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Ministry of Environment and Natural Resources

MEDIA MONITORING REPORT

THE LOW EMISSION AND CLIMATE RESILIENT DEVELOPMENT (LECRD) PROJECT

Volume and Quality of Media Coverage of Climate Change and Elnino related Disasters in Kenya

The Media Council of Kenya

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Contents

List of figures.....	2
List of Tables	2
Acknowledgement	3
Foreword.....	4
Main Findings.....	5
Chapter One.....	8
Introduction and Methodology	8
Objectives	9
Methodology.....	10
Background	10
Disaster and climate change reporting in Kenya	10
The challenges of reporting climate change.....	13
Better Journalism in an era of climate change and raging disasters	14
Media ethics and reporting on climate change and disaster management.....	15
Disaster Management and Media Coverage	16
Disaster management and media coverage	16
Why media reporting on climate change is critical	17
Findings and Discussion	19
Findings and discussions	19
Chapter Five: Analysis of Paris Climate Change Forum coverage in print media in Kenya	57
Roles that media plays in disasters and emergencies	61
Chapter Six: Evaluation on media training and workshops and climate change and related disasters	62
Evaluation findings.....	62

List of figures

Figure 1: Coverage of Disaster management and climate change issues in TV stations	19
Figure 2: Author of story/article on climate change in all media platforms.....	22
Figure 3: Gender perspective in the coverage of disasters management and climate change.....	23
Figure 4: Gender Representation in the print Media	24
Figure 5: Format of story in TV stations.....	25
Figure 6: Format of Story in Print media.....	26
Figure 7: Trend of features and documentaries on climate change and disasters (Sep-Dec).....	27
Figure 8: Do journalists do follow-up stories on issues of disaster management and climate change?....	28
Figure 9: Actors and agencies covered on disaster management and climate change issues	30
Figure 10: Is data journalism employed in the coverage of climate change?	31
Figure 11: Percentage of stories with data before and after the training in all media platforms.....	32
Figure 12: what are the sources of data presented in the story?.....	33
Figure 13: Nature of analysis covered regarding disasters.....	35
Figure 14: Percentage of Topic specific issues reported by journalists before and after the training.....	36
Figure 15: Use of graphics, images and maps when presenting climate change and disaster stories.....	40
Figure 16: Topics covered in electronic media platforms regarding climate change	41
Figure 17: Comparison of topics covered in electronic media platforms regarding climate change	42
Figure 18: Average number of stories per topic before and after the training in all media platforms.....	43
Figure 19: Platforms of coverage of disasters and climate change in print media	45
Figure 20: Platforms of coverage of disasters and climate change in TV stations	47
Figure 21: Viewpoints and perspectives in disaster and climate change reporting in print media	48
Figure 22: Nature of disaster management cycle majorly reported by the media house.....	50
Figure 23: Percentage of specific stories on the disaster management cycle before and after the training	52
Figure 24: Media framing of disasters and climate change	52
Figure 25: Major role of the media as contained in message in print article of electronic stories	54
Figure 26: Type of frame used in articles and stories on disasters and climate change	55

List of Tables

Table 1: Frequency of newspapers and Radios coverage of disaster management and climate change issues.....	20
Table 2: Time allocation for stories on disaster and climate change in Radio stations.....	22
Table 3: Who are the actors in the story?	37
Table 5: Topics covered and focused in print media on disasters and climate change.....	44
Table 6: Counties covered in disaster management and climate change	48

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Foreword

Media play a crucial role in mitigation of risks that come with natural disasters like El Nino. Citizens rely on the media for public education, early warning, evacuation, and coordination of post-disaster relief. Media is inextricably entwined with disasters and hazard mitigation. Electronic and print media often cover natural disasters and significantly affect how and what the public learns about and perceives natural hazards. Improving the linkages between media and disaster-mitigation practitioners can therefore prepare the public to act promptly on warnings and in the process, help to mitigate disasters. This can also accelerate the shift of the societal emphasis from post-disaster relief toward pre-disaster initiatives.

Media play a vital role in the reporting of ongoing crises at every stage of disaster management: from before a disaster strikes, through the heart of the crisis, and during the post-disaster recovery phase. Contributions made by the media can save lives and reduce economic losses to a considerable extent. Disaster warning systems do not work independently. Media, especially the mass media, are equipped with the ability to gather information and report it to the public after verifying the validity of such information.

Knowledge and understanding of climate and related disasters is critical in ensuring that journalists communicate effectively with the public. This allows journalists and other players in disaster mitigation work seamlessly and avert tragedies. Knowledge on preparedness, response and recovery are among areas of training.

Media practitioners need to be empowered on how to report on disasters accurately and what their role is in mitigating risks. The disaster management teams on the other hand should be equipped with skills on how to collaborate with the media for speedy relaying of accurate and useful information. Most Kenyan journalists have never been trained on how to report on natural

disasters. The media practitioners are therefore well served when through efforts to equip them with knowledge on disaster reporting and ethics therein, safety and security of journalists when reporting disasters and how to use technologies to report disasters. Through a project implemented by UNDP in collaboration with MCK has involved different media practitioners with the aim of improving climate and related disasters reporting. This report captures the state of affair in the same at different points.

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Haron Mwangi, PhD

CEO, Media Council of Kenya

Main Findings

The following section is a summary of the main finding of this research.

1. Majority of media stories on climate change and disasters were authored by reporters and correspondents. 45% of stories were done by reporters while 37% were by correspondents 11% were sub-editors while 5% were editors.
2. The frequency of features and documentaries increased between the months of September and November 2015 in print and TV stations. This can be partly attributed to the fact that the journalists were trained around the same period and the fact that the global climate change discussions were happening in Paris.
3. A significant number of climate change stories were presented as start up across all the newspapers, TV and radios. 85% of stories on TV were start up, 76% were in print media while 94% were on radio. From the analysis, journalists are not keen to do follow-up stories on disasters and climate change stories.
4. TV stories were largely centered on response cycles of disaster management (45%) of the stories, while majority of print stories centered on mitigation (34%) while 40% of the stories on radio focused on mitigation as well.
5. The majority of data quoted in news articles and stories was obtained from international scientific reports (31%), meteorological department (23%) and academic journals (11%). This indicates that Kenyan journalists rely majorly on international sources for data for their reporting.

6. 11% of stories in print and 14% of stories on TV media used images, maps and graphics in the presentation of data on disasters and climate change. By using a range of complementary images, journalists can help strengthen their reports with evidence and explanation.
7. State officials were largely covered concerning stories on climate change at 27% while the victim's voice was also heard during disasters and climate change stories consisting of 25%. International organizations were covered in 12% of stories analyzed.
8. National radio stations allocated more coverage to issues of climate change and disasters (Citizen, 10% KBC Kiswahili 14% and Nation FM 11%) compared to the regional/local language radio stations (Kameme, 6% Radio Salaam 6% and Egesa 4%).
9. The use of data was not prominent in majority of articles and stories across all media platforms. Only 5% in radio used data, 12% in TV and only 9% in print media. This can be attributed to little knowhow in interpretation of climate change data for audience consumption and lack of awareness where to obtain the data.
10. Victims' of disasters suffering was largely covered regarding to disasters at (29%) rescue operations (17%), Relief and rehabilitations (9%), scientific explanations (13%) an socio-economic impact (13%). This was a major pointer that the media gave a human voice to the issue on climate change.
11. 52% of actors covered in the stories analyzed focused on male actors while 43% focused on female actors on issues of disaster management and climate change.
12. Floods were covered in a greater portion in TV stations (53.7%) of the stories analyzed. Disaster management was covered in (19.5%). Pollution 11.9% and Food security 7.5%. Disaster management referred to the stories that highlighted efforts to contain catastrophes like floods.
13. Majority of the stories and articles in the three media platforms were covered in local events (47.8%). Human narratives came second with 20.9% and consisted of stories done by reporters that covered specific occurrences and events based on human narratives.
14. Before the training, many of the journalist relied on single viewpoint stories (67%) in narrating climate change and disaster stories after the training there was a notable improvement in number of viewpoints used even in doing commentaries (72%).

15. TV stations framed their climate change stories as 'consequence' frame, print framed majorly through 'responsibility' frames (58%) and radio used 'consequences' frames (54%).

Chapter One

Introduction and Methodology

Climate change journalism is essential in protecting people, mitigating losses, increasing awareness and promoting sustainable development. This only happens if the information that is disseminated through the media is accurate, timely and relevant. In developing countries, few reporters are well trained, connected and resourced for the role of reporting on climate change. Many training institutions do not have special courses that train on climate change and disaster management.

The media has proven to be an active player in disseminating scientific findings, policies discourses, regulatory and legislative framework, public discussion and understanding around the issues of climate change. Interactions between climate science, climate regulations & policy, media and the public are complex and dynamic. Terminologies used in discussions of climate change can be complex for journalists and public to simply understand.

According to a report by Science Africa on Effective Reporting of Climate Change Adaptation, the challenges of reporting climate change are pegged on similar ones of reporting science issues. The negative trends around climate change reporting begins with journalism schools that traditionally avoided admitting students with science backgrounds or strong interest in science reporting, preferring those excelling in languages, humanities, and social sciences.

The report further states that, all major disasters and climate changes issues warrant media attention. Past climate changes led to extinction of many species, population migrations, and pronounced changes in the land surface and ocean circulation. Disasters have similarly led to tremendous loss of lives and continued disruption of daily livelihoods across the globe. The speed of the current climate change is faster than most of the past events, making it more difficult for human societies and the natural world to adapt.

The media is an important channel for information that can empower people to effect positive change. It can inform vulnerable communities of impacts and how they can adapt to them, and

can promote mitigation activities that limit the amount of warming the Earth experiences. ¹Shanahan (2012), indicates that high-quality media coverage of climate change can deliver better informed publics and better informed policymakers and more effective policymaking.

Regarding disasters, reducing the losses of life and property caused by natural hazards is a compelling objective now receiving worldwide attention. Currently, it would be possible, through a concerted cooperative international effort, to save many lives and reduce human suffering, dislocation, and economic losses simply by better information, communication and awareness. Timely mass media communication about impending disasters can lead to appropriate individual and community action. This is the key to implementing effective prevention strategies including evacuation and survival of people. Such communications through the media can educate, warn, inform, and empower people to take practical steps to protect themselves from natural hazards.

Climate Change debates are no longer privilege of a few today these issues make headlines in print and electronic media. Global warming and climate change are the hot and prioritized topics in the global mass media. Both the Governments and the people depend on Communication and Mass Media not only for disseminating information, but also in setting agenda for the development and other allied activities.

Hence, communication media become powerful tool for disseminating information and diffusion of innovations. Due to depletion of natural resources and burning of fossil fuels there is a great threat to environment. It is high time to save the depleting natural resources and discourage the irrational usage of natural resources by focusing on Sustainable Development.

Objectives

The overall objective of this study is:

To assess the impact of journalists' sensitization and training programme on quantity and quality of reporting of climate change related disaster, specifically the El Nino, in different media platforms in Kenya.

The other objectives include the following:

- i. To assess the quantity and quality of disasters and climate change reporting in the Kenyan media.
- ii. To examine the nature of content, reporting and writing of climate change and disaster stories in Kenyan media.
- iii. To assess journalists' perceptions of challenges, opportunities and lessons on media coverage of the climate change and disasters in Kenya.
- iv. To assess the level of journalist understands of various issues on disasters and climate change.

Methodology

The study used two research methodologies, content analysis and survey evaluation. Content analysis was done on Kenya's major daily newspapers, five (5) TV stations and 15 sampled radio stations. The selection of the daily newspaper was done based on the audience consumption habits as indicated by the Kenya Audience Research Foundation. The four daily newspapers sampled for the study are *The Daily Nation*, *The Standard*, *The people* and *The Star*. The four TV stations analyzed were *KTN*, *NTV*, *KBC*, *CTV* and *K24*. The radio stations that were analyzed were: Radio Jambo, Citizen radio, Radio Maisha, Classic 105, One FM, Nation FM, Capital FM, Egesa FM, Ramogi FM, Kameme FM, Pwani FM, Radio Salam, Q FM, Kiss 100 and KBC swahili service. Data was then exported from the online database through Excel and analyzed with SPSS software.

This report therefore examines the experiences, perceptions and recommendations of sampled professional journalists and an extensive content analysis of the media coverage of the disasters and climate change in Kenya. The aim of the report was to establish a basic understanding of the challenges that the media faces in reporting disasters and climate change issues in Kenya. Some of the questions that the study sought to answer included.

Background

Disaster and climate change reporting in Kenya

Climate change reporting in both print and electronic media in Kenya has been few and far between in the past three years. Each media house has often tried to project a favorable stand

for climate change representation through both textual and visual imagery. Images captured by photojournalists equate to iconic expressions of the changing climate. Articles on climate change in Kenya's news media are scarce, possible explanations for this are linked to reactive reporting and exclusion decisions on climate change stories based on issue carrying capacity by media houses. However, climate change issues are still given airtime and this is discussed in the subsequent section.

The media in Kenya has a role to play in sensitizing vulnerable communities, donor agencies and the governments so as to help in pulling resources that will help to reduce the effects of climate change in the country. However, journalists in Kenya appear more attracted more to cover stories on sports, celebrities, politics, the economy and crime. This dwarfs discussions and engagements on climate change

When floods occur in Kenya, news reports vary from causes of floods, presented as a mix of natural and man-made disaster (unplanned city). News reports also focus on the impact of floods on various people, business and other entities. Based on 2015 media monitoring analysis, coverage also focused people's suffering and struggles to reach their destinations, government's response to the floods at national and county levels. Media reporting also highlight the (lack of) preparedness for such disasters. In this context, examples of news/media reports are illustrated from the point of view of good reporting or bad reporting.

Kenyan journalists may have by default limited their point of views regarding disasters and climate change issues. Urban floods have different aspects and they can be covered from various possible angles. There are certain factors that cause floods including: incessant rains, breach in a dam, unplanned city drainage and sanitation system. Once a flood maroons an area; the dangers don't end with the receding of the flood waters. There can be loss of life and property, a danger of epidemic and spread of communicable diseases and the possible blockage of the existing drainage system. The task of the reporter begins before floods occur. Reporters are supposed to look for the various possible angles before, during and after the floods. Before a flood is happens, a reporter can focus on stories pertaining to unplanned and unorganized cities, the flawed drainage and sanitation system.

During disasters, gossip and rumors about the event spread rapidly more than any PR message can contain. It is critical for the media to gather and transmit the facts as soon as possible to avoid misunderstanding and possible panic. Media must counter the falsified information that is often spread through social media platforms.

A disaster, ²by one definition, is “a critical event that alters the regular order of things.” For journalists, a disaster is the kind of breaking news story that merits extensive coverage. Most disasters cannot be accurately predicted but they can be anticipated. By planning ahead, news organizations and individual journalists can provide their communities with better, more thorough coverage. Natural disasters in the study focused on floods, earthquakes, landslides among others.

Disaster management has shifted from rescue and relief operation to risk reduction. Journalists are equally mandated to focus on risk reduction efforts and project such for audience awareness. ³An increased coverage of risk reduction issues in the media would supplement and reinforce national efforts on disaster management. It is crucial to orient journalists to this new approach of covering disasters and sensitize the gatekeepers of the same.

The newsroom dynamics are very unique and should be considered regarding coverage of stories of climate change and disasters. The way a media organization responds to a disaster will be driven first and foremost by how strong a story they think it is. This is often guided by news values. The factors that determine whether a disaster or climate change story will be published are sometimes decided based on selfish reasons. This is perfectly understandable reflexes of news people the world over, be they employed by commercial or public service organizations. And even when a disaster satisfies these editorial requirements, it cannot be guaranteed to command any volume of coverage. When reports come in of a catastrophic flood or an earthquake or any other kind of disaster, the journalistic first instinct will be to ask questions such as:

- ✓ How many people are dead, injured, made homeless?
- ✓ What are the videos and/or pictures like? (If they're good, I might run them, regardless of the answers to the previous two questions - visuals are very important)

- ✓ Should a journalist be sent to the scene, and if so, how far away is it, how long will it take to get there and how much will it cost? (My budget's always under pressure)
- ✓ Will my audience be interested in the story? (And will they care?)
- ✓ What other news is there today? (I never have enough room for all the news I want to carry)
- ✓ Might I win an award for covering this?

Journalists are generally good at reporting events and functions. One of the negatives the media has during disasters is that they do not provide analytical information on what exactly happened? What is the history surrounding this particular disaster? What should have been done and by who? What are the future ramifications? What is being done to prevent future possible disasters? Answering these hard questions will be of great help in the prevention of future disasters.

The challenges of reporting climate change

Climate change used to be 'just' a science/environment story never the best funded news desks. Many senior editors are arts graduates, who are unwilling or unable to understand science. But climate change now encompasses the economy, health, security and more. Suddenly science reporters are covering a political issue and vice versa. For many, the topic is new, extremely complex, and easy to get wrong (Yadav & Rani, 2011).

According to Benthall (1993), the challenges that the media faces include making stories more relevant to audiences, raising the profile of adaptation and the perspectives of the poor, and reporting on ways to address climate change that bring additional benefits. Journalists tend to contact more when there is a warning or an unusual situation. For instance when there is a sign of flood or there is no rainfall for a long time or when the water level of a river has abnormally risen. In other instances, they do not gather information on these matters.

Majority of journalists do not have an understanding of climate change. ⁴According to **SciDEV.NET**, all journalists should understand the science of climate change; its causes, its controversies and its current and projected impacts. Journalists should start by doing their own research from established sources, such as reports from the Intergovernmental Panel on Climate

Change (IPCC), the American Association for the Advancement of Science, or from local scientific experts you trust.

Better Journalism in an era of climate change and raging disasters

Scientists today warn that climate change is the greatest threat the world faces. This means that media ought to pay more attention to this topic. The media can provide vital information at times of emergency from warning of imminent floods to explaining how to deal with disease outbreaks but such disaster reporting often means too little, too late.

The world is fraught with capacity challenges to collectively cover complex and dynamic stories at the human environment interface. According to Harbison (2006), journalists continue to lack the capacity and training to cover the intricacies of climate science and policy, as well as lack access to clear, timely and understandable climate-related resources and images.

Media have the capacity to provide the services to public in the wake of an event. They can give the direction to the affected people and disseminate the information to public that similar disaster can happen in the future¹. It is possible only when media be a part of disaster planning before the event because their reporting will be more informative and accurate if they know the local players and programs ahead of time. Emergency managers need a well-informed media to communicate with the public regarding the priority of needs, the progress being made and to correct and dispel rumors.

According to the *Guidebook for journalists, UNESCO Series on Journalism Education Climate Change in Africa*, the following are some of the challenges and shortcomings in reporting climate change and disasters in media reporting:

- ✓ Fewer disaster narratives and more success stories highlighting how people are adapting, developing solutions and using new technologies that can limit climate change.
- ✓ More stories that demonstrate how climate change affects men and women, old people and young people in different ways.

¹ Deppa, Joan. *The Media And Disasters: Pan Am 103*. New York: New York University Press, 1993.

- ✓ More stories that explain the causes, including climate change, of events such as droughts and floods.
- ✓ More stories that explain the human side of climate change and show this is a 'development' and 'people' issue, just as much as an environmental one.
- ✓ More stories about the business and development opportunities that climate change present.

Media ethics and reporting on climate change and disaster management

Media ethics is important because the media is free to serve its purpose for the public, as opposed to special interest groups or advertisers. According to Yadav & Rani (2011), reliable and timely information provided through the media can help the people to overcome any kind of fear and fatalism during and after an emergency. Indeed, the availability of reliable and timely information and knowledge about an event and the resulting needs help to improve solidarity and also create an atmosphere conducive to collective response for sharing the humanitarian challenges created by disasters. Media Ethics, therefore, become an important aspect of media reporting during any disaster event.

The main principle of information provision, therefore, should be an ethical one: and so, during an emergency, the media should be sensitive to the needs of the public in affected areas and should avoid misinforming and broadcasting unconfirmed reports that may lead to despair and panic². ⁵Therefore, correct and reliable information disseminated through the media is an important instrument for balancing the possible effects of incorrect, misleading or even willfully distorted information. Reliable and timely information provided through the media can help people overcome any kind of fear and fatalism during and after an emergency³. Indeed, the availability of reliable and timely information and knowledge about an event and the resulting needs help to improve solidarity and also creates an atmosphere conducive to collective response for sharing the humanitarian challenges created by disasters.

² Gaddy, Gary D. and Enoch Tanjong. "Earthquake Coverage by the Western Press." Journal of Communication (New York), 1986.

³ Dwivedi .R (2010) Role of Media in Disaster Management and Early Warning . Available at: http://works.bepress.com/ratnesh_dwivedi/27/

Disaster Management and Media Coverage

Disaster management and media coverage

Emergency management (or disaster management) is the discipline of dealing with and avoiding risks. It is a discipline that involves preparing for disaster before it occurs, disaster response (e.g., emergency evacuation, quarantine, mass decontamination, etc.), and supporting, and rebuilding society after natural or human made disasters have occurred.

According to Dwivedi, (2010) While the disaster is on, the media can also play the role of relaying the measures that are being taken and monitoring them, cautioning the affected or to be affected people about the Dos and Don'ts, of scotching rumours and preventing panic and confusion, of establishing contacts, of identifying the needy spots and focusing attention on them, and generally by assisting the authorities, voluntary organizations and volunteers in reaching, informing and assuring the affected ones of the assistance and the measures taken, for their relief. During the onslaught of the disaster, what is of utmost importance is to keep the morale of the people high, to create self-confidence in them, to prevent panic and to maintain order by assuring and making available the necessary help readily and quickly. Media can help, in many ways in ensuring these conditions⁴.

The impending occurrence of some natural disasters whether induced by the Man' actions or otherwise, can now be known sufficiently in advance, thanks to the advances in science and technology. The media, by communicating the information to the people and the concerned authorities sufficiently in advance, can enable them to take the necessary steps to prevent and minimize the loss of life and property⁵.

Natural disasters are no longer confined to short news brief with statistics of fatalities or economic loss. Natural disasters and their aftermath have become vital news coverage that goes beyond statistics. With the rise of devastating disasters, media coverage has increased, in stories that point to crucial political, economic and social indicators of a country and its society. Stories

⁴ Wei, Ran. "Earthquake Prediction: Did the News Media Make A Difference? Mass Comm Review (Philadelphia, Pennsylvania), 1993.

⁵ Pantti, M. W J. K. (2012). Disasters and Media: Journalism citizenship and geopolitics of disaster coverage.

by journalists who disseminate diverse information on devastation, disaster risk reduction and mitigation play a vital role in national recovery programs⁶.

The disaster story is about recovery and risk reduction, two crucial themes that can be tackled if the challenges are linked with national development goals. For the journalist this objective is more effectively attained when the stories are recounted through the voices of disaster survivors, since they know firsthand the human suffering, the devastation and the consequent endurance and courage in recovery. Their stories not only convey the powerful reality on the ground but also the determination of the people to move on. ⁶Media documentation of their experiences is valuable for providing a context in which to understand the effects of disaster on people's lives. A story written with these goals in mind conveys the tragedy to the rest of the world but also builds support and understanding.

Why media reporting on climate change is critical

Recent years have seen a paradigm shift toward disaster management approach. That is to prepare and plan for hazards in a proactive manner rather than waiting for them and reacting later. This pre-emptive approach has evolved after a strong realisation that post-disaster relief remains ineffective if no measures are taken before the disaster strikes. It can be argued that preparedness is the most important phase of post-disaster management.

Communication has always proved critical for the cause of disaster mitigation. It has provided not only the data management and analysis techniques but also increased knowledge towards hazards' origins and behaviours. Advent of mass media in recent years has helped sensitise people in most effective manner through live coverage of hazards and prompt reporting.

Understanding the importance of media communication, various humanitarian organisations have also established communication departments responsible for strong internal and external communication and media relationing. Trends in new communication techniques for disaster management indicate that the success of humanitarian efforts depends largely on organisations' understanding of and relations with the media. There are certain activities in hazard mitigation

⁶ Wenger, D. (1990). A cross societal comparison of disaster news reporting in Japan and United states.

and post-disaster activities, which are directly dependent on mass media. These activities are focused on creating public awareness about the risk and responses.

Various advanced communication tools can be used to give early warnings, evacuation plans and help post-disaster activities. Media can play a leadership role in changing the mindset of society for making it more proactive rather than reactive. It also has the responsibility to make the message more valuable and credible for the general public. Sensational and hyped news can give birth to another crisis in the form of chaos and fear, causing more losses.

Media's job is not to change the world. It is up to society to turn bad news into good. But media does have a role to play in empowering people to make informed choices. Yet public, private and political reactions to climate change are still small relative to what powerful scientific, economic and moral arguments demand.

Since disasters are a significant source of news and capture the attention of populations worldwide, the media provides tremendous visibility for disaster-related issues and, if used properly, can aid the process of disaster management very effectively.

- ✓ The media can increase lobbying for political commitment to make the leaders be more responsive to the vulnerable communities' needs and demands through consistent reporting.
- ✓ Media can also influence the government to prioritize disaster risk issues into a development component through expanded research and regular reports on natural hazards.
- ✓ The media can also help create early warning systems by providing to policy makers adequate information on risks which can be integrated into a development or management concept.
- ✓ They can also trigger donations from the international community as well as push the governments to increase budgetary allocations for disaster response programmes.
- ✓ The media can also improve integration and coordination of risk assessment by the policymakers and donor communities to save lives of the affected population or vulnerable communities.

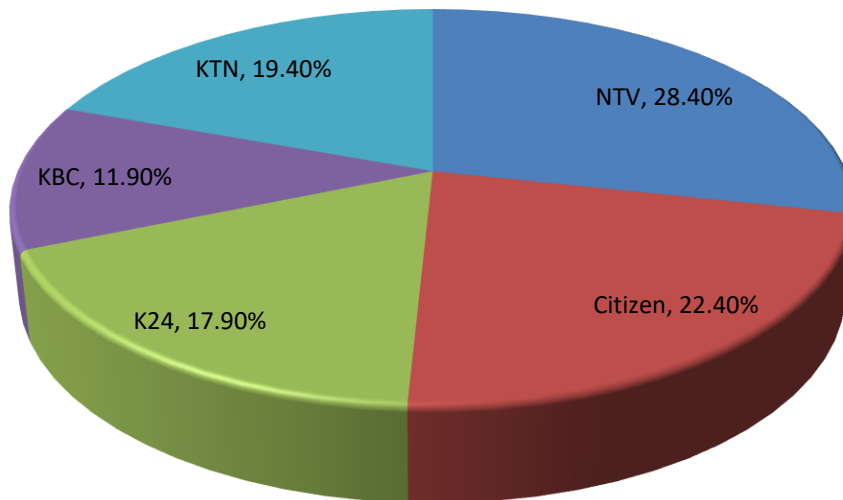
Media programs are effective means for changing longstanding behaviors or techniques in rural and urban communities. Media is working to bring about sustainable change at individual level too.

Findings and Discussion

Findings and discussions

The findings and discussions in this section are an interpretation of radio, TV and print media content analysis on disasters and climate change. 5 TV stations, 15 radio stations and 4 print media platforms were analyzed between January-December 2015. Specific attention was given to the period before and after a training that was done for journalists on covering disasters and climate change. The same was also before the climate change conference in Paris. Some of the basic variables that were considered in our analysis included the following: Source date, Journalists Name, Journalist Gender, Space & Time, Story format, Story type, Prominence, Actors:

Figure 1: Coverage of Disaster management and climate change issues in TV stations



The TV stations analyzed considered disasters management and climate change issues in their news programs. KTN had (19%), NTV had (28%), KBC had (12%), CTV (22%) and K24 (18%).

Considering this, besides framing disasters a certain way, assigning them a certain meaning, television also has the power to decide which disasters will be of significant interest to those outside the immediate area affected. Certain disasters receive national, even international, attention because they are given television air time.

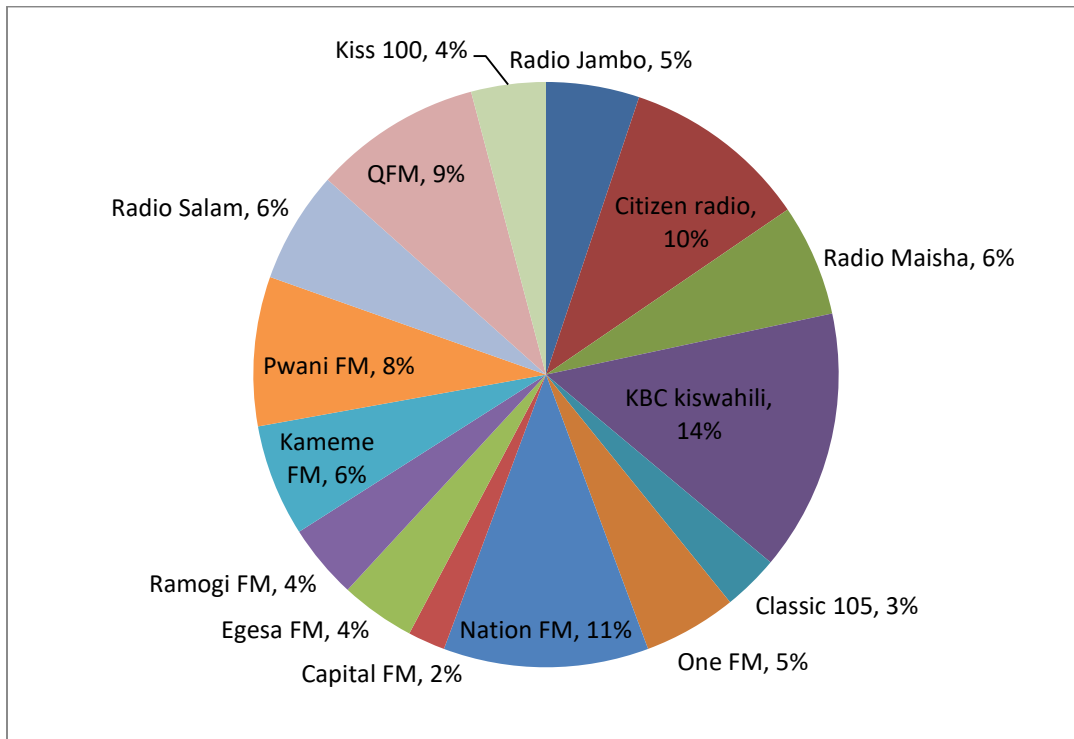
The Kenyan media did therefore play its role in presenting the citizens with information on various issues during the period under analysis. Television, radio, and the print medium are channels of information dissemination and channels of public demands it is how most citizens learn about disasters. The media can be helpful, complementary, critical or indifferent with regards to climate change and disaster management. This depends on various factors and the media environment that a particular country has. The electronic media has an outreach to the masses, being present all over the country. This is especially with radio stations where there are more than 200 radio stations in operations in Kenya.

Table 1: Frequency of newspapers and Radios coverage of disaster management and climate change issues

		Source Name				Total
		The Standard	The People	The Star	The Daily Nation	
Type the specific month	Jan	8	4	9	3	24
	Feb	2	4	11	0	17
	Sep	34	31	21	20	106
	Oct	44	17	7	64	132
	Nov	109	7	19	51	186
	Dec	49	17	46	5	117
Total		246	80	113	143	582

As indicated in **Table 1** above, out of the 582 articles analyzed, a significant portion of 77% were news articles compared to other story formats such as ed/opinion at 13% and documentary

constituting 9% (see Table 1). One explanation could be that the media gave attention to the frequency of event occurrence. Another could be that the media focused on the impact of El Niño which was seen to be negative or destructive in nature. Considering the duration required for feature and documentary stories, it was likely that news reports could be more.



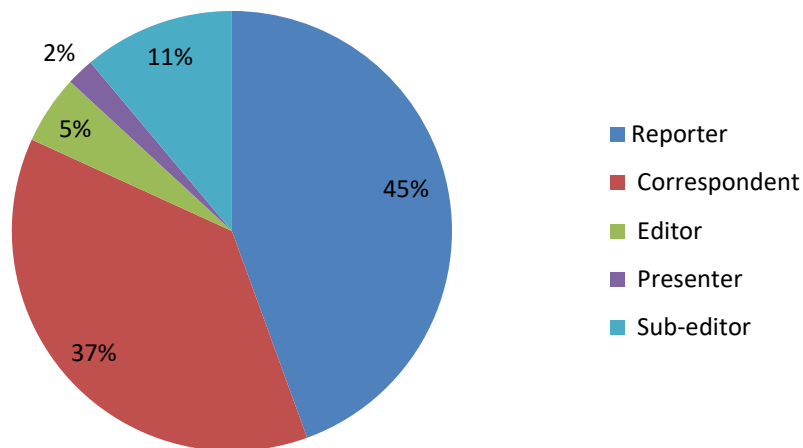
Community, regional and national radio stations are involved in the coverage of climate change and disaster issues. From the analysis, national radio stations allocated more coverage to issues of climate change and disasters (Citizen, 10% KBC Kiswahili 14% and Nationa FM 11%) compared to the regional/local language radio stations (Kameme, 6% Radio salam 6% and Egesa 4%). One major contribution of the electronic media that was evident in the analysis is that local, local language and community radio stations can make is establishment of early warning systems in far-flung and disaster-prone areas. Radio channels can play a primary role, as they have an outreach to most remote areas. The media contribution can lead to the development of a more robust community, which is more aware and educated about disaster preparedness and mitigation.

Table 2: Time allocation for stories on disaster and climate change in Radio stations

	0-30 secs	30secs-1 min	1 min-2 min	2 and above mins
Radio Jambo	7	14	16	20
Citizen radio	13	21	14	15
Radio Maisha	7	12	18	14
KBC kiswahili	8	9	14	22
Classic 105	19	13	8	5
One FM	8	6	6	12
Nation FM	6	10	23	11
Capital FM	16	9	8	4
Egesa FM	5	15	8	8
Ramogi FM	8	8	11	16
Kameme FM	5	11	10	17
Pwani FM	10	2	21	16
Radio Salam	8	18	16	11
QFM	9	12	11	18
Kiss 100	21	15	11	10

Table 2 indicates that time allocation for stories related to climate change in radio stations were still a challenge. Very few stories were given 2 minutes and above especially in English speaking radio stations for the coverage of disasters. Noticeably, some of the stories that were carried by major media houses were covered in other platforms as well. This indicates that even though the media houses did not allocate a lot of time in their radio stations, they did that by using multi-platform delivery. The element of convergence has greatly assisted and enhanced media reporting especially with regards to disasters and climate change. During the period of analysis, the media warned the public on the danger of El Nino and gave guidelines on how the public should respond to such situations. The media is an indispensable resource in establishing an ‘interactive’ link between disaster management and other climate change issues. It was also evident that the social media sites of the radio stations were actively updating and reporting on the disasters. Without the media it would be nigh impossible to educate and motivate the public as to their disaster management responsibilities.

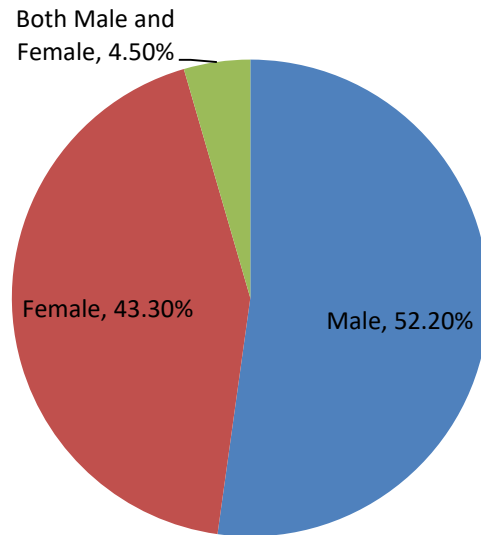
Figure 2: Author of story/article on climate change in all media platforms.



Forty five per cent 45% were reporters while 37% were correspondents 11% were sub-editors while 5% were editors. The greatest role of reporting in the disasters and climate change is played by the reporters and correspondence. This is a clear indication that professional and ethical reporting of disasters and climate change depends on the proper training and equipping of the reporters and correspondence because they not only form the majority but also because they engage in preliminary news gathering.

One key issues finding from interaction with journalists during training forums is that most journalists are generalists. They have little training in science or the environment particularly specialist areas such as climate change or disasters. This means that many journalists are uncomfortable covering climate change and its related issues. While many journalists and editors may be interested in learning more about climate change, training is expensive. Majority of media houses have other financial priorities or lack the funds or are otherwise unwilling to fund their journalists in attending specialized courses.

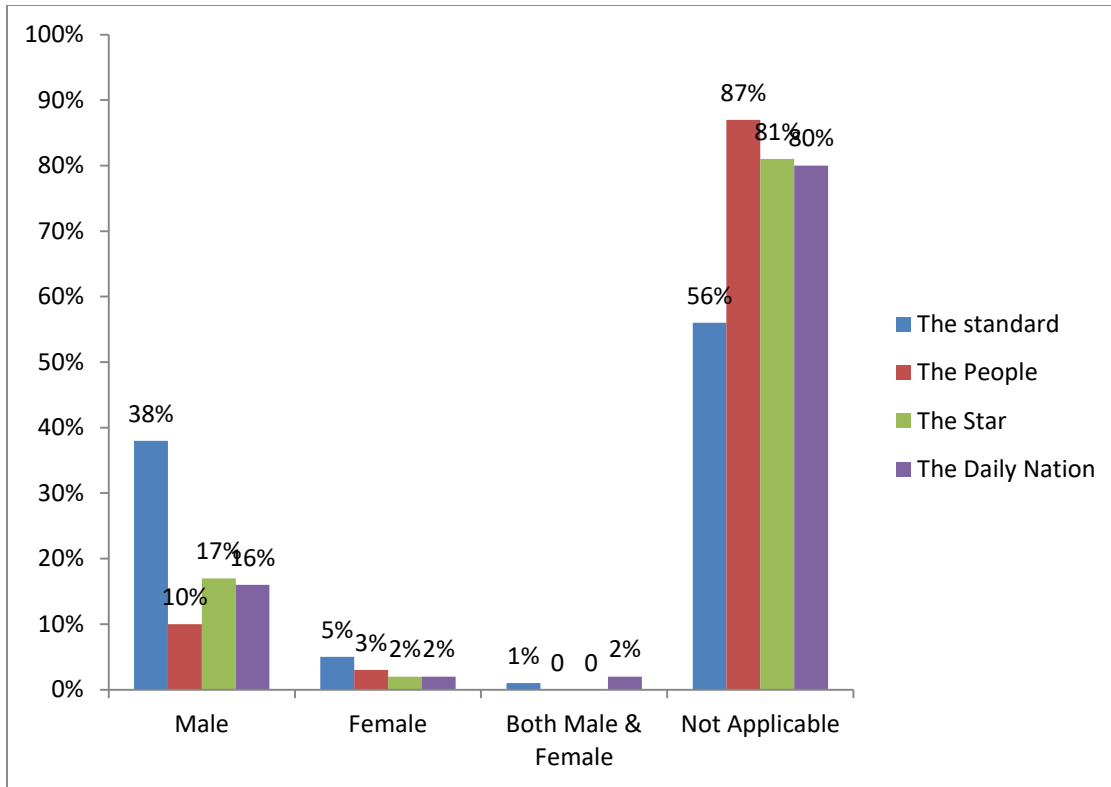
Figure 3: Gender perspective in the coverage of disasters management and climate change



Fifty two per cent (52%) of actors covered in the stories analyzed focused on male actors while 43% focused on female actors on issues of disaster management and climate change. Women have at times been ignored by media when reporting on climate change and disasters.

Approaching a story with an awareness of the different impacts of disasters on women and men helps construct a more informative and representative story that could influence policy actions. It is important that journalists are able to look for the female angle, such as the reasons for female fatalities, the role of women in disaster mitigation given their close links to the local community, or the loss of livelihoods. Evidence from MCK previous monitoring studies indeed shows that women find a voice in disaster situations and climate change, rising to the challenge to provide leadership or to be at the center of activism. The stories can be compelling to readers as well as professionally rewarding for journalists. Journalist should be able to build trust to find the women’s voices. Speak to female volunteers at evacuation camps for instance, to break the ice with survivors and locate women to interview.

Figure 4: Gender Representation in the print Media



In across all the selected newspapers, majority (66%) of the climate change articles were written by men (*see figure 4*). The number of women contributing to the stories remained very low compared to stories written by both men and women. It is also noted from figure 2 that People Daily didn't have articles written by both men and women. Gender biases were also observed when only 5% (29 articles) had stories with women as news sources compared to 60% (349 articles) (see figure 3). Most likely, based on these findings, it could be that women who report sciences stories are few in the media or men are accessing to comment.

Figure 5: Format of story in TV stations

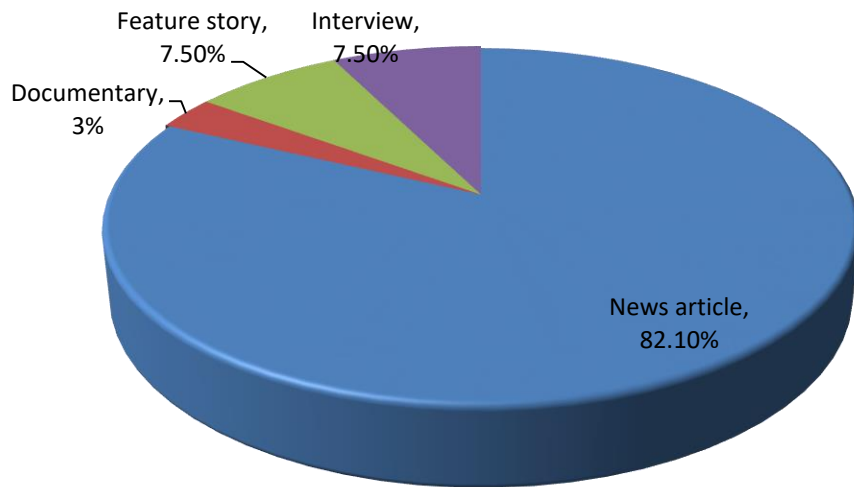


Figure 5 above shows that 82% of the articles were news articles, 3% were documentaries, 7.5% were feature stories while 7.5% were interviews. A majority of the stories did not delve deep into insights of what disasters (especially the floods) and Climate change is all about, instead the writers chose to inform the public on the effects of the heavy rains, which they habitually referred to as El nino rains and the budgetary allocations that both the national and the county governments had set aside to deal with the expected disasters that could be brought about by the heavy rains. It is through the news media articles, documentaries, and features that most people become aware of disasters. No one questions the importance of radio and television stations in issuing emergency advices and public warnings about impending disasters. The perceptions of those who are distanced from a disaster area are more often shaped or determined by radio or TV broadcasts. Despite the fact that not all media reports have positive effects or consequences, they most certainly influence how the public perceives hazards, probabilities of disasters; unfolding issues and what should be done during an emergency.

Figure 6: Format of Story in Print media

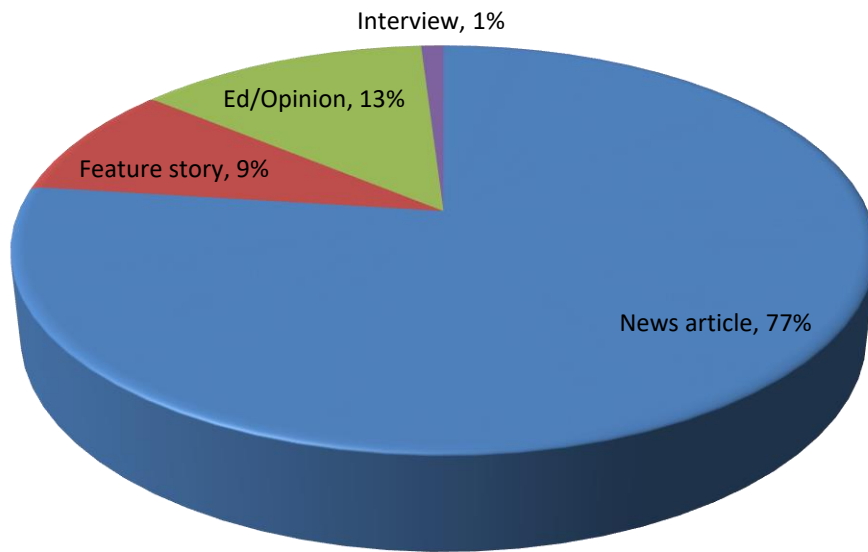
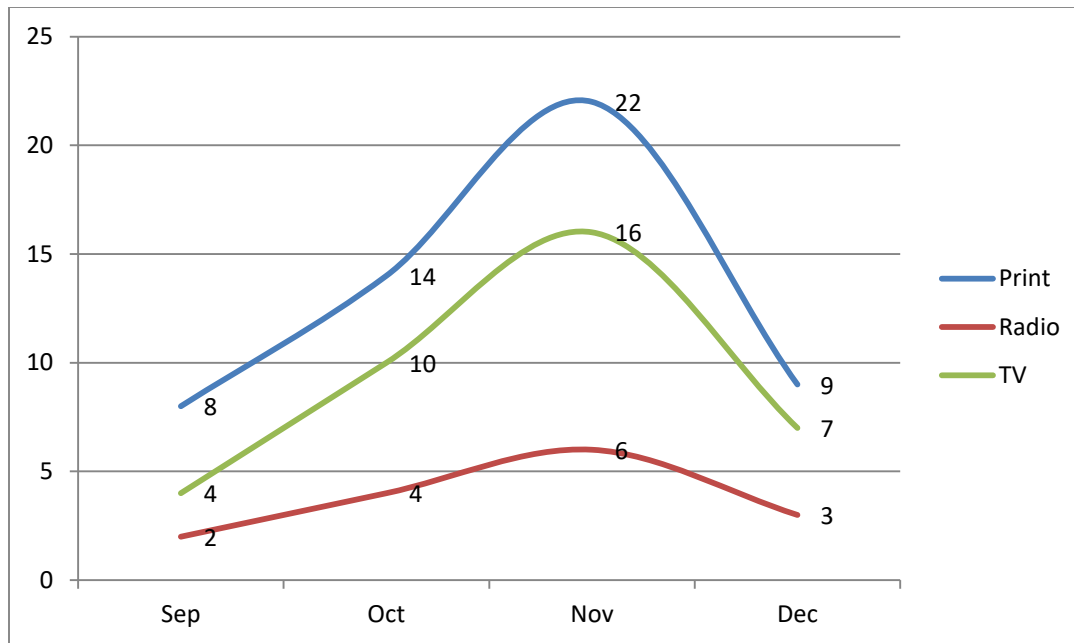


Figure 5 and **6** indicate that there are very few in-depth stories in the format of feature stories and documentaries. The challenge facing journalists is how to communicate the face of disaster over and beyond the immediate event and how to make disasters in a faraway place seem closer. This means taking on board the pre-disaster scenario, including what is being done or not done in terms of disaster preparedness, comparing it to other places, which have faced similar situations, capturing the multiple dimensions of the disaster, and tracking the aftermath.

The goal of media reporting in any format of story should be to harness the power to reduce the vulnerability of communities to disasters and build safer and more resilient communities. Getting editors to continuously focus on such issues so that they remain ‘alive’ and act as a warning to policymakers is the big challenge. While news is going online within seconds, official response to a disaster typically takes much longer. Therefore, the first few reports from disaster zones often focus on official neglect, mismanagement and so on. One reason for this is a communication gap between officials and the media in the immediate aftermath of a disaster. The nomination of an official to provide a continuous flow of credible information can minimise this gap.

Figure 7: Trend of features and documentaries on climate change and disasters (Sep-Dec)



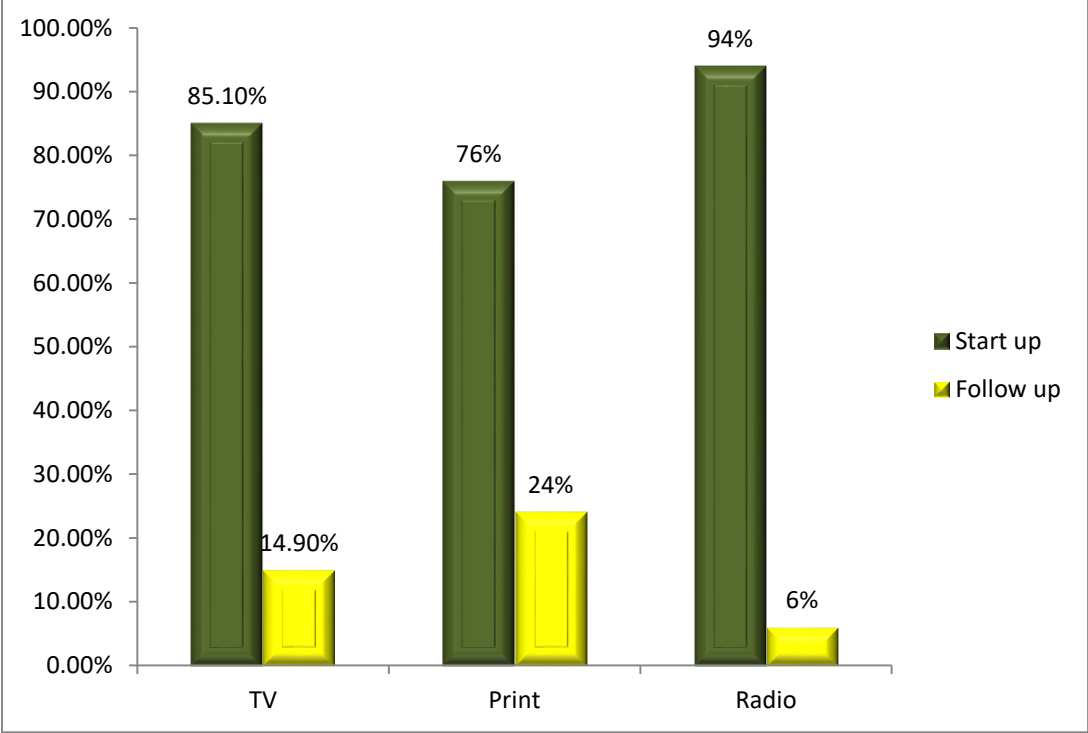
The frequency of features and documentaries increased during and after the training. In print media, the stories increased from 8 to 22 between September to November while in TV, it increased from 4 to 16 in same period. Notably, the number of such stories did not change much for radio stations in the same period. This can be attributed to the fact that the journalists were trained around the same period before when the climate change discussions were happening in Paris.

Journalists can do in-depth stories in form of documentaries and feature stories by interviewing eyewitnesses, casualties and relief workers about what caused the problem. They can also ask questions about how and when a disaster began, and what has happened since. Quotes from these sources can be highly compelling but journalists must be aware that people may be scared, in shock or working in stressful, dangerous conditions. After the initial breaking-news phase of a disaster, journalists can focus on more detailed reporting in form of feature stories and documentaries about whether the disaster could have been prevented and how its impacts will be dealt with. Were there, for instance, any early warning systems in place, did they work, and could they work better?

Figure 8: Do journalists do follow-up stories on issues of disaster management and climate change?

It is often observed that the victims of disasters are forgotten after the initial coverage of the disaster. There are very few follow-up reports on Kenyan media. It is important for a journalist to re-visit the place after some time to tell the stories of the people who have suffered, to find stories of hope, to show the people’s resilience. These stories are an essential part of reporting

disasters. Since the information gathered during disasters is sketchy, it is important to follow up so that a clear idea about loss of life and property can be obtained, plus the reasons for the damage being more or less than expected. These reports are important for policy makers to plan for a better future. It is usually media coverage that pushes governments and non-profit organizations to initiate long-term relief and rescue operations.

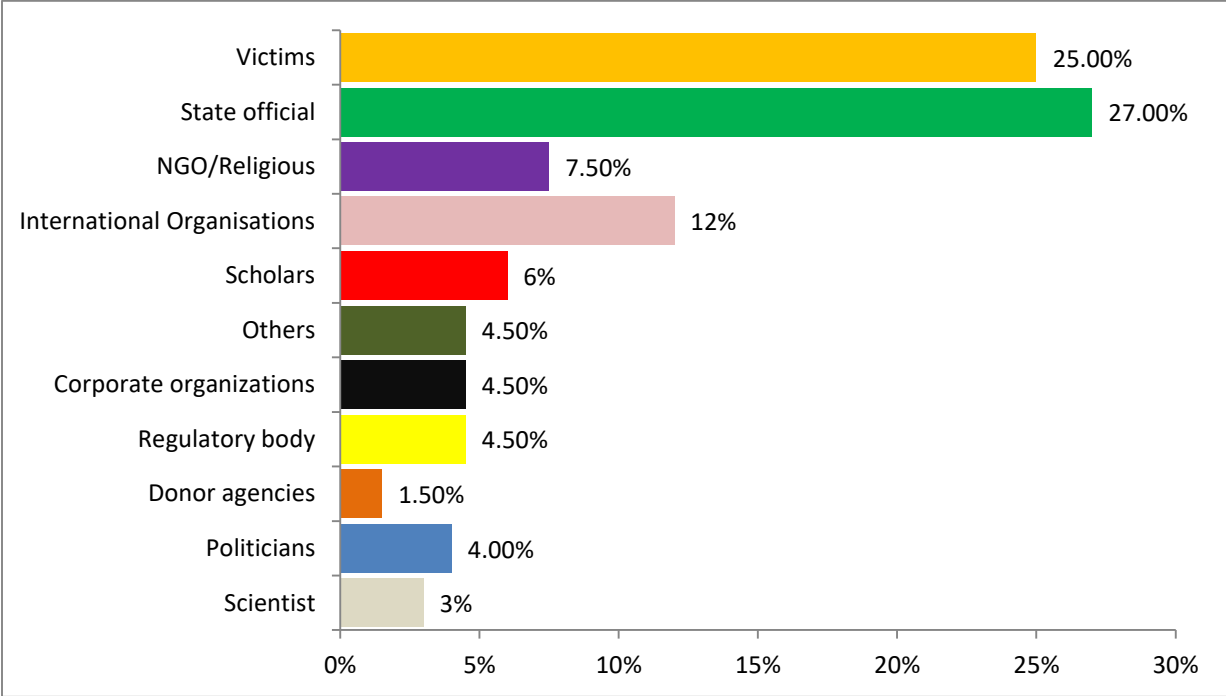


A significant number of climate change stories were presented as start up in across all the newspapers, TV and radios. 85% of stories on TV were start up, 76% were in print media while 94% were on radio (see figure 4). Standard newspaper had highest start up stories compared to other newspapers. The Star didn't have a follow up stories on climate change compared to Standard (3%), People Daily (2%) and Daily Nation (1%). One explanation could be that journalists might have missed an important story covered by another newspaper. Another reason could be that the media needed to clarify some stories from relevant authority or agency but the time was short and hence the need to do a follow up stories.

Disaster-preparedness reporting gives the journalist the maximum scope for producing exclusive reports. Once a disaster takes place, the entire media rushes to the spot, and there is extensive

coverage if the disaster is considered significant enough. Then there are many follow-up reports over a long period too, and the scope for exclusive coverage is small.

Figure 9: Actors and agencies covered on disaster management and climate change issues



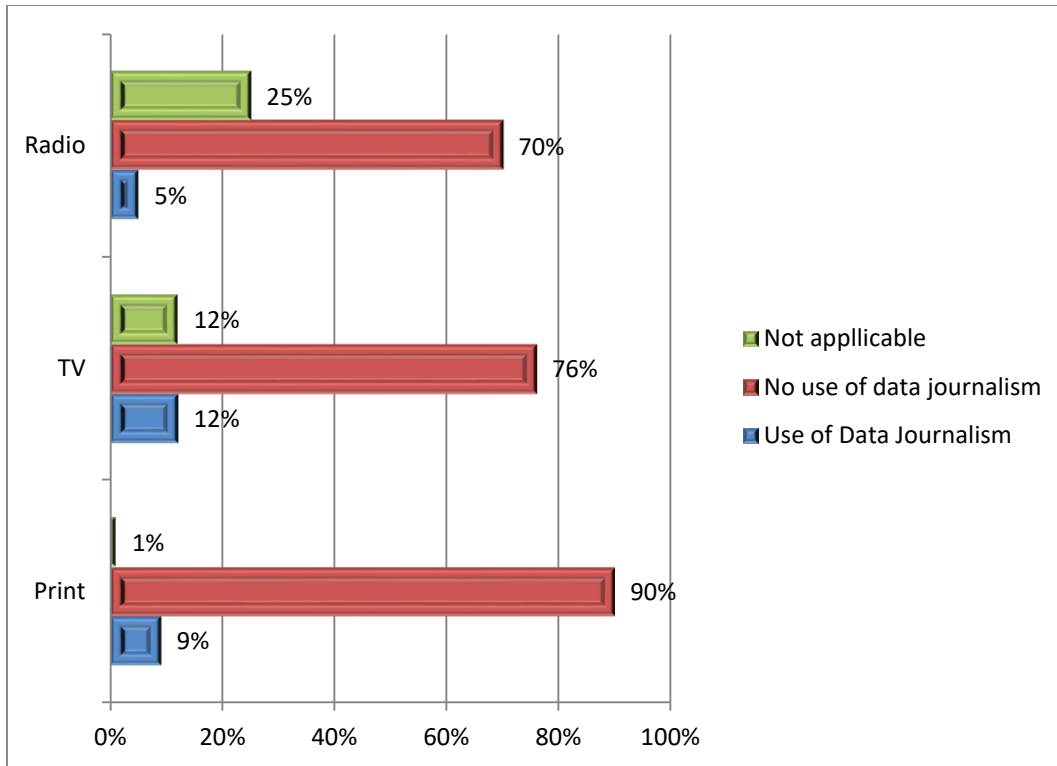
State officials were largely covered concerning stories on climate change at 27% while the victim’s voice was also heard during disasters and climate change stories consisting of 25%. International organizations were covered in 12% of stories analyzed. The media can influence various stakeholders and actors including the government to prioritize disaster management issues thereby ensuring that “self-serving” political, commercial and cultural interests are not

emphasized at the expense of the wider population. This kind of exposure facilitates more prudent and balanced prioritization of disaster management and climate change issues.

Media portrayal of people affected by a disaster is important to the world looking at the people as victims or survivors. This image often decides how much aid reaches a disaster area. The coverage of women and children in any disaster situation is a case in point. Most media reports paint women as victims or limits them to portraits of bereavement. But there are stories that also show that the disaster affected can be agents of change. The images portrayed by the media have an impact that can be either empowering or disempowering. Disasters produce victims. But a victim does not remain in the same frame of mind forever. Aided or unaided by external agents, tapping into inner resources, the 'victim' often evolves into a 'survivor'.

Figure 10: Is data journalism employed in the coverage of climate change?

Data plays an important role during disasters, as it helps to analyze and provide solutions and better understanding of situations. Statistics can be complicated, but they are a fundamental part of disaster reporting. All studies deal with statistics, and having an understanding of the basic principles helps to write accurate, interesting and pithy reports.

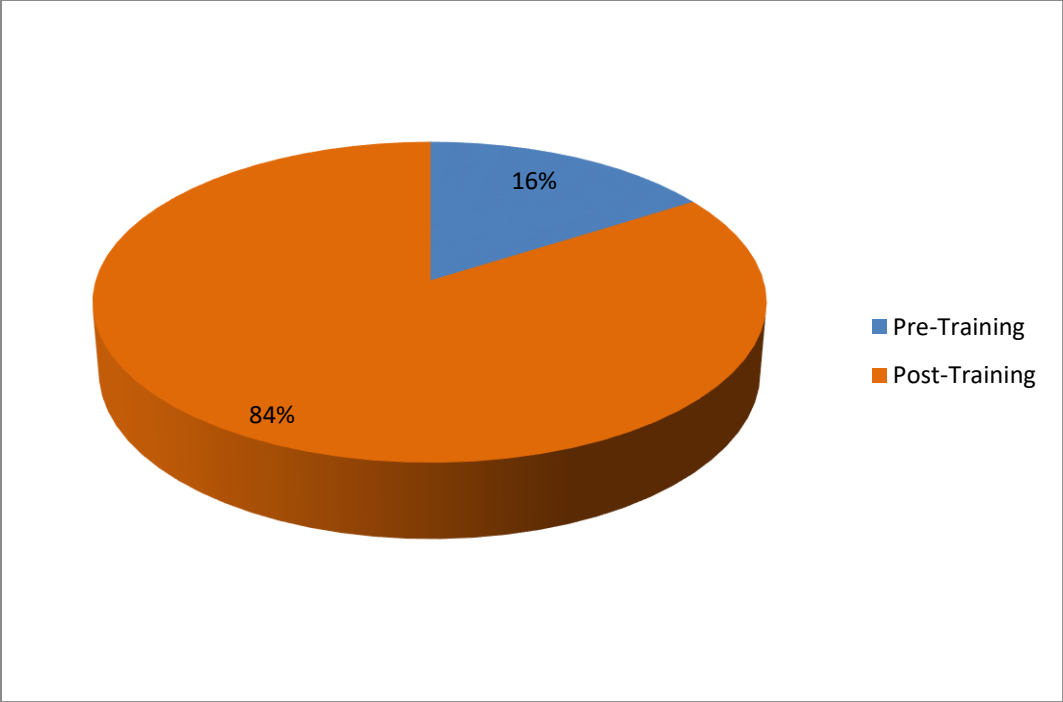


The use of data was not prominent in majority of articles and stories across all media platforms. Only 5% in radio used data, 12% in TV and only 9% in print media. One explanation of such low usage of data could be that there is lack of human and technical resources, technological problems, and in some cases the way journalists are trained. Another interpretation could be that media focus on narratives stories where sources are sometimes accessed through telephone calls compared to data journalism where requires more time to gather, present, analyze, interpret and visualize data.

One way data journalists help communicate climate change is through interactive graphics providing the public with essential background information on climate and energy issues. Simple, playful, and packed with photographs, charts, video and music, these digital lessons are a far cry from the dog-eared textbooks that turned so many away from high school science.

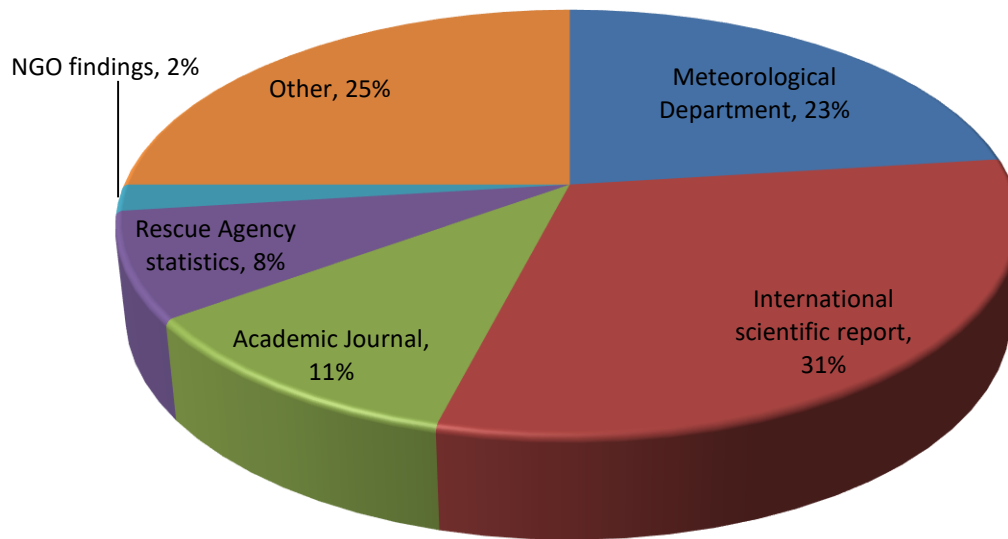
Journalists should take care when interpreting any set of data. They should go to great lengths to avoid sensationalism in their reporting. While it is of course important to draw the appropriate linkages between climate change and extreme weather, it is unwise to attribute any single event to global warming. As key figures who inform public policy and individual behaviour, journalists are responsible for presenting new facts in an objective light, and considering all external factors that may be at play.

Figure 11: Percentage of stories with data before and after the training in all media platforms



The stories done by journalists after the training showed a marked improvement in the use of data journalism. Using data to amplify the impact of stories is very important in enhancing the understanding of audience regarding the issues of climate change and disasters. When reported in the media, it helps those involved in humanitarian work understand the dynamics involved in the intervention.

Figure 12: what are the sources of data presented in the story?



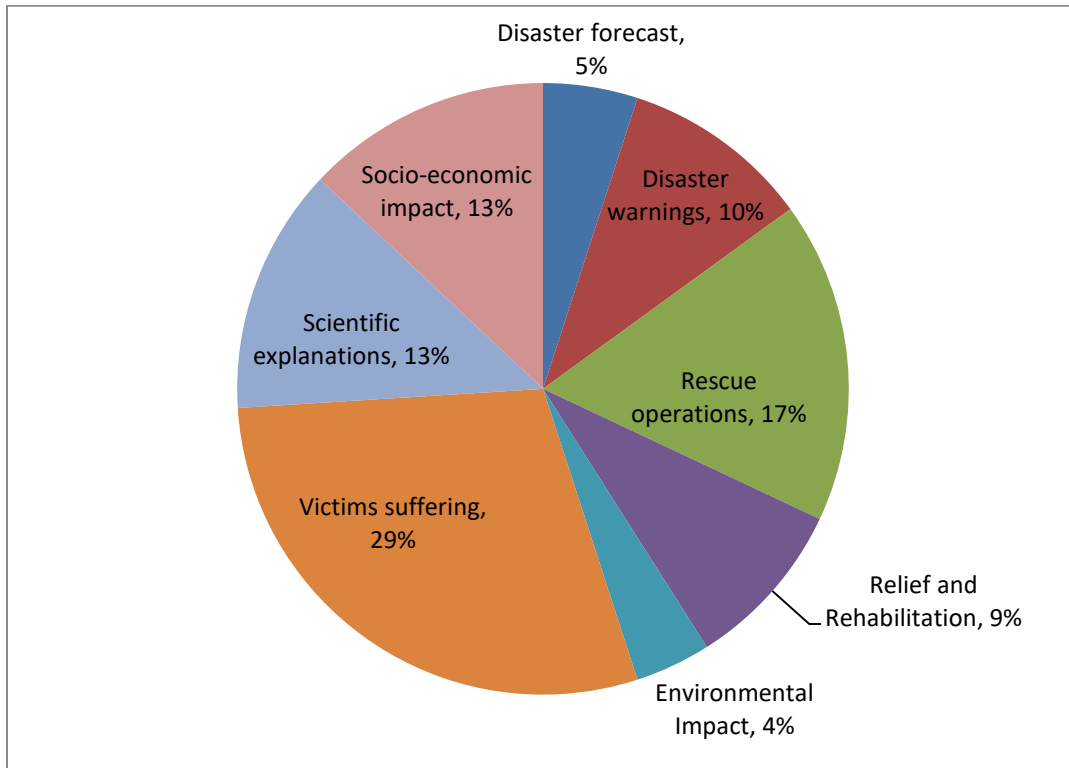
The majority of data quoted in news articles and stories was obtained from international scientific reports (31%), meteorological department (23%) and academic journals (11%). It is clearly crucial that straightforward explanations of climate change are readily available to the public, and digital graphics are a fun and accessible tool. Data journalism is also bringing into the newsroom new skills for telling environmental stories often under-reported: from holding governments to account on issues from poor flood preparations to high deforestation rates.

Data journalists are not only targeting public confusion but also are going after public apathy by making climate data personal. By providing calculators and interactive maps data journalists are opening up the traditional linear news story, thus allowing readers to find their own narratives amongst the data points. Data journalists when reporting on the environment can challenge the government and companies on a number of issues, including natural disaster relief and energy extraction, by making powerful use of maps.

Media professionals working with data need to be able to judge the quality of the methods by which that data were collected, the sufficiency of the sample, and whether correlations in the data really are evidence of causation. Yet many journalists long have stayed well away from college tracks of math and science, and on-the-job training is often a luxury. Sources used in the reporting of climate change are also an important factor in determining credibility of information about climate change. Nisbet and Lewenstein (2002) argue that “government agencies and scientists are widely considered credible and necessary authorities in matters of scientific and

environmental uncertainty”. When the quoted sources are more credible, the story and topic become more credible.

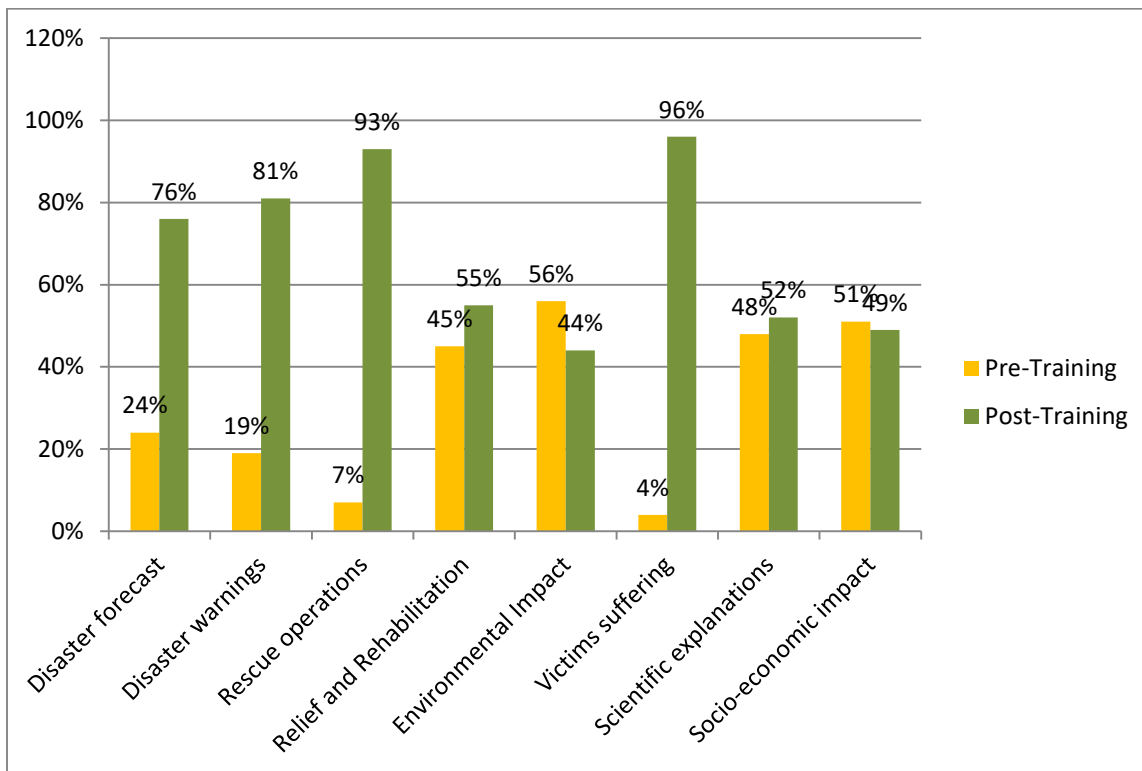
Figure 13: Nature of analysis covered regarding disasters



The victims suffering was largely covered regarding to disasters at (29%) rescue operations (17%), relief and rehabilitations (9%), scientific explanations (13%) and socio-economic impact (13%). The media focus on victims suffering consisted of human interest stories. Such stories are often easy to undertake because they involve journalists doing interviews with victims. Disaster like floods are not just geologic processes, they also reveal social, economic and political mismanagement in societies that are affected, making investigations during disasters more important.

During disasters, the situation is in flux and the needs are great. The media has to grapple with information overload as troubling fragments of news drop in continuously from on-the-ground reports, government briefings, humanitarian responders and social media. It's often incredibly difficult to answer the basic questions: How many victims? How much destruction? Who will help pay for the emergency response and help with the recovery? Who has already donated money and resources? When journalists choose which questions to ask and which answers to seek, they can then be able to identify the important topics they cover in relations to disasters.

Figure 14: Percentage of Topic specific issues reported by journalists before and after the training



Majority of stories were improved in percentage after the training was done. Stories that received improved coverage after the training included victims suffering with regards to the floods and also the rescue operations at 96% and 93% respectively. It is expected that the coverage went up because of the occurrence of the sporadic incidents of flooding across the country. From this, it is important to understand that the media has certain characteristics that make them powerful instrument of disaster communication as they provide quick and easy access to large number of people located at different places in the country. They highlight the problems and difficulties faced by the people affected by disasters. In some instances, television during disaster may not assist people immediately affected due to power outages. During disaster, nearly every household in affected areas lose power and television reception. Media mobilizes public opinion for relief and rehabilitation assistance. Access to information is crucial for the effective management of disasters. All those who are concerned with managing disasters

necessarily have the need to access timely and accurate information.

Table 3: Who are the actors in the story?

A journalist can never have too many sources. The good news with climate change is that this is something that affects everyone. Journalists can build large contact lists of sources from a broad variety of different sectors, both within and outside of their own countries. These include: policymakers, intergovernmental organisations, UN agencies, civil society organizations and research centres. Some of the best sources will not be from organisations but from the general public – such as farmers, pastoralists and small business owners. Few people know more about the changing climate than those whose livelihoods it most closely affects.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Scientist	44	7.6	7.6	7.6
	Politicians	53	9.1	9.1	16.7
	Scholars	15	2.6	2.6	19.3
	Regulatory body	45	7.7	7.7	27.0
	Donor agencies	28	4.8	4.8	31.8
	Government ministries	95	16.3	16.4	48.2
	Victims	120	20.6	20.7	68.8
	Not applicable	42	7.2	7.2	76.1
	State officials	97	16.7	16.7	92.8
	Co-operate organizations	19	3.3	3.3	96.0
	NGOs/IGOs	19	3.3	3.3	99.3
	Religious leaders	4	.7	.7	100.0
	Total	581	99.8	100.0	
Total		582	100.0		

As shown in **table 3**, the media used various actors as news sources. For instance the victims (about 20%) were predominantly used followed by individuals who work as state officials or government ministries. Conversely, scientists, scholars and corporate organizations such as Kenya Meteorological Department (KMT) were least used as news sources compared to politicians with 9% of the articles. One interpretation for this coverage could be the media's interest was on the victim for primary information regarding climate change in particular El-nino.

Additionally, scientist and scholars often use technical terms and most likely could complicate journalist's work who are under pressure to file a story.

Information is the fuel that drives the media. Denying the media access to information obstructs them in the execution of their task and merely motivates them to embark on uncovering everything and, in the case of devious journalists, to undertake so called 'exploratory reporting'. When disaster managers show appreciation for the fact that journalists do not only need good information, but also good stories that elevate them to prominence in their media, they are often surprised by the positive influence this appreciation has on their relationship with the media.

Tone of stories in TV stations

Many disaster and climate change stories are dark tales of doom and gloom. While there is cause for real concern, it's important for journalists to report on ways to mitigate or at least adapt to climate change. Stories that are often reported through the media regarding disasters and climate change are fraught with negativity and a tone of despair. Positive: Story focuses on efforts to advance mitigation and adaptations with regards to climate change. Negative: story focuses on inadequacies, challenges and shortcomings relates to efforts, legislations and issues related to climate change.

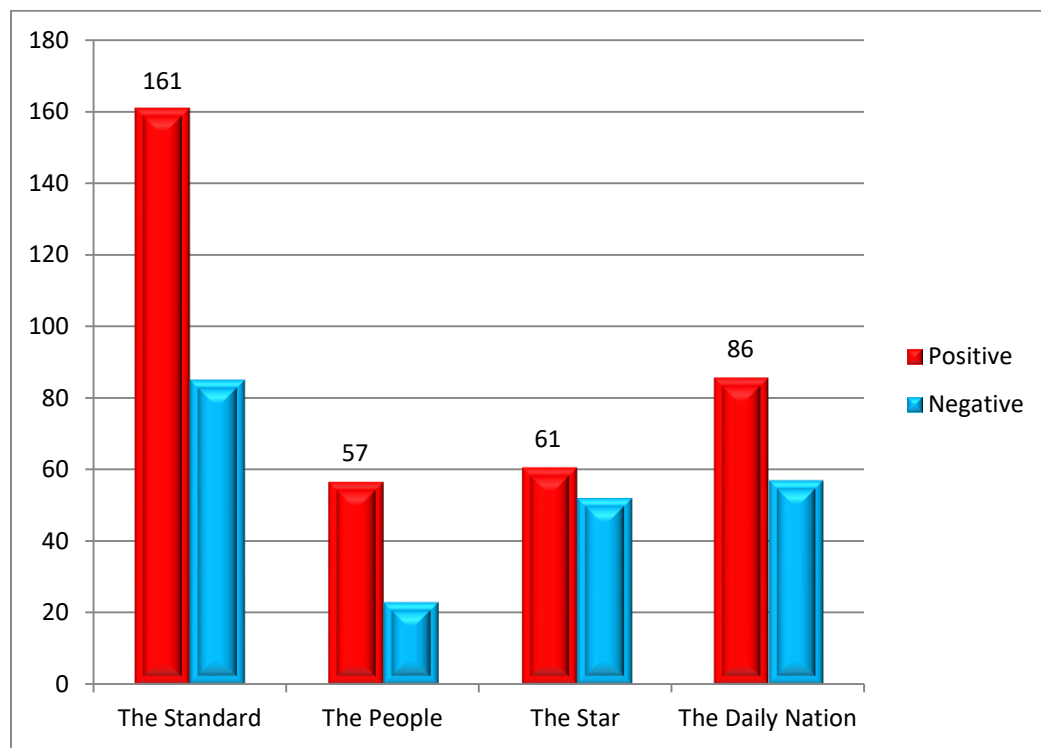
		Tonality			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Positive	8	11.9	11.9	11.9
	Negative	59	88.1	88.1	100.0
Total		67	100.0	100.0	

Positive stories included those about people, countries, cities or companies taking action to reduce climate change effects like gas emissions, minimizing energy wastes among others. Notably, then there is still evidence of a slow trend towards more positive stories on disasters and climate change stories in some media reporting in Kenya. However, the vast majority of stories are about the dangerous consequences of climate change. At another level there is an increase in the number of stories that stressed the need for action. From this analysis it was

evident that there is an increasing trend for more stories to be published or broadcast in which politicians, scientists or other interviewees stress the urgency of reducing greenhouse emissions.

Samples of neutral stories analyzed included one published in ***The Standard* 03.12.2015, Page 14: *Let's plant trees to mitigate climate risks.***

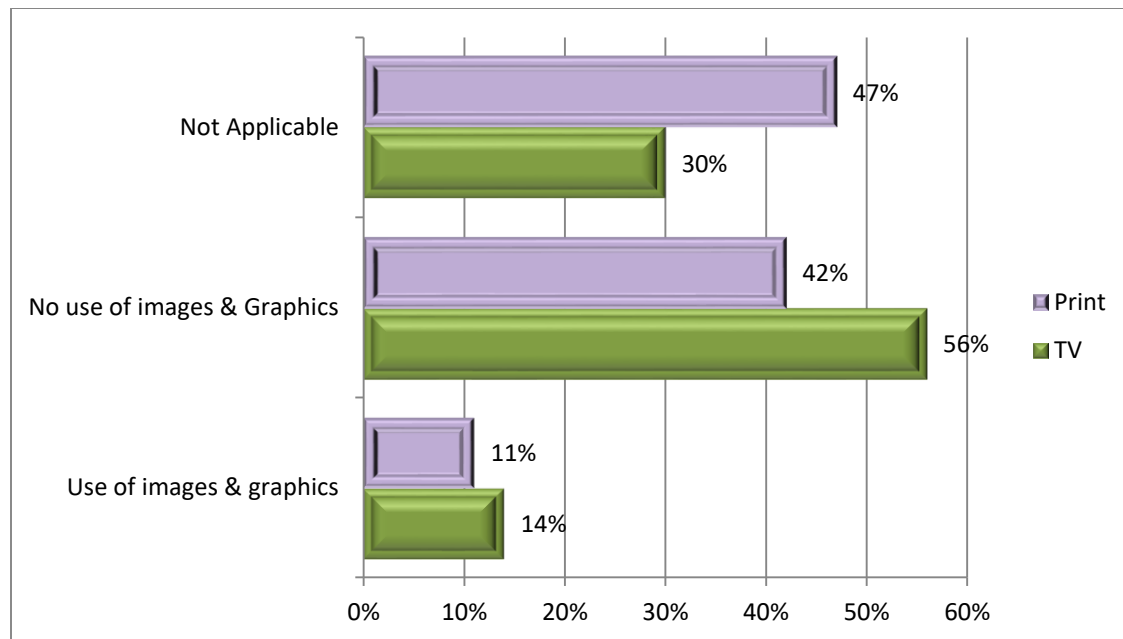
Climate change has become a global challenge as its unfavorable effects have changed weather patterns completely. This change in climate has been brought about by global warming, which emanates from emitting greenhouse gases. The best time to come up with policy measures to tackle environmental challenges is now. We should readily adopt resolutions that will be made during the United Nations Framework Convention on Climate Change in France.



Rather than frame climate change stories as negative and tragic events, media could additionally pitch tent for adaptation and mitigation concerns on the topic. Equally, the focus on environmental disaster highlights may result to media's inaction in informing public on topical concerns of climate change. It is therefore essential to balance the negative and positive stories on disasters and climate change through media framing and seeking wider perspectives on topical issues in the media.

Figure 15: Use of graphics, images and maps when presenting climate change and disaster stories

Words alone often fail to describe the interconnected web of influences and impacts summarized in a complex term as climate change and images are well suited to help make stories personal and real. By using a range of complementary images including pictures, maps, graphics, and drawings journalists can help strengthen their reports with evidence and explanation.



Eleven percent (11%) of stories in print and 14% of stories on TV media used images, maps and graphics in the presentation of data on disasters and climate change. Data driven images like maps and graphics help readers visualize patterns or processes that underlie the narrative of your article. Though they take time and resources to create, using maps and graphics is beneficial if they effectively connect abstract ideas to real life.

Infographics can help present statistical information in a more understandable way or efficiently describe an intricate process. There are many types of infographics some common uses/purposes include: timelines, comparisons, charts, and process diagrams. Much like photography, some media organizations have staff dedicated to creating maps and graphics to accompany their stories but the vast majority still doesn't have the funds or time to make the investment. It is difficult but not impossible for a journalist to incorporate a multitude of visual elements into their

reporting and there are many free training resources available to help you get started learning to use these new communications tools.

Figure 16: Topics covered in electronic media platforms regarding climate change

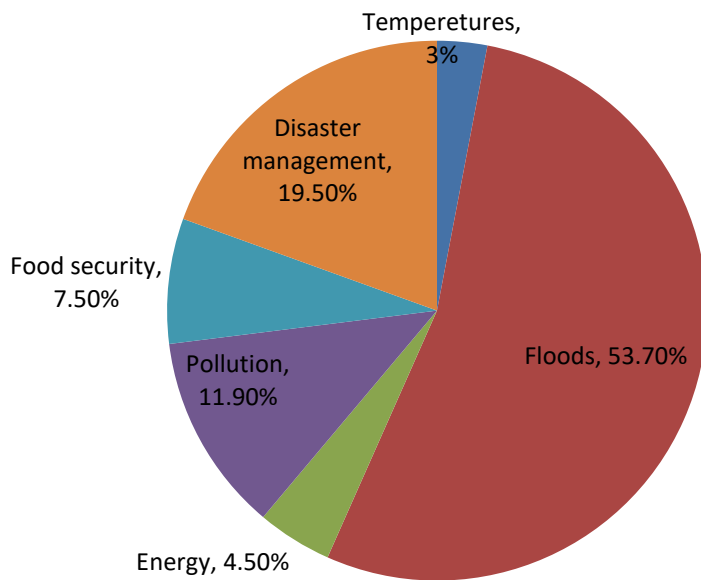
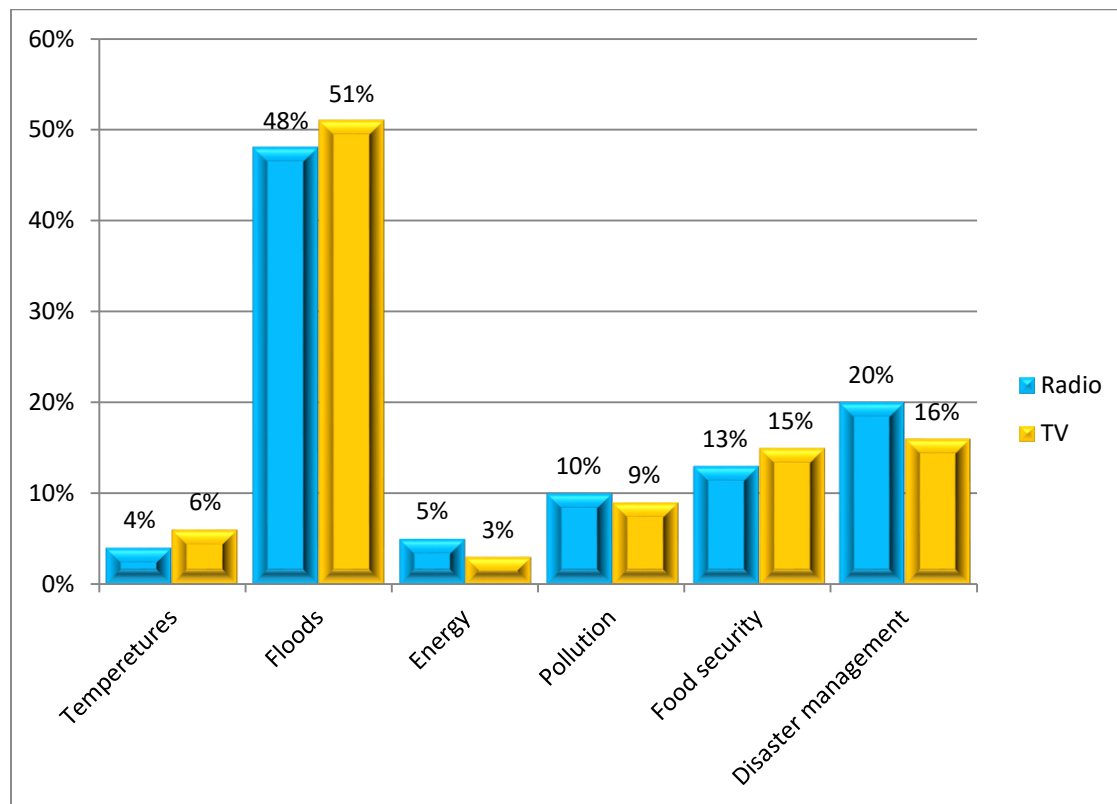


Figure 14 indicates that floods were covered in a greater portion in TV stations (53.7%) of the stories analyzed. Disaster management was covered in 19.5%, pollution 11.9% and food security 7.5%. The media covered different topics related to climate change indicating the different angles taken and perspectives that the media took. The evidence base on climate change is clearly presented in the media, but the stories of forward momentum involving mitigation, policy implementation and adaptation are harder to find and people to talk to even more elusive.

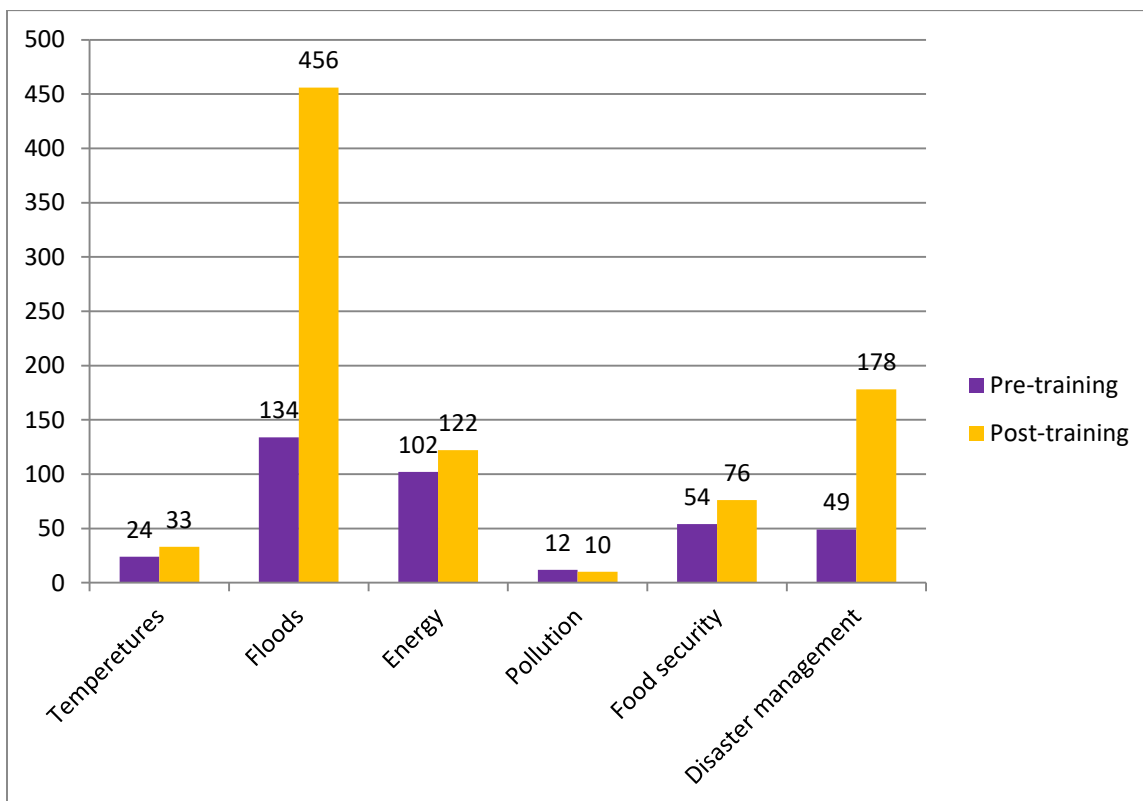
Figure 17: Comparison of topics covered in electronic media platforms regarding climate change



Topics covered in the electronic media were driven by the occurrences and events around the time of airing. Journalists do not appear to have gone out of their ways to generate coverage of issues around climate change based on their initiatives and volitions. Most articles analyzed were organized along a common pattern that equates climate change to a humanitarian crisis insinuating the government’s inability to cushion its citizens from climate change. Evidently, the

dry spell (hungry children and emaciated women in dry northern parts of Kenya) is used to depict drought and food security situation in the country. Similarly, heavy downpour narrations center on drowning, populations displacement and related tragedies. The coverage of climate change impacts bases its frames on vulnerability symbols at the micro level such as hunger pangs which have to be quelled by relief foods, deaths resulting from flash floods. Within this chosen position of media reporting, the audience’s understanding is limited to an alarmist climate change reality.

Figure 18: Average number of stories per topic before and after the training in all media platforms



The preparations for covering disasters as covered by the media mainly focused on floods and general topics of disaster management. Post-disaster coverage is vital to keep the public

informed of potential safety hazards and business closings. Schools and offices in the affected area closed immediately following a disaster. Local television news stations broadcast which facilities are closed, so that residents can make alternate plans. News programs also cover which areas are destroyed or are dangerous. Emergency management officials will appear on TV to hold updates concerning service restoration. Television media coverage may continue as long as there is a threat to public safety.

Table 4: Topics covered and focused in print media on disasters and climate change

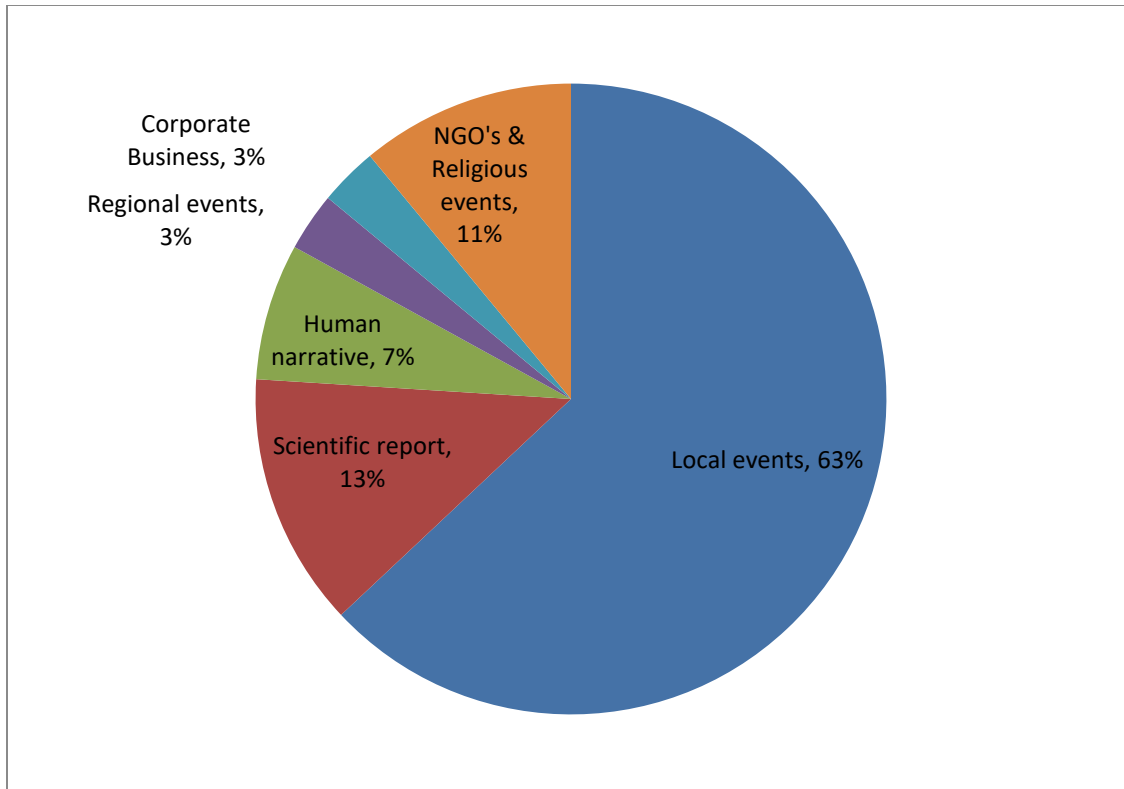
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Temperatures	33	5.7	5.7	5.7
Floods	201	34.5	34.7	40.4
Human health	41	7.0	7.1	47.5
Drought	12	2.1	2.1	49.6
Energy	15	2.6	2.6	52.2
Politics	4	.7	.7	52.8
Disaster management	182	31.3	31.4	84.3
Deforestation	22	3.8	3.8	88.1
Food security	27	4.6	4.7	92.7
Pollution	42	7.2	7.3	100.0
Total	579	99.5	100.0	
Total	582	100.0		

Various topics were covered in relation to disasters and climate change as shown in **table 5**. While it is understandable that there are some technical topics that are extremely scientific of climate change that need extensive training and experience, majority of the issues can be learned through diligent study and learning by journalist. While some of the journalist have adopted lazy journalism or what is sometimes referred to ‘cut and paste’ journalism, the same may hurt the careful and systematic interpretation of various climate change stories. Media consumers depend on the audience to achieve a clear and precise understanding of issues in climate change, the onus of interpreting such issues lies with journalism who should exercise deeper critical and analytical skills of matters mining.

Extensive rain-fed agricultural systems in Kenya mean seasonal forecasts and climate information are in constant demand. Millions of farmers are grappling with the changing climate around them but are starved of real, timely information on what their options are. The media in Kenya must develop the capacity to achieve this goal. Based on our continuous monitoring systems, the Kenyan media has shown little understanding about weather and climate. Climate scientists in general are often accused of working in isolation. And, complicated scientific language aside, much climate information is often considered boring and unexciting.

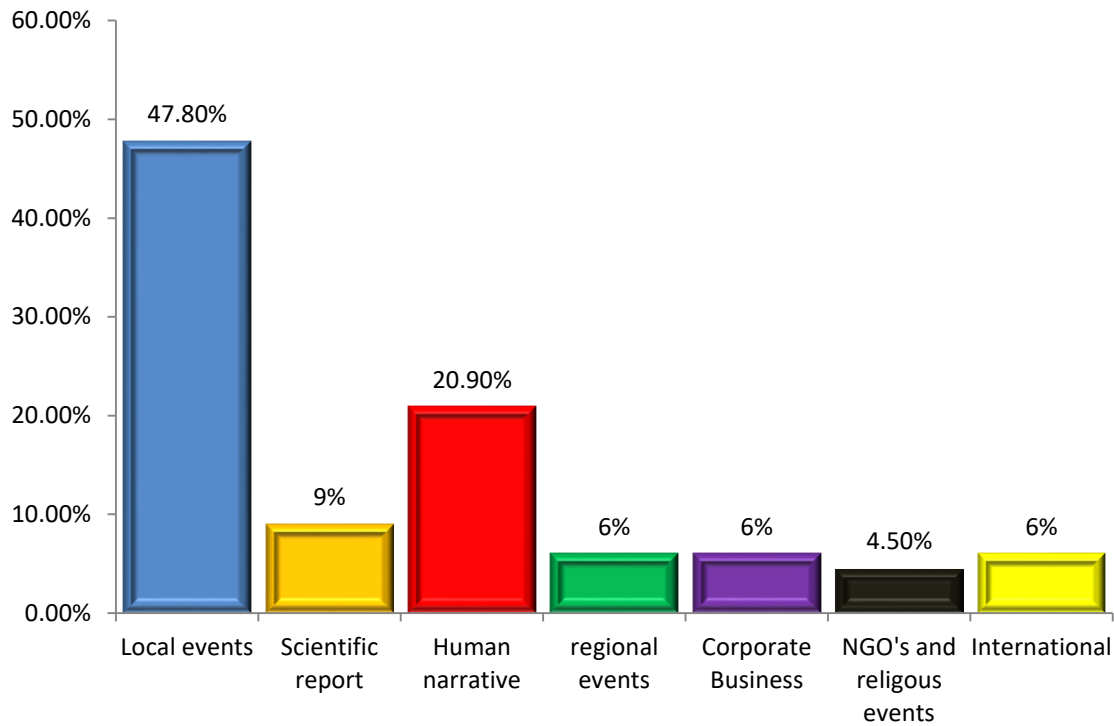
Straight reports, discussions, photo features and articles by experts help in informing the people about different aspects of each issue and its intensity. Print media can educate, warn, inform, and empower people to take practical steps to protect themselves from disasters. In addition to reaching communities that may be beyond the reach of mass media, the pamphlets, posters, and books appeal more directly to children and provide a more interactive and entertaining educational mechanism. Indeed, they may have an immense and ever lasting impact on the minds of the people.

Figure 19: Platforms of coverage of disasters and climate change in print media



Local events formed the major platforms where disasters and climate change stories were covered; this was followed by scientific reports and activities around NGO's and religious reporting. Such include the visits by the Pope to Kenya. Journalists must work with scientists to keep up to date with the latest developments, understand the significance of research findings and identify the information that is most relevant to people's everyday lives as relates to climate change. Scientific reports and findings are important for audience and journalists should be able to break down such findings in way that they audience can relate to at their local levels. Media frames on climate change reporting border on specific topics like drought, El Nino, rising sea levels and temperature increase. Such frames are somehow determined by the platforms in which they are covered.

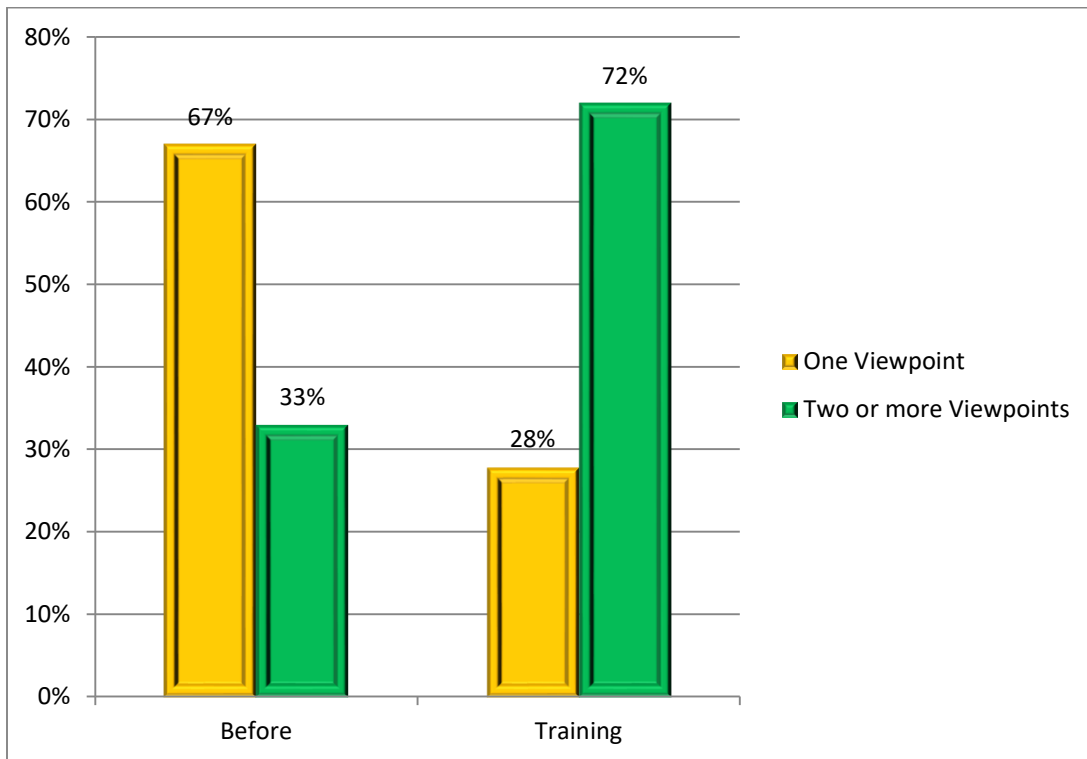
Figure 20: Platforms of coverage of disasters and climate change in TV stations



Majority of the stories and articles in the three media platforms were covered in local events (47.8%) as indicated in **figure 17**. Human narratives came second with 20.9% and consisted of stories done by reporters that covered specific occurrences and events based on human narratives. The media can play a crucial role in disseminating useful climate information to effectively guide public debate and understanding about the weather, climate and climate change. The credibility of news sources is what drives ethical journalism because it ensures balanced, objective, factual reporting.

Many journalists also stated that access to sources and experts on climate change and disasters issues was also extremely limited, and greatly affected the quality of reporting in the country. To some degree, journalists said that this was because there simply are few experts who were able and willing to comment on the climate change in Kenya particularly around technical matters that needed coverage by the media. However, even when there are experts and knowledgeable sources, getting them to agree to an interview can be very difficult and this consumes turnaround time for news stories.

Figure 21: Viewpoints and perspectives in disaster and climate change reporting in print media



Before the training, many journalists relied on single viewpoint stories (67%) in narrating climate change and disaster stories. After the training there was a notable improvement in the number of viewpoints used even in doing commentaries (72%). The impact of news sourcing and source attribution effects is very important in the coverage of climate change and disasters reporting. Considering that disaster stories can be easily construed as alarming, journalists must be willing to compromise their content if they are to get information from the government and companies that sometimes violate climate change regulations and laws.

Table 5: Counties covered in disaster management and climate change

		County			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bungoma	5	7.5	7.5	7.5
	Busia	2	3.0	3.0	10.4
	Kajiado	4	6.0	6.0	16.4
	Kakamega	2	3.0	3.0	19.4
	Kiambu,	3	4.5	4.5	23.9
	Kisii	3	4.5	4.5	28.4
	Kisumu	3	4.5	4.5	32.8
	Mombasa	3	4.5	4.5	37.3
	Kisumu.	3	4.5	4.5	41.8
	Laikipia	3	4.5	4.5	46.3
	Marsabit	3	4.5	4.5	50.7
	Nairobi	3	4.5	4.5	55.2
	Nakuru	3	4.5	4.5	59.7
	Narok	11	16.4	16.4	76.1
	Kilifi	3	4.5	4.5	80.6
	Turkana	3	4.5	4.5	85.1
	Others	7	10.4	10.4	95.5
	West Pokot	3	4.5	4.5	100.0
	Total	67	100.0	100.0	

There were a number of mentions on both the national and county governments preparedness in terms of budgetary allocations set aside to mitigate the El Nino rains associated disasters. For example:

Standard: 25.09.15; page 12 “Keep Environment clean to avert diseases during El Nino period”, **page 14**; “It’s not all gloom, Elnino has good side”, **28.09.15; page 20**; “Governors in drought prone regions told to dig pans to conserve El Nino waters” **29.09.15, page 15**; “Sh 600M set aside for El Nino Effects” **page 50** “Deputy Governor: We’ve marked floods ‘Hotspots’”, **02.10.15 page 25**,”County in last minute rush to manage expected El Nino”, **30.09.15 page 5**; “State prepares to deal with El Nino”. **People 25.09.15; page 22**, “State unveils Shs 6B project to curb Budalang’l floods”.

One issue that was highly focused on is the preparedness of different counties. Majority however talked about allocated budget to handle the disaster and only a few counties actually showed what kind of measure had actually been set up such as building gabions and buying survival kits.

Figure 22: Nature of disaster management cycle majorly reported by the media house

The analysis also classified the stories and articles in terms of the cycle of disaster management. The identification of the major theme of the stories was important in identifying how the story would be classified.

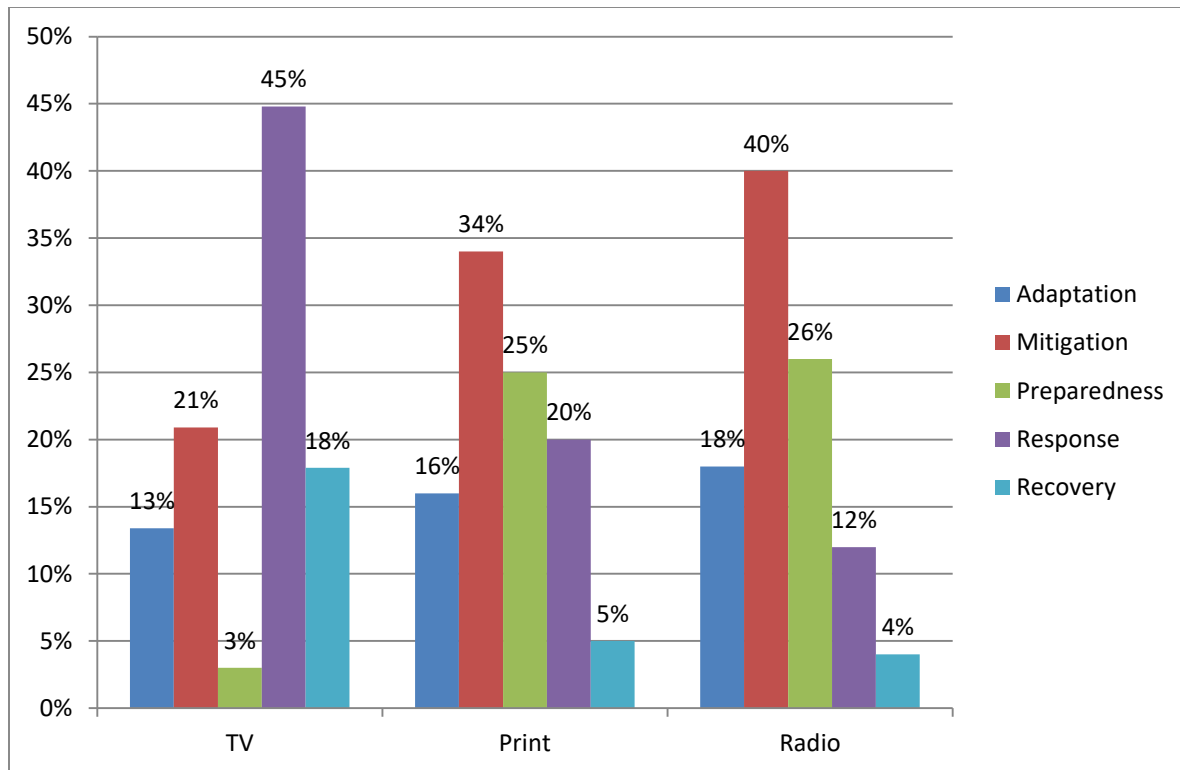
Adaptation: refers to stories that focused on the ability of a system to adjust to climate change (including climate variability and extremes) to moderate potential damage, to take advantage of opportunities, or to cope with the consequences.

Mitigation: refers to stories that focused on any action taken to permanently eliminate or reduce the long-term risk and hazards of climate change to human life, property.

Preparedness: refers to stories that focused on the goal of emergency preparedness programs. Such stories focused on attempts to achieve a satisfactory level of readiness to respond to any emergency situation through programs that strengthen the technical and managerial capacity of governments, organizations, and communities.

Response: refers to stories that focused on emergency response to provide immediate assistance to maintain life, improve health and support the morale of the affected population.

Recovery: refers to stories that focused on how the affected population is capable of undertaking a growing number of activities aimed at restoring their lives and the infrastructure that supports them.



TV stories were largely centered on response cycles of disaster management (45%) of the stories, while majority of print stories centered on mitigation (34%) while 40% of the stories on radio focused on mitigation as well. Disaster management is a cyclical process; the end of one phase is the beginning of another, although one phase of the cycle does not necessarily have to be completed in order for the next to take place. Often several phases are taking place concurrently. Timely decision making during each phase results in greater preparedness, better warnings, reduced vulnerability and/or the prevention of future disasters. The complete disaster management cycle includes the shaping of public policies and plans that either addresses the causes of disasters or mitigates their effects on people, property, and infrastructure.

It is important that journalists write stories about funding, mitigation, adaptation and prosperity, despite challenges. Stories such as initiative towards helping farmers finely tune their cropping decisions to seasonal weather variations. These are positive stories; stories of change for the better. Journalists need to be aware of these. It is not only the scientists that need to communicate with the media, but also those working on the ground. This will contribute to a

greater well-rounded awareness, which can help change society's attitude and increase action at a political level.

Figure 23: Percentage of specific stories on the disaster management cycle before and after the training

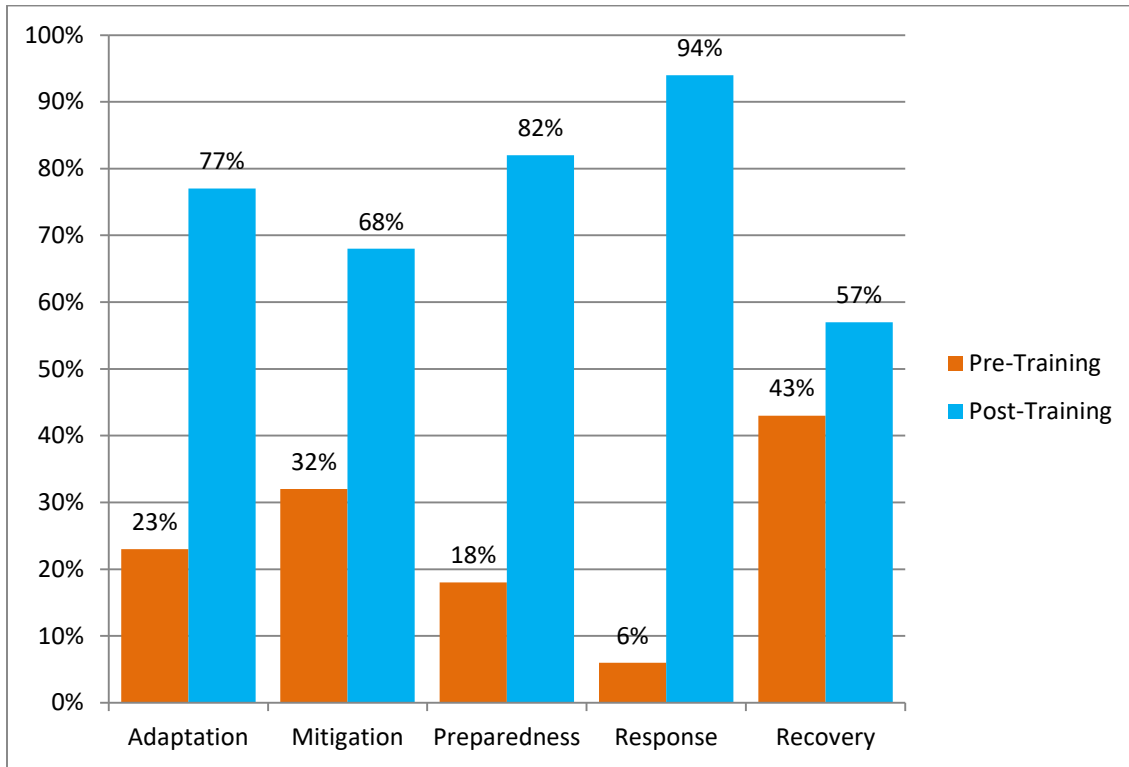
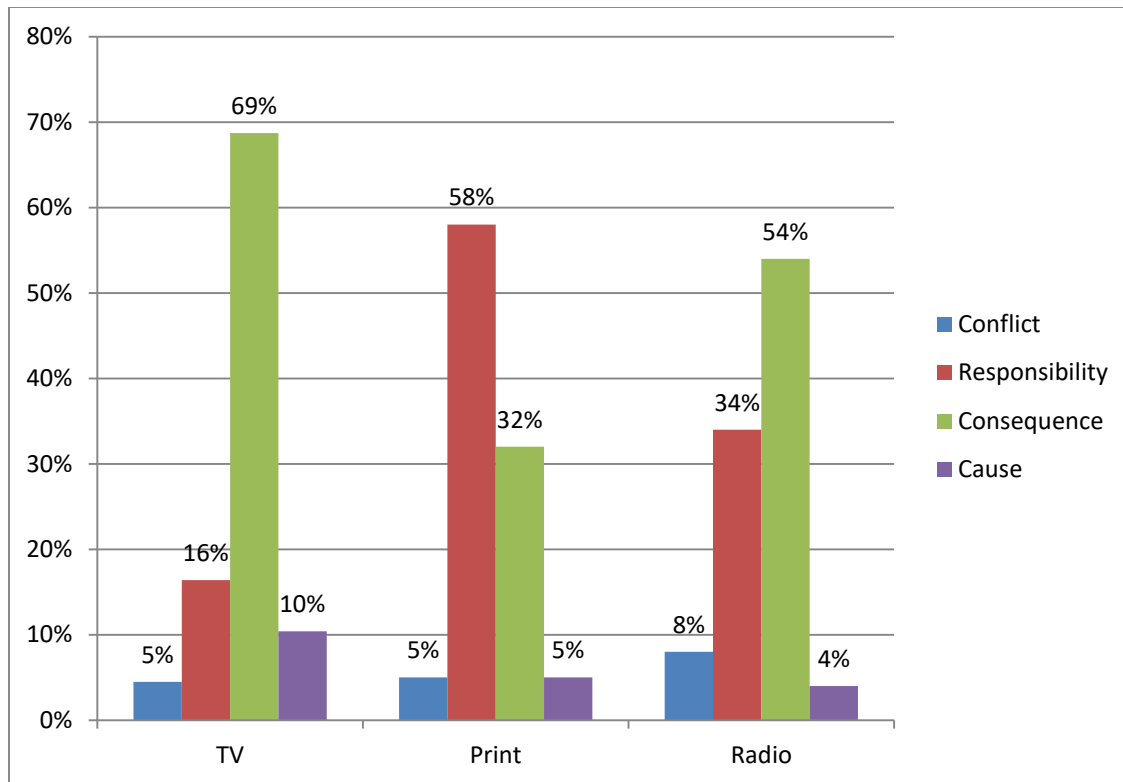


Figure 24: Media framing of disasters and climate change

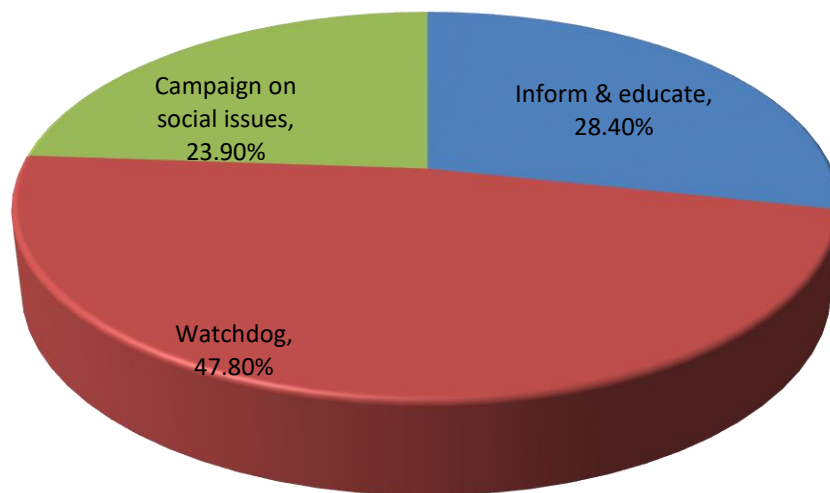


TV stations framed their climate change stories as 'consequence' frames, print framed majority of its stories as 'responsibility' frames (58%) while radio framed it as 'consequences' frames (54%). Media packages affect the delivery of messages. Factors determining these frames are cultural resonances, sponsor activities and media practices. Symbols used by journalists to attract readers are called cultural resonances, which through culture-wide ideas and language make the package appear more "natural and familiar". Sponsor activities show one connection between journalism and enterprise. Sponsors representing organizations promote their preferred package in the media through advocacy activities, such as speechmaking, advertising, and pamphlet writing. Media practices are the routine activities of journalists that add to the process of framing a story. There is a tendency for the media to automatically follow the definition of a crisis given by official sponsors, making the media both "producers and consumers of meaning."

Besides framing disasters a certain way, assigning them a certain meaning, television also has the power to decide which disasters will be of significant interest to those outside the immediate area affected. Certain disasters receive national, even international, attention because they are given television air time.

Figure 25: Major role of the media as contained in message in print article of electronic stories

As climate change takes hold, people will demand information about what is happening and what they and their governments can do about it. Wise and responsible media managers will see that climate change presents an opportunity to grow and better serve these audiences. Three of the media’s traditional roles informing audiences, acting as watchdogs and campaigning on social issues are especially relevant. Media coverage will also provide a vital link between the science and the service providers upon which much will depend.



In certain instances the media provide an important disaster management public service, especially in providing alerts, warnings, and advisories. Majority 57% of the articles analyzed shows that media informs and educates while a quarter presented media’s watchdog role. Climate change stories placed under campaign on social issues were least observed during the monitoring period. One explanation could be that the media maintained high interest during El Niño and immediate aftermath. Media should also expand its role as a watchdog in monitoring and handling of donations in the post disaster phase and transparency and accountability in the use of funds for rehabilitation and reconstruction.

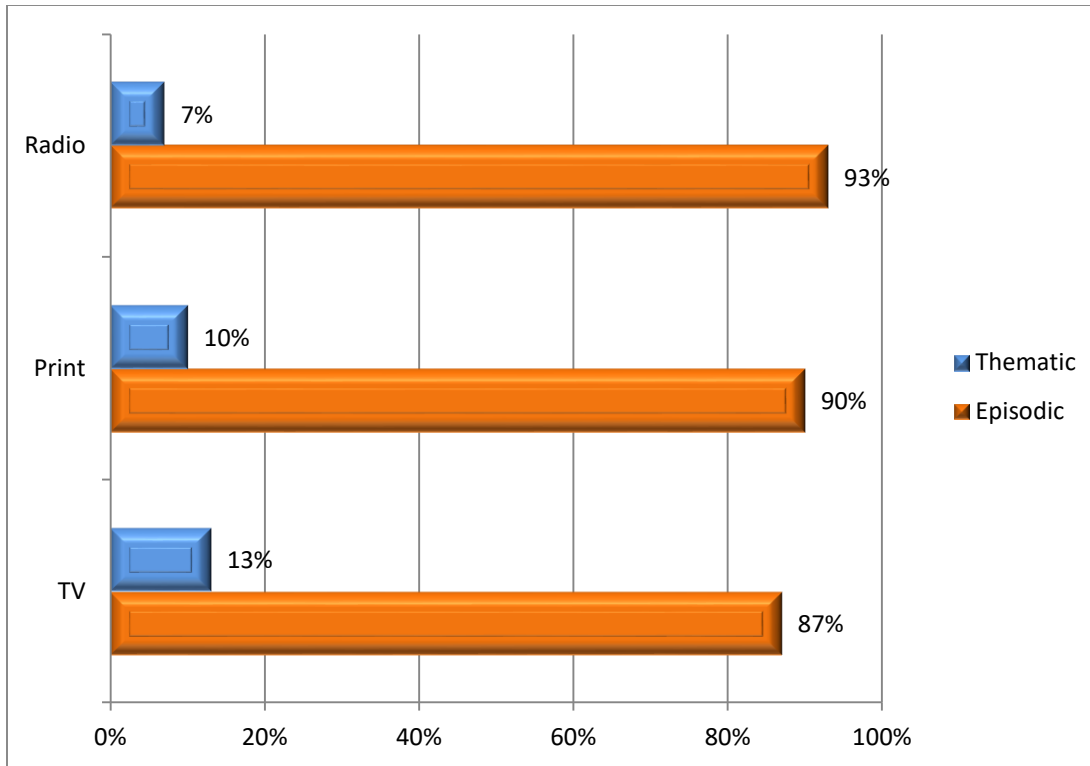
The role of media news in disasters is also spatially varied. In local settings or in the immediate area within which disaster has struck or is striking, television news is one of the primary means

of disseminating information often vital to the physical and emotional health and safety of community residents. Television provides information about the risks they are under, where they can go for relief and who they should contact for specific needs. At times television becomes a conduit for personal messages. When severe weather conditions or the need for immediate access make television the only viable means of communication, individuals may use the medium to let others know they are safe or where they can be found. According to the *Disaster reporting Handbook by UNDP* and SEED The roles of the media during disasters can be stated as:

- ✓ Inform the public with timely and factual information
- ✓ Advise the public about actions to be taken (e.g. evacuation)
- ✓ Inform on actions being taken by authorities and aid groups
- ✓ Provide messages concerning the welfare of marginalised or trapped groups
- ✓ Facilitate communication among affected people and their relatives, friends, families in other parts of the country
- ✓ Highlight the needs of survivors
- ✓ Communicate potential secondary risks to minimise further disasters or damages

Figure 26: Type of frame used in articles and stories on disasters and climate change

Episodic news frames in climate change focus on the immediate events or incidents and gives little or no background & context about the underlying climate change issues. Thematic frames focus on the big picture by providing statistics, use of data expert analysis or other information that will help the audience to view the event in a broader context



Majority of articles and stories in Radio (93%), Print (90%) and TV (87%) used the episodic frame. This means that they focused on the immediate events or incidents and gives little or no background & context about the underlying climate change issues. In order to understand climate change, context must be provided. Corbett and Durfee (2004) found that providing context to a story about climate change led to higher levels of certainty about climate change; the reverse was true when context was not provided. Results fell in the middle in cases where context and controversy were provided throughout the story. Furthermore, episodic coverage does not allow for audiences to see the entire picture. Iyengar (1991) posited that episodic coverage might be one reason why Americans cannot see interconnections on various issues in the media. The risk of episodic coverage is that many issues of significance may not be included in news coverage; therefore citizens cannot critically observe national affairs.

Chapter Five: Analysis of Paris Climate Change Forum coverage in print media in Kenya

Climate change a serious threat to stability of societies

Climate change is a serious issue with global causes and consequences, a reality the governments are now beginning to realize as an immediate threat to the continued success of society. During the monitoring period, high-profile international events extensively featured in the cycles of media attention. This was demonstrated across various newspapers, for example, ⁷Daily Nation in a headline *“147 Heads attended Paris global summit”* which covered arrival of event’s participants. Interestingly, the media covered factors such as terrorist attacks thought to affect the COP 2015 because the event was scheduled to take place two weeks following an attack in France that killed 140 people on November 13. To illustrate level of attention given to climate change, the government of France didn’t cancel the conference something supported by President of The United States, Barrack Obama, who urged world leaders to attend the event in solidarity with France.

Another thing to note is that Kenya’s participation at the conference seems to have influenced how media reported the event besides world attention. ⁸President Uhuru Kenyatta while attending in the 21st Conference of Parties (COP21) informed the world of Kenya’s progress in working towards enhancing geothermal, wind, solar and other clean-energy developments. The leaders called for concerted efforts to reduce greenhouse emissions and have responsible economic advancement that does not affect human life. This would reduce frequent droughts, health problems and rising sea levels caused by climate change. On 10.12.2015, the Standard newspaper in a headline *“Paris: Kenya Signs Deals on Renewable Energy”* focused on the collaboration between Kenya and France. The Cabinet Secretary of Environment, Judy Wakhungu, in her remarks observed that agreements between Kenya and France were likely to promote Kenya’s production and improvement of clean energy.

The media plays an important role in challenging the extent to which countries across the world are ready to mutually agree on combatting climate change issues. The media examines issues in the society exhaustively and suggest improvements. According to the People Daily, the world had

been underperforming with regard to reducing emission of greenhouse gases which give rise to global warming, and as a result, calamities of flooding, drought, no food security, deforestation, heat waves etc. emerging⁷. It is not enough for the media to break the news but dig deep to establish what makes government not to sustain mitigation this state with them being asked to present their Intended Nationally Determined Contribution (INDC) offers to the United Nations Framework Convention on Climate Change.

Implication of Cop 21 to Kenya

Along with implications, journalists can intentionally or innocently sustain discussion over climate change stories. On 26.11.2015, Daily Nation in a headline *“Sh. 1TR War Chest to Fight Climate Change”*, Kenya and other Sub Sahara countries stood to gain from such international events by adapting to climate change and strengthening the continent’s resilience to shocks associated with the phenomena. By breaking the issues discussed during the climate change conference, the media is able shape the perception and attitudes of the audience.

Whether media’s role as a supplier of information is positive or negative is the subject of debate. It is hard to ascertain to any degree given the extensive range of delivery formats. Moreover data from this study shows that media interpreted complex issues for the general public. On 26.11.2015 Daily Nation widely reported the impact of climate change and related issues such as El Nino and weather patterns over 10 years on global temperature.

According to the story 2015 was the most hottest year as suggested by the U.N weather agency report: *“Global average surface temperatures in 2015 were likely to reach what was called the symbolic and significant milestone of 1° Celsius above the pre-industrial era, due to a combination of a strong El Nino and human-induced global warming. The El Nino weather pattern, marked by warming sea-surface temperatures in the Pacific Ocean, has been causes extremes such as scorching weather and flooding”*.

⁷ People Daily, World Leaders Tasked To Ensure Reduced Greenhouse Emissions, 02.12.2015

Issues arising in relation to how information is transmitted to the public revolved primarily around the groups that present it; the media, is considered critical in playing both a positive and negative role in informing the public, is associated with its own agenda. On 18.12.2015 the Star newspaper focused on the global revision of emission of greenhouse gases that have been the center of catastrophes such as the raise in sea temperatures leading to floods, drought, global warming etc.⁸ The pact was so inclusive that developed and rich nations negotiated a fund that would be disbursed to poor nations to help support build clean, resilient futures. Aside from that, all nations were required to give a transparency system and global stock-take accounting for climate action starting 2020. A mitigation process aimed at reducing emissions fast enough to achieve the temperature goal was part of the pact together with a strengthening ability to recover from climate impacts incurred through damage and loss.

According to the media report, the climate change conference not only gave Kenya an opportunity to highlight its progress but strengthen it as witnessed in a story by the Standard in which on 19.12.2015, the paper ran a headline *“France Gives Kenya Sh4.4b Water Grant”*. Through its Ambassador to Kenya, Remi Marechaux, France gave a Sh4.4 billion grant for Lake Victoria water and sanitation and slums’ upgrade project. Sh3.9 billion will be used for slums upgrade while the Lake Victoria water and sanitation project will be allocated Sh550 million. The World Bank, through the International Development Association (IDA), will give 60.5 per cent of the fund while the Swedish International Development Agency (SIDA) and the Kenya Government will each give six per cent.

Terrorism and climate change

The role of the media in highlighting keys issues within the society was evident in the COP21 conference in the climate change was associated to terrorism. This however demonstrates the level of attention countries across the world needs to give climate change. Climate change is a complex issue and according to US ⁹President Barrack Obama the future of world instability stemming from climate change can lead to *“dangerous”* ideologies In a headline *“Fights Against*

⁸ Star. Paris deal victory for developing countries, 18.12.2015

Climate Change, Terrorism Are Linked, Says French President Hollande” the Star newspaper of 1st December 2015, reported that French President Francois Hollande French during opening ceremony that the attention to given the fight against terrorism should be replicated in climate change. According to the newspaper resolving climate crisis does not only need good will, and statements of intent were not enough but world leaders should consider coming up with groundbreaking solutions to the menace.

By linking climate change to terrorism, there is likelihood that that media coverage of climate change coverage stories will increase in many countries across the globe. Nevertheless, the overall media attention levels, as well as the extent of progress over time, may differ strongly among world countries. On 15th December 2015, the Standard newspaper in a headline *“will Paris climate deal protect poor farmers?”* examined the effect of climate change by seeking to understand farmer’s knowledge on climate change meeting such as Paris conference especially their expectations. While the media plays its information dissemination role, it does educates the public on mitigation during climate change related issues including El-nino, drought etc: *“Purity Gachanja, a farmer from flood prone areas, said that she would wish the climate change talks in Paris bore fruits as she has been in the agriculture business since 1970s and hopes that this time round, they will be saved from the struggles of maintaining their yields amid crop damage from severe droughts or flash floods, with no assets in reserve to help them bounce back from a crisis, which has been their trend over the years”*. Therefore any sustained information provided to farmers will certainly shape the way they perceive climate change and immediate reality regarding such stories.

Journalists are expected to guard the public interest and protect it from incompetence, corruption and misinformation. It was observed during the monitoring period that the conference came up with important resolution in working on climate change in which 195 countries adopted the agreement. However whether they implement is something the media needs to report and challenge any failures. The People Daily on 14th December 2015 in its headline *“195 Nations Adopt Paris Agreement On Climate”* reported that:

On 12th December, the world witnessed history being made in Paris, France when the President of COP21, Laurent Fabius, declared the Paris climate agreement adopted. The world was in an ecstatic mood as there was now hope to save humanity. The world leaders that attended the two weeks conference had adapted a 5 crucial pact that would now see nations: reduce emissions fast enough to achieve the temperature goal by toning down their carbon emission to between 1.5 to 2 degrees Celsius, develop a transparency system and global stock to account for climate action, adapt strengthening abilities of countries to deal with climate impacts, strengthening ability to recover from climate impacts as a result of loss and damage and finally give support to countries including finance to build clean, resilient futures. Nations were required to submit their updated climate plans called nationally determined contributions (NDCs) every five years starting 2020 thereby steadily increasing their ambition in the long-term.

Elsewhere on 27th November 2015 the Star newspaper reported that Pope while visiting Kenya urged leaders to implement the Sustainable Development Goals saying “it would be sad, as almost catastrophic, if the leaders would impose particular interests to prevail over the common good. He stressed the need to adopt low-carbon energy systems and end the “throw-away culture” that contributes to greenhouse gas emissions”.

Roles that media plays in disasters and emergencies

The media forges a direct link between the public and emergency organizations. It also plays a very important role in disseminating vital information to the public before, during and after disasters. Media assists in the management of disasters by educating the public about disasters; warning of hazards; gathering and transmitting information about affected areas; alerting government officials, relief organizations and the public to specific needs. It is also very instrumental in facilitating discussions about disaster preparedness and response for continuous improvement. To help the media fulfill these roles, direct and effective working relationships between the media and disaster management organizations should be established and maintained. Experience shows that regular interactions with the media before a disaster strikes,

aids the effective flow of information and lays the groundwork for effective working relationships in the aftermath of a disaster.

The role of media, both print and electronic, in informing the people and the authorities during emergencies thus, becomes critical, especially the ways in which media can play a vital role in public awareness and preparedness through educating the public about disasters; warning of hazards; gathering and transmitting information about affected areas; alerting government officials, helping relief organizations and the public towards specific needs; and even in facilitating discussions about disaster preparedness and response. During any emergency, people seek up-to-date, reliable and detailed information.

Responsible journalism requires providing socially useful contributions that deepen understanding of problems and encourage search for workable solutions. Media is to benefit the public. Social responsibility is the only criterion to distinguish journalism from blogging, disinformation or agenda-driven information. Of all the difficult problems facing humankind, climate change is the most open-ended and with the widest impact on everyone and everywhere. Media has an important role and a vital responsibility in providing accurate information to the public during a disaster.

Chapter Six: Evaluation on media training and workshops and climate change and related disasters

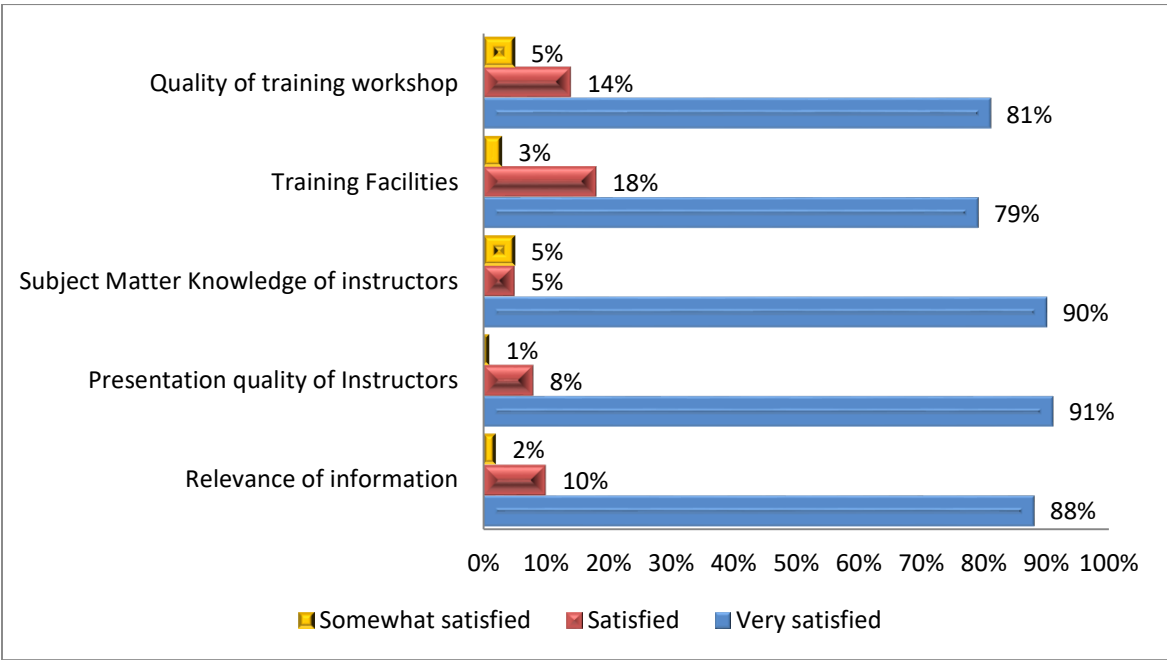
Evaluation findings

The Media Council of Kenya trained and has created a pool of journalists reporting on climate change in Kenya. 120 journalists and also held consultative workshops senior editors from across Kenya. Journalists were trained on various aspects of climate change, including.

- Media as Agents of Change in the Development Process
- Disaster Management Cycle
- Climate Related Disasters with a Focus on El Nino

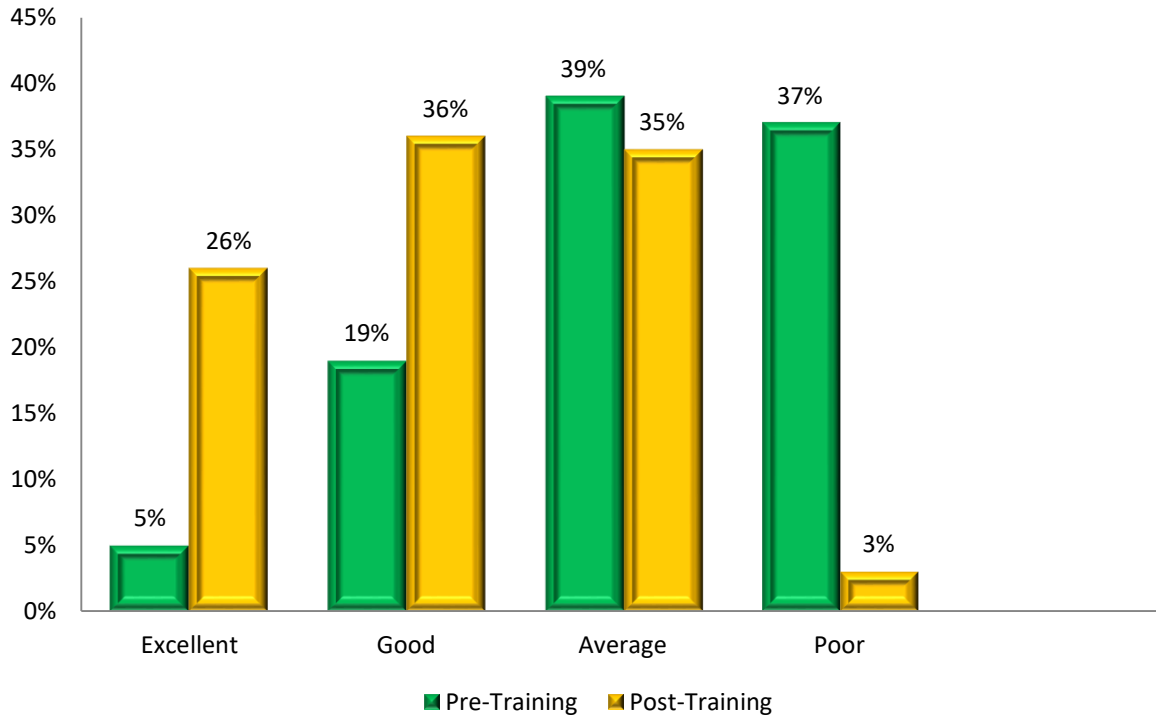
- Coordination of Disaster Risk Management
- Effective Reporting in Disaster
- Messaging and Communication for Disaster
- Ethics and Sensitivity in Disaster Reporting
- Safety and Security for Journalists in Disaster Reporting

A. Rating on various aspects of the Training



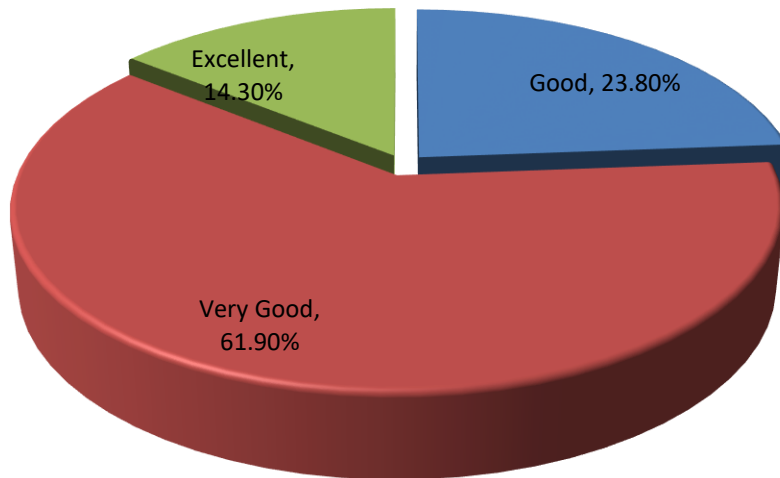
Eighty one per cent (81%) of participants were very satisfied with the quality of training at the workshop, 79% were very satisfied with the training facilities, 90% were very satisfied with the subject matter knowledge of the instructors, 91% were very satisfied with the presentation quality of the instructors while 88% were very satisfied with the relevance of the information.

B. Level of knowledge/skills/ability before and after the training

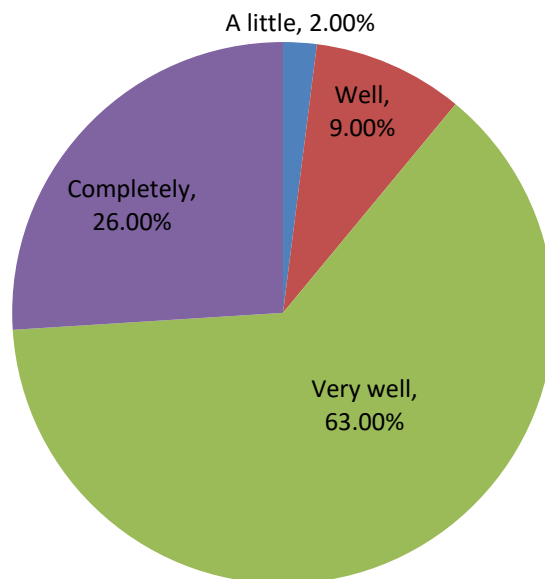


Before the training, 4.8% had excellent knowledge, skills and ability to report effectively of subject matter, while after they training, 26% said that they had excellent knowledge and abilities. Before the training 37% had very poor while after the training only 3% indicated so.

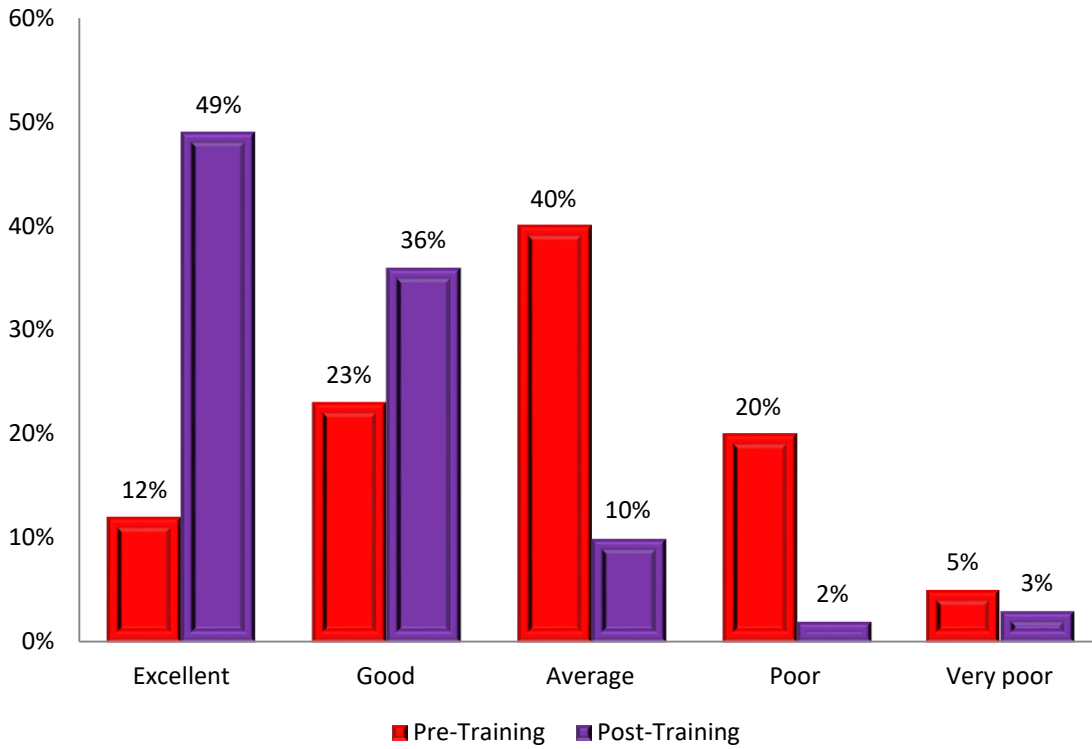
C. How well the training assisted in equipping participants with strategies to assist in developing ways of reporting El Niño related preparedness and risk reduction.



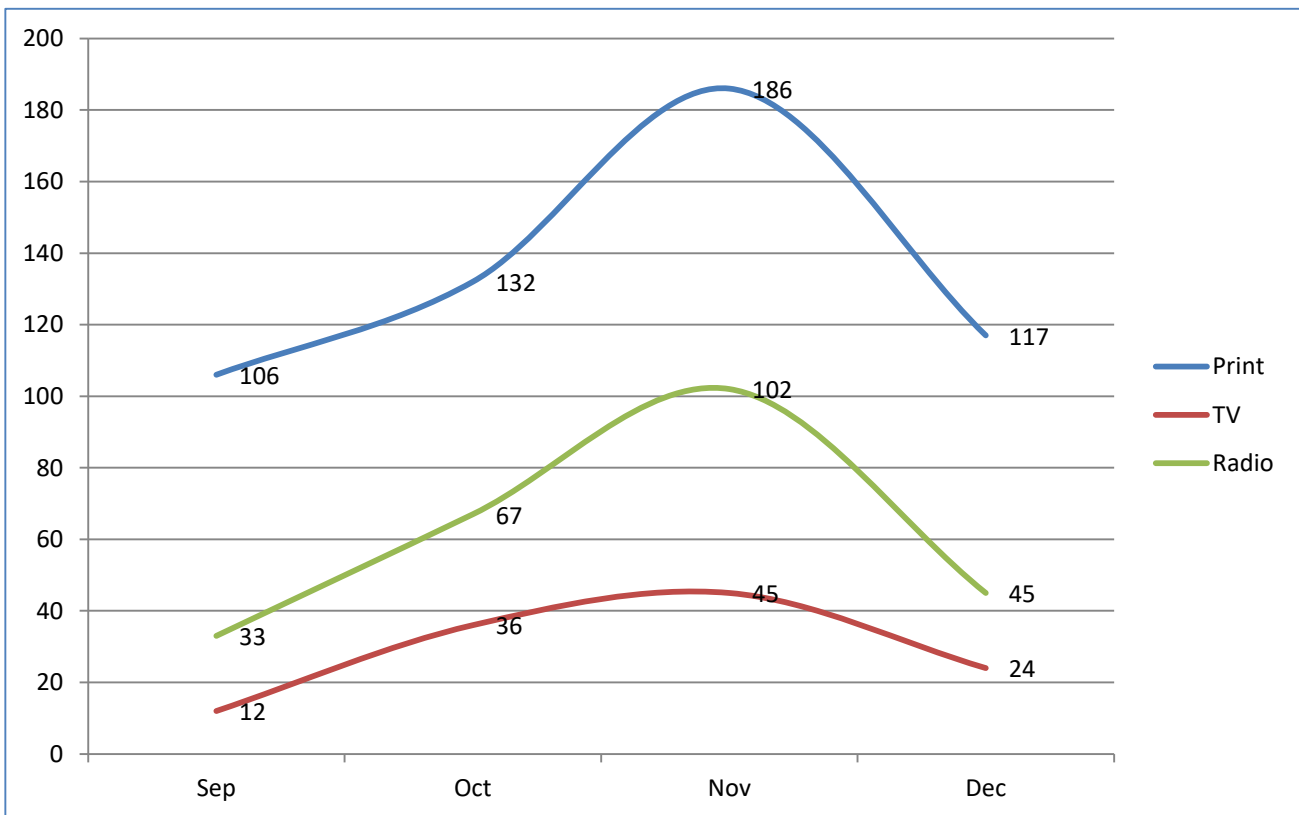
D. How well the training increased the awareness of how El Niño related effects may affect the communities and how participants journalist covered the stories.



E. Rating on participant's ability, skills and proficiency in packaging disaster management stories that are easily understandable to the audience?



F. Quantity of stories before and after the training



Tips for reporters

- ✓ Reporting on climate change and disasters in an ethical and professional way needs a pool of contacts and informants. Journalists should develop contacts with disaster management experts before disasters happen; know their exact specialties. Have contacts with national meteorological departments, disaster managers, ministers and ministries involved in disaster risk reduction, civil protection or civil defence. (Ministry of Home Affairs, other related ministries dealing with specific hazards, National Disaster Management Authority, National Institute for Disaster Management etc)
- ✓ Maintain updated lists of experts for every type of hazard likely to happen in the country.
- ✓ Media should mobilize the assistance by assessing the needs of people and communicate those needs to the national and international donors in post disaster phase.
- ✓ Keep updated statistics on previous events region wise. Such statistics should include areas had hit by the previous disasters, evacuation strategies used previously among others.
- ✓ Become familiar with the most disaster-prone zones and vulnerable areas.
- ✓ Keep a record of past disasters as well as good practices and lessons learned.
- ✓ Get familiar with the previous prevention and mitigation measures taken by authorities so that you are ready with the facts in the event of another disaster.
- ✓ Know the factors that can make a disaster worse and warn the public about it.
- ✓ Base your information only on sound scientific knowledge and facts. This you should be able to verify from the various experts in your contact list.

The Non-Disaster Phase

¹¹During non-disaster phase, journalists can do the following:

- ✓ Explore reporting on policy and legislation with respect to disaster management. Check on law enforcement and performance of local administration.
- ✓ Conduct interviews to highlight the significance of long-term disaster mitigation measures by public and private sectors.

- ✓ Undertake research and enhance understanding of disaster issues like local innovations in disaster management, local community risk resilience, risk/ hazard profiling, inter linkages between frequency of disasters and pace of development, effect of climate change, urbanisation and industrialisation on natural resource management.
- ✓ Inform public and especially hazard-prone communities about the measures being taken by the government with regard to disaster risk management.
- ✓ A reporter can bring forward the opinion and suggestions of the masses before the policy makers, by publishing or broadcasting public opinion on what they think should be done and how they would like to get involved in government and civil society programmes. Local FM radio stations can play a crucial role in this regard.

The Pre-Disaster Phase

Tips for journalists for reports in the pre-disaster phase

- ✓ Public awareness is crucial in contributing towards effective risk reduction measures. A reporter can play a significant role in providing information on the potential hazards and risks in the area/ country. He/she can inform about the seasonality of different hazards, e.g. the flood season, drought seasons, typhoon season, effect of climate change on seasonality and agricultural production etc. A reporter can highlight which groups of people are most at risk and provide information on preparedness and mitigation.
- ✓ Reporters should provide the information to the public for precautionary measures, e.g. evacuation, areas they should not go to, water purification techniques for safe drinking water etc.
- ✓ Raising awareness about early warning systems is another component which includes informing the people about precautionary measures to avoid loss.
- ✓ Highlight preparedness measures being taken by the government and communities and facilitate identification of gaps so that the concerned organisations are able to remove gaps for an effective and efficient response in case any disaster hits.
- ✓ Highlight interventions and efforts made in the domain of training and capacity building of key stakeholders, government departments and private sector.

Conclusion and Recommendations

Media have the capacity to provide the services to public in the wake of an event. They can give the direction to the affected people and disseminate the information to public that similar disaster can happen in the future. It is possible only when media be a part of disaster planning before the event because their reporting will be more informative and accurate if media know the local players and programs ahead of time. Emergency managers need a well-informed media to communicate with the public regarding the priority of needs, the progress being made and to correct and dispel rumors.

Across all media platforms in 2015, the coverage of climate related issues was low during the early months with the intensity of coverage increasing in October and November. This can largely be attributed to the 2015 United Nations Climate Change Conference, COP 21 held in Paris, France, from 30 November to 12 December 2015.

The media monitoring report has established key weaknesses that are very critical in the future of the project. The report has for example shown that journalists in print media have been more active in developing features stories on climate change than broadcast media. Similarly, we have been able to establish that knowledge level on El-nino is very low among the community radio reporters than in main stream media. Most media houses did not have special desks focusing on climate change and neither were they prepared in terms of building capacity to report El-nino. The Council has tracked the journalists' performance after training and the report shows a substantive increase in both quality and depth of reporting particularly in the print media.

Journalists should remember to make recommendations to their readers and viewers as to how they can begin to make a difference and take action to solve the problems. They should bring the problem closer to the people. The audience need to hear about the problems, but audience have a even bigger need to get inspiration and instructions on how to tackle the situation, how to get started at an individual level with becoming part of the solution instead of being part of the problem. The media is more interested in events the coverage of risk reduction and recovery program is considered rather dreary and not attractive for headline.

The topic of climate change in Kenya's news media follows an episodic framing pattern mostly relating to action packed incidences of environmental disasters and its effects. The episodic thought rather than thematic reporting implies that frequency of climate science news items relies on the regularity of climate related incidences thus sporadic highs and lows on the issue. The most outstanding premise on climate change reporting in Kenya's news media is the negative impacts perspective. Coverage is narrowed down to climate change impacts, with a reactive tendency to brand climate induced incidences newsworthy. This explains the absence of climate related stories in our dailies and also short term peaks in the periodic pattern of reporting.

Another notable observation is that due to issues of misrepresentation and complexity of scientific language, discursive options selected by news media in Kenya pre dispose readers to alarmist perceptions of the climate change reality.

Recommendations for journalists

- ✓ Journalist should do stories that examine effects of climate change to various other factors like politics, business, and science, human rights, energy and technology story. Such stories can be done with a consideration of different angles and perspectives.
- ✓ Electronic media can play a very important role in providing the early warning to the public but care should be taken while transmission of the early warning. It should be in clear words and confirmed through the reliable sources to avoid the false reports and unnecessary panic.
- ✓ Media should also expand its role as a watchdog in monitoring and handling of donations in the post disaster phase and transparency and accountability in the use of funds for rehabilitation and reconstruction.
- ✓ The packaging of climate change stories ought to be done in a way that grabs people's attention. This can be done using statistics climate change issues, special investigative reports, graphics to help explain complex data, and of course video, audio and photos.
- ✓ The media should objectify their report in a manner that identifies their stories and publish it in a way that various people can relate to it. They should feel the urgency and immediacy of undertaking climate change mitigation. This will help citizens to take

climate change seriously. For instance, journalist can report farmer centered climate change stories to make the issue relevant to the public and agriculture sectors in particular.

- ✓ Rumors and misinformation is often rife during disaster period. Reporters should confirm that the information being provided is accurate.
- ✓ Journalists need to create clear linkages between climate change issues and various factors that audience can relate to on a daily basis. This means that the climate change issues and solutions to be given more prominence in media outlets and, in particular information on the connections between climate change, food insecurity, conflict and migration and other aspects as well.
- ✓ Journalist need to encourage information sharing with other journalists and humanitarian organisations and government/authorities.
- ✓ Journalists should develop continuous reports that cover all aspects of a disaster including the condition of the survivors, the extent of damage, the social condition of the affected communities.
- ✓ When reporting climate change and disasters, technical jargon should be avoided. Where it is inevitable, it should be supplemented with appropriate explanations.
- ✓ Journalists should be proactive and shouldn't wait for a disaster before writing about potential threats.

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