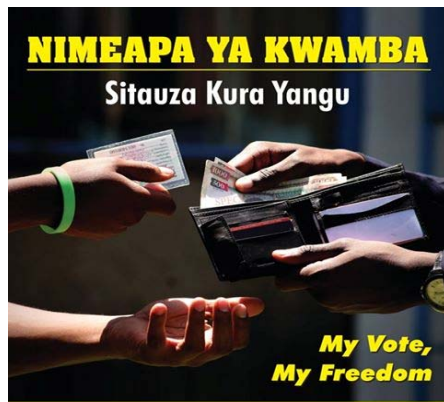
URAIA TRUST

DECEMBER, 2013



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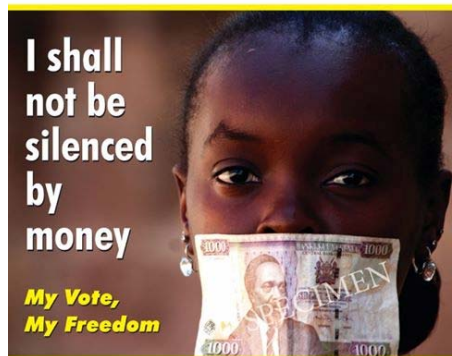


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NIMEAPA YA KWAMBA



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Uraia

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ACRONYMS AND ABBREVIATIONS

| | |
|--------|---|
| IP | Implementing Partners |
| KCSSP | Kenya Civil Society Strengthening Program |
| NCEP 1 | National Civic Education Program |
| PWDs | People Living with Disabilities |
| UBI | Uchaguzi Bora Initiative |
| CSOs | Civil Society Organisations |
| BBC | British Broadcasting Corporation |
| IDIs | In-depth interviews |
| KIIs | Key informant interviews |
| FGDs | Focus Group Discussions |
| IEC | Information Education and Communication |
| IEBC | Independent Electoral and Boundaries Commission |

EXECUTIVE SUMMARY

BACKGROUND:

It is eight months since Kenya held its fifth general election since transitioning from single party rule to a multiparty democracy. The elections came on the heels of the violent 2007 polls in which Kenyans witnessed one of the most violent elections in this country. The 2013 polls were peaceful and widely lauded as free and fair. This may have been the result of lessons learnt after the 2007 post-election violence or the intense civic education activities that were conducted throughout the country prior to the elections. According to the Independent Electoral and Boundaries Commission (IEBC), the voter turnout in the 2013 elections was reported to be 14,352,533, 86% of the registered voters, one with the highest turn-outs ever recorded in Kenya.

Uraia Trust conducted a massive civic education programme at the national level, commonly known as Uchaguzi Bora Initiative (UBI). UBI was designed to contribute towards the national efforts that would make Kenya's general elections in 2013, participatory, peaceful, free and fair. The initiative was supported by Uraia Trust's media civic education programme.

In the later part of 2012, Uraia Trust implemented a number of media activities to support the UBI civic education campaigns, using mainstream media, regional stations and alternate media activities. Strategic Research was commissioned to undertake review to determine the effectiveness of the multimedia activities. The review targeted three major stakeholders: the public, interviewed at household level, Implementing Partners and Strategic Partners. This report is not intended to be a comprehensive study of UBI but it is designed for use in conjunction with other information sources and surveys focused on the UBI.

Key findings of this review include the following:

Increased awareness: The media strategy complimented the UBI in several ways, in terms of reach, 65.4% of the public was exposed to messages by Uraia Trust. This is a significant contribution considering that the survey found that the overall public exposure to civic education during the election period was at 80.8%. The type of messages received through the media strategies encouraged public participation in decision making process, 62.5% of Kenyans who were exposed to the Uraia Trust media messages did indicate that the messaging to a great extent contributed to their decision to participate in the voting exercise. It is therefore evident that in complimenting the UBI, the media strategy increased civic awareness and spurred public participation in the all important decision making exercise of voting.

Message recall: Analysis of messages by type indicated that there was a mix of messages sent out to the public, on the constitution, choice of leadership, peace, voter participation, rights and

responsibilities. It was noted that the messages on the electoral processes with the highest recall were those mainly associated with voter conduct and procedures for successful voting. Memory recall, for messaging in the context of integrity of candidates, participation in party nominations/membership in political parties, leadership and integrity scored poorly with less than 3% recall. Most participants were able to identify with the Uraia Trust messaging content but only 8% were able to associate the messaging to the Uraia Trust as a brand name. The survey was careful to filter participants in this case, first in terms of top of mind awareness, and prompts. The reason behind the low brand name recall was associated to the numerous civic education programmes that were ongoing during the election period. Participants interviewed were mainly interested in messages related to the elections and not the source/s.

Review of media strategies used to segment the market indicates a largely national approach. More respondents in the rural areas, (56.7%) reported having been reached by the campaign than in urban areas, (43.3%). 18% of the respondents who said they received UBI messages were of the middle class bracket. In terms of gender, 56% of the respondents who were reached by UBI messages were male and 44% were female. 51.1% of respondents who were exposed to the UBI media messages were in the youthful stage aged between 18-34 years.

The choice and segmentation of different media outlets allowed for different groups to be reached by the UBI messaging, for instance, the mix of English, Kiswahili and Vernacular messaging allowed civic education to reach different segments of the Kenyan society. 55.3% of respondents were exposed to UBI media messages through the radio. In addition, the media strategy exploited the unique value of different media houses, for instance, media houses such as KISS FM targeted the youth and the middle class, K24 as well, and Ghetto radio targeted youth in and outside informal settlement and was mainly accessed in Nairobi County. The use of Citizen radio and KBC each having a strong national presence complemented each other to achieve a national outlook; For instance, KBC radio Taifa permeated the remote counties such as Turkana, Tana River to deliver the UBI messages. Alternate media such as Capital media and Mwamba infused a mix of live public participation on social media and traditional media. The use of Barazas, sports events and street interviewing were used to enhance the UBI campaign especially at the grass root level and rural level. The use of social media to disseminate civic education allowed Kenyans to engage through social media such as Facebook and Twitter, over 3 million impressions were realised from the social media campaigns. However, the survey notes that messaging content was general and not specific to urban, rural, middle class, people living in informal settlement, women, youth, persons with disabilities (PWDs) segmentations. The PWDs were conspicuously left out in the programme design; there is no evidence of a predetermined design that would reach out to PWDs in a comprehensive way. In summary, the UBI media strategies allowed for Kenyans in 47 counties to access civic education with varying intensities.

Apart from participation in the electoral exercise of voting, the review reveals a population that is disinterested in participating in matters of politics and governance in a practical sense. Other than the election processes, the UBI media messages intended to educate the public on other electoral processes such as political party participation, integrity considerations in the election of leaders and role of elective positions in the devolved system of government. The survey however reveals very low uptake of such messages with less than 3% of respondents recalling such messages. It appears that the public interest was much more fixated on how to cast a successful vote than any other message.

The use of the media during the election as one way to engage the public was viewed in varying light. The use of experts in the unpacking of constitutional rights and responsibilities was viewed as informative and at the same time too technical by other quarters of the public. Although the use of radio call-ins and social media was considered a good initiative by media houses, it may have been affected by the fact that some media houses did not allow call-ins during that election period or filtered out negative perceptions altogether from the public. This was interpreted as a protective measure and deceptive at the same time. For instance, media houses felt safe that they were able to control the public emotions by stifling negative voices, but on the other hand, a section of the public felt they were denied a right to vent their feelings on topical issues during this period of time.

Discussions with the public indicate that the messaging especially those that related to peace and voting processes affected their attitude and behaviour in several ways. For instance, 62.5% of respondents who were exposed to the UBI messages reported that the messages directly influenced their decision to participate in the elections. The messages on bribery had a significant impact too, and 60% of those who accessed UBI media messages reported that, the messages played a critical role in discouraging them from bribery practices during the elections. Many participants in the focus group discussions thought that the peace messages played a critical role in influencing their decisions not to fight. However, some participants insisted that the messaging had little influence on their attitude and behaviour as they had already made up their minds towards the elections. *“I heard the messages but they did not change my mind in anyway, I had made up my mind on what I was going to do and not even the messages could change this”... FGD participant, Kisumu.*

Other participants felt lessons learnt in 2007, such as loss of life, property and displacement were good enough to deter anyone from being irresponsible in the 2013 elections.

On the media front, Uraia media campaign had little impact on media houses implementing work. First, the media houses had in-house policies that safeguarded their behaviour and attitude during the election time and secondly, the manner in which the capacity building was done was not sufficient to affect significant attitude or behaviour change. Some activities were contracted within a period of one week and some even three days to the elections, this would not have influenced behaviour change among staff. The incongruity of thought between the trained and implementing staff was evident in the assessment.

Finally, the review reveals a wide range of multimedia used in the support of the UBI, the mainstream media houses such as NTV, KTN, KBC, Citizen, regional stations and alternative media were used in the civic education programme. The weakness inherent in all the messaging was that the messages were general and did not speak to specific gender as per the TOR, in other words, little gender mainstreaming of messages was done. Apart from Mwamba media who specifically had activities that stressed deliberate inclusivity of youth, women and PWDSs, the mainstream and most of the regional stations were general in their approaches and as such the effectiveness of this objective was limited at programme design. In terms of impact, Mwamba media activities such as Barazas, reached 27 counties and an estimated 6 million listeners.

IMPLICATIONS

Implications for Uraia Trust

- While the review indicates a high level of civic education awareness as a result to the media messaging, level of civic engagement is still low among the public, voting in elections is perceived as the ultimate participation and expression of democratic rights. The roll out for the UBI and the media was implemented almost concurrently, with each IP given a free hand to roll out their own programme. This resulted in lack of synergy between the media strategy and the UBI. Future strategies will require a different approach that directly integrates media activities with the UBI. This kind of synergy will increase effectiveness and efficiency of the UBI.
- Delayed funding and staff capacity had a huge impact on the effectiveness of the media strategy. Especially, the training of media staff country wide which was not done because of the limited time Uraia Trust had to implement the strategy before the elections. Future strategies should consider long term partnerships that are able to effectively strengthen the media with specialised knowledge that will answer to Uraia's objectives. Again, it is important for Uraia to explore dialogue with private partnerships that will help complement donor support and improve sustainability of civic education programmes.
- The opportunity to create brand recognition was lost in the foray of numerous civic education programs that were ongoing during the election period. It is important that brand development commences early enough to escape the cacophony of the election noise.
- Segmentation and mainstreaming of gender in the messaging was poorly designed and thinly implemented. There is need to clearly define the desirable segments and develop measurable indicators against which future programming can be done.
- The media strategy was able to create a significant level of civic education, but not able to translate effectively into civic engagement. Participation in elections was consistently hyped and positioned as the most important activity in a citizen's life. This attitude by civic educators denies the citizenry the insight to embrace participation in other decision making activities, participate in party elections/ political party membership. Besides the

aforementioned areas, the survey further reveals that the UBI media messages with the lowest recall were messages that bordered on leadership integrity 3%, role of elective positions in the devolved government 2%. A holistic programming is therefore necessary to inculcate into the public the importance of political party participation, the impact of selecting poor leadership and the need for their participation in other local decision making activities are core to good governance.

- The diversity of media and the dynamisms of media management pose a challenge for programming. In the selection of media houses, most of the national media houses such as Citizen had significant impact but most of the regional stations had minimal reach especially in the remote rural areas. The use of alternative media cushioned this inefficiency but to a small extent owing to the immensity of the rural territory. It is therefore important that Uraia Trust establishes a long term partnership with a select media through which it can sell its agenda. This will militate against competition during election time and at the same time will provide platform through which Uraia can engage media in terms of policy and pricing.
- The media strategy used a wide array of media, TV, Radio, Print, social media and alternate media. The fact that national and regional media were involved impacted positively in creating civic awareness. The decision to vary electronic and print media was useful in reaching pockets of public who are disadvantaged in terms of rural access, electricity, literacy, vision e.t.c. The only group that was distinctively left out was the blind. There was no significant overreliance on the type of media though Kenyans in rural areas expressed clear preference for civic education information to be disseminated in person or radio use.
- Media diversity and policy issues affected implementation of Uraia Trust programmes. Media houses felt the implementation time was too limiting for substantive civic engagement programmes. It is important that Uraia Trust in its future programming forms a long term partnership with media which transcends the election periods. Long term relationships will be useful for staggering civic education/ engagement programs in organised phases that are more impactful than intense one offs.

Implications for media

- The media houses and staff need to recognise value of civic education at staff and institutional level to effectively disseminate information on civic education and engage with the public

Implications for development partners

- Delayed funding has definite impact on civic education programming. For instance media houses said that the contractual time was too short for an impactful civic education and suggested that media infomercials should be spaced and sustained over a period of at least six months. On the other hand capacity building of media staff would require an enhanced manpower capacity at Uraia Trust so that they do not hinder the work of the media houses by having lengthy trainings that draws staff away from work.

Implications for other civic educators

- Based on past historical injustices, Kenyans still place a premium on the reforms for a peaceful coexistence. Peace messages or information on the constitution without parallel indications of reforms will not help much. Institutions such as Uraia Trust therefore need to work towards messages that do not only ring of rhetoric but should be seen in the forefront of democratic transition.

PART I: INTRODUCTION

Background of Uraia in civic education programmes in Kenya

Uraia Trust is a not-for-profit, non-partisan, non-sectarian national civic education trust working in partnership with other stakeholders to increase the citizenry's awareness of and exercise of their rights and responsibilities. Uraia Trust derives its name from the Swahili word Uraia meaning Citizenship. The programmes by Uraia Trust aim to provide education that will empower Kenyan citizens to understand their civic rights and exercise their responsibilities as citizens. Uraia Trust's mission emphasizes a nation that is founded on justice, equity, shared values and aspirations, democratic principles, good governance, respect and promotion of human rights for all, and constitutionalism. This is captured in Uraia Trusts' 5 year strategic plan that is aimed at promoting social and political democracy; development and prosperity including civic education, civic engagement and institutional transformation. Uraia has been involved in Kenya's civic education programmes since 2002, participating in the Kenya's National Civic Education Programme Phase I(NCEP I) first implemented between August 2000 and September 2002, through a partnership of a group of donors and about 70 Civil Society Organizations (CSOs) in Kenya. The Trust aims at consolidating a mature political culture in which citizens are more aware of, and exercise their rights and responsibilities, as well as participate effectively in broadening the democratic space. The second phase of the programme (NCEP II) implemented between 2005-2011 adopted the name Uraia. In 2010, Uraia initiated mechanisms through programmes that would in the long run become more self-driven and less donor dependent. In the same year, the programme changed its name to Uraia Trust.

1.0.0 The Uchaguzi Bora Initiative (UBI)

Uchaguzi Bora Initiative (UBI) is a concept designed by URAIA Trust through a very elaborate and comprehensive process to provide civic and voter education to Kenyans in light of the country's transition into a new constitutional dispensation following the promulgation of the Constitution of Kenya (2010) on August 27th, 2010. Previous studies have indicated that the awareness levels of the new Constitution have been as high as 95%, but citizens who claim to understand the Constitution are just slightly over 50%.¹ One study in 2012, found that only 28.5% of Kenyans saw themselves as having a role to play in the implementation of the Constitution and only 17% mentioned that they would participate in civic education programmes (The Status of Governance report 2012²).

¹www.pambazukomashinani.org

² The Status of Governance in Kenya(2012)

Another study, *Understanding Accountability*; Media Action³ report, 68% of Kenyans indicate a willingness to hold the leadership accountable, implying the need to empower the public with knowledge on the Constitution through civic education. The plan to equip the public with this kind of knowledge was framed in the form of the UBI, which was designed to contribute to national efforts that would make Kenya's first elections under the new Constitution in 2013, participatory, free, fair and credible. UBI was organised around an 18 month work plan that would cover all aspects of civic education and voter education. The initiative was based on three strategic pillars i.e. provision of quality civic education based on national priorities; provision and utilization of practical mechanisms that facilitate citizen participation through the civic engagement pillar; and embracing democratic transformation and institutional development that enhances effectiveness of civil society organizing. The implementation strategy involved multiple actors, both state and non-state, using a variety of methods and was carried out throughout the country targeting marginalized groups such as women, persons with disability, youth, marginalized communities and other groups including minorities through an affirmative action policy and programme.

1.1.0 The media strategy and its purpose

UBI activities benefited from Uraia's media strategy, to provide civic education at a national level and county levels. The media strategy used paid media/infomercials/adverts, alternate media such as talk's shows/magazine/features programmes and social media. The detailed objectives of the media strategy are captured in annex A.

| Heading | Heading | Heading | heading |
|-----------|----------------|---|--|
| Print | Daily Nation | <ul style="list-style-type: none"> • <i>NimeapayaKwamba</i> campaign; • Advert: print media support to KamusiyaChangamka | <ul style="list-style-type: none"> • National/Urban |
| | Taifa Leo | <ul style="list-style-type: none"> • <i>NimeapayaKwamba</i> campaign | <ul style="list-style-type: none"> • Kiswahili speaking populations/Coastal areas |
| | Business Daily | <ul style="list-style-type: none"> • <i>NimeapayaKwamba</i> campaign | <ul style="list-style-type: none"> • Middle class and high end market /business community |
| Broadcast | Q FM | KamusiyaChangamka—aired every Saturday <ul style="list-style-type: none"> • Saturday from 20th October to 1st December 2012 (Phase I) and January 26 to March 16, 2013 (Phase II). | <ul style="list-style-type: none"> • Urban Kiswahili speaking populations/Coastal areas |
| | QTV | <ul style="list-style-type: none"> • <i>In Fact</i>, infomercials that were fact sheets on the Constitution of Kenya, highlighted various articles; • Aired KamusiyaChangamka simultaneously with Q FM; • Infomercials—on diversity, good | <ul style="list-style-type: none"> • Urban Kiswahili speaking populations/Coastal areas |

³ www.bbc.co.uk/mediaaction/publicationsandpress/research_summary_understanding_accountability

| Heading | Heading | <i>Heading</i> | heading |
|-----------------------------|--------------------|--|--|
| | | governance, <i>NimeapayaKwamba</i> ; | |
| | | <ul style="list-style-type: none"> 5-minute peace documentaries on election. | |
| | NTV | <ul style="list-style-type: none"> <i>In Fact</i>, infomercials that were fact sheets on the Constitution of Kenya, highlighted various articles; Infomercials—on diversity, good governance, <i>NimeapayaKwamba</i>; 5-minute peace documentaries on election | <ul style="list-style-type: none"> National/Urban |
| The Standard Group | | | |
| Print | The Standard | <ul style="list-style-type: none"> Full page advertisements to encourage Kenyans to go and register | <ul style="list-style-type: none"> National/Urban |
| Broadcast | KTN | <ul style="list-style-type: none"> Infomercials to encourage Kenyans to go and register News line: Talk show that highlighted various topical issues related to the election; Infomercials on diversity, good governance; Lest we Forget, a news feature that used images from the last general election to talk about preparations for this year's elections | <ul style="list-style-type: none"> National/Urban |
| Radio Africa Group | | | |
| Print | The Star | <ul style="list-style-type: none"> <i>NimeapayaKwamba</i> campaign | <ul style="list-style-type: none"> National/Urban |
| Broadcast | Radio | | |
| | Radio Jambo (97.5) | <ul style="list-style-type: none"> A two hour interactive meeting show with a live audience that is aired every Saturday 11 am—1 pm | <ul style="list-style-type: none"> Urban Kiswahili speaking populations/Coastal areas |
| | Kiss FM | <ul style="list-style-type: none"> 'Straight Talk' - Talk-show that was aired simultaneously with Kiss TV Aired every Sunday 6 – 7 pm | <ul style="list-style-type: none"> Urban Middle Class |
| | Television | | |
| | Kiss TV | <ul style="list-style-type: none"> Straight Talk on Kiss TV and Kiss FM: A talk show that is aired simultaneously on radio and television. Aired every Sunday 6 – 7 pm; Running nationhood and national building, tolerance for diversity and good governance infomercials on <i>JSO@7</i> and <i>UEFA Champions' League</i> football matches on Kiss TV; Infomercials on diversity, good governance. | <ul style="list-style-type: none"> Urban Middle Class |
| Royal Media Services | | | |

| Heading | Heading | Heading | heading | | | | |
|--------------------------------|-----------------|---|--|-----------|---------|---------------|-----------|
| Broadcast | Citizen TV | <ul style="list-style-type: none">• Infomercials on diversity, good governance• Airing of voter information material in the <i>NimeapayaKwamba</i> campaign on Citizen TV— pre 7 News, Mid 7 news (first break), pre 9 pm news and mid 9 news (first break);• The value add included an additional slot aired daily pre 1 pm news;• Airing of these 45-second infomercials was done before the voting day. | <ul style="list-style-type: none">• National | | | | |
| | Radio | <ul style="list-style-type: none">• Transmission of 4 translated infomercials; Relating to elections• The transmission was aired in the following RMS radio stations: The FM vernacular stations broadcast in these languages— Kiswahili, Gikuyu, Luo, Embu, Luhya— Maragoli, Luhya— Bukusu, Kalejin, Kisii, Kamba, Luhya, and Meru;• The stations were: Radio Citizen, Inooro, Egesa, Wimwaro, Musyi, Muuga, Mulembe, Chamgei, Ramogi, Vuuka and Sulwe | <ul style="list-style-type: none">• National | | | | |
| | | | | | | | |
| Kenya Broadcasting Corporation | | | | | | | |
| Broadcast | KBC Channel 1 | <ul style="list-style-type: none">• The national station hosted the 29th African Cup and we ran scrolling messages like the ones carried out in 2008 during the PEV.• The messages were crafted around peaceful election and voter education.• From our involvement with KBC on AFCON, Uraia also got additional Radio Talk Show slots in the following stations. Messages on general civic education on the Constitution, diversity, and elections.<ul style="list-style-type: none">❖ Nosim -between 5pm and 7pm any day apart from Tuesday and Wednesday❖ Kitwek - between 11am and 1pm Monday to Friday❖ Coro- 8am-9am Monday to Friday❖ Mayienga- 7.30am-8.30pm Monday To Friday | <ul style="list-style-type: none">• National | | | | |
| | | KBC TV- on <i>Good Morning Kenya</i> Mon-Friday 8am-9am | | | | | |
| | | Messages ran in the popular local production screened by on KBC Channel 1 | <ul style="list-style-type: none">• National | | | | |
| | | <table><tr><td>Monday</td><td>Grapevine</td></tr><tr><td>Tuesday</td><td>NyundoUtosini</td></tr><tr><td>Wednesday</td><td>ViojaMahakamani</td></tr></table> | Monday | Grapevine | Tuesday | NyundoUtosini | Wednesday |
| Monday | Grapevine | | | | | | |
| Tuesday | NyundoUtosini | | | | | | |
| Wednesday | ViojaMahakamani | | | | | | |
| | KBC Channel 1 | <ul style="list-style-type: none">• Infomercials—on diversity, good governance, NimeapayaKwamba,• 5-minute peace documentaries on election | <ul style="list-style-type: none">• National | | | | |

| Heading | Heading | Heading | heading |
|-----------------------|--------------|--|--|
| Radio | AM Stations | <ul style="list-style-type: none"> • Transmission of 4 translated infomercials; content was on voter education • The infomercials were the following vernacular languages of communities that have been marginalised: Borana, Rendille, Burji, Embu, Kuria, Pokot, Somali, Turkana, Teso and Suba; • The transmission was aired on the following Kenya Broadcasting Corporation stations: The AM vernacular stations broadcast in the said languages— Borana, Rendille, Burji, Embu, Kuria, Pokot, Somali, Turkana, Teso and Suba; | • National |
| | FM Stations | <ul style="list-style-type: none"> • Transmission of 4 translated infomercials; content was on voter education • The infomercials were aired in the following Kenya Broadcasting Corporation FM stations: Pwani, Coro, Mayienga, Minto, Kitwek, Mwago, Mwatu, Ingo and Nosim | • National |
| MediaMax | | | |
| Print | People Daily | • NimeapayaKwamba campaign | • National/Urban |
| Radio | Milele FM | • Infomercials—on diversity, good governance | |
| Television | K24 | <ul style="list-style-type: none"> • Airing of infomercials on K24 TV— mid 7 pm news, pre 9 pm news and mid 9 pm news; • Airing of 5-minute documentaries during the election period and tallying. | • National/Urban |
| Regional Media | | | |
| Mwamba Media | Radio | <p>Mwamba Media was working with regional radio stations. Mwamba managed to bring on board several radio stations that target hotspots and places with marginalised communities. Constitution, voter education, diversity, leadership & integrity</p> <ul style="list-style-type: none"> • Radio Saposema covering Trans Nzoia, Turkana County, West Pokot Counties; • Radio Osieniela covering Kisumu, Siaya, Homabay and Migori counties; • Radio Mambo covering Bungoma, Busia, Kakamega and Vihiga counties; • Radio Salaam covering Kilifi, Tana River, TaitaTaveta, Garissa, Isiolo, Marsabit, Mombasa, Lamu, Kwale and Mandera counties; • Radio Sayare covering Kisii, Migori and Kericho Counties; • Kass FM covering Kericho, Trans Nzoia, UasinGishu and West Pokot Counties. | • Regional and marginalised areas of the country |
| | Radio | <ul style="list-style-type: none"> • Sifa FM, Infomercial leadership, election and a radio talk show on the Constitution • Baraka FM, Kaya, Star FM, Pwani FM, Radio | • Regional stations that targeted hot spots in the Coast |

| Heading | Heading | Heading | heading |
|--------------------|-------------------|---|--|
| | | Rahma – Infomercials | and North Eastern Kenya |
| | Radio | <ul style="list-style-type: none"> • Hope FM; Infomercials • Iqra FM, Star FM Infomercials | <ul style="list-style-type: none"> • Stations that targeted faith based communities both Christians and Muslims |
| | Radio | <ul style="list-style-type: none"> • Ghetto FM Infomercial • Ghetto radio Twitter and Facebook pages | <ul style="list-style-type: none"> • Station that targeted youth from the informal settlements, |
| | Radio | <ul style="list-style-type: none"> • West FM, Radio Jambo, Milele FM. | <ul style="list-style-type: none"> • Stations that targeted rural youth |
| | Radio | <ul style="list-style-type: none"> • Capital FM, Kiss 100 – on ground activations on peaceful education and voter education on morning show 6.00am – 10.00am | <ul style="list-style-type: none"> • Stations that targeted urban middle class |
| Other Media | | | |
| Social Media: | Twitter, Facebook | <ul style="list-style-type: none"> • Mainly used in as part of the campaigns that were carried out by: <ul style="list-style-type: none"> a) Capital FM; b) Ghetto FM c) Q FM; | National/Urban |
| | | <ul style="list-style-type: none"> • Trinc Management Services: Independent Social Media Company Promoting peaceful elections on social media | Urban youth and middle aged middle class |

Table 1: List of media used in UBI media strategy campaigns

1.2.0 Purpose of the media strategy review

Uraia hired Strategic Public Relations and Research to conduct a review to determine the effectiveness of Uraia's multimedia work in supporting Uchaguzi Bora Initiative achieve its objectives in the lead up to the elections in 2013. Specifically, the media review was aimed;

1. At determining how effective the media campaign was in complementing Uraia's civic education and engagement work.
2. To review and determine the efficacy of content and messages of the Uraia media messages in creating brand recognition and their memory value.
3. To review the strategies used and determine their effectiveness in reaching the different segments of society (i.e. urban, rural, middle class, people living in informal settlement, women, youth, persons with disabilities (PWDs) etc).
4. To review and determine what impact Uraia's media campaign had in relation to:
 - i. Its ability to provide civic/voter education and information

- ii. Its ability to give the audience practical mechanisms to engage in the electoral process.
 - iii. Influencing attitude and behaviour of the audience concerned. This should address whether the messaging had any impact in the audience conscience in order to change their convictions and engage differently in the electoral process than they would have otherwise in the absence of the messaging.
5. To interrogate factors in messaging that is likely to influence attitude and behaviour change.
 6. To determine if Uraia's media campaign had any impact on media houses implementing the work, specifically if the work had any impact on the media staff attitudes and political choices while carrying out the work and on the media stations by way of influencing their policies.
 7. To determine the extent to which Uraia utilized the various multimedia approaches that includes national and community radio, television, print and any other new technologies of internet and messaging to enhance gender responsive civic education and engagement.

1.2.2 Scope of review

The review team was tasked to assess all components of Uraia's multimedia interventions, including strategies, content/message development, citizen participation and engagement. Geographically, the review considered reach in both the urban and rural areas, informal settlements and marginalized regions. The review included interviews with 4963 households in the intervention areas. Key informant interviews were also conducted and they included 40 out of 43 of the implementing partners, 8 strategic partners, 10 civic educators and 11 media houses who participated in the Uchaguzi Bora campaign.

As aforementioned, the media strategy was not formulated as a standalone civic education programme but was aimed at strengthening the UBI. Therefore the thrust of this survey was to evaluate the impact if any that the media strategy had in complementing the other UBI strategies.

While it would have been desirable to get a comprehensive picture of the UBI, this review only focused on the media strategy component. It is noteworthy though that the review found it difficult to totally detach the media strategy review from the UBI, considering it was an integral part of the UBI design.

1.3 Methodology.

The study used a mix of methods and tools in carrying out the review. They included; Desk research, In-depth interviews (IDIs) also known as key informant interviews (KIIs), focus group discussions (FGDs) and quantitative face-to-face interviews (household sample survey).

The methodology was designed through a participatory approach that involved:

- a. Consideration for the scope and expanse of the UBI implementation including target groups and materials used. In the initial discussions both teams from Strategic and Uraia Trust agreed that it was difficult to separate completely the UBI from the media review but the major focus of the review would be to establish the effectiveness of the media strategy.
- b. Identification of study scope: This involved selection of stakeholders to be interviewed and the best approach for roll out. The target groups, nature and quality of information desired were used to determine the sample size for each component of the review.

For this purpose, in addition to reviewing in detail the documentation and material available on the media strategy, the team carried out extensive interviews with stakeholders in the following categories:

| Respondent classification | No of respondents |
|----------------------------------|--------------------------|
| Strategic Partners | 8 |
| Uraia Staff | 6 |
| Implementing Partners | 43 |
| Coordinators | 10 |
| Content developers | 4 |
| Public at household level | 4963 |
| Media houses | 11 |

Table 2: Interviewed Stakeholders

1.3.1 Quantitative Method.

This approach constituted two components (i) The household interviews and (ii) Implementing Partners (IPs) interviews. The household component of the survey made use of multi-stage probability sampling with probability proportional to the size of population (PPPS) to get an accurate statistical representation of citizens across the country. Total sample of 4963 households were interviewed across 47 counties. The demographic profile of the household sample is illustrated in the graphs below;

Fig: 1 Household's population by age, sex

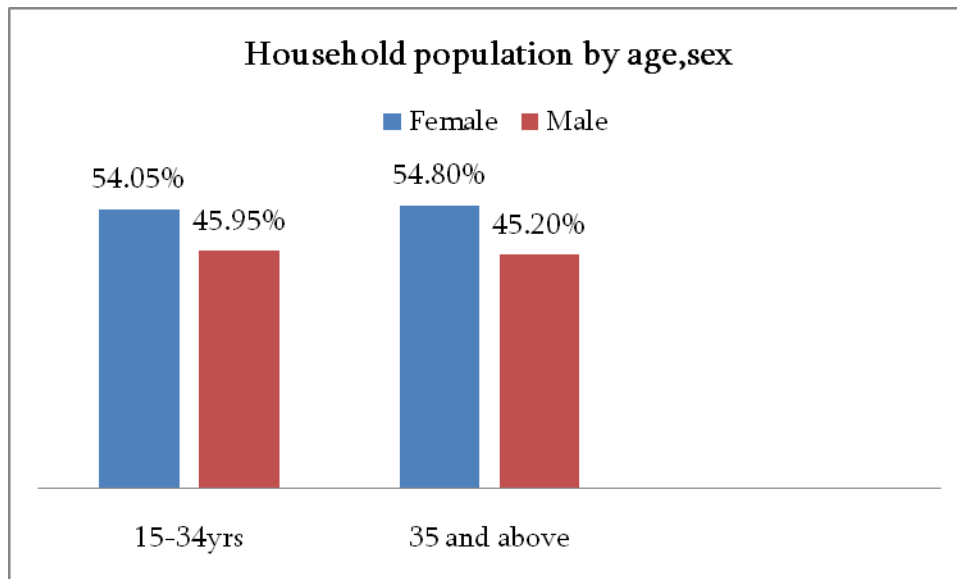


Fig2: Household's population by Location, sex

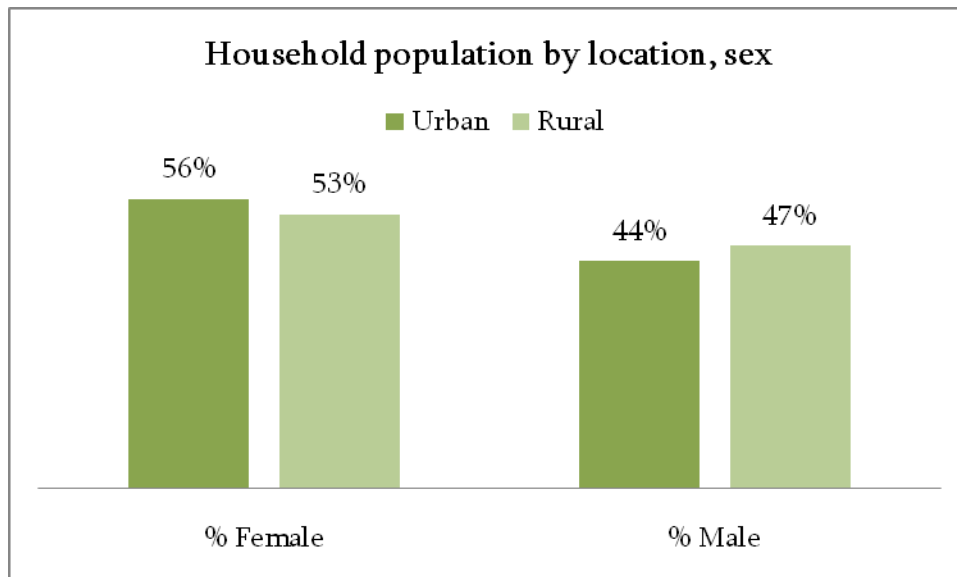


Fig3: Household's population by education, sex

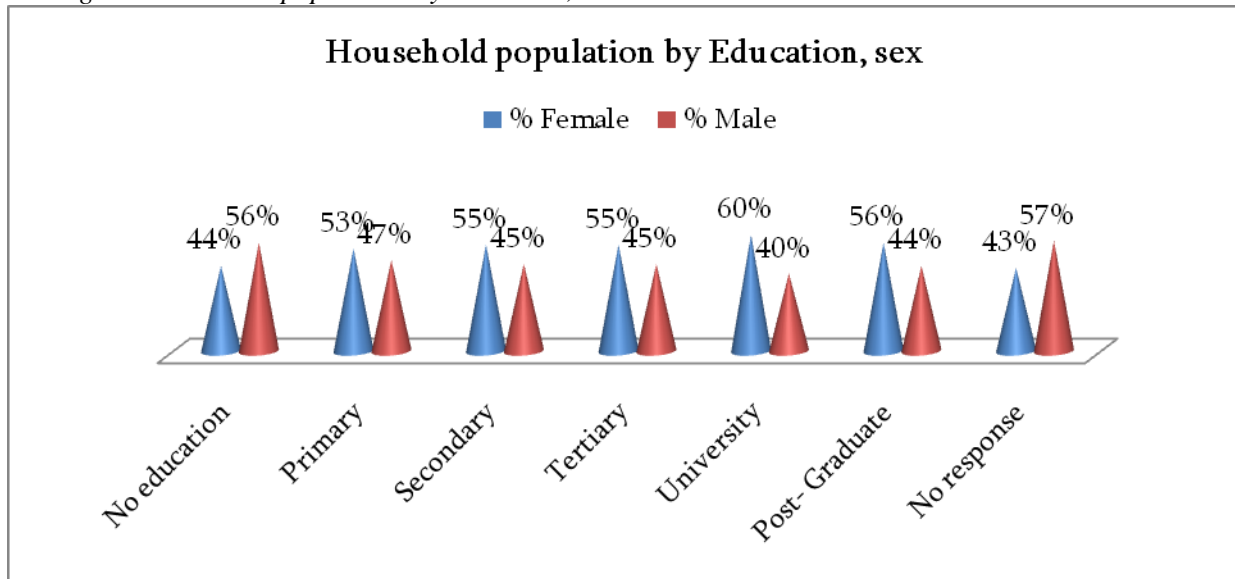


Fig4: Household's population by occupation, sex

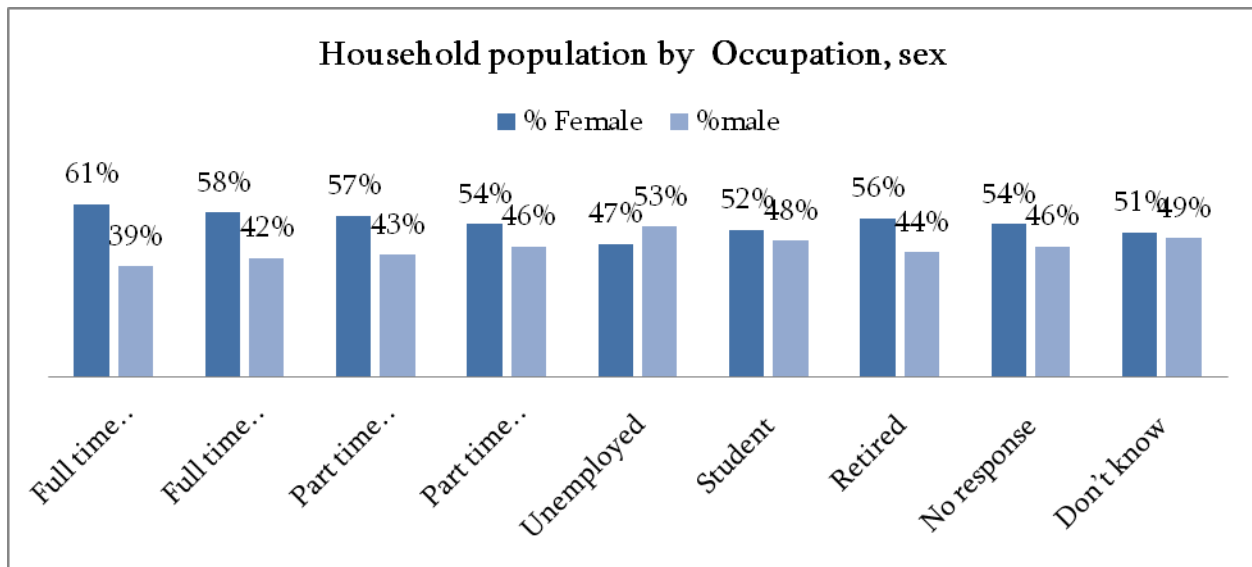
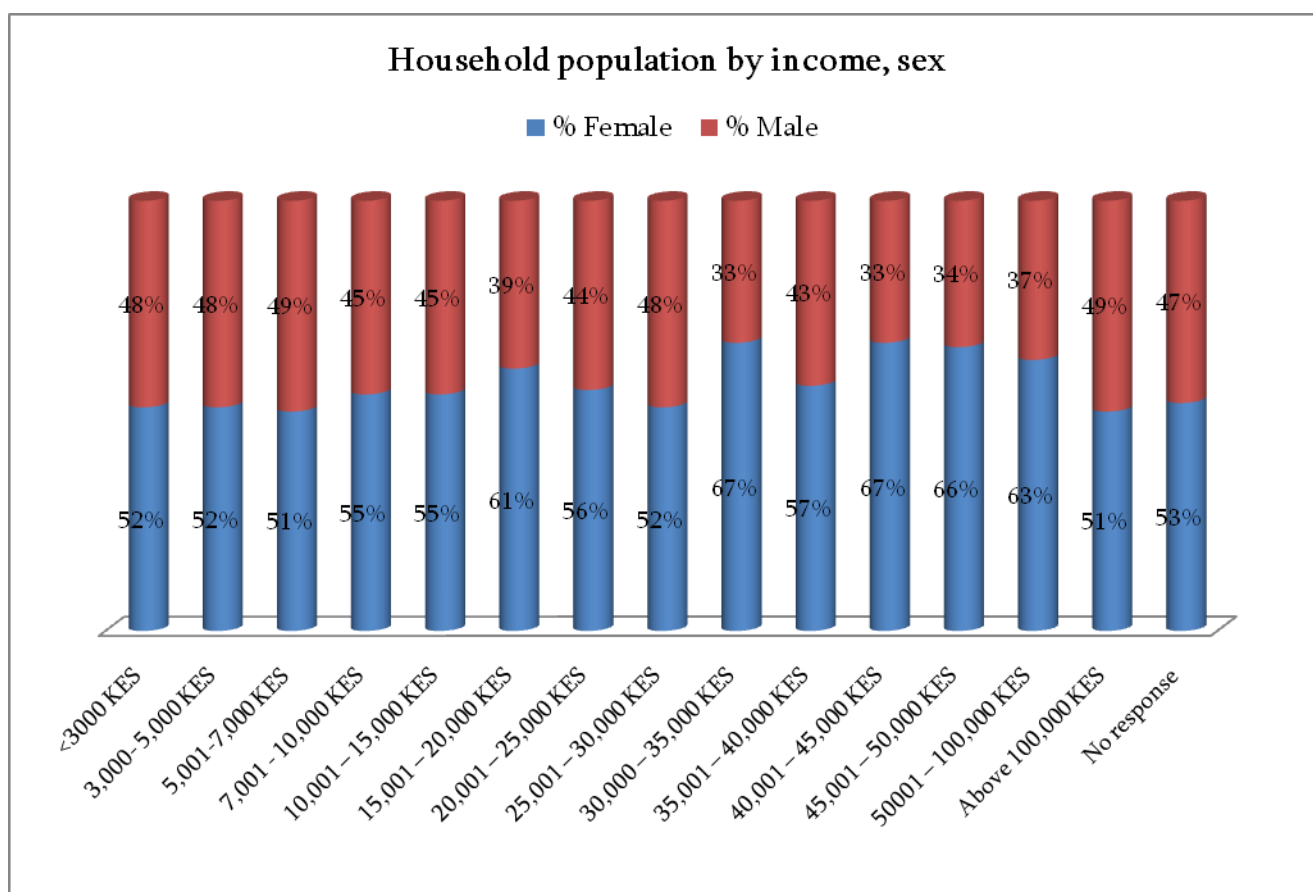


Fig5: Household's population by income, sex



1.3.1.1 The implementing partner's sample

The IP sample targeted implementers of the UBI at county level. A total of 40 IPs were interviewed. The structure of the sample is captured in Table 3.

| | Frequency |
|-------------------------------|-----------|
| Community Based Organizations | 12 |
| Faith based organizations | 2 |
| NGOs | 25 |
| Media organizations | 1 |
| Total | 40 |

Table 3: Participating implementing partners

1.3.1.2 Media houses covered

Respondents from total of 11 media houses and content developers were interviewed. A complete list of participating media houses is appended in Appendix A.

1.3.2 Review Design

The review used a goal focused/impact oriented methodology as a way of evaluating the media strategy. Early in July both teams from Strategic and Uraia met, and discussed the basic approach to the survey implementation, the scope of work and nature of information desired and quality of respondents. The draft tools were thereafter sent to URAIA for review and approval. It was emphasised that the aim of the evaluation was to review the media strategy component and not the entire UBI. However, it was noted during the survey that it was difficult to separate in totality the UBI from the media strategy. In areas such as Turkana, West Pokot, Isiolo and Meru, more civic educators and other non mainstream media activities were used to bridge the gap because of lack of implementing partners. The evaluation team encountered limited difficulties in accessing household, IPs and stakeholders in carrying out this survey.

1.3.3 Field work Scheduling

With the assistance of an interview and travel schedule, a work schedule was prepared and was closely followed. It was decided that during weeks 1 and 2, interviews would be carried out at the household level and at individual levels depending on the type of tool.

1.3.4 Terms of Reference

For the Terms of Reference of the Media Strategy Review please see Annex - A.

PART II: FINDINGS

This section presents the contribution of the media strategy to the UBI. As mentioned in the background, the aim of the UBI was to contribute to the national efforts towards ensuring; a participatory, peaceful, free, fair and credible elections in the year 2013. This report has identified three areas through which the media strategy was used to strengthen the UBI component. These three areas are; provision of quality civic education based on national priorities, provision and utilization of practical mechanisms that facilitate citizen participation through the civic engagement pillar and embracing democratic transformation and institutional development that enhances effectiveness of civil society organizing.

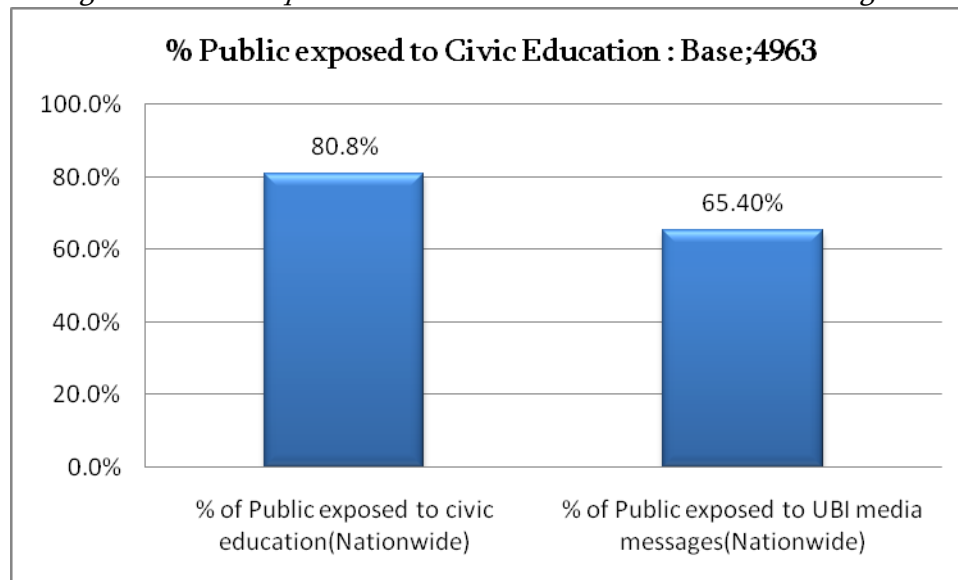
The second part of this report looks at the achievements of each objective of the media strategy in complementing UBIs civic education. The findings are discussed in line with the evaluation objectives.

I. Effectiveness of media campaign in enhancing Uraia's civic education and engagement work

As stated earlier, this media review was aimed at determining how effective the media campaign was in complementing Uraia's civic education and engagement work. One of the objectives of the UBI was to strive as much as possible to upscale the citizenry's knowledge and participation in democratic processes. This is premised on the fact that a thriving democracy requires a critical mass of its citizenry to possess an understanding of their constitutional rights and responsibilities. With this in mind, the media strategy thus deployed a mix of broad based mass civic education activities as well as target specific approaches for marginalised groups in rural areas.

Findings of the household survey indicate 80.8% of the respondents were exposed to civic education prior to the March, 2013 elections as illustrated in Fig 1 below.

Figure 6: Public exposure to civic education and UBI media messages



A discussion of all media used is found in Table 1. The findings indicate varied exposure by demographics. For instance, civic awareness through UBI messages was reported by 56% male and 44% female. Qualitative interviews with women indicate lack of interest in matters of politics among them. In part, women felt politics was a male dominated arena and have learnt to subconsciously switch off whenever politics is discussed. *"I had to watch those advertisements because they were aired when am just about to watch my favourite soap or just before news and then I had no choice but to watch". Female, participant, Nairobi.* Secondly, women expressed the fact that politics in Kenya has become divisive and choice of leadership has become an ethnic-driven process and as a result, messages about choice of good leaders and voting wisely do little to engender women's interests in politics. Unfulfilled promises by previous governments; added to ethnic party politics, has only served to heighten women's cynicism of politics in this country. Analysis by age indicates that about one half of those who were exposed to civic education through UBI messages were in the youthful cohorts aged between 18-34 years, and fewer of older cohorts above 45 years old, who reported the lowest exposure as illustrated in table 4 below;

| | Frequency | % |
|-----------|-----------|------|
| 18-24 yrs | 919 | 28.3 |
| 25-34 Yrs | 1064 | 32.8 |
| 35-44 Yrs | 602 | 18.5 |

| | | |
|-----------|------|-------|
| 45-54 Yrs | 372 | 11.5 |
| 55-64 Yrs | 170 | 5.2 |
| 65+ Yrs | 121 | 3.7 |
| Total | 3248 | 100.0 |

Table 4: Analysis of age of those who were exposed to civic education through UBI

In terms of location, a higher number of respondents in the rural areas, (56.7%) were exposed to the campaign than those in the urban areas (43.3%). A look at how respondents who were exposed to UBI messages responded to the voting exercise indicates that generally, voter participation was high amongst those who were exposed to UBI messages. A correlation analysis between exposure to UBI messages and participation in the elections indicate that Kwale County had a low penetration of UBI messages and also reported the highest non-participation in the 2013 elections 41.4% of who were exposed to the UBI messages in this county did not participate in the elections of 2013, compared to only 1.6% in Kirinyaga. Table 5 and 6 present some numbers on how some of the counties that were exposed to UBI messages participated in the 2013 elections. We however caution that there could have been other factors besides exposure to UBI messages that provided the push to participate in the elections. For instance, in Kwale County, there was a lot of tension after the Mombasa Republican Council issued threats to those who would participate in the elections. This may have contributed to the low voter turnout in the County.

| Counties | Exposed to UBI messages and voted in 2013 | Exposed to UBI messages and did not vote in 2013 |
|----------------|---|--|
| Kirinyaga | 98.4% | 1.6% |
| TaitaTaveta | 95.1% | 4.9% |
| Kisii | 94.7% | 5.3% |
| Turkana | 94.7% | 5.3% |
| ElgeyoMarakwet | 94.6% | 5.4% |
| Murang'a | 94.5% | 5.5% |
| Nandi | 94.5% | 5.5% |
| Bomet | 94.3% | 5.7% |
| Kajiado | 93.7% | 6.3% |
| Nyeri | 93.1% | 6.9% |

Table 5: Top counties exposed to UBI messages and participation in the 2013 elections.

| Counties | Exposed to UBI messages and voted in 2013 | Exposed to UBI messages and did not vote in 2013 |
|----------|---|--|
| Kitui | 82.3% | 17.7% |

| | | |
|-------------|-------|-------|
| Nairobi | 81.0% | 19.0% |
| Kericho | 80.8% | 19.2% |
| Kilifi | 80.8% | 19.2% |
| Trans Nzoia | 80.0% | 20.0% |
| Garissa | 79.1% | 20.9% |
| Vihiga | 77.8% | 22.2% |
| Wajir | 76.3% | 23.7% |
| Tana River | 76.0% | 24.0% |
| Mandera | 64.3% | 35.7% |
| Kwale | 58.6% | 41.4% |

Table 6: Bottom counties exposed to UBI messages and participation in the 2013 elections.

Nonetheless, it appears from the findings that UBI media messages were received in all the 47 counties in Kenya. Some counties however reported low awareness of UBI messages such as Tharaka Nithi (96%)., Nyamira 74%, Mandera 65.9%, West Pokot 68.1%, Embu 62.7%, Busia, 61.9%, and Trans Nzoia 56.7%. This could be as a result of low incidence of radio listenership, television viewerhip and print readership in these counties.

“At the grassroots level, many residing in these areas do not have reception of even radio stations and some do not have local FM’s this is because take the case of Embu, we find that the radio Fm signal for Embu is very low so there is need to listen to other FM’s in other dialects. Overall, the frequencies are very weak thus limited the reach to those in the grassroots areas and other parts of Embu” Civic County Coordinator voiced.

Civic education and the PWDs

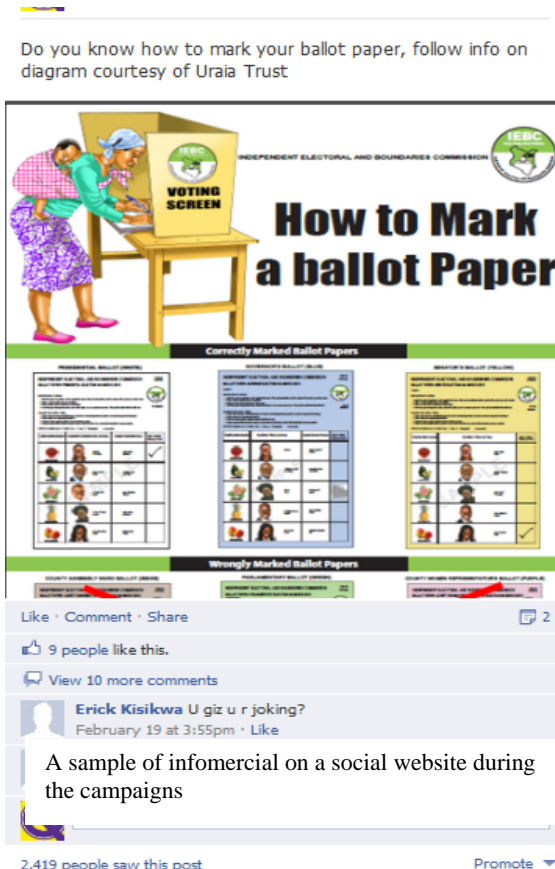
To gauge the impact of UBI messaging among the disabled at household level, Interviewers used a filter question to identify disabled respondents. The disabled in this category were defined as persons having any impairment, emotive or cognitive that affected their ability to undertake their day to day activities. Out of 3248 households that reported incidence of UBI messages, 119 households had disabled persons; this represents 4% of the sample and is not significantly far off from the national incidence of disabled persons which stands at 4.6%. 60% of the respondents interviewed from the disabled households were exposed to the UBI messages. Among the disabled respondents who were exposed to UBI messages, 80.5% reported that the messages influenced significantly their decision to vote, 9.8% reported the messages did not influence their decision to vote and 9.8% reported they did not vote.

II. Efficacy of content and messages of the Uraia media in terms of creating brand recognition and memory value

Message content

Analyses of the type of messages used by Uraia indicate a combination of messages out to the public,

including persuasive messages urging the public to shun violence and ethnicity, avoid electoral malpractices such as bribery and to make wise decisions while making choices for the leadership. Other messages were instructional such as advertisements showing the audience how to vote while some were on up scaling the public knowledge on the new constitution. Analysis of the different infomercials used indicates that peace-related adverts were more easily recalled by 29%, followed by the “In fact” messages on the right to vote (6.4%), Nimeapa ya Kwamba (6.1%), duties of a voter(6.0%), credible leadership(5.4%). Table 8 provides respondents recalls of the infomercials used by Uraia during the campaign period.



| | Frequency | Percent |
|--|-----------|---------|
| Peace related messages | 1441 | 29.0 |
| In fact-Right to vote related infomercials | 320 | 6.4 |
| NimeapayaKwamba –Bribery related infomercials | 304 | 6.1 |
| Duties of a voter | 299 | 6.0 |
| Infact- Credible leadership related infomercials | 269 | 5.4 |
| Infact- Democracy related infomercials | 230 | 4.6 |
| Ballot papers | 175 | 3.5 |
| Voter process and procedures | 142 | 2.9 |
| In fact-Devolution/different types of leaders | 67 | 1.3 |
| Total | 3247 | 65.3 |

Table 7: Respondents recall of infomercials used by Uraia

Despite the fact that the opening and closing montages on the Uraia media infomercials duly repeated the tagline” Uchaguzi Bora, sio Bora Uchaguzi” brought to you by Uraia TRUST initiative was emphasized, the brand name rarely appeared as part of memory recall. The respondents could remember the tagline Uchaguzi Bora or elements of the various infomercials but not the brand name Uraia TRUST. *“I don’t remember the organization but what I am sure of is that I remember something about civic education, I remember the message urging the voters not to sell their votes to the unknown people and greedy politicians who were out to exploit them”* Participant ,FGD, Nakuru , uttered. This might have been due to the fact that there were many players using the same media to disseminate almost similar information at that time as illustrated in Fig1 which clearly shows the intensity of civic education during this time.

In terms of brand recognition, we can conclude that top of mind awareness association of the civic education with the Uraia brand, or any other institution for that matter, was minimal in that people could recall more about messages than who the sponsor was. The public’s direct association of the campaign messages to Uraia as a brand was insignificant, and only about 8% of the public interviewed were able to mention sponsors by brand names.

And as mentioned earlier, the diverse number of institutions conducting civic education through the media, around that time confounded brand memory recall.

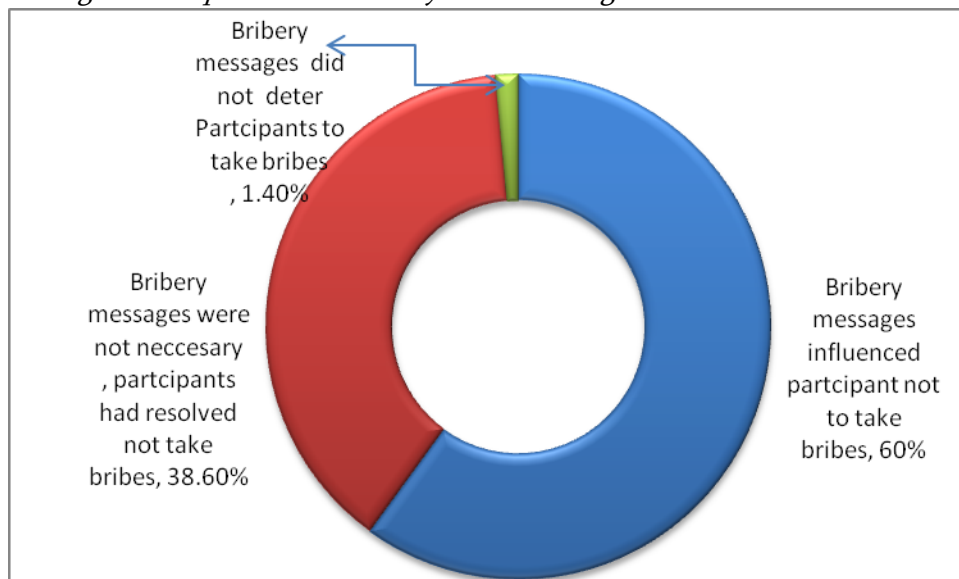
“At that time there were so many organizations implementing civic education, so it is easy to remember the message than the names because they were so many organisations and the messages were also similar” Survey participant, Garissa

The complexity of memory recall aside, the emotional tension during the election period as described by respondents, may have hampered public scrutiny on source of advertisement:

“...At that time we were not concerned with where the message was coming from but rather the content, all we wanted to know is whether there was a message of peace or incitement” one participant of the FGDs, Participant, Kisumu.

In terms of efficacy, the findings of this study generally show that the civic education had some positive effects on increasing knowledge and to some extent increasing democratic behaviour and attitudes. It is not clear that any one strategy was more effective than another, but there is considerable evidence that shows there was some attitude change as a result of exposure to the different strategies. For instance, 60% of the respondents exposed to messages on bribery indicated that the messages prevented them from accepting bribes; only 1.4% who said they were exposed to the messages on bribery still reported having taken bribes during the elections.

Figure 6: Impact of UBI bribery media messages on voter behaviour



Analyses of message content recall indicate that the public's highest recall was on the electoral process and peace at 64.6%. Further analysis shows that most respondents (88%) recalled messages associated with the electoral process specifically on how to vote and vote peacefully. Fewer respondents recalled messages about vetting of aspirants (3%), participation in political parties (1.9%), leadership and integrity (3%), role of elective positions (2%) or membership in political parties (2%).

| Memory recall on UBI media messages | % |
|--|-------|
| Participating in the electoral process and choosing leaders with integrity | 64.6 |
| Peaceful co – existence despite different shades of political opinion and maintaining peace regardless of the election outcome | 29.0 |
| Embracing change through institutional transformation | 0.8 |
| Implementation of the Constitution and understanding Devolution | 0.4 |
| Don't know | 1.4 |
| No response/Can't recall | 2.9 |
| None | 0.8 |
| Total | 100.0 |

| Message recall on electoral process. Base:64.6% | % |
|---|------|
| Voter conduct during the electoral period i.e. maintaining of peace | 33% |
| Voter bribery issues | 27% |
| Voting procedures (how to mark ballot papers, electing positions) | 14% |
| Right to vote | 9% |
| Voter Registration requirements i.e. IDs, passports, voter registration cards | 5% |
| Vetting of aspirants | 3% |
| Participation in political parties nominations | 1.9% |
| Leadership and integrity | 3% |
| Role of elective positions | 2% |
| Membership to political parties | 2% |
| Total | 100 |

Table 8: Public memory recall levels of UBI messages

Knowledge value of messages

The findings reveal Uraia's media strategy increased public knowledge on the contents, meaning and implication of the Constitution of Kenya 2010. Table 10 below indicates respondents' perceptions about the value of the messages they received through the campaign.

| | Frequency | % |
|---|-----------|------|
| I was able to make wise decision during the elections | 862 | 24.2 |
| Understood the value of peaceful elections | 789 | 22.1 |
| Understood value of not being bribed | 499 | 14.0 |
| I learned how to vote with the new system | 169 | 4.7 |
| I was educated on importance of voting | 163 | 4.6 |
| Created awareness/educates | 414 | 11.6 |
| The messages changed my attitude towards other people | 59 | 1.7 |
| I was educated on my rights as a voter | 204 | 5.7 |
| I now Know more about electoral process | 300 | 8.4 |
| It encouraged the youth understand and participate on the elections | 23 | 0.6 |
| Helps one to understand and to exercise democracy | 23 | 0.6 |
| Educated us on the need to do away with tribalism | 39 | 1.1 |

| | | |
|---|------|-----|
| It encouraged those who had given up on voting vote | 20 | 0.6 |
| Total | 3564 | 100 |

Table 9: Knowledge of value Uraia messages

A section of Kenyans who were exposed to these media messages describe the messages as educative and informative. In areas such as Kwale physical civic education was limited this is because of MRC threats, but the media messages were instrumental in increasing civic awareness. “*When MRC attacked IEBC officials, people here got scared and as a result, they only relied on the media to get messages on the election*”. FGD, Participant, Kwale. Further, it emerged that the media strategy complemented the UBI in areas where public was shy of participating in face to face civic education. During the focus group discussions some participants expressed discomfort at public forums on civic education. Participants expressed fear that one was not able to exchange their views freely in such forums as it could have given rise to conflicts. The interactions in such forums were thus considered as sometimes insincere and only meant to placate certain groups; this was particularly mentioned in Focus groups Mombasa, Kisumu, and Nairobi. The activities of the Uraia media strategy were therefore considered useful in bridging this gap.

III. To review the strategies used and determine their effectiveness in reaching the different segments of society

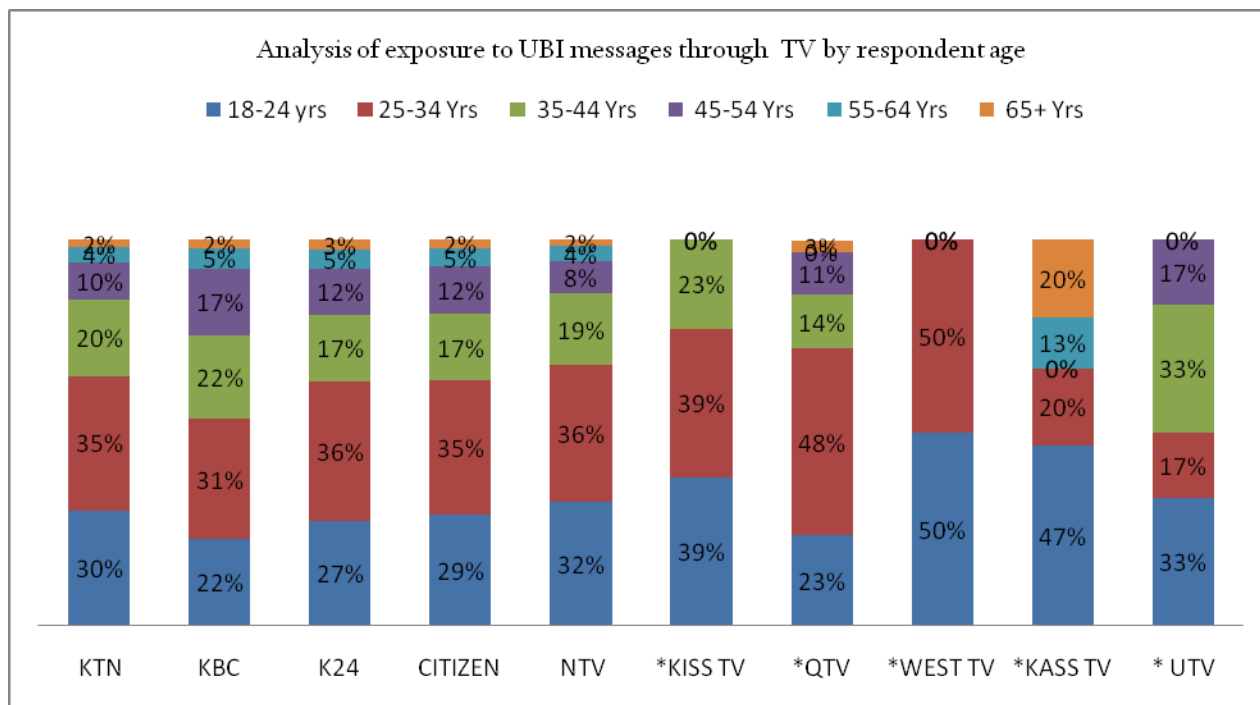
The list of activities captured in Table1 clearly indicates mechanisms through which civic awareness and engagement was implemented. This section will review the impact the media strategy had on civic education and civic engagement. Media content analysis was used in this context to analyse what was aired in the messages.

Impact of Television use in the media campaign

Table 4 shows the analysis of how the public accessed civic education during this period. Analysis of the number of TV used by the public to access indicates that Uraia used 7 out of the 10 TV stations used by the audience to access civic education. The TV stations highlighted in table 11 below show the TV stations used by the public to access civic education. Further analysis of audience reached; through these stations indicate that much of the youthful Kenyans received their messages through Citizen TV, KTN. The data indicates fewer of the older cohorts aged 45 years and above accessed civic education through television than the younger cohorts.

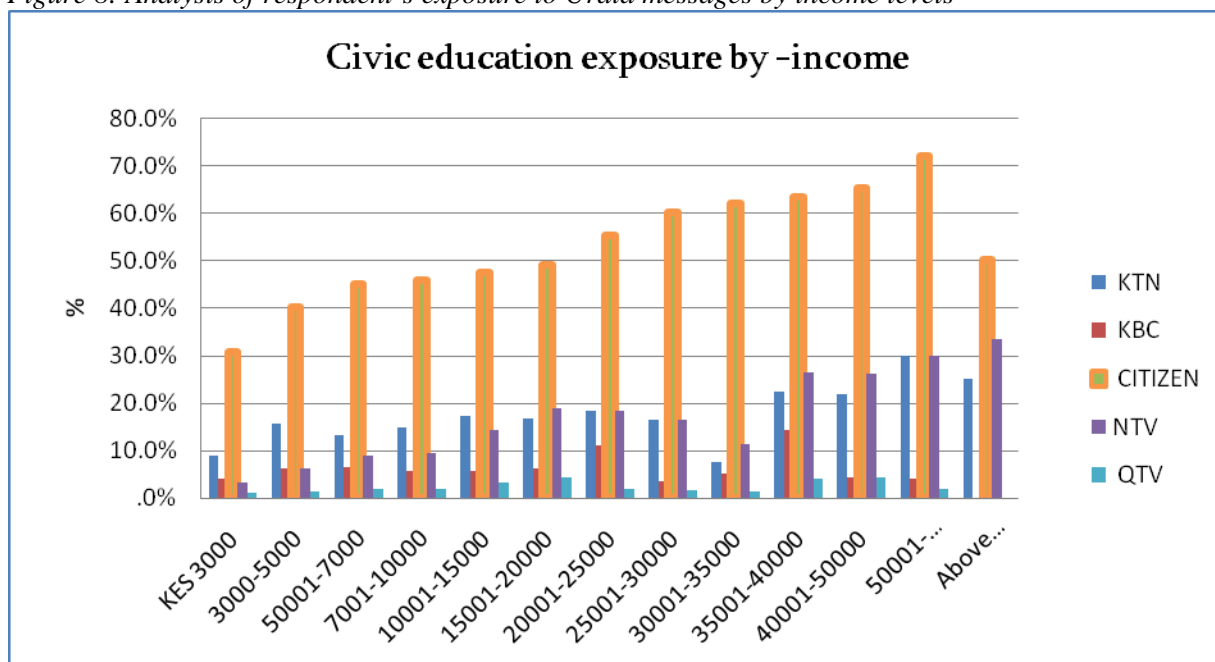
a. --Public access to civic education through Television

Figure 7: proportion of respondents who received civic education messages through TV



Analysis of exposure to Uraia messages by income levels, indicate that less of the lower income cadres accessed the Uraia messages through TV than the middle and upper class income earners. Besides lack of access to television, electricity in the rural areas contributed much to this phenomenon.

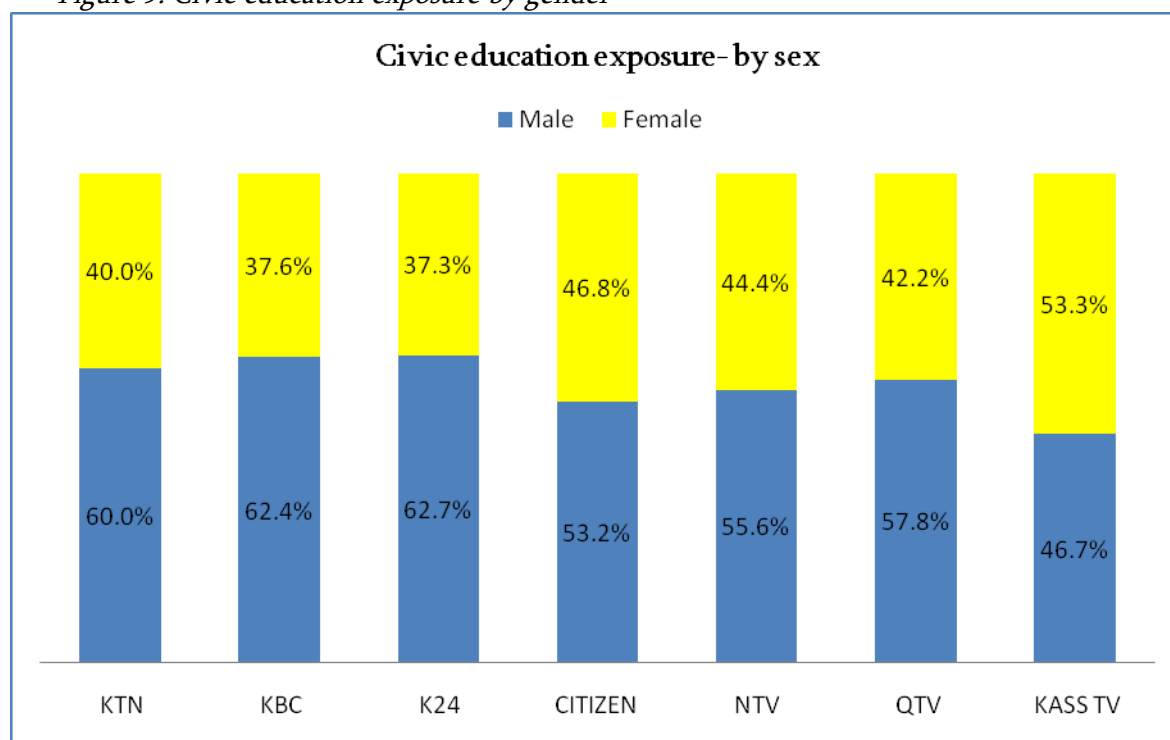
Figure 8: Analysis of respondent's exposure to Uraia messages by income levels



Civic education exposure through media by gender

Overall, more men than women were exposed to the Uraia civic education messages; Citizen and Kass TV had the lowest variance in terms of gender viewership. See table 12

Figure 9: Civic education exposure by gender



28.4% of respondents were not sure of the specific channels through which they had watched the UBI messages. This can be attributed to the large number of campaigns running through the different stations during the election period.

Summary of impact by Television

The survey indicates that by using television, UBI messages reached a wide cross-section of Kenyans, although higher proportions of younger people and people in the middle and upper class were reached. More men than women accessed Uraia messages via TV. Though small a number, 39 out of

72 disabled persons accessed their civic education through television and mainly on KTN and Citizen TV; other channels had insignificant numbers to justify any meaningful analysis.

Impact of radio use in the media campaign

a. Public access to civic education through radio

Out of the 83 radio stations mentioned by respondents to have been used to access civic education, the UBI media strategy made use of 43 stations either directly or through programmes sponsored by implementing partners. This indicates that an almost similar number of stations not contracted by Uraia participated in civic education during this period and sort of explains why some respondents could not directly attribute the Uraia messages to the brand or confuse it with other brands. Since the listenership was quite varied during this period of time and recall spread across many stations, the numbers provided cannot allow for significant subsample analysis across all the stations hence limiting comparability across demographics by specific radio stations. However, projections through a national analysis of station impact by the known station reach indicates the reach the radio stations may have had in conveying UBI messages.

| ID | Name of radio station | National Reach(KARF Q1 2012) | % of Kenyans who Accessed UBI messages by media outlet |
|----|-----------------------|------------------------------|--|
| 1 | RADIO CITIZEN | 49.78% | 19.00% |
| 2 | KBC KISWAHILI | 25.04% | 3.00% |
| 3 | MILELE | 24.86% | 2.00% |
| 4 | Q FM | 16.68% | 2.00% |
| 5 | JAMBO FM | 16.41% | 6.00% |
| 6 | INOORO FM | 15.42% | 5.00% |
| 7 | KISS FM | 15.18% | 4.00% |
| 8 | GHETTO RADIO(89.5) | 12.00% | 1.00% |
| 9 | CORO FM | 10.17% | 1.00% |
| 10 | RAMOGI FM | 9.98% | 4.00% |

| ID | Name of radio station | National Reach(KARF Q1 2012) | % of Kenyans who Accessed UBI messages by media outlet |
|----|-----------------------|------------------------------|--|
| 11 | WEST FM/BUNGOMA FM | 8.85% | 1.00% |
| 12 | MUSYI FM | 7.21% | 1.3% |
| 13 | KASS FM | 6.42% | 2.00% |
| 14 | CHAMGE FM | 5.89% | 2.00% |
| 15 | KBC ENGLISH | 5.14% | 5.00% |
| 16 | RADIO MAISHA | 4.85% | 1.00% |
| 17 | SAYARE RADIO | 4.35% | 0.20% |
| 18 | EGESA FM | 4.08% | 2.00% |
| 19 | MULEMBE FM | 4.05% | 1.00% |
| 20 | NAMLOLWE FM | 3.22% | 0.30% |
| 21 | MUUGA FM | 3.13% | 0.40% |
| 22 | RADIO STAR (GARISSA) | 2.86% | 0.30% |
| 23 | KAYA FM | 2.64% | 1.00% |
| 24 | MINTO | 2.19% | 0.00% |
| 25 | PWANI FM | 2.18% | 1.00% |
| 26 | WIMWARO | 2.14% | 0.10% |
| 26 | KITWEK | 1.82% | 0.00% |
| 27 | HOPE FM | 1.55% | 0.10% |
| 28 | RADIO RAHMA | 0.87% | 1.00% |
| 29 | SULWE | | 0.50% |
| 30 | CAPITAL FM | 2.40% | 0.40% |
| 31 | BARAKA | 2.15% | 0.20% |
| 32 | IQRA | 0.20% | 0.20% |
| 33 | SALAMA | 0.2 | 0.20% |

| ID | Name of radio station | National Reach(KARF Q1 2012) | % of Kenyans who Accessed UBI messages by media outlet |
|----|--|------------------------------|--|
| | Others (Recall could not be attributed to one particular station) | | 34% |

Table 10: Radio stations used by Uraia media campaign

b. Analysis of impact by station-KBC

The Kenya broadcasting corporation, the national broadcaster was contracted as one of the implementing partners of the UBI messages from the 2nd February 2013 to 16th August 2013. The station implemented several activities as captured in table 14 below. The radio station claims the widest geographical penetration at 98%.

| | |
|--|--|
| 2nd February 2013-3rd March 2013 | <p>Infomercials - 12 scrolls, 6 pop ups, 3 squeeze backs daily on KBC Channell</p> <ul style="list-style-type: none"> • The national station hosted the 29th African Cup and we ran scrolling messages like the ones carried out in 2008 during the PEV. • The messages were crafted around peaceful election and voter education. • Infomercials—on diversity, good governance, Nimea paya Kwamba, • 5-minute peace documentaries on election |
| 2nd, 3rd, 6th, 9th, 10th February 2013 | 160 Scroll bars, Pop ups/flashcards & squeeze cards aired over 5 days on KBC TV |
| 27th feb 2013-5th March 2013 | 5 min activation daily prime time 8-9am, Nosim 6-7pm, 4*60 infomercials daily, 4 presenter mentions daily, Coro, mayienga, Minto, Kitwek, Mwago, Mwatu, Ingo, Nosim |
| 26th feb 2013-2nd March 2013 | <p>5 min activation daily, 4*60 infomercials daily, 4 presenter mentions daily on Pwani, Coro, mayienga, Minto, Kitwek, Mwago, Mwatu, Ingo, Nosim FM</p> <ul style="list-style-type: none"> • Transmission of 4 translated infomercials; content was on voter education • The infomercials were the following vernacular languages of communities that have been marginalised: Borana, Rendille, Burji, Embu, Kuria, Pokot, Somali, Turkana, Teso and Suba. <p>The transmission was aired on the following Kenya Broadcasting Corporation stations: The AM vernacular stations broadcast in the said languages— Borana, Rendille, Burji, Embu, Kuria, Pokot, Somali, Turkana, Teso and Suba;</p> |
| 16th July-16th August 2013 | 144 regional infomercials and transmissions on voter education |

Table 11: Activities implemented by KBC

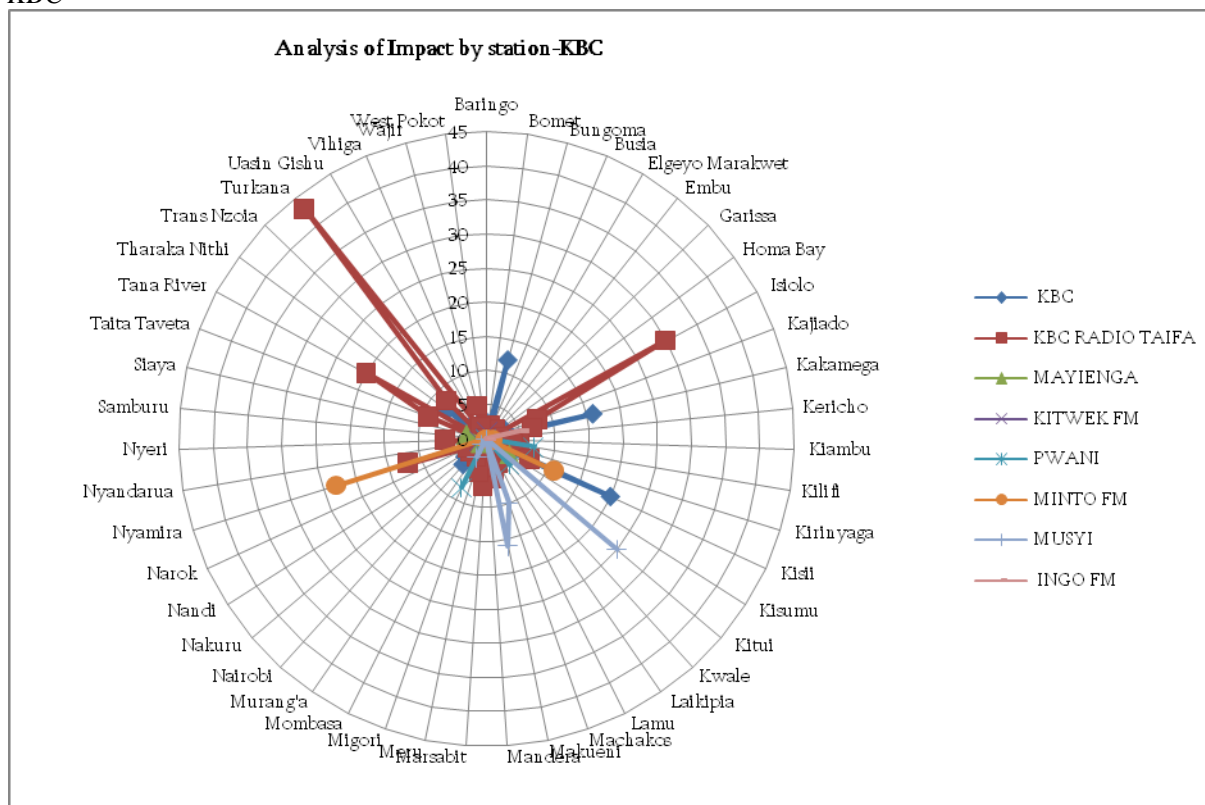
Analysis of incidence of UBI messaging by the KBC stations indicate that KBC English service reached a higher number of target respondents, compared to the other stations. The impact of the regional stations even by county analysis was minimal.

| ID | Name of radio station | National Reach(KARF Q1 2012) | % of Kenyans who Accessed UBI messages by media outlet |
|----|-----------------------|------------------------------|--|
| 1 | KBC KISWAHILI | 25.04% | 3.0% |
| 2 | CORO FM | 10.17% | 1.0% |
| 3 | MUSYI FM | 7.21% | 1.3% |
| 4 | KBC ENGLISH | 5.14% | 5.0% |
| 5 | KITWEK | 1.82%/0.38 central | ` |
| 6 | NOSIM | Not rated/ recently launched | 0.01% |
| 7 | MAYIENGA | Not rated/ recently launched | 0.01% |
| 8 | PWANI | 29.35 | 0.6% |
| 9 | MINTO | 2.18% | 0.1% |
| 10 | MWAGO | Recently launched | 0.1% |
| 11 | MWATU | Recently launched | 0.1% |
| 12 | INGO | Recently launched | 0.1% |
| 13 | Borana | | Insignificant |
| 14 | Rendile | | Insignificant |
| 15 | Burji | | Insignificant |
| 16 | Embu | | Insignificant |
| 17 | Kuria | | Insignificant |
| 18 | Pokot | | Insignificant |
| 19 | Somali | | Insignificant |
| 20 | Turkana | | Insignificant |
| 21 | Teso | | Insignificant |
| 22 | Suba | | Insignificant |

Table 12: Analysis of incidence of UBI messaging by the KBC stations

Though national figures may indicate minimal reach for the regional stations, regional analysis of stations indicates varying impact by county. For instance, UBI messages on Mayienga were accessed mostly in Kisumu county, Pwani FM was accessed by respondents from Mombasa and Kwale counties (11.5%), Minto in Kisii (5.6%) and Nyamira (30.5%) counties. Access of UBI messages through Mwatuwas minimal, (2.6%) and mainly in Makueni County. UBI message incidence through Ingo FM was reported at 2.2%. Reported incidence of UBI messages through Mwago and Nosim were insignificant. A graphic presentation of UBI access through the media houses is indicated below in Figure 9;

Figure 10: Analysis of Impact by station-KBC



The media Strategy used KBC broadcast in several vernacular languages to reach the marginalised communities such as: Borana, Rendille, Burji, Embu, Kuria, Pokot, Somali, Turkana, Teso and Suba. However exposure to UBI messaging through these stations was insignificant reporting incidence of not more than 0.01%.

c. Analysis of impact by station-Royal media services

The Royal Media Services was contracted between 20th November, 2012 and 3rd March 2013. The media house implemented several UBI media activities as captured in table 16. The radio station claims the widest geographical penetration at 98%.

| | |
|---|---|
| 20th November 2012-10th December 2012 | CITIZEN TV Facts sheet 45 secs spots mid 7pm,mid 9pm,2 spots daily |
| 20th November 2012-10th December 2012 | CITIZEN TV Facts sheet 45 Secs spots mid 7pm,mid 9pm,2 spots daily |
| 26th - 27th February 2013 | Informercials on Local Radio FMs (4 commercial spots for 2 days each on Inooro, Wimwaro, Sulwe, Muuga, Citizen FM, Chamgei, Ramogi, Mulembe, Egesa, Vuuka, Musyi) |
| 27th, 28th feb 2013 and 1st -3rd march 2013 | 4 ads daily from 27th February-3rd March 2013 |
| 28th February 2013 - 3rd march 2013 | Informercials on Local Radio FM (5 commercial spots for 6 days each on Citizen, Ramogi, Muuga, Vuuka, Wimwaro, Sulwe, Mulembe, Egesa, Musyi, Chamgei, Inooro) |

Table 13: UBI media activities-Royal Media Services

Table 17 below indicates the analysis of incidence of UBI messages through Citizen stations.

| No | STATION | National Reach (KARF Q1 2012) | % of Kenyans who Accessed UBI messages by media outlet(Total sample) | % of KARF target met |
|----|---------------|-------------------------------|--|----------------------|
| 1 | CITIZEN RADIO | 49.8% | 15.5% | 31.0% |
| 2 | CHAMGEI FM | 5.9% | 1.4% | 24.0% |
| 3 | INOORO | 15.4% | 4.5% | 29.0% |
| 4 | RAMOGI | 10.0% | 3.6% | 36.0% |
| 5 | MULEMBE | 4.0% | 0.6% | 15.0% |
| 6 | EGESA FM | 4.1% | 1.3% | 32.0% |
| 7 | MUSYI | 7.2% | 1.2% | 17.0% |
| 8 | WIMWARO | 2.1% | 0.1% | 5.0% |
| 9 | MUGA | 3.1% | 0.4% | 13.0% |
| 10 | VUKA FM | Not rated | .5% | |

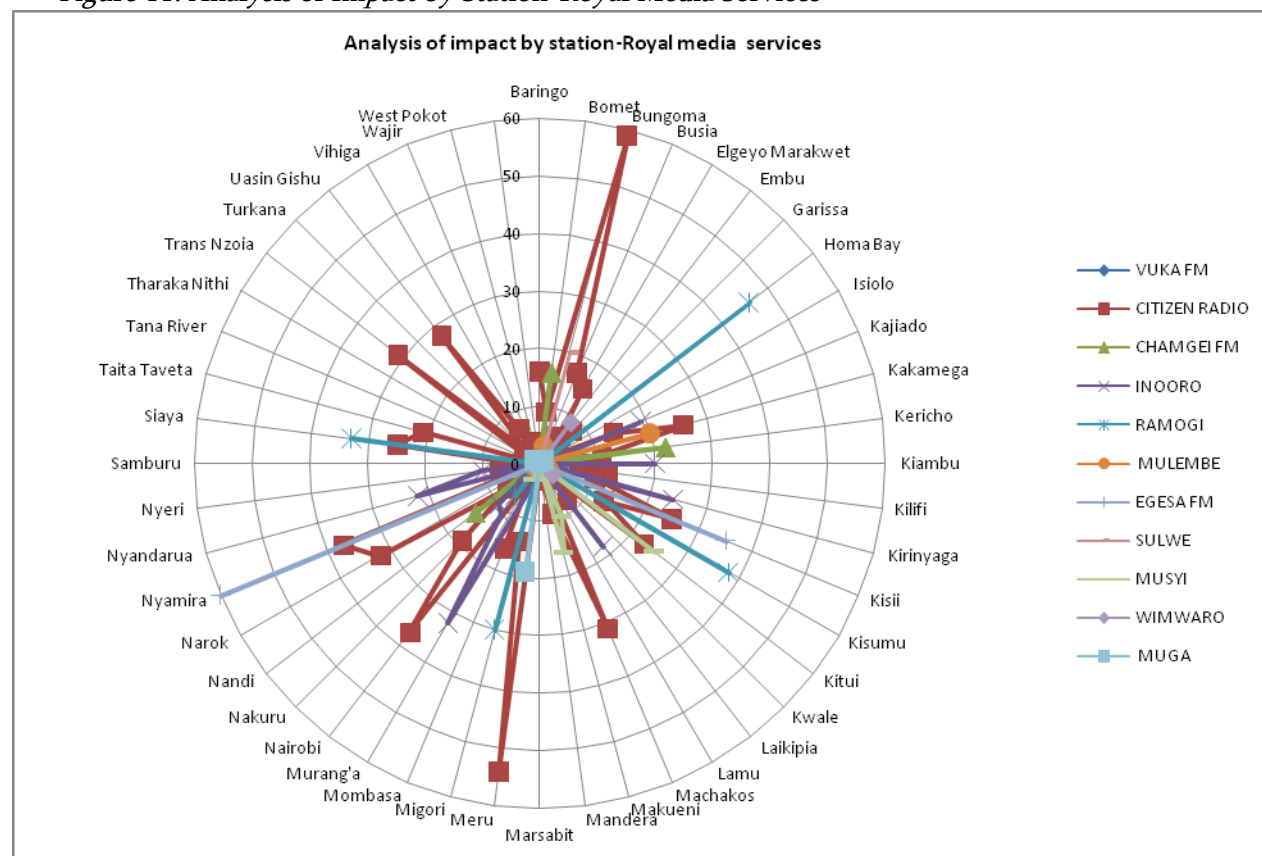
| | | | | |
|----|-------|-----------|-----|--|
| 11 | SULWE | Not rated | .4% | |
|----|-------|-----------|-----|--|

Table 14: Analysis of Incidence of UBI messages

Regional analysis of station impact

A regional analysis indicates varying impact across different stations in different counties, for instance UBI messages through citizen radio were more uniformly spread out across the counties but registered low incidence of between 3% to 4% in the central province counties such as Nyandarua, Nyeri, Kiambu, Muranga. Other counties that reported notable low incidence of UBI messages are Lamu, Kwale and the Northern Province counties such as Mandera, Marsabit, West Pokot, Samburu and Turkana Counties. In most cases lack of access to electricity, radio and language barriers and radio frequency reach were cited as the major barriers. A station by county analysis is provided in figure6.

Figure 11: Analysis of Impact by Station-Royal Media Services



Access of UBI messages through Chamgei was notable in the rift countries. The counties that reported significant incidence of UBI messages were Bomet at 6.5%, Kericho County, 21.8% and 14.4 % in Nandi counties.

UBI messages through InooroFm were reported at 21.6% in Kajiado county, 9.6% in Kiambu county, Kirinyaga county (35.6%), Laikipia (26.4%), Nairobi (2.7%), Nakuru (4.8%), Nyandarua (28.6%), Nyeri (11.1%). Impact by other smaller regional stations is captured in table 18 below.

| Station | County of incidence | No of respondents who accessed UBI messages | Total no of respondents interviewed | % of UBI incidence |
|------------|---------------------|---|-------------------------------------|--------------------|
| Mulembe FM | Kakamega | 20 | 225 | 8.9 |
| Egessa | | | | |
| | Kisii | 35 | 196 | 17.9 |
| | Nyamira | 60 | 77 | 77.9 |
| Musyi | | | | |
| | Kitui | 25 | 131 | 19.1 |
| | Machakos | 10 | 145 | 6.9 |
| | Makueni | 16 | 115 | 13.9 |
| Wimwaro | | | | |
| | Embu | 9 | 67 | 13.4 |
| | Kitui | 3 | 131 | 2.3 |
| Muga | | | | |
| | Meru | 19 | 176 | 10.8 |
| Sulwe | Bungoma | 20 | 212 | 9.4 |

Table 15: Impact by other small regional stations

From the analysis of the above it is evident that different stations had different niches, but generally, access to UBI messaging through the regional stations were minimal.

d. Radio Africa group

Radio Africa was contracted to implement the UBI media strategy between the 5th February and 4th March, 2013. The station implemented talk's shows and messages

| | |
|----------------------------------|--|
| 5th February 2013-4th March 2013 | 4 1-hour talk shows every Sunday on Kiss TV, 4 2-hour talk shows every Saturday & 3 pre-packaged messages daily for 1 month on Radio Jambo |
|----------------------------------|--|

Table 16: talk shows and messages

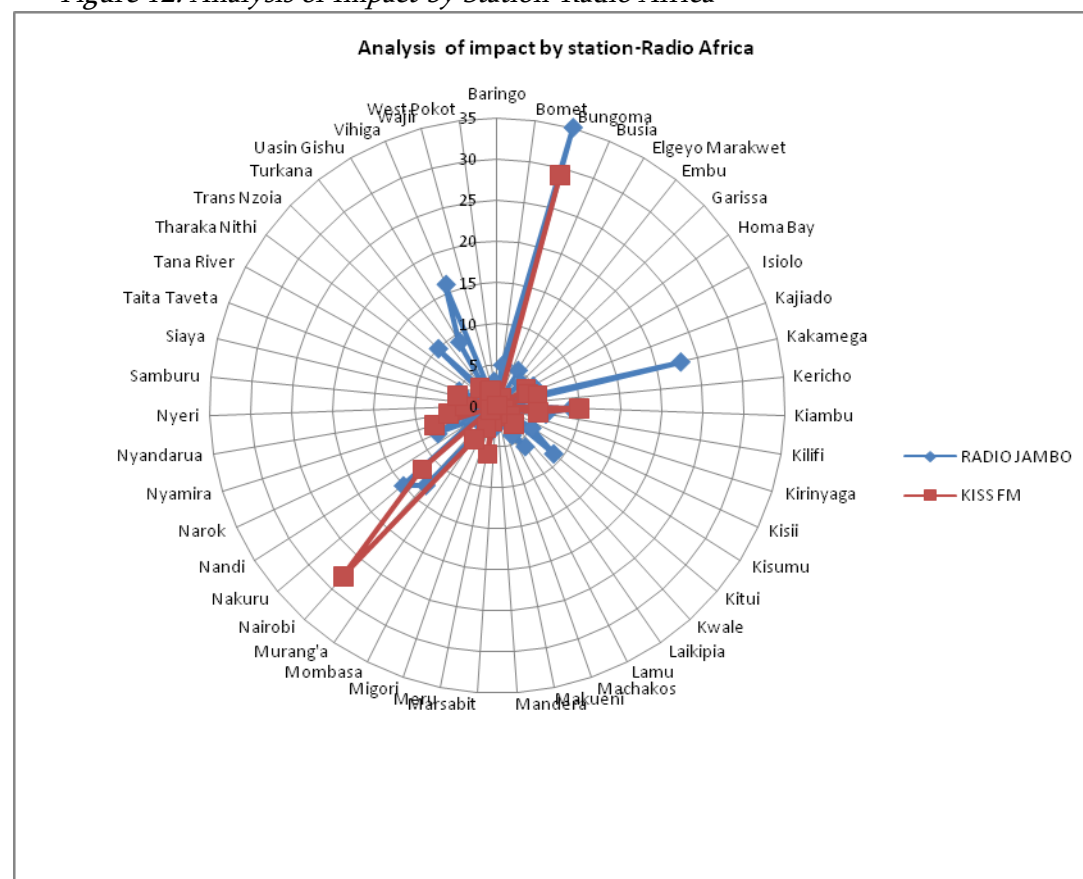
In terms of reach, the survey indicates, the UBI messages through Radio Jambo reached 31% of its target audience. Kiss FM reached 23% of its target audience.

| No | STATION | National Reach (KARF Q1 2012) | % of Kenyans who Accessed UBI messages by media outlet | % of KARF target met |
|----|---------------|----------------------------------|---|-------------------------|
| 1 | RADIO JAMBO-- | 16.4087 | 5.1 | 31% |
| 2 | KISS FM | 15.1895 | 3.5 | 23.0% |

Table 17: Reach on radio jambo and kiss FM

Access of UBI messages through Radio Jambo at a regional level indicates a higher incidence within the counties in the Western province such as Bungoma, Kakamega, Vihiga. Other counties that evidenced significant incidence of UBI messages through Radio Jambo include, Nakuru, Nairobi and Transmara. A graphic presentation of UBI message incidence by stations in the 47 counties is captured in Fig 6

Figure 12: Analysis of Impact by Station-Radio Africa



a. Analysis of impact by station-Nation media

The Nation media group was contracted to implement the UBI media strategy between, 20th October, 2012 and 16th March, 2013. The media house implemented the activities through QFM, QTV and NTV.

| | | |
|-----------|----------------|--|
| Print | Daily Nation | <ul style="list-style-type: none"> • <i>NimeapayaKwamba</i> campaign; • Advert: print media support to KamusiyaChangamka |
| | Taifa Leo | <ul style="list-style-type: none"> • <i>NimeapayaKwamba</i> campaign |
| | Business Daily | <ul style="list-style-type: none"> • <i>NimeapayaKwamba</i> campaign |
| Broadcast | Q FM | <ul style="list-style-type: none"> • Ran KamusiyaChangamka—aired every Saturday • Saturday from 20th October to 1st December 2012 (Phase I) and January 26 to March 16, 2013 (Phase II). |
| | QTV | <ul style="list-style-type: none"> • <i>In Fact</i>, infomercials that were facts sheets on the Constitution of Kenya, highlighted various articles; • Aired KamusiyaChangamka simultaneously with Q FM; • Infomercials—on diversity, good governance, <i>NimeapayaKwamba</i>; • 5-minute peace documentaries on election. |
| | NTV | <ul style="list-style-type: none"> • <i>In Fact</i>, infomercials that were facts sheets on the Constitution of Kenya, highlighted various articles; • Infomercials—on diversity, good governance, <i>NimeapayaKwamba</i>; • 5-minute peace documentaries on election |

Table 18: Implemented activities through QFM, QTV and NTV

Exposure of UBI messages through QFM.

UBI messages through QFM was mostly accessed by respondents in, Nakuru, Vihiga, Bomet, Uasin Gishu, Kisii, Kisumu and Homabay as illustrated in the figure 13

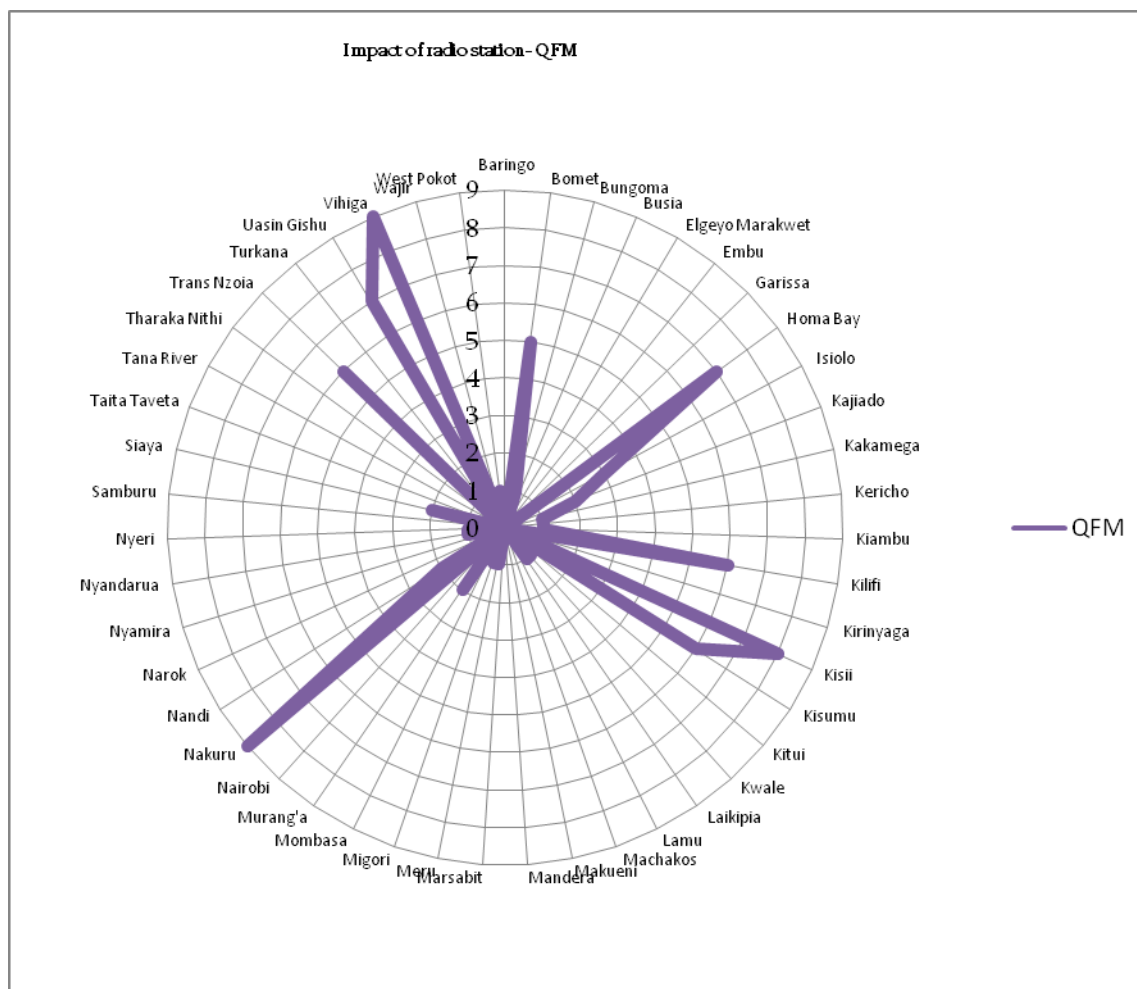


Figure 13: Analysis of Impact by QFM

In addition to QFM, the nation media station used the NTV and QTV to implement the URAIA media strategy. The household analysis indicates exposure to UBI messages through NTV was reported significantly in Nairobi and its environs, Kakamega and Uasin Gishu. QTV's reach was minimal and concentrated around Nairobi and Nakuru counties.

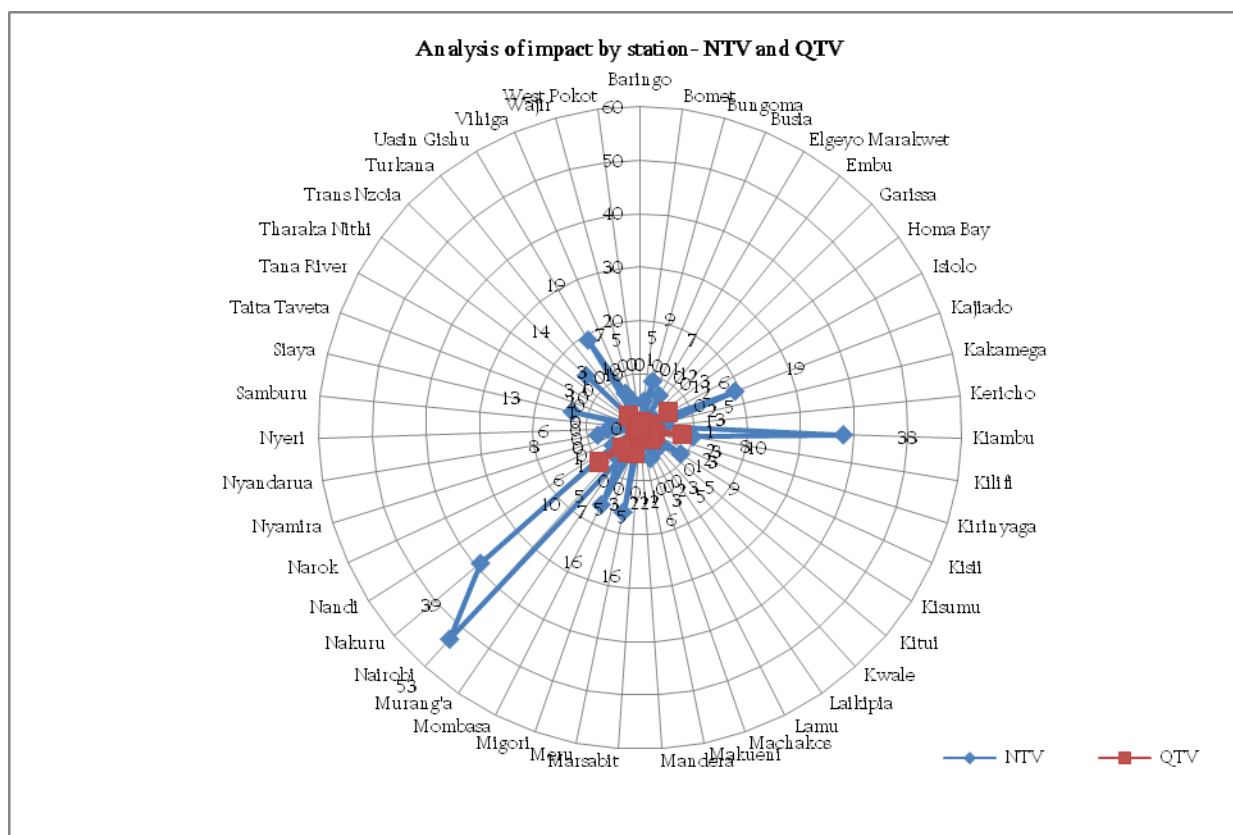


Figure 14: Analysis of Impact by QTV and NTV

Impact of Mwamba media intervention

Mwamba media through regional radio stations implemented programmes covering 27 Counties across the country. The approach used by Mwamba was unique in that it aimed at delivering messages to the marginalised communities using community-based vernacular stations that have a greater reach to the local communities'. The language was adapted to suit the regions in which the messages were broadcast, for instance where Kiswahili was not relevant, messages were translated and relayed in vernacular. The county regions reached included; Busia, Bungoma, Kakamega, Vihiga, Kisumu, Trans-nzoia, Siaya, UasinGishu, West Pokot, Turkana; Baringo, Kericho, Nakuru, ElgeyoMarakwet, Machakos, Makueni, Kitui, TaitaTaveta, Kwale, Lamu, Kilifi, Mombasa, Kisii, Nyamira, Migori, Kajiado, Narok. The approach targeted the marginalised communities in the select areas with the highest concentration of youths and women with low civic education. Table 19 below shows the activities under Mwamba media

| No. | Describe the activity as per the approved schedule of activities | No. of activities done | Initial Target Group |
|-----|--|------------------------|----------------------|
| 1. | Activity 1: Radio Diaries | 35 | Women, Youth, PLWD |
| 2. | Activity 2: Radio Airtime | 7 | Women, Youth, PLWD |
| 3. | Activity 3: County Baraza | 30 | Women, Youth, PLWD |
| 4. | Activity: Vox Pops | 150 | Women, Youth, PLWD |

Table 19: Activities undertaken by Mwamba Media

| No | STATION | National Reach (KARF Q1 2012) | % of Kenyans who Accessed UBI messages by media outlet |
|----|-----------------|-------------------------------|--|
| 1 | RADIO SAPOSEMA | Not rated | * |
| 2 | RADIO OSIENIELA | Not rated | * |
| 3 | RADIO MAMBO | 1.4% | * |
| 4 | RADIO SALAAM | 1.1% | * |
| 5 | RADIO SAYARE | 4.3% | * |
| 6 | KASS FM | 6.4% | 1.8% |
| 7 | SIFA FM | 0.1% | .0% |
| 8 | BARAKA FM | 2.2% | .2% |
| 9 | STAR FM | 2.9% | * |
| 10 | RADIO RAHMA | 0.9% | * |
| 11 | HOPE FM | 1.6% | * |
| 12 | IQRA FM | 0.3% | * |
| 13 | GHETTO FM | 12.0% | * |
| 14 | WEST FM | 8.8% | * |

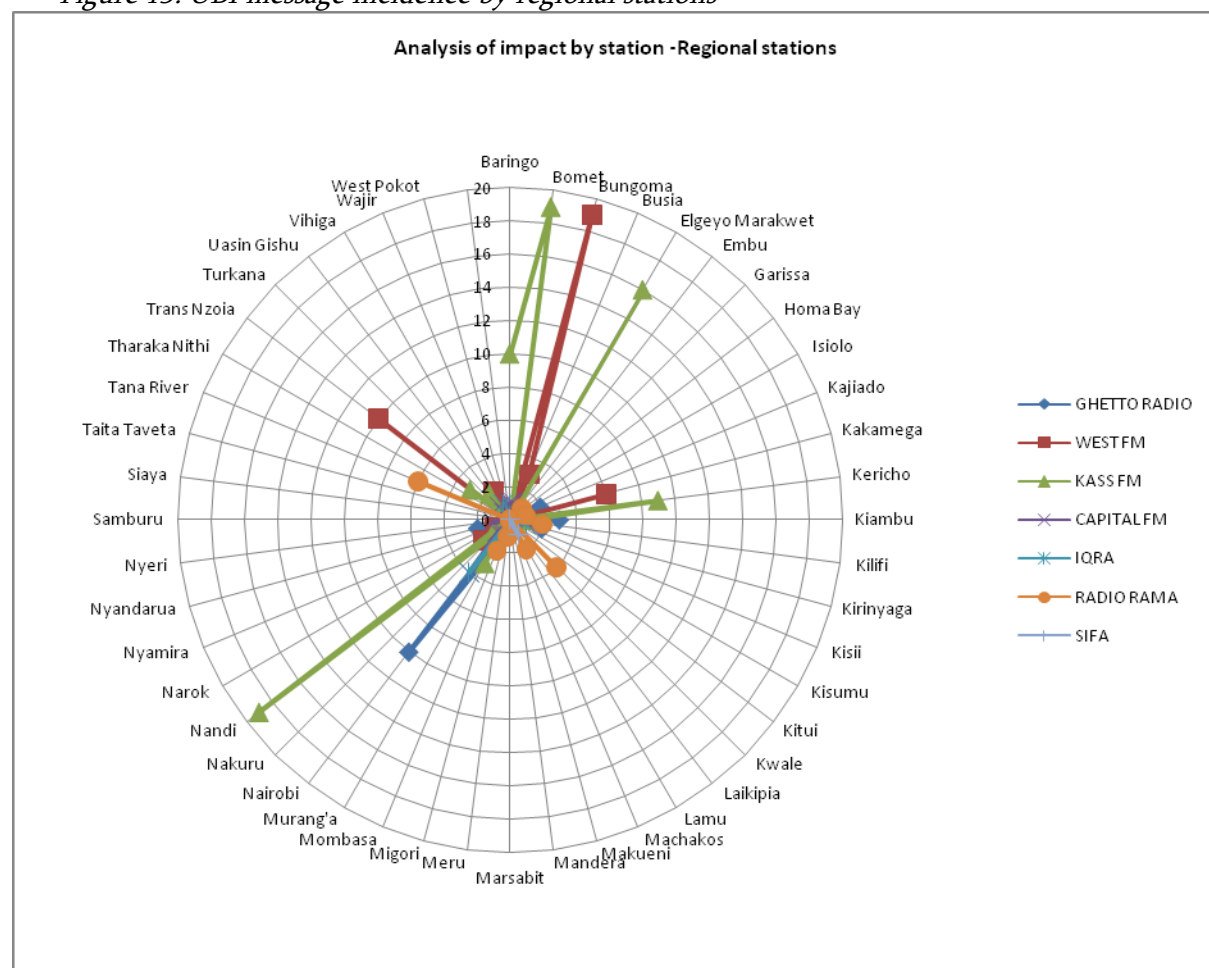
| No | STATION | National Reach (KARF Q1 2012) | % of Kenyans who Accessed UBI messages by media outlet |
|----|------------|----------------------------------|---|
| 15 | CAPITAL FM | 2.4% | * |

Table 20: Regional stations reach according to KARF report Q1, 2012

National analysis of impact based on a quantitative analysis was not possible for the regional stations selected since the sample bases were too small to allow for meaningful subsample analysis.

Fig 7 indicates that UBI messages through KassFm were most appreciated in the rift counties such as Bomet, Elgeyo Marakwet and Nandi counties. UBI messages through West FM largely reached audiences in Bungoma, Trans-Nzoia and Kakamega counties. Radio Rhamawas mainly felt in Taita Taveta, Lamu and Kwale counties.

Figure 15: UBI message incidence by regional stations



Feedback from the focus group discussions present the participants' perceptions of the strengths and weaknesses of the approaches used by Mwamba media as illustrated in table 21 below:

| No. | Describe the activity as per the approved schedule of activities | Perceived Strengths | Perceived Weakness |
|-----|--|--|---|
| 1. | Activity 1: Radio Diaries | <ul style="list-style-type: none"> The approach provided an opportunity for the communities to air and share their opinions on topical issues such as corruption during election. <i>"I like the approach because it helped convince people who were fighting to stop fighting and maintain peace during elections"</i> The language translation helped pass the messages to the illiterate. | <ul style="list-style-type: none"> Poor reach, due to low access to Radio in counties such as Garissa, Turkana, WestPokot. <i>"Here in Garissa, radio and TV are mainly within the urban centre, many people in the rural areas did not receive these messages, so it did not work well in the rural areas"</i>, Participant, Garissa. |
| 2. | Activity 2: Radio Airtime | <ul style="list-style-type: none"> The customisation made programmes designed to address topical issues in the select areas was hailed as positive. <i>"Usually, programmes are generated in Nairobi and brought here in rural areas but this time we had the chance to give our voices on issues that affect us"</i> Participant, Kisumu | <ul style="list-style-type: none"> Perceived as ineffective in terms of attitude change. <i>"I don't think it was effective because there are people who heard messages on corruption but were still taking bribes , Here in Kisumu people were taking bribes for as low as 500 or 100 bob so as not vote"</i> |
| 3. | Activity 3: County Baraza | <ul style="list-style-type: none"> Provided an avenue to reach the rural areas. <i>"I like the Baraza because it is public and not private like workshops, they also come to the rural areas."</i> Gave opportunity for the different groups to air their views. <i>"I like the fact that they had groups for youths because the youths are the ones who are normally involved in violence". Participant, Garissa.</i> | <ul style="list-style-type: none"> Barazas were at times confused with political campaigns and the public shunned them. Segmentation by gender was sometimes misunderstood. <i>"I don't like the way they keep on insisting on the youth and women, It makes the men feel disrespected"</i> |
| 4. | Activity: Vox Pops | <ul style="list-style-type: none"> Provided platform to air and segment voices from different groups such as the youth , regional leaders, PLWD and women | <ul style="list-style-type: none"> Limited in reach. Most of the rural areas and underserved were not reached due to limited finances |

Table 21: Strengths and weaknesses of the approaches used by Mwamba media

a. Impact of Civic Education through print media

The media strategy deployed the use of five news papers, The Daily Nation, The Standard, The Star, The People and the Business Daily. The Daily Nation and The Standard newspapers were the most popular prints through which respondents received Uraia messaging .It is also evident from table 17 that print papers such as Citizen, Mwanaspoti, The E. African, County Weekly, Independence and The Nairobiian which were not used by Uraia campaign were thought to have carried the Uraia campaigns, this supports the findings in radio and TV as well that occasionally, respondents could remember the infomercial but place it with the wrong source. This could mean two things message was strong and impactful or rather stronger than the Uraia Trust brand or confusion arising from the number of players with the similar message offerings during this period.

Exposure to UBI messages through the Business daily was reported at insignificant figures.

| | Responses | |
|--------------------------------------|-----------|---------|
| | N | Percent |
| STANDARD | 333 | 10.9% |
| THE STAR | 28 | .9% |
| TAIFA LEO | 54 | 1.8% |
| DAILY NATION | 676 | 22.2% |
| CITIZEN | 5 | .2% |
| MWANASPOTI | 8 | .3% |
| THE PEOPLE | 25 | .8% |
| E AFRICA | 5 | .2% |
| OTHERS | 7 | .26% |
| NAIROBIAN | 3 | .1% |
| 98 No response/Can't tell/Don't read | 1900 | 62.4% |
| | 3044 | 100.0% |

Table 22: Newspapers used by Uraia

b. Analysis of print impact by county

Analysis of exposure to UBI media messages by county indicates minimal exposure through the local dailies. UBI media message exposure through The Standard Newspapers was reported in Nairobi, Western counties such as Bungoma, Kakamega, Transzoia, Kisii and Nakuru. The UBI exposure th

rough the Daily Nation was reported in significant numbers in Nairobi, Kiambu, Mombasa Kakamega, Bungoma, Kisii, Meru and Nyandarua.

Figure 16: UBI message incidence by regional stations

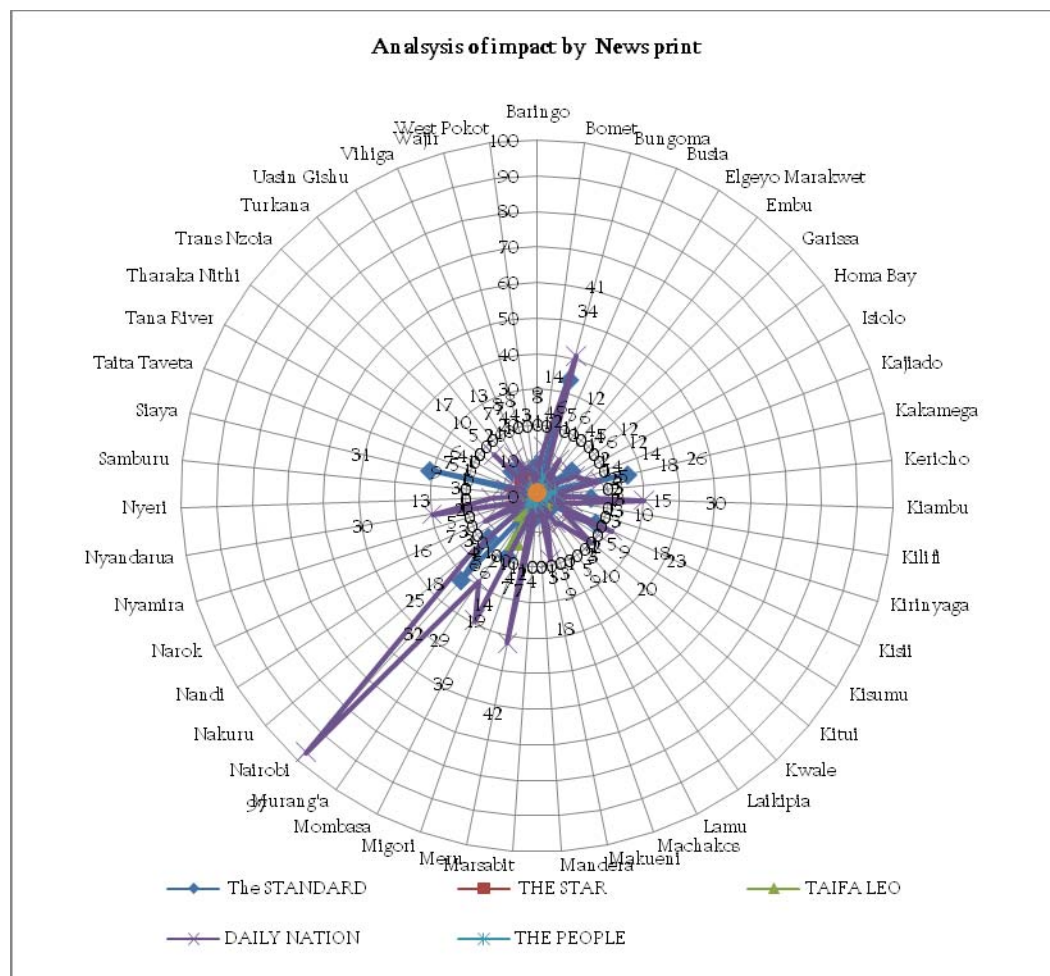


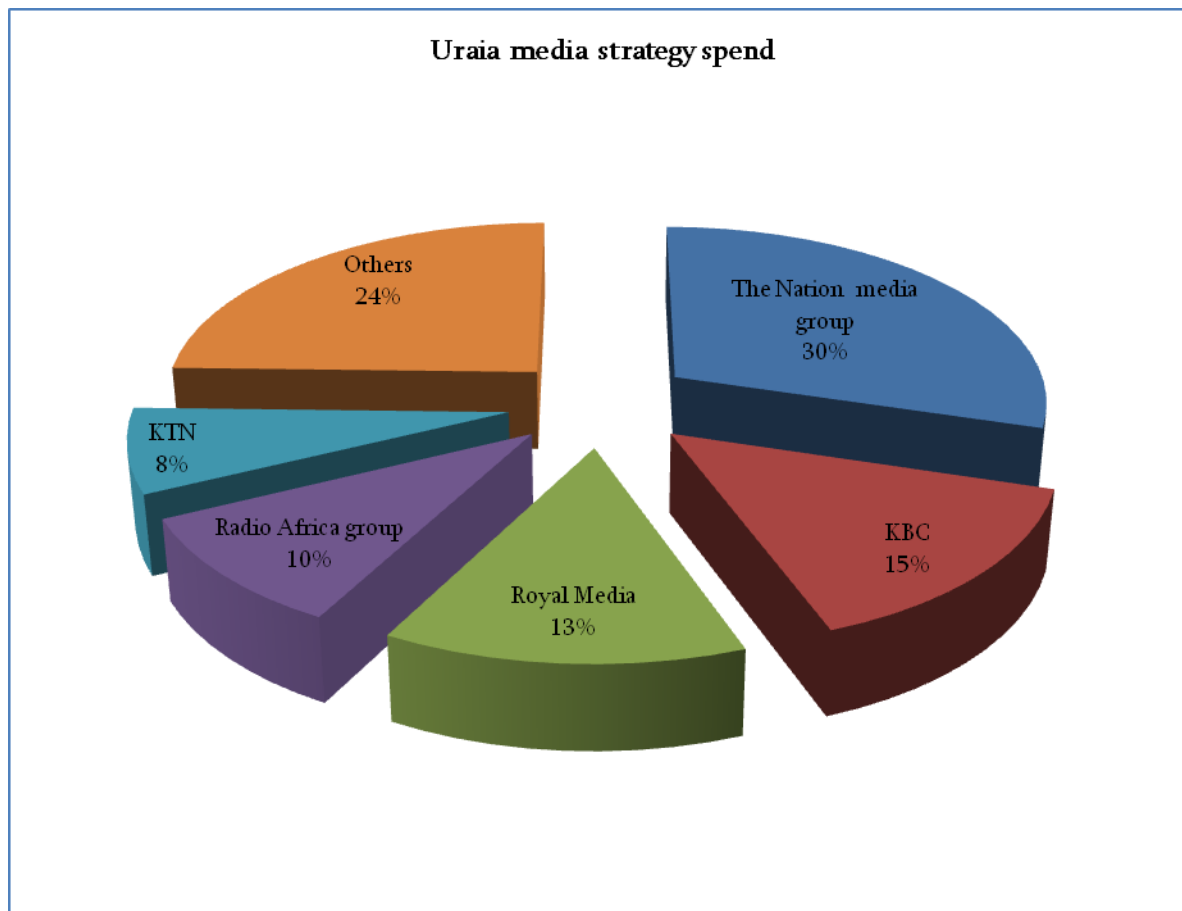
Figure 17: UBI Message incidence through print media by county

The counties that recorded insignificant exposure from UBI messages through the selected print media include, Tharaka Nithi, Turakana, Wajir, Garissa West Pokot, Samburu, Mandera , Machakos, Kitui, Lamu, Kilifi, Kericho , Embu and Isiolo

Value for money through different media platforms

The survey findings also indicate that 75.4% of the media strategies spending were spent on the big media houses in Kenya - Nation media group (29.7%), KBC (14.7%), Royal Media Services (13.4%), Radio Africa group (10%) and KTN (7.6%) as illustrated in figure 18.

Figure 18: Uraia media strategy spend



Analysis by airtime slots suggest that finance allocation might not have taken viewership numbers into consideration. Analysis of viewership against airtime allocation by stations indicate that some of the widest viewed stations during the campaign period such as Citizen TV were allocated less airtime compared to other less viewed stations. It is difficult though at this point to clearly attribute impact to any single station based on one survey; perhaps an audience survey immediately at the end of the campaign would have provided significant data to directly associate impact to a particular station. Moreover, through TV, 37% of rural Kenyans were exposed to Uraia messages while 63% of those

exposed were in urban areas. Access of Uraia messages through radio reached 55.3% of Kenyans. Most of the respondents who accessed Uraia messages through radio were rural based at 60%.

Originally, the design of UBI segmented the public into various segments according to gender, reach ability, social status. e.g. urban, rural, middle class, people living in informal settlement, women, youth, persons with disabilities (PWDs) etc. The implementation of the media strategy however did not factor in quantitative terms, verifiable indicators, on the bases of gender, social status, rural urban population that could be used to gauge effectiveness of the media component in regard to these segmentations. Table 3 presents attempts made to reach out to different public segments through diverse media channels, for instance, the use of K24 TV was meant to target the middle and upper classes in Nairobi, Ghetto FM was used to reach out to mostly the youth in informal settlements, Citizen TV and radio, KBC provided a national reach cutting across all social classes. Other media used to address segmentation deficiencies are captured in Table 5. Unfortunately, most of the media houses did not have mechanisms to verify the exposure of the segmentations proposed by URAIA. In terms of access to UBI messages, the household interviews indicated from memory recall of the URAIA media messages that key messages aired on the media centred on: participating in the electoral process, while the key messages that stuck out were on conduct during the election exercise, 27.0%, education on bribery (20.8%), voting procedures (11.7%).

IV To review and determine what impact Uraia media campaign had in relation to;

i. Ability of Uraia's media strategy to provide civic/voter education and information

Out of the 4963 households interviewed, 80.8% were exposed to one form of civic education or other media campaigns as illustrated in Table 23. UBI media messages specifically contributed to 65.4% of the national civic education.

| | Total National civic education awareness | | Uraia civic education awareness | |
|--|---|--------------|--|------------|
| | Frequency | Percent | Frequency | Percent |
| Yes, received civic education | 4009 | 80.8 | 3248 | 65.4 |
| No, did not receive civic education | 954 | 19.2 | 1715 | 34.6 |
| Total | 4963 | 100.0 | 4963 | 100 |

Table 23: Overall incidence of civic education

ii. **Media strategies ability to give the audience practical mechanisms to engage in the electoral process**

The table below provides a summary of voting patterns in Kenya in the last five general and presidential elections. The table indicates significant improvement in voter registration as well as participation in elections. Significantly, the 2013 polls marked the highest recorded voter turnout in a Kenyan general election ever.

| Year | Voter Turn-out | Total vote | Registration | VAP Turn-out | Voting age population | Total Population |
|------|----------------|------------|--------------|--------------|-----------------------|------------------|
| 2013 | 85.91% | 12,330,028 | 14,352,533 | 55.60% | 22,177,678 | 43,013,341 |
| 2007 | 69.09% | 9,877,028 | 14,296,180 | 54.49% | 18,126,573 | 36,913,721 |
| 2002 | 57.18% | 5,975,910 | 10,451,150 | 38.51% | 15,517,826 | 31,138,735 |
| 1997 | 83.86% | 4,273,595 | 5,095,850 | 33.74% | 12,664,960 | 28,784,000 |
| 1992 | 66.81% | 5,248,596 | 7,855,880 | 46.41% | 11,308,000 | 25,700,000 |

Source: International Institute for Democracy and Electoral Assistance (International IDEA)

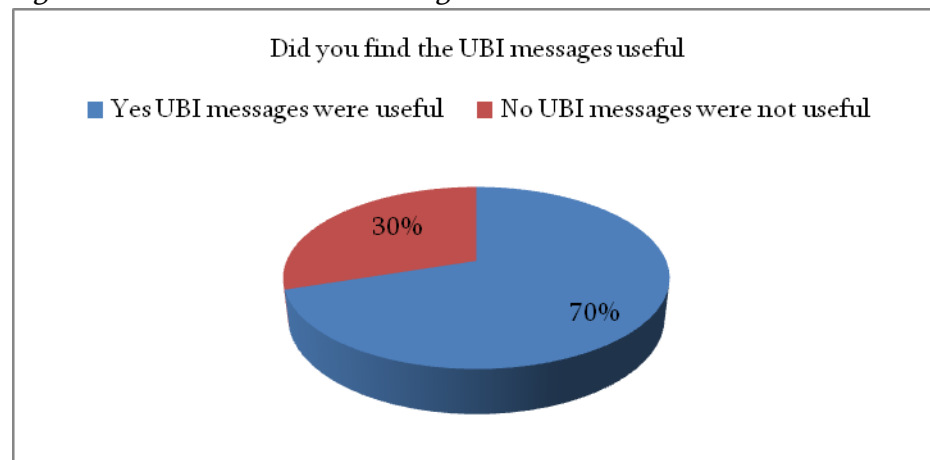
Table 24: 2013 voter turnout at the general elections

From Table 24 it is evident that voter turnout was high in 2013. To investigate the role played by UBI Media strategy in giving the audience practical mechanisms to engage in this electoral processes, the review considered three main areas of engagement;

a) **Providing information for use in the electoral process**

The message content provided by the URAIA messages were crucial in providing information that formed the knowledge base of the public on matters of the constitution and the electoral process. The household survey indicates 70% of the respondents reported that the messages were useful in helping them make decisions to participate in the electoral process as illustrated in Figure 8 below:

Figure 19: Usefulness of UBI messages



Analysis of the message take out by respondents clearly points out that the Uraia messages spoke strongly on the need to understand the voting process, participate in the elections and preserve peace as illustrated in table 25.

| Memory recall on UBI media messages | % | Message recall on electoral process. Base:64.6% | % |
|--|-------|---|------|
| Participating in the electoral process and choosing leaders with integrity | 64.6 | Voter conduct during the electoral period i.e. maintaining of peace | 33% |
| Peaceful co – existence despite different shades of political opinion and maintaining peace regardless of the election outcome | 29.0 | Voter bribery issues | 27% |
| Embracing change through institutional transformation | 0.8 | Voting procedures (how to mark ballot papers, electing positions) | 14% |
| Implementation of the Constitution and understanding Devolution | 0.4 | Right to vote | 9% |
| Don't know | 1.4 | Voter Registration requirements i.e. IDs, passports, voter registration cards | 5% |
| No response/Can't recall | 2.9 | Vetting of aspirants | 3% |
| None | 0.8 | Participation in political parties nominations | 1.9% |
| Total | 100.0 | Leadership and integrity | 3% |
| | | Role of elective positions | 2% |
| | | Membership to political parties | 2% |
| | | Total | 100 |

Table 25: Public memory recall levels of UBI messages

It is noted that messages bordering on leadership integrity, participation in political parties, membership in political parties and role of elective positions hardly made top of mind recalls for most Kenyans.

b) Effect of UBI media messages on public engagement in the electoral process

According to IEBC data, seventeen counties had a voter turnout of more than 90% (Independent Electoral Boundaries Commission of Kenya; IEBC, 2013). Some of the counties with the lowest voter turnout were Kilifi (65%), Mombasa (66.6%) and Kwale (72%). This was a remarkable increase nationally from a voter turnout of 72% in the 2007 presidential election and 55% turnout in 2002. Even though the 2007 and 2013 elections results were contested, there is an indication of improved participation in the national elections. One of the aims of URAIA media strategy was to encourage voter participation in the March 4th 2013 elections and in so doing Uraia crafted several media messages as part of the UBI. The evaluation sought to establish the extent to which the messaging influenced citizenry participation in the electoral process.

When asked whether the UBI messages influenced their decision to participate in the 2013 election, 62.5% of the respondents who were exposed to Uchaguzi Bora messages reported that the UBI messaging were an incentive as illustrated in Table 26.

| | To what extent would you say your exposure to the Uchaguzi Bora Initiative messages influenced your decision to participate in the 2013 voting exercise? | | | | Total |
|---|--|--------|------------|-------------|--------|
| | Much | Little | Not at all | No response | |
| % Aware of Uchaguzi Bora messages (65.4) | 2029 | 868 | 271 | 80 | 3248 |
| | 62.5% | 26.7% | 8.3% | 2.4% | 100.0% |

Table 26: IP: Influence of UBI messages on public participation in electoral process

Table 27 shows varied responses to the voting process after exposure to the different messages. Generally, most of the respondents who were exposed to the Uraia media messages were influenced to participate in the electoral process of voting. When asked whether the Uraia messages had any influence in their decision to vote, it was found out that more than 80% of those who were exposed to the media messages participated in the elections.

| Type of messages | Q2 Did you vote in the 2013 general elections? | | Total |
|--|--|--------------------------|--------|
| | Exposed and voted | Exposed and did not vote | |
| Infact - democracy related messaged | 83.5% | 16.5% | 100.0% |
| Infact devolution /county leadership messages | 79.1% | 20.9% | 100.0% |
| Infact - Credibility & leadership | 86.6% | 13.4% | 100.0% |
| Infact - right to vote | 86.3% | 13.8% | 100.0% |
| NimeapayaKwamba - Anti- bribery messages | 97.0% | 3.0% | 100.0% |
| Ballot papers | 99.4% | .6% | 100.0% |
| Duties of a voter | 93.0% | 7.0% | 100.0% |
| Voter process and procedures | 82.4% | 17.6% | 100.0% |
| Peace | 83.8% | 16.2% | 100.0% |

Table 37: Responses to the voting process after exposure to the different messages

Overall, the study reveals that other than the electoral process of voting, the public appears uninterested in engaging in the political democratic process. Excerpts from the focus group discussions indicate that the focus of engagement for the public was simply to meet their obligation as a voter and maintain peace.

| Taita Taveta | West Pokot | Nairobi |
|---|---|---|
| <p>“At least this time, the messages were able to educate the public on the kind of leadership that is desirable and hence they simply did not pick up leaders because they were bribed but because they made choices from an informed perspective.”</p> <p>“The fact that we could use the community media stations to invite people to Uchaguzi Bora meetings really helped a lot, many people attended the meetings on the constitution simply because they heard about it from the radio”</p> <p>“People opened up and they were able to discuss with each other about the leadership in a practical way”</p> | <p>“The media messages were not very useful in this area because only a handful of people have access to media such as radio/TV”</p> <p>“The UBI media messages provided an alternative source of information to the politicians. So the few who could access the media were able to get correct information”</p> | <p>“I feel the messages were important, Usually, I don’t not vote when the queue is long but for the first time I saw a very long queue, but I waited patiently and voted”</p> <p>“ Civic education helped the youth because there are many people who vied and were nominated”</p> |

Table 28: Focus group feedback on engagement in the political process

This is not to say that other exogenous factors may not have contributed to this decision as well. Respondents aged between 18-34 years, were the most influenced by the messaging representing 59.1% of the sample exposed to the Uchaguzi Bora messages. The least influenced were respondents aged 45 years and above. Analysis of civic education message content value by age indicated that most of the respondents who referred to the messages as irrelevant and reported that they had already made their decisions on how to vote were largely aged 45 years and above. Qualitative analysis indicates much more fixed mind sets within this age group than the younger age groups. This was largely attributed to the fact that they had participated in several elections but nothing much had changed for them especially during this hard economic times. One male participant asked *“What will participating in the elections help me with”*. FGD, Participant, Kwale.

In relation to sex, more men (55.8%) than women (44.2%) reported the messages had a lot to do with their decision to vote. Discussions with the women groups reveal a more emotional character, possibly traumatised by the 2007 elections and who had made a resolution never to vote again. *“ Personally, after the 2007 elections, I had decided I will never vote but when I listened to the civic education programmes on radio, I realised It was my right to vote”*, Participant, TaitaTaveta

The survey further indicated that those who were exposed to the UBI messages were less likely to participate in electoral malpractices such as bribery. 63.4% of those who were exposed to the UBI messages reported that their decision not to participate in bribery was influenced by the messages

compared to 54% of those who had not been exposed. This can be supported by the fact that behaviour change after exposure to a message cannot necessarily be confirmed unless it is tested and repeated for it to be declared as effective. This is supported by feelings from the focus group discussions where citizens who had been exposed to civic education still participated in bribery as illustrated by this civic educator. *“There are people who got the anti bribery messages from Uraia but when the campaigns got high gear they forgot about it all and got bribed and started bribing others” One participant from TaitaTaveta county said.*

Qualitative discussions with implementers and the public alike indicate that women are averse to politics, they associate politics with violence and ruthlessness and hence most often than not will hesitate to attend or listen to any messages that are of a political nature.

Q. To what extent did the media strategy help you achieve your URAIA’s intended civic educator goal?

| | Frequency | Percent |
|-------------------|-----------|---------|
| Very much | 17 | 42.5 |
| Very little | 5 | 12.5 |
| Not at all | 2 | 5.0 |
| Refused To Answer | 1 | 2.5 |
| Total | 25 | 62.5 |

Table 29: IP: Extent to which media helped implementing partners in UBI activities

Analysis of media houses responsibilities indicate that different stations had similar responsibilities but reporting was not standardized to reflect on common indicators. For instance, the Radio Africa Group ran different messages/infomercials during football matches, or infomercials during prime time news i.e. at 7.00am, 7.00 pm and 9.00 pm and a series of documentaries, six per day to be precise. Other stations had varying contracts and activities. Due to the diverse nature of activities managed by the media houses and considering that they were done as separate programmes from the UBI, it was not possible for the evaluation to establish the impact as the analysis variables for each station were different.

From the discussions above it is evident that the messaging had impacted on citizen’s behaviour, however like any other behaviour change strategy, once is not enough, there is need to continue civic education even after the elections.

V Impact of the media campaign on media houses

This objective was aimed at establishing Uraia's media campaign on the media houses work, and specifically if the work had any impact on the knowledge and behaviour of the media staff. Analysis of the study findings do not particularly suggest any strong evidence on the impact of the media strategy on the media staff interviewed. Impact was assessed at two levels, individual media staff knowledge level and behaviour change in terms of implementing their work. 11 out of the 12 staff from different media houses interviewed concurred that they had not received any formal training on civic education. However, staff conclude that the briefs received from Uraia were good enough to enable them implement the media strategies as per Uraia guideline. *"We were not trained but the media station was given guidelines on how to execute the UBI media concept."* The effects of the briefing were mainly seen as building the capacity to implement the media strategy but not to changing staff attitudes and behaviour.

| | No. of media houses | |
|--|---------------------|----|
| | Yes | No |
| Did you get any training from URAIA to build staff aimed at addressing staff attitudes towards political issues and choices choice | 1 | 11 |
| Did Uraia provide sufficient briefings and/ or background material to aid in content development | 12 | 0 |
| Did you have specific feedback mechanisms through which you can quantify/ rate feedback objectively | 0 | 12 |

Table 30: Impact of media strategy on media staff

Value of Uraia media debriefs

The briefs served as a platform through which Uraia and media were able to get a common understanding of expected deliverables. *"The sessions with Uraia formed the basis of understanding content and also guided us in delivering the messages Uraia wanted to achieve"*. (Staff, Media house, Nairobi).

Uraia and media were also able to develop content together in some cases, which created an opportunity to grow media capacity in understanding and implementing civic education. The briefs also built the knowledge of staff who were able to work with Uraia during the debriefs

Weaknesses of Uraia media debriefs

Perceived weakness in training/debriefs

Lack of sensitization of media staff on the expected outputs at staff level

No clear instructions to media in terms of who exactly was eligible to handle the Uraia programme. *"Personally, I was not involved in the briefing but I was the one who implemented the programmes"*... (Staff, Media house, Nairobi)

These findings indicate that there was digression from the original project design of a comprehensive media staff capacity building briefings meant to aid in content development and providing guidelines for broadcasting UBI content as articulated in the UBI media strategy. Also, considering that about 70% of the funding came in about September 2012, with only six months to the elections, it would have been ambitious for Uraia to try and implement the comprehensive media strategy for capacity and time reasons. As a result, the full media strategy was not implemented in its entirety, but was focused on activities that addressed the elections with an aim to promote peaceful, free and fair elections.

VI. Extent to which Uraia utilized the various multimedia approaches that included; national radio, Television, Print and any other new technologies of internet and messaging to enhance gender responsive civic education and engagement.

Scope of Media use

As demonstrated in previous sections, the media strategy made use of both mainstream and regional media stations to reach the target audience/viewers. A list of all media used in this campaign and how they were engaged is provided in Appendix A. There was a good balance of mainstream and regional stations to account for national level and regional balance. The use of radio stations such as Saposema, BoranaRendile, Burji, Embu, Kuria, among others with coverage in remote areas such as Turkana, West Pokot was a strong departure from earlier trends where most civic education programmes had avoided these areas for logistical reasons. Radio Salama covered areas like Kilifi, Tana River, Garissa, Mandera and Marsabit. Nonetheless, the use of these regional stations had little impact considering that the vast expanse of these marginal areas have no access to radio, TV or have no electricity. The exposure of UBI messages by these stations was less than 10% at national level.

The major media houses utilized included the Nation Media, Royal Media Services, NTV and KBC⁴ with wide national and regional coverage. The extent of media coverage was wide but their period of engagement in the project was minimal. On average, most media were engaged for a period of two months or less, “*We were engaged on the last week of elections that is from 28th of February to 3rd of March*” KII participant; media staff voiced. Most Infomercials were slotted for 45 seconds about three to ten times per day usually during the prime hour news segments or during popular programming. The design of the programme in terms of content was general and according to the data, it indeed attracted all cadres of Kenyans regardless of gender or social class. The review indicates there was little deliberate attempt especially to mainstream gender or special interest groups into the messages. Analysis of exposure to the Uraia messages by sex as illustrated in the table below indicates that

⁴⁴Coverage As per the Q3 2012 Synovate Karf Report KBC T.V weekly reach is estimated at 7 million viewers.

democracy related messages, voter processes and procedure appealed most to women. Messages on devolution, credible leadership and duties of a voter appealed more to men

| | Uraia media -Message types | | | | | | | | | |
|---------------------------------------|----------------------------|--------------------------------------|----------------------------|----------------------|------------------|---------------|--------------------|------------------------------|-------|--------|
| Respondents exposed to Uraia messages | Infact-Democracy related | Infact-Devolution/coun ty leadership | Infact-Credible leadership | Infact-Right to vote | Nimeap a-Bribery | Ballot papers | Duti es of a voter | Voter process and procedures | Peace | Total |
| Male | 6.7% | 2.3% | 8.9% | 9.8% | 9.2% | 5.6% | 9.7% | 4.0% | 43.7% | 100.0% |
| Female | 7.6% | 1.8% | 7.5% | 9.9% | 9.5% | 5.2% | 8.5% | 4.8% | 45.2% | 100.0% |
| Base | 230 | 67 | 269 | 320 | 304 | 175 | 299 | 142 | 1441 | 3247 |

Table 31: Analysis of exposure to the Uraia messages by sex

In terms of social class, 72% of the messages appealed to Kenyans earning below, Ksh. 30,000. Those earning more than Ksh. 30,000 exhibited little interest in the messages.

As mentioned in earlier texts, segmentation was basically based on the social classes as dictated by the media houses viewership. For instance, Ghetto radio which has a wide following of youth and especially from the lower social classes and informal settlements was intended to attract the youth segment. Capital Radio and K24 targeted the middle class. The fusion of media diaries provided an avenue through which the interest of youth, women and PWDs would be articulated but this was mainly used in remote rural areas and incidence of these approaches was minimal for instance, only 14% of the respondents interviewed accessed their civic education through the internet.

Use of Social media

The overall incidence of civic education through social media was reported at 30%. Specific to the UBI messages, 10% of the respondents accessed the messages through social media. Facebook, Twitter, other internet WebPages and WHATSAPP contributed to this exposure. A county analysis shows Nairobi and Mombasa contributed to 30% of those who were exposed to UBI messages through social media.

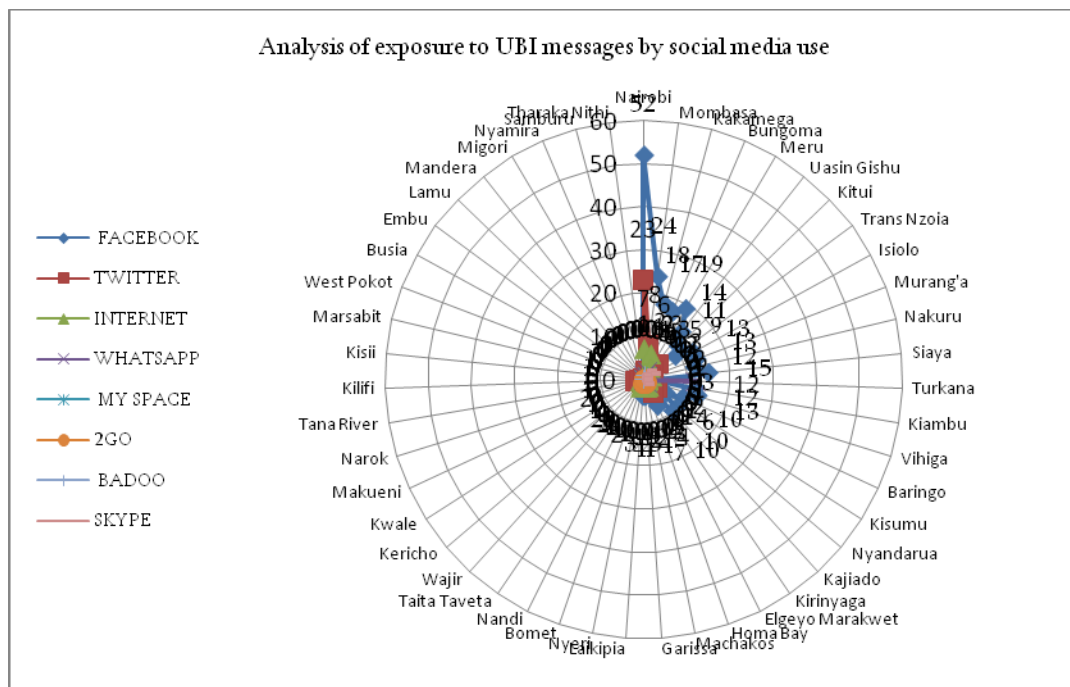


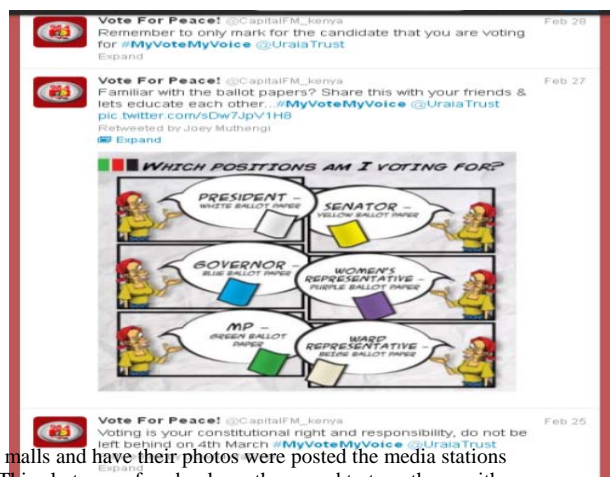
Figure 20: Analysis of incidence of UBI messages through social media by county.

In addition to the mainstream social media use, Uraia embraced the use of a digital campaign entitled 'My vote my voice' which ran from between 25th Feb, 2013 to 3rd March, 2013. The interactive approach promoted both onground and digital participation on the UBI campaign. The Capital and Digital Media were able to reach 58,507 Kenyans on Facebook in a week's time. The use of social media in some instances was combined with interactive sessions such as the use of the tag board concept⁵ or the use of media 'celebrities' as Maina Kageni, ShaffieWeru, Larry Asego, Carol Radul, Nick Mutuma, Ian Mugoya, Jeff Koinage and Eric Omondi were used to implement the media education programme.



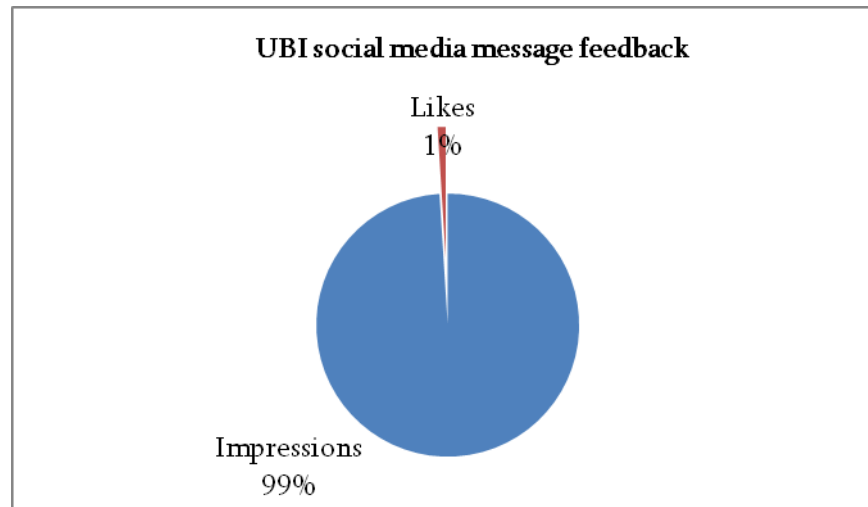
Figure.21 Kenyans participating on the Tag board

An interactive session where participant pledge to keep peace at different shopping malls and have their photos were posted the media stations our social media pages ahead of the elections, to encourage people to exercise peace This photos on face book are then used to tag others with creating awareness on the campaign. .



The data collected was in terms of impressions and likes. Throughout the online campaign period i.e. February 26th 2013 to March 4th, 2013 slightly over 3 million impressions were received in response to the UBI message topics as illustrated in Fig 7 below. This means the UBI messages were displayed 3,028,924 times during the campaign. This does not imply reach but provides an indication of the number of times Kenyans displayed the UBI messages. 26,514 likes were registered on the campaign posts indicating a deliberate attempt by Kenyans to engage with the posts.

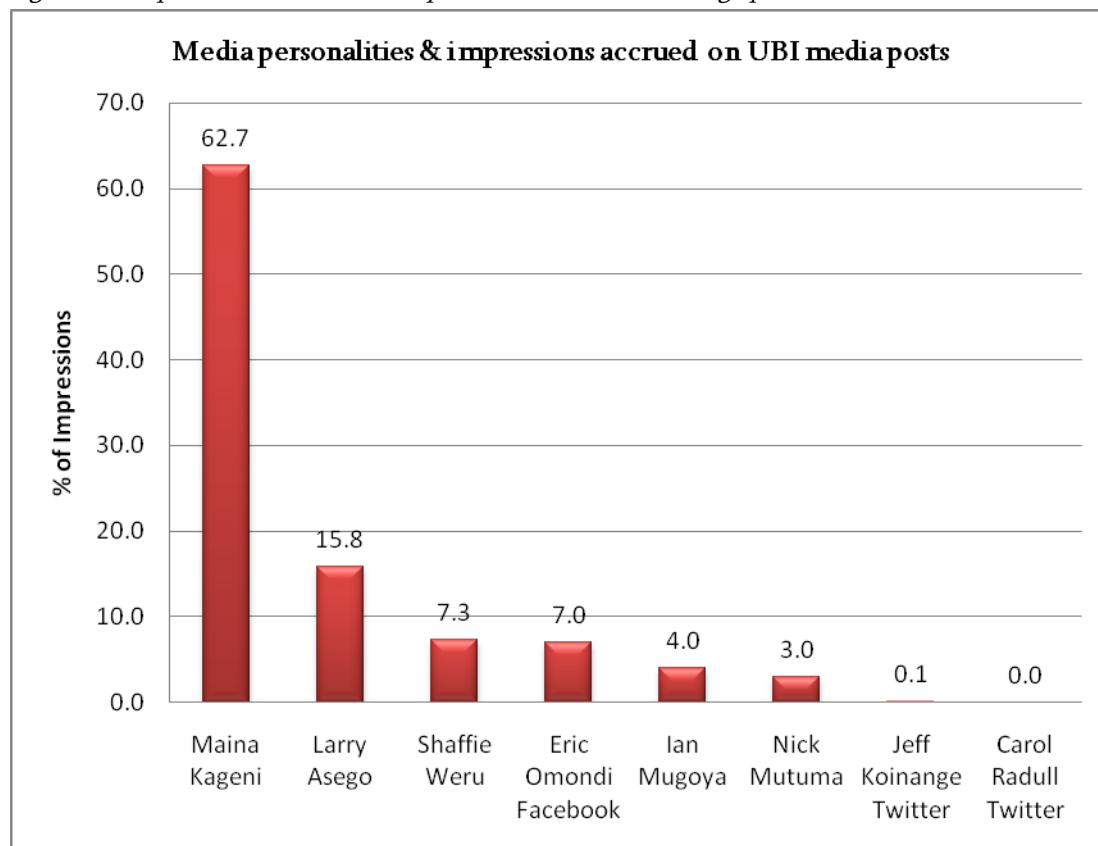
Figure 22: Percentage impressions/Likes received in response to UBI media message posts



The overall click-through rate (CTR), for the campaigns based on the numbers of impressions and likes translates to 0.01.

Analysis of impact by different media actors impacted differently, the largest number of impressions was through Maina Kageni and Larry Asego both of (Classic 105). See Fig 8. We however caution that while impressions are a representation of the number of times a post appeared on a site it does not automatically translate to views. Individual CTRs of each of the media personalities used by the campaign are provided in Table 31. The effectiveness of this social media activity cannot be comprehensively determined using the impressions and likes only, it is important to understand the conversions from the comments. This was not possible as the comments from the posts were to analyse the responses qualitatively.

Figure 23: Impressions received in response to UBI media message posts



Analysis of impressions accrued media personalities

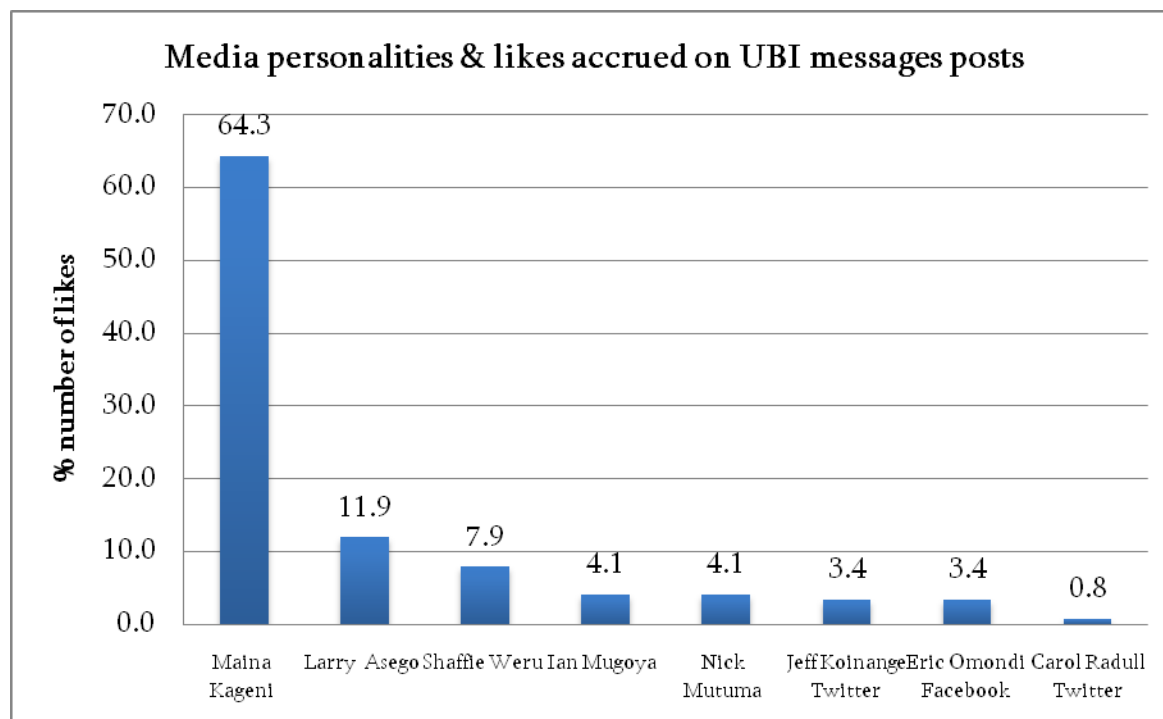


Figure 24: Likes received in response to UBI media message posts

| Names | Impressions | Likes | CTR |
|-----------------------|-------------|-------|-------|
| Maina Kageni | 1900150 | 17058 | 0.009 |
| Larry Asego | 479996 | 3166 | 0.007 |
| Shaffie Weru | 221210 | 2090 | 0.009 |
| Eric Omondi | 211029 | 908 | 0.004 |
| Ian Mugoya | 121613 | 1085 | 0.009 |
| Nick Mutuma | 90837 | 1082 | 0.012 |
| Jeff Koinange Twitter | 3278 | 913 | 0.279 |
| Carol Radull Twitter | 811 | 212 | 0.261 |
| Total | 3028924 | 26514 | |

CONCLUSION

The media strategy complimented civic education efforts in 2013 by creating awareness and providing mechanisms for engagement. The UBI media strategy through programmes such as 'KamusiyaChangamka', interactive live shows with audiences; 'Infact, social media provided platforms through which the public could access information on the constitution, electoral process and peace. The strategies used provided mechanisms for feedback which were successful to some extent, for instance the use of call-ins and interactive sessions were used to spur public urgency and interest on the topical issues but this did not happen in all the media outlets as some stations had embargoed call- ins. The decision not to have call-ins really was not a making of the design but a temporary measure taken by stations to prevent acrimonious exchanges over the media on the sensitive nature of the polls. In stations where call-ins were allowed negative or hostile comments were not released to the public. *"We could allow SMS to come but had to filter them first before we allow for public debate on the same"* Media practitioner. Therefore it becomes difficult for the evaluation to establish objectively the quantitative value of the feedback mechanism. Thus, the decision to stifle negative public comments though was considered as one way of mitigating full blown ethnic verbal tirades.

The media strategy used different messages and strategies to implement the civic education and engagement programmes. The survey indicates different public's accessed different types of messages but the efficacy of such messages in relation to attitude and behaviour changes could not be directly attributed the Uraia media campaign as there were many other players during that time using the same channels and almost similar messaging.

The messages used by Uraia were not significantly unique from other messages aired by media houses during the campaign period as they were general and targeted the general population. However

analysis by demographics indicates that there were different appeals by sex and social classes. For instances, it was noted that the messages did not appeal to the middle upper classes as it did appeal to the lower classes. Mainstreaming of the different cohorts in the society such as urban, rural, middle class, people living in informal areas, women, youth, PWDs was generally weak, the programming over relied on media houses definitions of their target audience.

The Uraia messages were able to provide civic /voter education in many aspects such as, voter conduct, anti bribery messages, marking of ballot papers but did not enhance public attitude towards leadership and integrity , vetting of aspirants and participation in political party nominations among others.

Overall, the Uraia media strategy was able to provide knowledge for practical engagement, the public was able to participate in the voting process, some avoided bribes as a result of the messaging and good number said they got knowledge that helped them in their decision making. The Uraia messages to some extent enabled the public to desist from bad practices such as bribery and to keep peace during the electoral period. Though this behaviour changes cannot be wholly attributed to the messaging, there are clear indications from the data that the messaging did influence behaviour change.

A section of Staff benefited from capacity development in the implementation process and conceded that they were able to learn something new. However, lack of buy -in was evident among staffs that implemented the strategies but were not part of the guidelines development.

Evidently, Uraia used a wide array of national and regional media including social media. A combination of national media, regional media and social media enhanced regional coverage such that the presence of Uraia messages was felt in all the 47 counties. Variations in reach were noted in rural, urban locations and were affected by dissemination in channels used. For instance, the reach of the selected regional media was limited due to lack or access to radio, TV or electricity.

For the project under review, social media as a tool for civic education had a low uptake of 10%. Comprehensive impact analysis was not possible in the review period since the comments from these methods were not available to the study team.

GAPS AND CHALLENGES

The design of the media strategy deployed too many strategies that were not well thought out. This was further affected by the implementation period, which was characterised by too many players and as such it was difficult to establish the exact extent and impact of civic education that could be directly attributed to the Uraia media strategy.

The efficacy of Uraia messaging was affected by the duration of the implementation period. The initial UBI proposal was designed as an 18 month program but due to delayed funding the programme period had to be revised downwards to an 8 month period. The media activities started about 6 months into the elections with different activities being contracted on different dates across this period. To add on, some infomercials were commissioned as late as a week to the election. This necessitated the program team to refocus their media strategy objectives to address the most pertinent issue at that time which was the elections. This downscaling of some media strategy activities such as training of media staff country wide was not feasible within that short period of time and this resulted in weakening of the programme design. Due to the time pressure occasioned by the lateness of the funds, some necessary elements of a comprehensive and participatory planning process that would have enabled a more effective programme were overlooked.

Though the messaging intended to target different segments of the society, there was no strong basis upon which the segmentation was done and as such all the messages developed were general and did not target any specific cohort of the society.

A bulk of the Uraia messaging concentrated on the electoral process of voting. Media content analysis indicates concentrated content was on voting at the expense of other messages such as vetting of aspirants, participating in party elections, registration in political parties to mention but a few.

Feedback on public engagement through media houses was uncoordinated and unstructured hence making it difficult to quantify citizens' participation at programme level. Most of the media houses do not have the capacity to monitor such activities in a quantifiable manner.

The training of media staff to implement the strategy was not done in a structured manner across the media stations and as such it did not effectively realise its intended objective which was to build on staff attitude whilst implementing political choices. The logical framework could have been more coherent. For example, the strategic objective was too vague ("provision of quality civic education and practical mechanisms for citizen engagement in public affairs") for the Kenyan citizens. Indicators for this strategic objective in relation to the media activities is however not provided, it also lacked the necessary activities in order to achieve the expected result "numbers of organisations are trained on use of media" In this case, none of the IPs nor the Media were trained on the use of

media. Generally, more time should be taken to review the expected results within the context of corresponding indicators.

Considering the nationwide scope of intervention and the wide array of methods used in the media strategy, it is the opinion of the evaluation team that the set of media activities designed to support the UBI was relevant to promoting the public's knowledge levels of the constitution, promoting peace during the election and civic engagement in the Kenyan context as their stated outcomes and designs responded to important objectives covered in the five year Strategic plan. The different media adequately provided a national approach as well but failed in streamlining the gender objective.

RECOMMENDATIONS

Develop clear measurable indicators for civic media civic education and engagement.

Develop a strategy that will enhance synergy between the UBI and the media strategy

Streamline messaging for the different segments of the society i.e. Urban, Rural, middle class, people living in informal settlements, people living with disabilities, women and youth, with a particular attention to women who are averse to politics, PWDS with different disabilities, e.g. deaf, blind and physically disabled.

Give priority to messages that will focus on the ignored electoral process such as registration in political parties, participation in party elections, vetting of leaders etc. Again consider messages that will spur civic engagement at county levels by supporting mechanisms for active participation.

Develop initiatives that build the capacity of media staff not really to influence policy at the work place but to enhance journalistic skill in reporting civic education and enjoyment.

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| 1. Clear recommendations on how to structure Uraia's media work in order to enhance access to civic education and promote practical ways for citizens to engage. | <p>Develop clear measurable indicators for civic education and engagement.</p> <p>Enhance internal staff capacity to effectively evaluate and monitor the activities of the media component.</p> <p>Develop a strategy that will enhance synergy between the UBI and the media strategy.</p> <p>Seek for funding partnership with other likeminded private sector players as means of</p> |
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| | sustainability. |
| 2. Clear recommendations on the choice of media houses for effectiveness in reaching intended audience. | Undertake periodic media surveys to understand audience consumption patterns. Case study; pre and post elections. Specific to this is to establish the exact audience landscape of all media intended for civic education. Regional stations and new emerging stations |
| 3. Clear recommendations on enhancing the complementary role of Uraia's media work. | Develop clear indicators for collaboration with the media houses. For instance, is KARF acceptable to all media houses as a baseline? Agree on key metrics of success well defined in consultation with media houses. Consider and agree on whether to use LSMs or KNBS metrics for future sampling frame. Develop initiatives that build the capacity of media staff not really to influence policy at the work place but to enhance journalistic skills in reporting civic education and engagement. |
| 4. Clear recommendations on what messaging works for different audiences including how future messaging should be undertaken in order to influence attitudes and behaviour. | Streamline messaging for the different segments of the society i.e. urban, rural, middle class, people living in informal settlements, people living with disabilities, women and youth, with a particular attention to women who are averse to politics, PWDs with different disabilities, e.g. deaf, blind and the physically disabled. Consider instituting attitude and behaviour surveys, tracked over a period of time to establish citizenry patterns that will inform the dynamics of political party participation, track level of public involvement in public affairs etc. Give priority to messages that will focus on the ignored electoral process such as registration in political parties, participation in party elections, vetting of leaders etc. Again, consider messages that will spur civic engagement at county levels by supporting mechanisms for active participation. |

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| <p>5. Clear recommendations on what the most appropriate targeting strategies are.</p> | <p>Develop media initiatives that build the capacity of existing CSOs at the grassroots level such that they can continue working with citizens before and after the elections.</p> <p>Develop media programmes that will highlight the activities of different cohorts at county level in relation to participation and civic education. It is important to understand how the different cohorts would like to be engaged or to participate in their county governance.</p> |
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Annex 1: Terms of reference for Uraia's Uchaguzi Bora media review

Background information of Uraia Trust

Uraia Trust is a Kenyan organization that supports democratic transformation in the country and is a successor of the Kenyan National Civic Education Programme- (NCEP 1) that was established in 2000. This was against a backdrop of increased demand for democracy and good governance in Kenya, when a formal partnership of 70 indigenous Civil Society Organizations in Kenya and a group of international donors signed a memorandum of understanding that outlined the basis of cooperation. NCEP I's aim was to consolidate a mature political culture in which citizens would be more aware of their rights and responsibilities and would participate effectively in broadening democracy in the country. The programme was instrumental in the change of regime in Kenya following the 2002 elections.

The second phase NCEP II- (Uraia) was implemented from 2005 to 2011. In 2010, Uraia began initiating mechanisms through which the programme could become more self-sustaining and less donor driven. Kenya's National Civic Education Programme (NCEP II- Uraia) transformed to become a Trust and is now Uraia Trust, registered in Kenya.

The vision of Uraia Trust is "to be a leading National organization supporting the democratic transformation of Kenya". Its Mission is "to facilitate the provision of quality civic education and practical mechanisms for citizen engagement in public affairs". Its interventions are guided by a 5 year Strategic Plan; 2011-2015 that is based on the implementation of the constitution of Kenya-2010. The Plan is based on the premise of realizing fundamental democratic change by actualizing the promise of the 2010 Constitution. To achieve this, Uraia is committed to making a major contribution to developing an informed and educated citizenry in Kenya that addresses its contextual realities and which then leads on the citizenry being engaged in various reform activities at various levels.

Background information on Uchaguzi Bora Initiative

From January 2012 to June 2013, Uraia Trust gave special attention to the general election of March 2013, given its importance in transitioning the country to full implementation of the Constitution. Consequently, Uraia's work was organized around an 18 month work plan to cover all aspects of civic and voter education before, during and after an election, under the banner of Uchaguzi Bora Initiative (UBI). As such Uchaguzi Bora is an Uraia initiative designed to contribute to national efforts that would make Kenya's general elections in 2013- participatory, peaceful, free, fair and credible. The initiative has sought to use the promise, opportunities, values, ethos envisaged by Kenya's Constitution as the basis and framework of ensuring credibility of the elections.

The implementation of Uchaguzi Bora Initiative has been based on Uraia's strategic pillars that are-

Provision of quality civic and voter education through the Civic Education Programme.

Provision and utilization of quality mechanisms that facilitate citizen participation through the Civic Engagement Programme and

Embracing democratic transformation and institutional development that enhances effectiveness of civil society organizing through the Institutional Transformation Programme.

The activities of the three programmes have been supported by an elaborate multi media campaign that has involved the use of radio and TV programmes and social media together with citizen based platforms which include the use of community theatre arts, road shows and below the line media e.g. folk media. Messaging has also been designed to focus on civic and voter education enhancing peace, national unity and cohesion with a targeted reach of at least 10 million Kenyans through mass civic and voter education.

Overall objective

The purpose of this review is to determine the effectiveness of Uraia's multimedia work in supporting Uchaguzi Bora Initiative achieve its objectives in the lead up to the elections in 2013.

Specific Objectives

1. Specifically the media review is aimed at determining how effective the media campaign was in complementing Uraia's civic education and engagement work.
2. To review and determine the efficacy of content and messages of the Uraia media in terms of creating brand recognition and their memory value.
3. To review the strategies used and determine their effectiveness in reaching the different segments of society. (i.e. urban, rural, middle class, people living in informal settlement, women, youth, persons with disabilities (PWDs) etc).
4. To review and determine what impact Uraia's media campaign had in relation to:
 - a. Its ability to provide civic/voter education and information
 - b. Its ability to give the audience practical mechanisms to engage in the electoral process.
 - c. Influencing attitude and behavior of the audience concerned. This should address whether the messaging had any impact in conscientising the audience to change their convictions and engage differently in the electoral process than they would have otherwise in the absence of the messaging.
5. The review should also interrogate what factors in messaging are likely to influence attitude and behavior change. To determine if Uraia's media campaign had any

impact on media houses implementing the work, specifically if the work had any impact on the media staff attitudes and political choices while carrying out the work and on the media stations by way of influencing their policies.

6. To determine the extent to which Uraia utilized the various multimedia approaches that includes national radio, T.V., Print and any other new technologies of internet and messaging to enhance gender responsive civic education and engagement.

Proposed methodology for review

It is proposed that a consultant(s) or consulting firm be engaged to carry out the review including qualitative and quantitative research methodologies in determining the effectiveness and impact of Uraia's media campaign.

Scope of the review

The review will assess all components of Uraia's multimedia interventions, including strategies, content/message development, citizen participation and engagement. Geographically, the review will ensure reach of both the urban and rural areas, Informal Settlements and Marginalized regions.

The review should include interviews with key stakeholders across the 47 counties including but not limited to Uraia's implementing partners and civic educators spread across the country –beneficiaries, media IPs and the hands on people e.g. the people on caravans on the ground activations, including and not limited to staff from media companies that participated in Uchaguzi Bora media campaign, in determining the effectiveness and impact of the media campaign.

Expected outputs

A report of the findings of the review with clear recommendations that will help to inform Uraia's future media work specifically;

1. Identified gaps, challenges, constraints and recommendations to Uraia on ways of enhancing its media work in support of Uraia's key programmes.
2. Clear recommendations on how to structure Uraia's media work in order to enhance access to civic education and promote practical ways for citizens to engage.
3. Clear recommendations on the choice of media houses for effectiveness in reaching intended audience.
4. Clear recommendations on enhancing the complementary role of Uraia's media work.
5. Clear recommendations on what messaging works for different audiences including how future messaging should be undertaken in order to influence attitudes and behavior.

6. Clear recommendations on what the most appropriate targeting strategies are.

Products

Consultant to submit two hard copies of the consultancy findings and a soft copy in a CD.

Duration

Consultancy start date 15th June 2013

Preparatory stage: 5 days

Total days in the field training and data collection: 21 days

Total days report writing: 4 days

Total consultancy period: 30 days

Annex: 2 Respondents Characteristics

| Age | | % | | | |
|---------------------------------|--------|--------|------|--------|-------|
| | Female | Female | Male | % Male | Total |
| 15-34 yrs | 747 | 54.05% | 635 | 45.95% | 1382 |
| 35yrs and above | 1957 | 54.80% | 1614 | 45.20% | 3571 |
| Total | 2704 | | 2249 | | 4963 |
| Location | | % | | | |
| | Female | Female | Male | % Male | Total |
| Urban | 1626 | 56% | 1296 | 44% | 2922 |
| Rural | 1078 | 53% | 963 | 47% | 2041 |
| Total | 2704 | | 2259 | | 4963 |
| Education | | % | | | |
| | Female | Female | Male | % Male | Total |
| No education | 139 | 44% | 175 | 56% | 314 |
| Primary | 596 | 53% | 519 | 47% | 1115 |
| Secondary | 1041 | 55% | 852 | 45% | 1893 |
| Tertiary | 527 | 55% | 427 | 45% | 954 |
| University | 342 | 60% | 229 | 40% | 571 |
| Post- Graduate | 39 | 56% | 31 | 44% | 70 |
| No response | 20 | 43% | 26 | 57% | 46 |
| Total | 2704 | | 2259 | | 4963 |
| Occupation | | % | | | |
| | Female | Female | Male | %male | Total |
| Full time formal employment | 474 | 61% | 299 | 39% | 773 |
| Full time informal employment | 688 | 58% | 494 | 42% | 1182 |
| Part time formal employment | 188 | 57% | 142 | 43% | 330 |
| Part time informal employment | 322 | 54% | 275 | 46% | 597 |
| Unemployed | 541 | 47% | 604 | 53% | 1145 |
| Student | 253 | 52% | 237 | 48% | 490 |
| Retired | 81 | 56% | 63 | 44% | 144 |
| No response | 62 | 54% | 52 | 46% | 114 |
| Don't know | 93 | 51% | 91 | 49% | 184 |
| Monthly Household Income | | % | | | |
| | Female | Female | Male | % Male | Total |
| <3000 KES | 244 | 52% | 225 | 48% | 469 |
| 3,000- 5,000 KES | 351 | 52% | 319 | 48% | 670 |
| 5,001-7,000 KES | 290 | 51% | 275 | 49% | 565 |

| Age | Female | % Female | Male | % Male | Total |
|---------------------|---------------|---------------------|-------------|---------------|--------------|
| 7,001 - 10,000 KES | 314 | 55% | 252 | 45% | 566 |
| 10,001 – 15,000 KES | 269 | 55% | 218 | 45% | 487 |
| 15,001 – 20,000 KES | 230 | 61% | 150 | 39% | 380 |
| 20,001 – 25,000 KES | 141 | 56% | 110 | 44% | 251 |
| 25,001 – 30,000 KES | 88 | 52% | 82 | 48% | 170 |
| 30,000 – 35,000 KES | 78 | 67% | 38 | 33% | 116 |
| 35,001 – 40,000 KES | 43 | 57% | 33 | 43% | 76 |
| 40,001 – 45,000 KES | 58 | 67% | 29 | 33% | 87 |
| 45,001 – 50,000 KES | 43 | 66% | 22 | 34% | 65 |
| 50001 – 100,000 KES | 12 | 63% | 7 | 37% | 19 |
| Above 100,000 KES | 176 | 51% | 170 | 49% | 346 |
| No response | 367 | 53% | 329 | 47% | 696 |
| Total | 2704 | | 2259 | | 4963 |
| | | | | | |

Annex 3- Uraia Media Outlets in Uchaguzi Bora Initiative

| Nation Media Group | | | |
|--------------------|----------------|--|---|
| Print | Daily Nation | <ul style="list-style-type: none"> • <i>NimeapayaKwamba</i> campaign; • Advert: print media support to KamusiyaChangamka | <ul style="list-style-type: none"> • Voter education Campaign; • Weekly programme on the Constitution. |
| | Taifa Leo | <ul style="list-style-type: none"> • <i>NimeapayaKwamba</i> campaign | <ul style="list-style-type: none"> • Voter education |
| | Business Daily | <ul style="list-style-type: none"> • <i>NimeapayaKwamba</i> campaign | <ul style="list-style-type: none"> • Voter education |
| Broadcast | Q FM | <ul style="list-style-type: none"> • Ran KamusiyaChangamka—aired every Saturday • Saturday from 20th October to 1st December 2012 (Phase I) and January 26 to March 16, 2013 (Phase II). | <ul style="list-style-type: none"> • Weekly programme that focused on the Constitution of Kenya 2010. |
| | QTV | <ul style="list-style-type: none"> • <i>In Fact</i>, infomercials that were facts sheets on the Constitution of Kenya, highlighted various articles; • Aired KamusiyaChangamka simultaneously with Q FM; • Infomercials—on diversity, good governance, <i>NimeapayaKwamba</i>; • 5-minute peace documentaries on election. | <ul style="list-style-type: none"> • The Constitution of Kenya; • Nationhood and nation building; • Voter education; • Peace. |
| | NTV | <ul style="list-style-type: none"> • <i>In Fact</i>, infomercials that were facts sheets on the Constitution of Kenya, highlighted various | <ul style="list-style-type: none"> • Nationhood and nation building; • Voter education; |

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| | | articles; <ul style="list-style-type: none"> • Infomercials—on diversity, good governance, <i>NimeapayaKwamba</i>, • 5-minute peace documentaries on election | <ul style="list-style-type: none"> • Peace. |
| The Standard Group | | | |
| Print | The Standard | <ul style="list-style-type: none"> • Full page advertisements to encourage Kenyans to go and register | <ul style="list-style-type: none"> • Voter education and particularly registration |
| Broadcast | KTN | <ul style="list-style-type: none"> • Infomercials to encourage Kenyans to go and register • Newline: Talk show that highlighted various topical issues related to the election; • Infomercials on diversity, good governance; • Lest we Forget, a news feature that used images from the last general election to talk about preparations for this year's elections | <ul style="list-style-type: none"> • Voter education and particularly registration • Nationhood and nation building; • Voter education in general; • Peace. |
| Radio Africa Group | | | |
| Print | The Star | <ul style="list-style-type: none"> • <i>NimeapayaKwamba</i> campaign | <ul style="list-style-type: none"> • Voter education |
| Broadcast | Radio | | |
| | Radio Jambo (97.5) | <ul style="list-style-type: none"> • A two hour interactive meeting show with a live audience that is aired every Saturday 11 am—1 pm | <ul style="list-style-type: none"> • Voter Education |
| | Kiss FM | <ul style="list-style-type: none"> • 'Straight Talk - Talk-show that was aired simultaneously with Kiss TV Aired every Sunday 6 – 7 pm | <ul style="list-style-type: none"> • Civic Education; • Voter education |
| | Television | | <ul style="list-style-type: none"> • |
| | Kiss TV | <ul style="list-style-type: none"> • Straight Talk on Kiss TV and Kiss FM: A talk show that is aired simultaneously on radio and television. Aired every Sunday 6 – 7 pm; | <ul style="list-style-type: none"> • Voter Education; • Nationhood and nation building |

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| | | <ul style="list-style-type: none"> Running nationhood and national building, tolerance for diversity and good governance infomercials on <i>JSO@7</i> and <i>UEFA Champions' League</i> football matches on Kiss TV; Infomercials on diversity, good governance. | |
| Royal Media Services | | | |
| Broadcast | Citizen TV | <ul style="list-style-type: none"> Infomercials on diversity, good governance Airing of voter information material in the <i>NimeapayaKwamba</i> campaign on Citizen TV— pre 7 News, Mid 7 news (first break), pre 9 pm news and mid 9 news (first break); The value add included an additional slot aired daily pre 1 am news; Airing of these 45-second infomercials was done before the voting day. | <ul style="list-style-type: none"> Nationhood and nation building Voter Education |
| | Radio | <ul style="list-style-type: none"> Transmission of 4 translated infomercials; Relating to elections The transmission was aired in the following RMS radio stations: The FM vernacular stations broadcast in these languages— Kiswahili, Gikuyu, Luo, Embu, Luhya— Maragoli, Luhya— Bukusu, Kalejin, Kisii, Kamba, Luhya, and Meru; The stations were: Radio Citizen, Inooro, Egesa, Wimwaro, Musyi, Muuga, Mulembe, Chamgei, Ramogi, Vuuka and Sulwe | Voter Education |
| | | | |

Kenya Broadcasting Corporation

| | | | | | | | | | | | | | |
|-----------|------------------|---|--|-----------|---------|---------------|-----------|-----------------|----------|------------|--------|---------|----------|
| Broadcast | KBC Channel 1 | <ul style="list-style-type: none">• The national station hosted the 29th African Cup and we ran scrolling messages like the ones carried out in 2008 during the PEV.• The messages were crafted around peaceful election and voter education.• From our involvement with KBC on AFCON, we also got additional Radio Talk Show slots in the following stations. Messages on general civic education on the Constitution, diversity, and elections.<ul style="list-style-type: none">❖ Nosim -between 5pm and 7pm any day apart from Tuesday and Wednesday❖ Kitwek - between 11am and 1pm Monday to Friday❖ Coro- 8am-9am Monday to Friday❖ Mayienga- 7.30am-8.30pm Monday To Friday❖ KBC TV- on <i>Good Morning Kenya</i> Mon-Friday 8am-9am | <ul style="list-style-type: none">• Voter education;• Peace | | | | | | | | | | |
| | | Messages ran in the popular local production screened by on KBC Channel 1 | <ul style="list-style-type: none">• The peace | | | | | | | | | | |
| | | <table><tr><td>Monday</td><td>Grapevine</td></tr><tr><td>Tuesday</td><td>NyundoUtosini</td></tr><tr><td>Wednesday</td><td>ViojaMahakamani</td></tr><tr><td>Thursday</td><td>Classmates</td></tr><tr><td>Friday</td><td>Vitimbi</td></tr><tr><td>Saturday</td><td>Hila</td></tr></table> | Monday | Grapevine | Tuesday | NyundoUtosini | Wednesday | ViojaMahakamani | Thursday | Classmates | Friday | Vitimbi | Saturday |
| Monday | Grapevine | | | | | | | | | | | | |
| Tuesday | NyundoUtosini | | | | | | | | | | | | |
| Wednesday | ViojaMahakamani | | | | | | | | | | | | |
| Thursday | Classmates | | | | | | | | | | | | |
| Friday | Vitimbi | | | | | | | | | | | | |
| Saturday | Hila | | | | | | | | | | | | |

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|-----------------|---------------|---|---|--------|------------------|
| | | Sunday | The Governor | 8-9 pm | 2 squeezers, 1 s |
| | KBC Channel 1 | <ul style="list-style-type: none"> • Infomercials—on diversity, good governance, NimeapayaKwamba, • 5-minute peace documentaries on election | <ul style="list-style-type: none"> • Voter education; • Peace | | |
| Radio | AM Stations | <ul style="list-style-type: none"> • Transmission of 4 translated infomercials; content was on voter education • The infomercials were the following vernacular languages of communities that have been marginalised: Borana, Rendille, Burji, Embu, Kuria, Pokot, Somali, Turkana, Teso and Suba; • The transmission was aired in the following Kenya • • Broadcasting Corporation stations: The AM vernacular stations broadcast in the said languages— Borana, Rendille, Burji, Embu, Kuria, Pokot, Somali, Turkana, Teso and Suba; | <ul style="list-style-type: none"> • Voter education; • Peace | | |
| | FM Stations | <ul style="list-style-type: none"> • Transmission of 4 translated infomercials; content was on voter education • The infomercials were aired in the following Kenya Broadcasting Corporation FM stations: Pwani, Coro, Mayienga, Minto, Kitwek, Mwago, mwatu, Ingo and Nosim | <ul style="list-style-type: none"> • Voter education; • Peace | | |
| Mediamax | | | | | |
| Print | People Daily | <ul style="list-style-type: none"> • <i>NimeapayaKwamba</i> campaign | Voter Education | | |
| Radio | Milele FM | <ul style="list-style-type: none"> • Infomercials—on diversity, good governance | Voter Education | | |
| Television | K24 | <ul style="list-style-type: none"> • Airing of infomercials on K24 TV— mid 7 pm news, pre 9 pm news and mid 9 pm news; | <ul style="list-style-type: none"> • Voter education; • Peace | | |

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|--|-------|---|---|
| | | <ul style="list-style-type: none"> Airing of 5-minute documentaries during the election period and tallying. | |
| Regional Media | | | |
| Mwamba Media | Radio | <p>Mwamba Media was working with regional radio stations. Mwamba managed to bring on board several radio stations that target hotspots and places with marginalised communities. Constitution, voter education, diversity, leadership & integrity</p> <ul style="list-style-type: none"> Radio Saposema covering Trans Nzoia, Turkana County, West Pokot Counties; Radio Osieniela covering Kisumu, Siaya, Homabay and Migori counties; Radio Mambo covering Bungoma, Busia, Kakamega and Vihiga counties; Radio Salaam covering Kilifi, Tana River, TaitaTaveta, Garissa, Isiolo, Marsabit, Mombasa, Lamu, Kwale and Mandera counties; Radio Sayare covering Kisii, Migori and Kericho Counties; Kass FM covering Kericho, Tranzoia, UasinGishu and West Pokot Counties. | <ul style="list-style-type: none"> Civic Education Voter Education Peace |
| Regional stations that targeted hot spots in the Coast and North Eastern Kenya | Radio | <ul style="list-style-type: none"> Sifa FM, Infomercial leadership, election and a radio talk show on the Constitution Baraka FM, Kaya, Star FM, Pwani FM, Radio Rahma – Infomercials | <ul style="list-style-type: none"> Civic education Voter Education Peace |

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| Stations that targeted faith based communities both Christians and Muslims | Radio | <ul style="list-style-type: none"> • Hope FM; Infomercials • Iqra FM, Star FM Informercials | <ul style="list-style-type: none"> • Voter Education • Peace |
| Station that targeted youth from the informal settlements | Radio | <ul style="list-style-type: none"> • Ghetto FM Infomercial • Ghetto radio Twitter and Facebook pages | <ul style="list-style-type: none"> • Voter Education • Peace |
| Stations that targeted rural youth | Radio | <ul style="list-style-type: none"> • West FM, Radio Jambo, Milele FM. | <ul style="list-style-type: none"> • Voter Education • Peace |
| Stations that targeted urban middle class | Radio | <ul style="list-style-type: none"> • Capital FM, Kiss 100 – on ground activations on peaceful education and voter education on morning show 6.00am – 10.00am | <ul style="list-style-type: none"> • Voter Education • Peace |
| Other Media | | | |
| Social Media: | Twitter, Facebook | <ul style="list-style-type: none"> • Mainly used in as part of the campaigns that were carried out by: <ul style="list-style-type: none"> d) Capital FM; e) Ghetto FM f) Q FM; | <ul style="list-style-type: none"> • Civic Education on the Constitution; • Voter Education |
| | | <ul style="list-style-type: none"> • Trinc Management Services: Independent Social Media Company Promoting peaceful elections on social media | |
| | Eyeris | <ul style="list-style-type: none"> • Content development for TV and Print ads – developed content on the <i>'Nimeapa Yakwamba'</i> campaign for TV and Print, and <i>'In defence of the Constitution'</i> | |
| | | <ul style="list-style-type: none"> • Kenya Kona – Worked with Kenya Kona on content development, and | |

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| | | while content was not used on any programming there was significant interaction | |
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Annex 4: Media contracts

| Media House/ Group | Date Contracted | Costs incurred |
|------------------------------------|--|----------------|
| | | |
| Nation media group ltd | 20th October 2012-1st December 2012 (NTV) | 2,147,000.00 |
| Nation media group ltd | 20th October 2012-1st December 2012 (QTV) | 696,000.00 |
| Nation Media Group Ltd | 20th October 2012-1st December 2012 (NTV) | 2,147,000.00 |
| Nation Media Group Ltd | 20th October 2012-1st December 2012 (QTV) | 696,000.00 |
| NIC Bank-Nation Media group ltd | 19th November 2012-17th December 2012 | 1,740,000.00 |
| NIC Bank-Nation Media Group Ltd | 19th November 2012-17th December 2012 | 1,740,000.00 |
| Nation media group | 4th December 2012-18th December 2012 | 464,000.00 |
| Nation Media Group | 21st december 2012-1st February 2013 (NTV) | 2,436,000.00 |
| Nation Media Group | 21st december 2012-1st February 2013(QTV) | 696,000.00 |
| Nation Media Group | 26th January 2013-16th February 2013 | 3,058,712.00 |
| Nation Media Group Ltd | 19th December 2012-31st January 2013 | 3,132,000.00 |
| NIC Bank (Nation Media Group Ltd) | Print Media | 4,613,494.00 |

| | | |
|-------------------------------------|---|---------------|
| NIC Bank (Nation Media Group Ltd) | 26th Feb- 3rd march 2013 | 1,740,000.00 |
| NIC Bank (Nation Media Group Ltd) | 26th January 2013-16th March 2013 | 3,058,712.00 |
| NIC Bank (Nation Media Group Ltd) | 3rd to 5th March 2013 | 2,320,000.00 |
| NIC Bank (Nation Media Group Ltd) | 27th feb 2013-3rd March 2013 | 2,900,000.00 |
| NIC Bank (Nation Media Group Ltd) | 2nd January 2013-16th March 2013 | 6,264,000.00 |
| NIC Bank (Nation Media group Ltd) | 3rd march-4th March 2013 | 1,914,000.00 |
| | | |
| | | 41,762,918.00 |
| NIC Bank-Royal Media Services Ltd | 20th November 2012-10th December 2012 | 2,175,000.00 |
| Royal media services ltd | 20th November 2012-10th December 2012 | 2,175,000.00 |
| NIC Bank (Royal Media services ltd) | 27th, 28th feb 2013 and 1st -3rd march 2013 | 1,212,200.00 |
| NIC Bank (Royal Media services ltd) | 27th, 28th feb 2013 and 1st -3rd march 2013 | 4,160,896.80 |
| NIC Bank (Royal Media services ltd) | 28th feb 2013 and 1st -3rd march 2013 | 9,088,252.00 |
| | | 18,811,348.80 |
| KTN Baraza Ltd | 4th December 2012-19th December 2012 | 3,000,000.00 |
| KTN Baraza Ltd | 19th December 2012-31st January 2013 | 2,088,000.00 |

| | | |
|---|---|---------------|
| KTN Baraza Ltd | 19th December 2012-31st January 2013 | 2,088,000.00 |
| NIC Bank (KTN Baraza Ltd) | 26th Feb- 3rd march 2013 | 3,480,000.00 |
| | | 10,656,000.00 |
| Kenya Broadcasting Corporation | 2nd February 2013-3rd March 2013 | 4,060,000.00 |
| NIC Bank (Kenya Broadcasting Corporation) | 2nd February 2013-3rd March 2013 | 4,060,000.00 |
| NIC Bank (KBC) | 27th feb 2013-5th March 2013 | 7,053,815.00 |
| NIC Bank (KBC) | 26th feb 2013-2nd March 2013 | 2,088,000.00 |
| NIC Bank (KBC) | 16th July-16th August 2013 | 3,500,000.00 |
| | | 20,761,815.00 |
| Sifa FM stations | 07th February 2013-28th March 2013 | 46,400.00 |
| Radio Africa | 5th February 2013-4th March 2013 | 4,514,720.00 |
| | | |
| NIC bank (Capital FM) | 25th February 2013-3rd March 2013 | 1,316,600.00 |
| NIC Bank (Kenya Kona Group) | 28th February 2013-28th March 2013 | 4,884,600.00 |
| Trinc Management Ltd | 25th February 2013-4th March 2013 | 4,060,000.00 |
| Savy Communication | Re-editing voice message 25th February 2013 | 250,000.00 |
| NIC Bank (Southern Hills Development Agency) | 1st March 2013-2nd March 2013 | 1,392,000.00 |
| NIC Bank (West Media Ltd) | 1st March 2013-2nd March 2013 | 1,305,000.00 |
| NIC Bank (Capital Group Ltd) | 25th February 2013-3rd March 2013 | 1,316,600.00 |
| NIC Bank (Eyeris Pictures Media) | 28th February 2013-3rd March 2013 | 2,503,164.00 |

| | | |
|---|---|--------------|
| NIC Bank (Star Publications Ltd) | 27th, 28th feb 2013 and 1st - 2nd march 2013 | 2,104,704.00 |
| NIC Bank (Radio Africa Ltd) | 5th February 2013-4th March 2013 | 4,514,720.00 |
| | | |
| NIC Bank (The people) | 27th, 28th feb 2013 and 1st -3rd march 2013 | 1,484,800.00 |
| Sifa FM Stations Ltd | 07th February 2013-28th February 2013 to 3rd March 2013 | 538,240.00 |
| Hope FM | 28th Feb 2013-3rd March 2013 | 835,200.00 |
| Baraka FM | 28th Feb 2013-3rd March 2013 | 240,000.00 |
| NIC Bank (Mediamax Network Ltd) | 27th feb 2013-3rd March 2013 | 3,480,000.00 |
| North Eastern Media and telecommunication Ltd | 1st March 2013-3rd March 2013 | 417,600.00 |
| Radio Salaam | 1st March 2013-3rd March 2013 | 522,000.00 |
| Mediamax Network Ltd | 1st March 2013-3rd March 2013 | 510,400.00 |
| | | |
| IQRA braodcasting Network Ltd | 28th Feb 2013-3rd March 2013 | 661,200.00 |
| Ghetto Radio Ltd | 27th, 28th feb 2013 and 1st -3rd march 2013 | 290,000.00 |
| NIC Bank (Radio Africa Ltd) | 27th February-4th March 2013 | 2,227,200.00 |
| NIC Bank (Radio Africa Ltd) | 3rd March-5th March 2013 | 2,465,000.00 |
| NIC Bank (Capital fm) | 2nd March -3rd March 2013 | 533,600.00 |
| NIC Bank- Kenya Kona | 28th February 2013-28th March 2013 | 1,999,225.00 |
| Eyeris Pictures Media | Production of print commercials | 899,000.00 |
| | | |
| NIC Bank (Mwamba Media Ltd) | 16th August-31st August 2013 | 1,750,000.00 |

| | | |
|----------------------------|------------------------------|--------------|
| NIC Bank(Mwamba Media Ltd) | 16th August-31st August 2013 | 1,750,000.00 |
|----------------------------|------------------------------|--------------|

140,804,054.80

Annex 5: Kenya Broadcasting Corporation estimated listenership/viewership

| SERVICE | TIME SEGMENT | ESTIMATED TOTAL LISTENERSHIP/VIEWERSHIP |
|-------------|-------------------------------------|---|
| CHANNEL 1 | African Cup of Nations | 2 4 million |
| RADIO TAIFA | Prime time/African cup commentaries | 14 million |
| PWANI FM | Prime time | 2.1 million |
| SWAHILI | | |
| CORO FM | ” ” | 3.1 million |
| KIKUYU | | |
| MAYIENGA | ” ” | 850,000 |
| LUO | | |
| MINTO FM | ” ” | 840,000 |
| KISII | | |
| NOSIM FM | ” ” | 940,000 |
| KIMAASAI | | |
| MWATU FM | ” ” | 750,000 |
| KAMBA | | |
| KITWEK FM | ” ” | 750,000 |
| KALENJIN | | |
| INGO FM | ” ” | 850,000 |
| LUHYA | | |
| MWAGO FM | ” ” | 750,000 |
| MERU | | |
| BORANA | ” ” | 400,000 |
| RENDILE | ” ” | 450,000 |

| | | |
|---------|-----|---------|
| | | |
| TURKANA | ” ” | 350,000 |
| POKOT | ” ” | 350,000 |
| SOMALI | ” ” | 450,000 |
| BURJI | ” ” | 400,000 |
| KURIA | ” ” | 450,000 |
| TESO | ” ” | 450,000 |
| SUBA | ” ” | 450,000 |
| EMBU | ” ” | 500,000 |

Annex 6: Mwamba media stations deployed in the UBI media strategy

**AMANI NA UNDUGU PROJECT BY MWAMBA MEDIA LTD AND
URAIA TRUST**

| NO | STATION | START DATE | END DATE | DESCRIPTION | DAY AIRING | OF TIME | CONTRACT |
|----|-------------------|---------------|-------------|------------------|------------------|----------------|----------|
| 1 | RADIO NAMLOLWE | | | TALK SHOW | FRIDAY | 7PM- 8.15PM | |
| | | | | RADIO DIARIES | THUR,FRI, SAT | 7AM- 7PM | 5 WEEKS |
| | | | | REMOTE BARAZA | SUNDAY | 7PM- 8.15PM | |
| | | | | VOX POPS | MON - SAT | 6 AM - 5 PM | |

| | | | | | | | |
|---|-------------------|------------|-----------|------------------|------------------------|----------------------|---------|
| 2 | RADIO SALAAM | 14/1/2013 | 10/2/2013 | TALK SHOW | FRIDAYS | 8AM - 10AM | |
| | | | | RADIO DIARIES | THUR,FRI, SAT | 8AM - 10AM | 5 WEEKS |
| | | | | REMOTE BARAZA | SATURDAY | 7PM - 9PM | |
| | | | | VOX POPS | | 8AM - 10AM | |
| 3 | RADIO MAMBO | 7/1/2013 | 22/2/2013 | TALK SHOW | FRIDAYS | 7PM - 8PM | 6 WEEKS |
| | | | | RADIO DIARIES | THUR, FRI, SAT, SUN | 1:30AM - 11:30 PM | |
| | | | | REMOTE BARAZA | FRI, SAT | 7PM-8PM | |
| | | | | VOX POPS | MON - SAT | 1:30AM - 11:30 PM | |
| 4 | SAPOSEMA | 7/1/2013 | 15/2/2013 | TALK SHOW | WED | 12PM - 1 PM | |
| | | | | TALK SHOW | THUR | 10 AM - 11 AM | 4 WEEKS |
| | | | | RADIO DIARIES | THUR, FRI, SAT, SUN | 6AM - 7PM | |
| | | | | REMOTE BARAZA | FRI, SAT | 11AM - 1PM | |
| | | | | VOX POPS | MON - SAT | 6AM - 7PM | |
| 5 | SAYARE - KISII | 7/1/2013 | 15/2/2013 | TALK SHOW | TUESDAYS | 8:45PM - 9:45PM | 3 WEEKS |
| | | | | RADIO DIARIES | TUE, THUR, SAT, SUN | 7:30PM - 8:45PM | |
| | | | | REMOTE BARAZA | THUR | 8:45PM - 9:45PM | |
| | | | | VOX POPS | MON - SAT | 7:30PM - 8:45PM | |
| 6 | SAYARE - KURIA | 7/1/2013 | 15/2/2013 | TALK SHOW | TUESDAYS | 11AM - 12 NOON | 3 WEEKS |
| | | | | RADIO DIARIES | TUE, THUR, SAT, SUN | 10:30AM - 11:30AM | |
| | | | | REMOTE BARAZA | THUR | 8:45PM - 9:30PM | |
| | | | | VOX POPS | MON - SAT | 10:30AM - 11:30AM | |
| 7 | KASS FM | 15/01/2013 | 1/2/2013 | TALK SHOW | MON - FRI | 6PM - | 3 WEEKS |

| | | | | | | | |
|--|--|--|--|------------------|-----------|--------------|--|
| | | | | | | 7PM | |
| | | | | RADIO DIARIES | MON - FRI | 6AM - 7PM | |
| | | | | REMOTE BARAZA | FRI | 6PM - 7PM | |
| | | | | VOX POPS | MON - FRI | 6AM - 7PM | |