

MEDIA REPORT CARD

JULY TO SEPTEMBER 2021



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This report analyses the **subjectivity** and **objectivity** of the leading television brands in the country in **their coverage** of six top presidential aspirants.

William Ruto, Raila Odinga, Musalia Mudavadi, Kalonzo Musyoka, Gideon Moi and Moses Wetangula.

The study shows how each of the aspirants was covered on **prime time** (7pm and 9pm), analysing the **time allocation**, the positive or negative **inclination** of the news item and eventually aids in detection of biases in media.

This study was conducted over a period of three months and covers the third quarter of the year 2021.

COMPARISON BETWEEN TOP TWO CONTENDERS - RUTO AND RAILA

MEDIA REPORT CARD
JULY-SEPT 2021



TOTAL MINUTES COVERED

38.54%

898.99

758.95

32.54%

JULY

23.16%

105.30

161.13

35.43%

AUGUST

43.92%

382.08

282.62

32.49%

SEPTEMBER

40.85%

411.62

315.20

31.28%

CITIZEN TV

37.13%

179.87

173.35

35.79%

NTV

43.11%

127.78

80.83

27.27%

KTN

32.85%

172.12

146.02

27.87%



RAILA
ODINGA

The percentage was calculated by the number of minutes an aspirant was covered out of the total minutes the media house allocated to all aspirants.

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Citizen TV, KTN News, Inooro TV, NTV, TV47 and K24TV gave the leading six presidential aspirants a total of **2,332.36** minutes on Prime Time coverage.

Ruto - 898.99 minutes

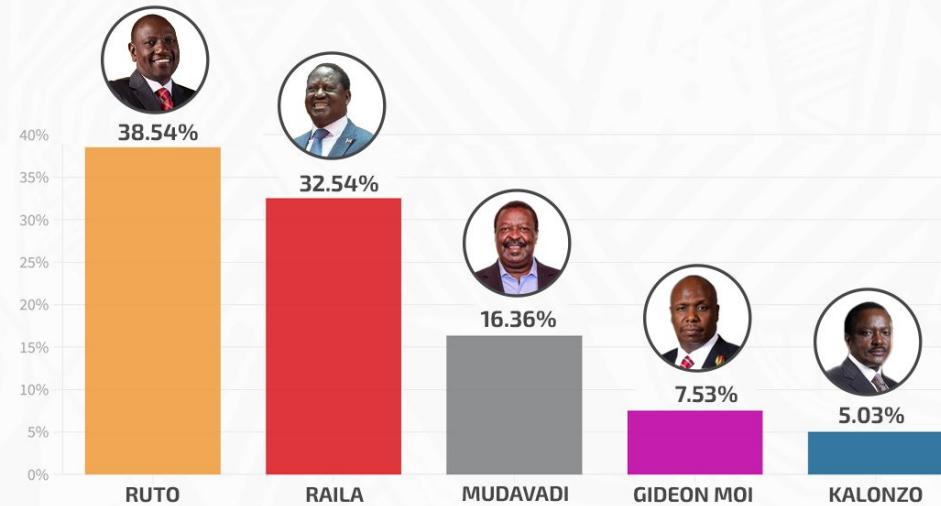
Raila - 758.95 minutes

Mudavadi - 381.55 minutes

Gideon - 175.56 minutes

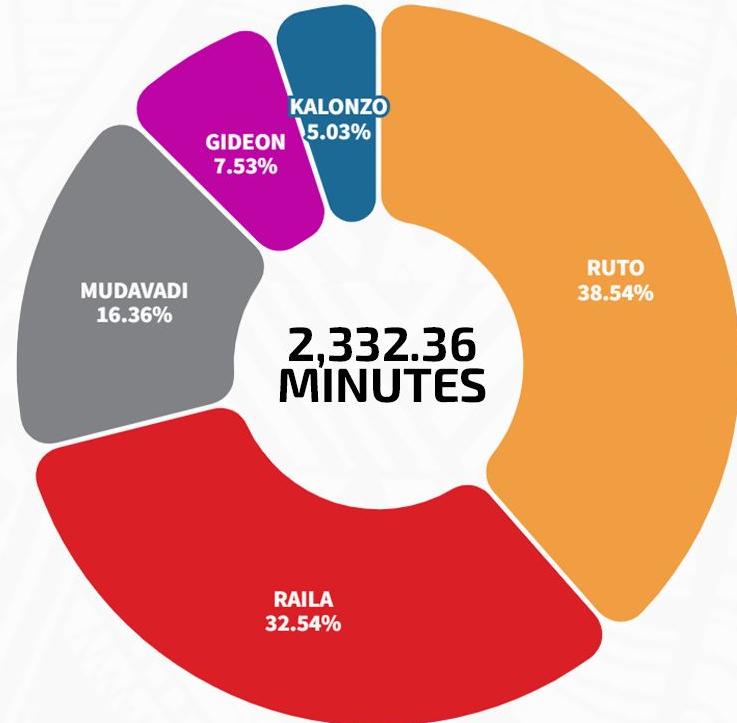
Kalonzo - 117.32 minutes

Wetangula - 0 minutes



The total amount of minutes: **2,332.36**.

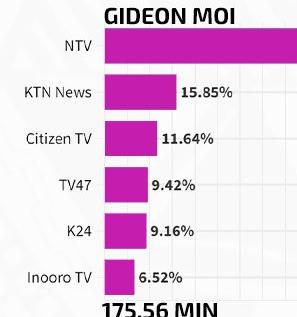
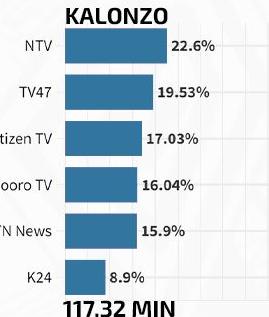
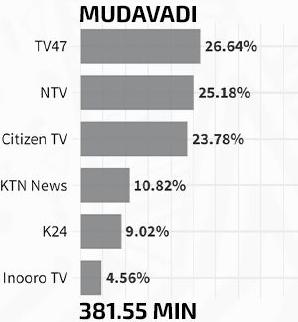
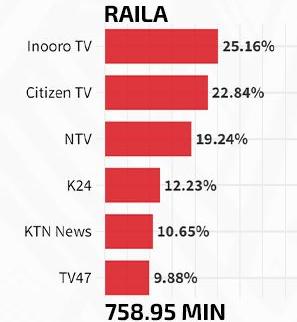
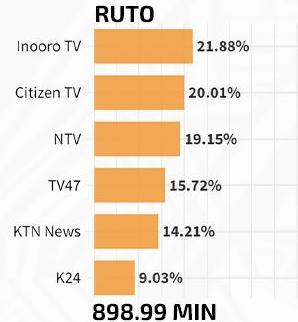
- **Ruto** - 898.99 minutes
- **Raila** - 758.95 minutes
- **Mudavadi** - 381.55 minutes
- **Gideon** - 175.56 minutes
- **Kalonzo** - 117.32 minutes
- **Wetangula** - 0 minutes



COVERAGE OF EACH OF THE 2022 PRESIDENTIAL ASPIRANTS PER TV STATION.

MEDIA REPORT CARD
JULY-SEPT 2021

- Ruto** - Inooro TV (196.71 minutes), Citizen TV (179.87 minutes)
- Raila** - Inooro TV (190.97 minutes), Citizen TV (173.35 minutes)
- Mudavadi** - TV47 (101.63 minutes), KTN News (96.08 minutes)
- Kalonzo** - KTN News (26.52 minutes), TV47 (22.91 minutes)
- Gideon** - KTN News (83.23 minutes), NTV (27.83 minutes)
- Wetangula got 0%.

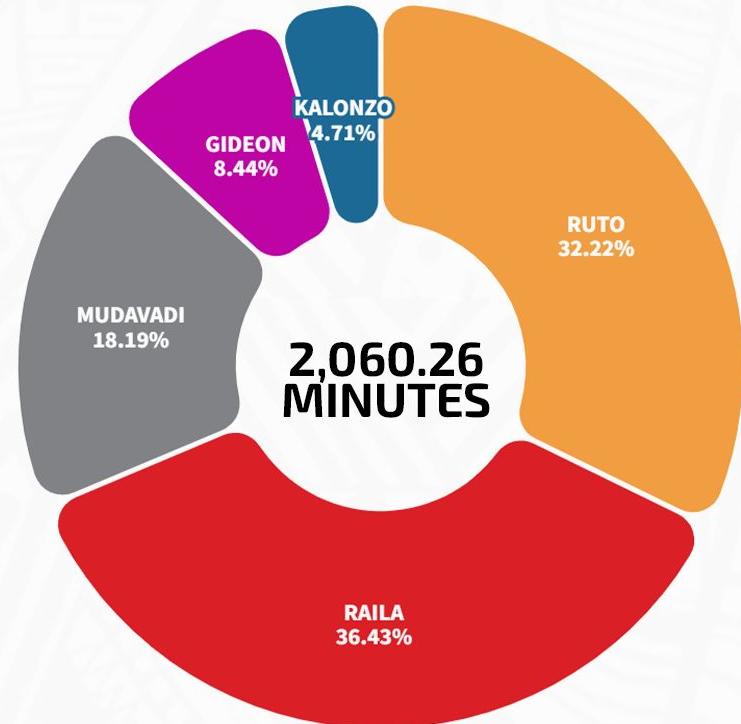


POSITIVE COVERAGE OF 2022 PRESIDENTIAL ASPIRANTS

MEDIA REPORT CARD
JULY-SEPT 2021

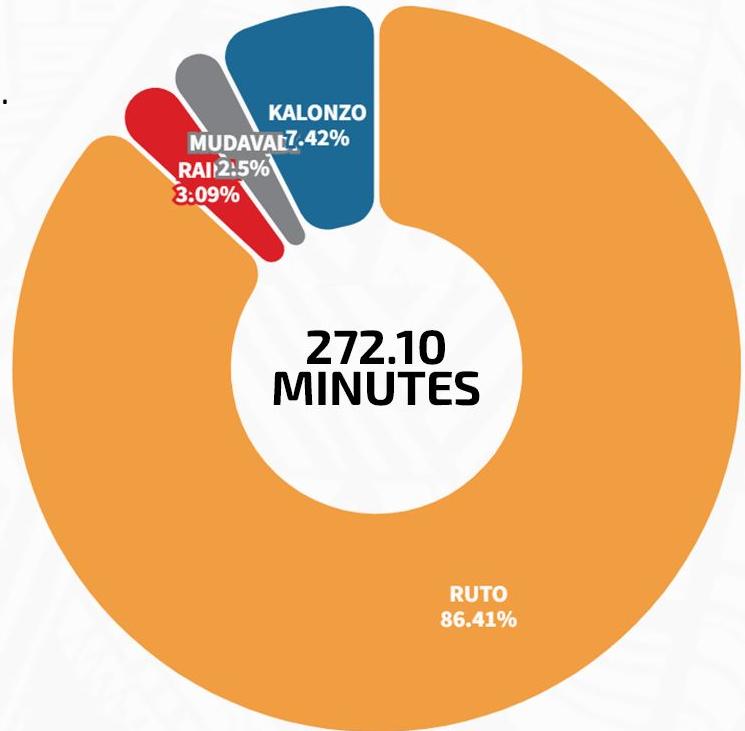
The total amount of positive coverage was **2,060.26**.

- **Raila** - 750.55 minutes
- **Ruto** - 663.88 minutes
- **Mudavadi** - 374.73 minutes
- **Gideon** - 173.99 minutes
- **Kalonzo** - 97.12 minutes
- **Wetangula** - 0 minutes



The total amount of negative coverage was **272.10** minutes.

- **Ruto**- 235.12 minutes - 86.41%
- **Kalonzo** - 20.20 minutes - 7.42%
- **Raila** - 8.4 minutes - 3.09%
- **Mudavadi** - 6.81 minutes - 2.50%
- **Gideon** - 1.57 minutes - 0.58%
- **Wetangula** - 0 minutes - 0%



Total amount of minutes of **Positive Coverage** was **2060.26** out of **2,332.36** minutes.

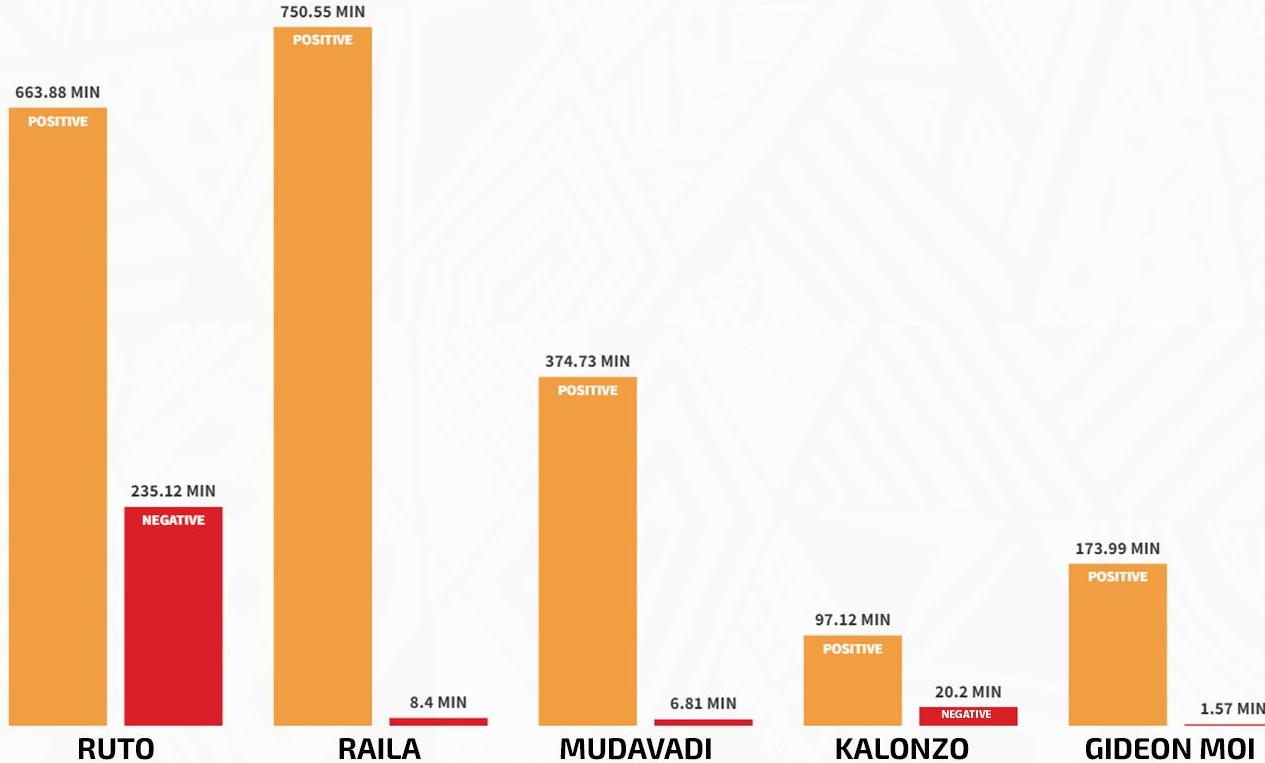
- **Raila** - 750.55 minutes - 36.43%
- **Ruto** - 663.88 minutes - 32.22%
- **Mudavadi** - 374.73 minutes - 18.19%
- **Gideon Moi** - 173.99 minutes - 8.44%
- **Kalonzo** - 97.12 minutes - 4.71%
- **Wetangula** - 0 minutes - 0.00%

Total amount of minutes of **Negative Coverage** was **272.10** out of **2,332.36** minutes.

- **Ruto** - 235.12 minutes - 86.41%
- **Kalonzo** - 20.20 minutes - 7.42%
- **Raila** - 8.4 minutes - 3.09%
- **Mudavadi** - 6.81 minutes - 2.50%
- **Gideon** - 1.57 minutes - 0.58%
- **Wetangula** - 0 minutes - 0%

COMPARISON OF ASPIRANTS' POSITIVE AND NEGATIVE COVERAGE

MEDIA REPORT CARD
JULY-SEPT 2021



Total amount of minutes of **Positive Coverage** was **2060.26** out of **2,332.36** minutes.

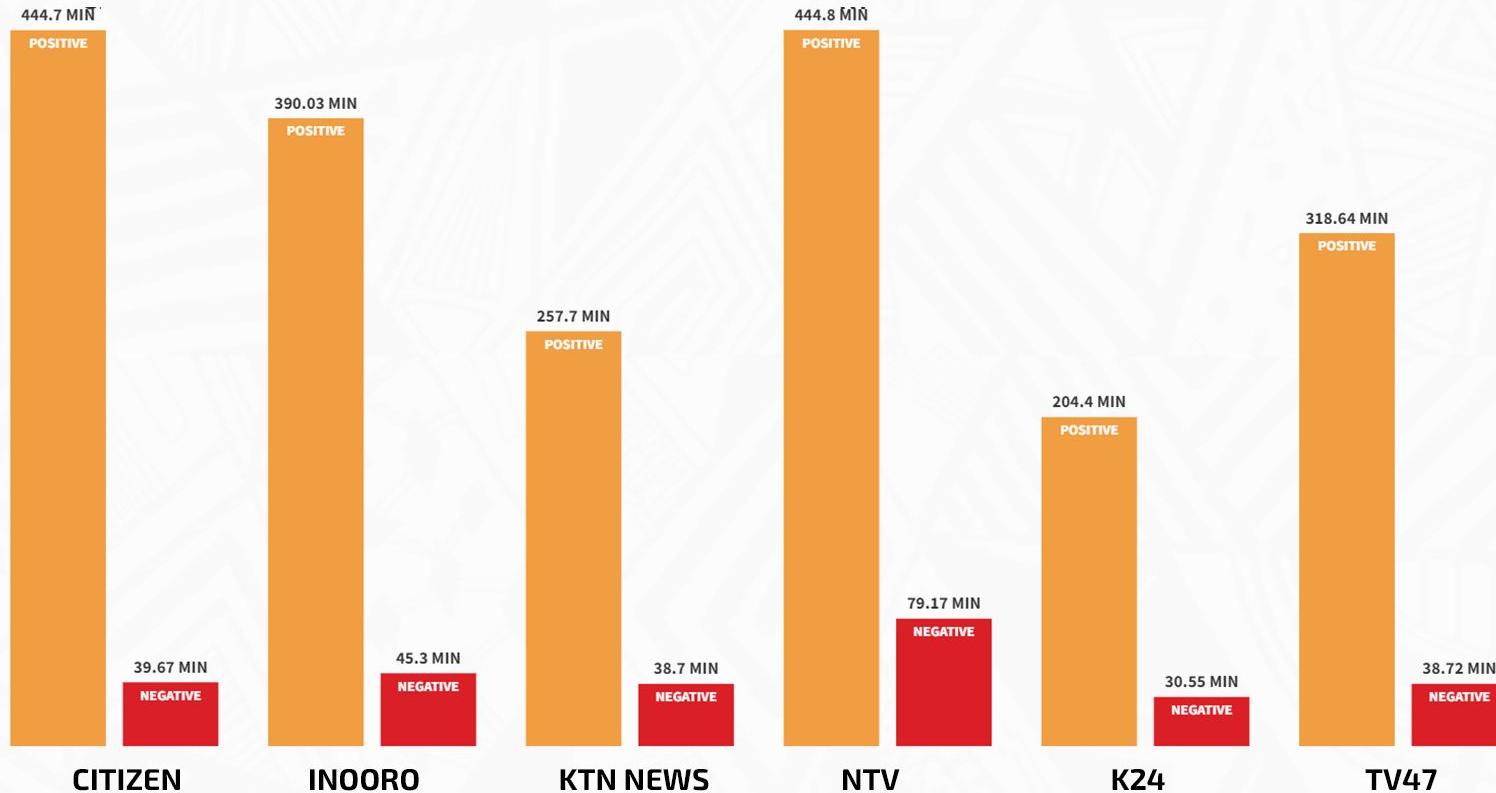
- **KTN News** - 444.80 minutes - 21.59%
- **Citizen TV** - 444.70 minutes - 21.58%
- **Inooro TV** - 390.03 minutes - 18.93%
- **TV47** - 318.64 minutes - 15.47%
- **NTV** - 257.70 minutes - 12.51%
- **K24** - 204.40 minutes - 9.92%

Total amount of minutes of **Negative Coverage** was **272.10** out of **2,332.36** minutes.

- **KTN News**- 79.17 minutes - 29.09%
- **Inooro TV** - 45.30 minutes - 16.65%
- **Citizen TV** - 39.67 minutes - 14.58%
- **TV47** - 38.72 minutes 14.23%
- **NTV** - 38.70 minutes - 14.22%
- **K24** – 30.55 minutes - 11.23%

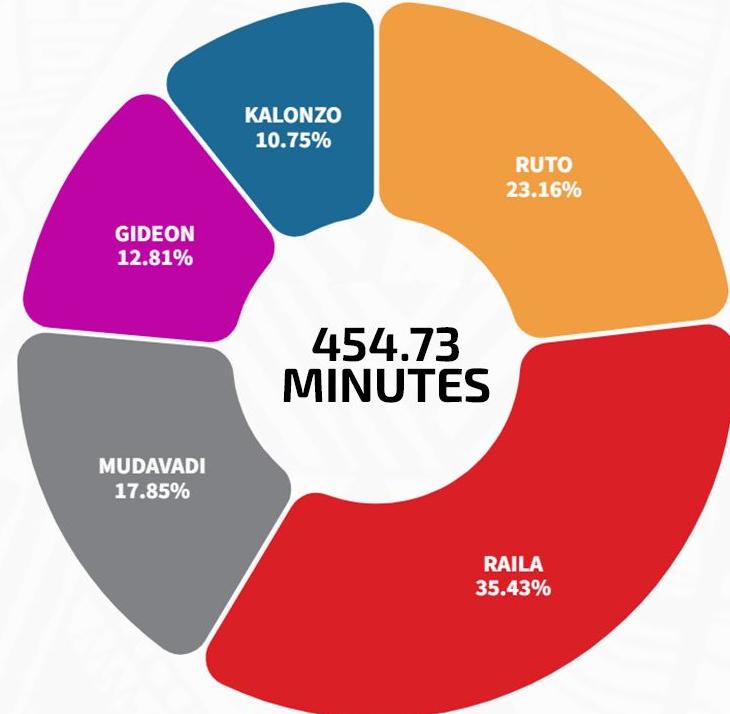
COMPARISON OF TV STATIONS' POSITIVE AND NEGATIVE COVERAGE

MEDIA REPORT CARD
JULY-SEPT 2021



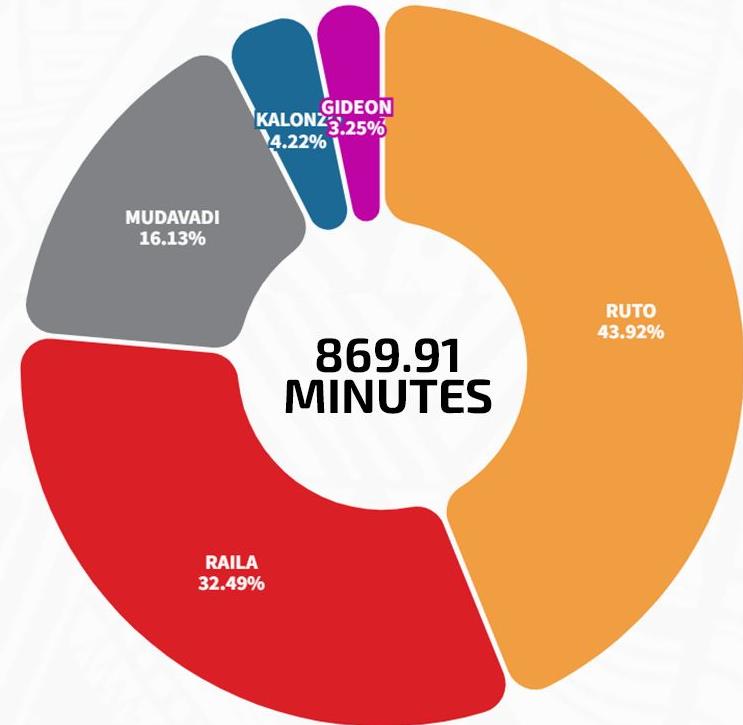
The total minutes spent was **454.73**.

- **Raila** - 161.13 minutes
- **Ruto** - 105.30 minutes
- **Mudavadi** - 81.17 minutes
- **Gideon** - 58.25 minutes
- **Kalonzo** - 48.88 minutes
- **Wetangula** - 0 minutes



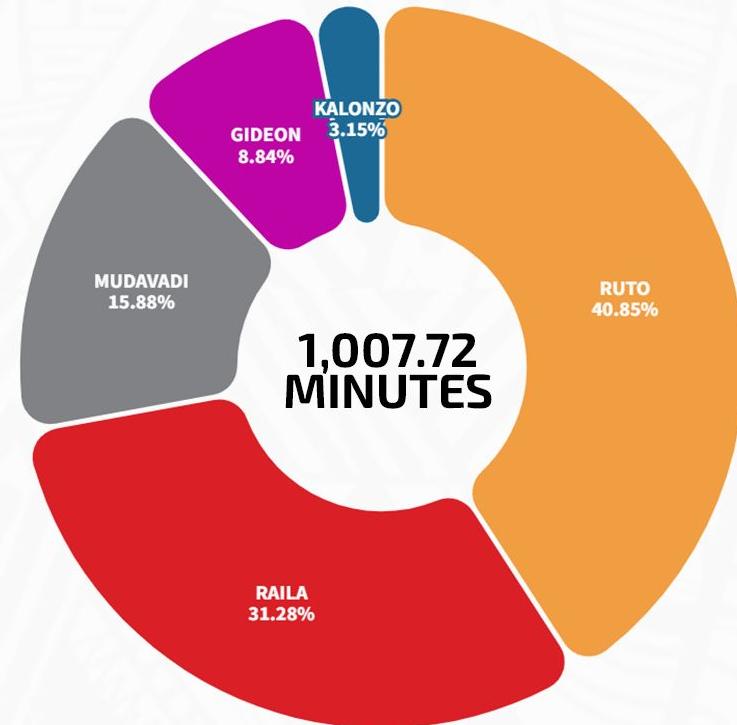
The total minutes spent was **869.91**.

- **Ruto** - 382.08 minutes
- **Raila** - 282.62 minutes
- **Mudavadi** - 140.32 minutes
- **Kalonzo** - 36.67 minutes
- **Gideon** - 28.23 minutes
- **Wetangula** - 0 minutes



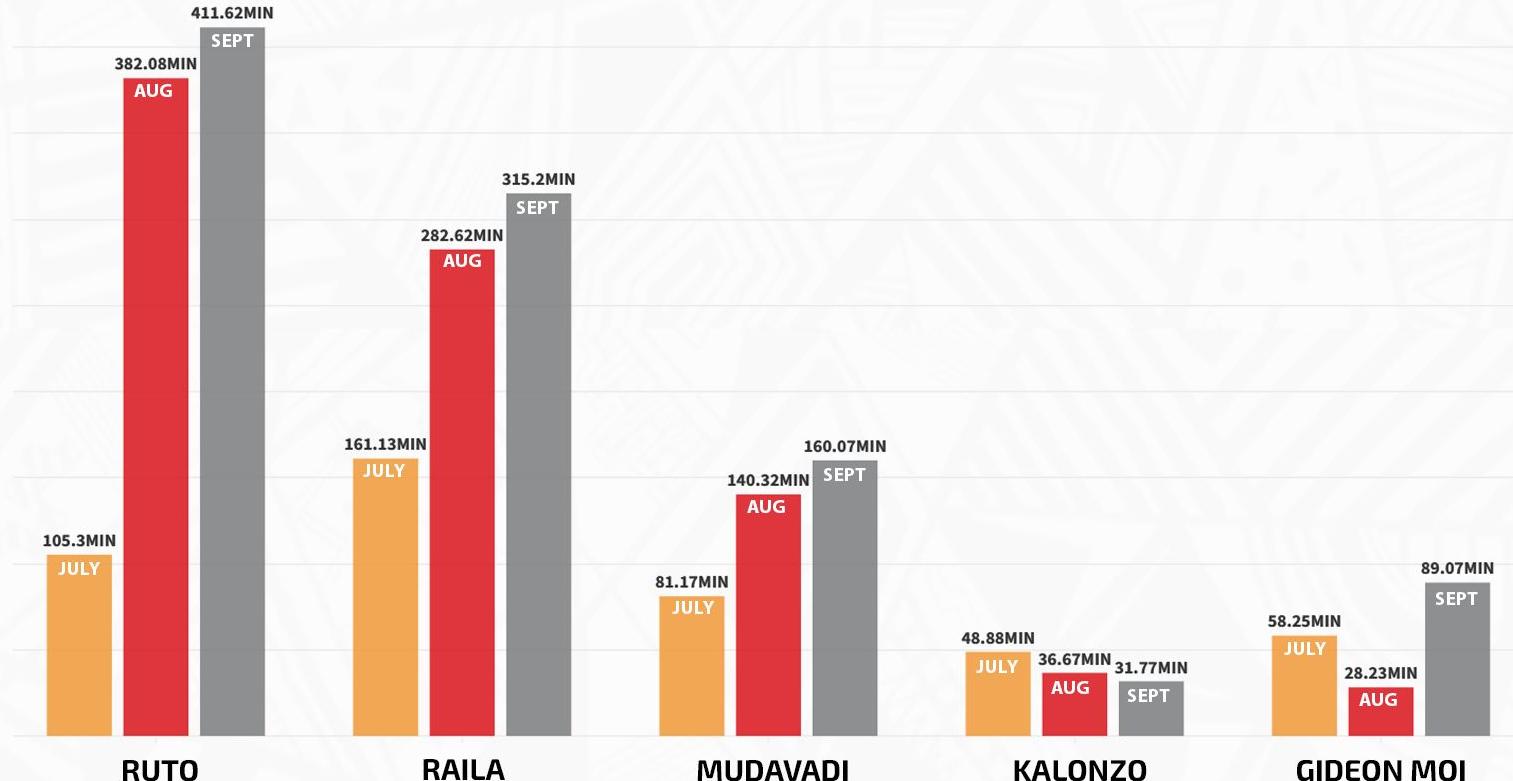
The total minutes spent was **1,007.72**.

- **Ruto** - 411.62 minutes
- **Raila** - 315.20 minutes
- **Mudavadi** - 160.07 minutes
- **Gideon** - 89.07 minutes
- **Kalonzo** 31.77 minutes
- **Wetangula** - 0 minutes



COMPARISON OF COVERAGE OF 2022 PRESIDENTIAL ASPIRANTS

MEDIA REPORT CARD
JULY-SEPT 2021

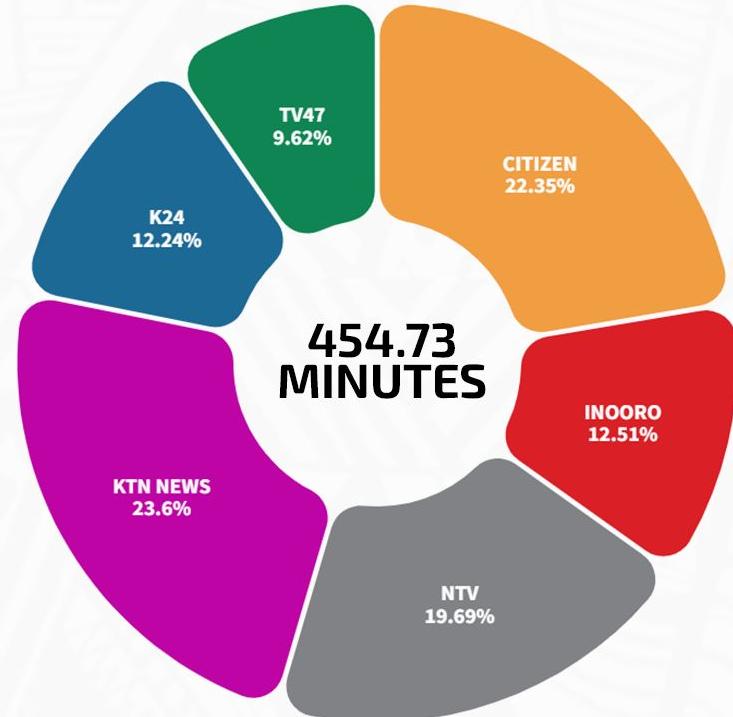


JULY COVERAGE OF 2022 PRESIDENTIAL ASPIRANTS PER TV STATION

MEDIA REPORT CARD
JULY-SEPT 2021

The total amount of minutes spent was **454.73**.

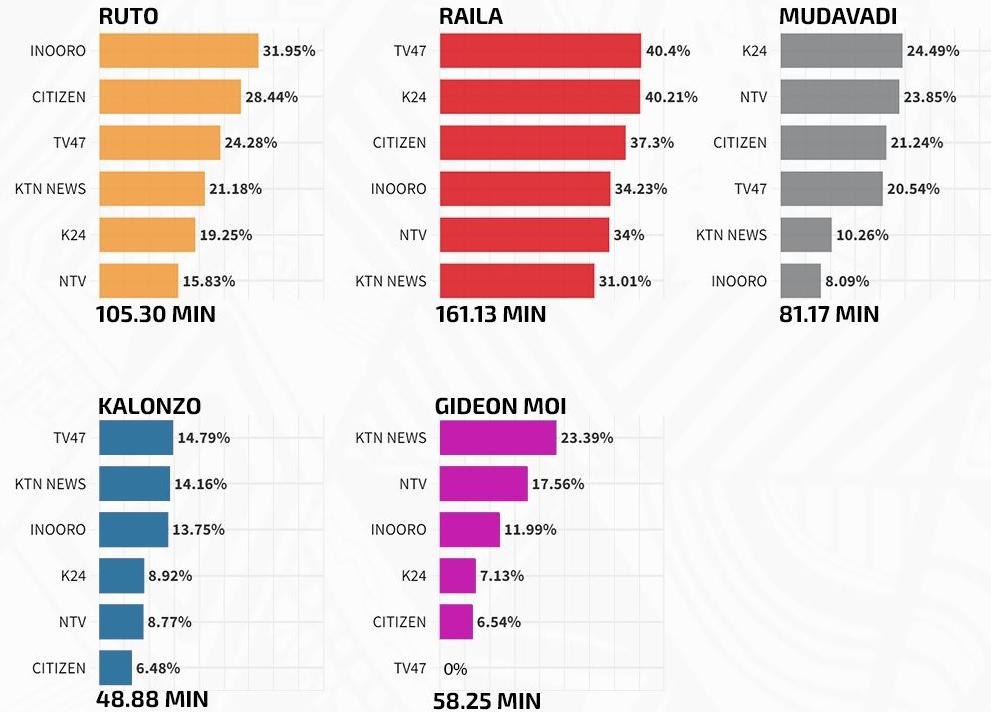
- **KTN News** - 107.33 minutes
- **Citizen TV** - 101.62 minutes
- **NTV** - 89.52 minutes
- **Inooro** - 56.87 minutes
- **K24** 55.67 minutes
- **TV47** - 43.73 minutes



JULY COVERAGE 2022 PRESIDENTIAL ASPIRANTS PER TV STATION

MEDIA REPORT CARD
JULY-SEPT 2021

- Ruto** - Inooro TV (18.17 minutes), Citizen TV (28.90 minutes)
- Raila** - TV47 (17.67 minutes), K24 (22.38 minutes)
- Mudavadi** - K24 (13.63 minutes), NTV (21.35 minutes)
- Kalonzo** - TV47 (6.47 minutes), KTN News (15.20 minutes)
- Gideon** - KTN News (25.10 minutes)
- NTV** (15.72 minutes)
- Wetangula** had 0 minutes



AUGUST COVERAGE OF 2022 PRESIDENTIAL ASPIRANTS PER TV STATION

MEDIA REPORT CARD
JULY-SEPT 2021

The total amount of minutes spent was **869.91**.

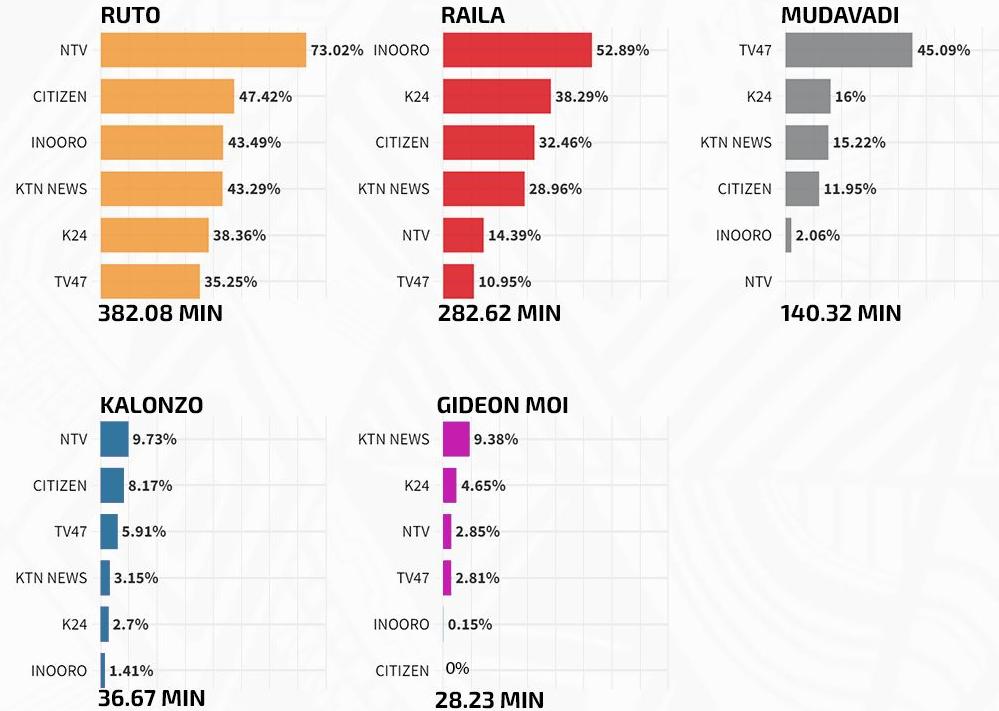
- **Inooro** - 252.71 minutes
- **TV47** - 181.20 minutes
- **KTN News** - 166.25 minutes
- **K24** - 110.13 minutes
- **Citizen TV** - 87.70 minutes
- **NTV** - 71.92 minutes



AUGUST COVERAGE OF 2022 PRESIDENTIAL ASPIRANTS PER TV STATION

MEDIA REPORT CARD
JULY-SEPT 2021

- Ruto** - NTV (52.52 minutes), Citizen TV (41.58 minutes)
- Raila** - Inooro TV (133.65 minutes), K24 (42.17 minutes)
- Mudavadi** - TV47 (81.70 minutes), K24 (17.63 minutes)
- Kalonzo** - NTV (7 minutes), Citizen TV (7.17 minutes)
- Gideon** - KTN News (15.60 minutes), K24 (5.12 minutes)
- Wetangula had 0 minutes

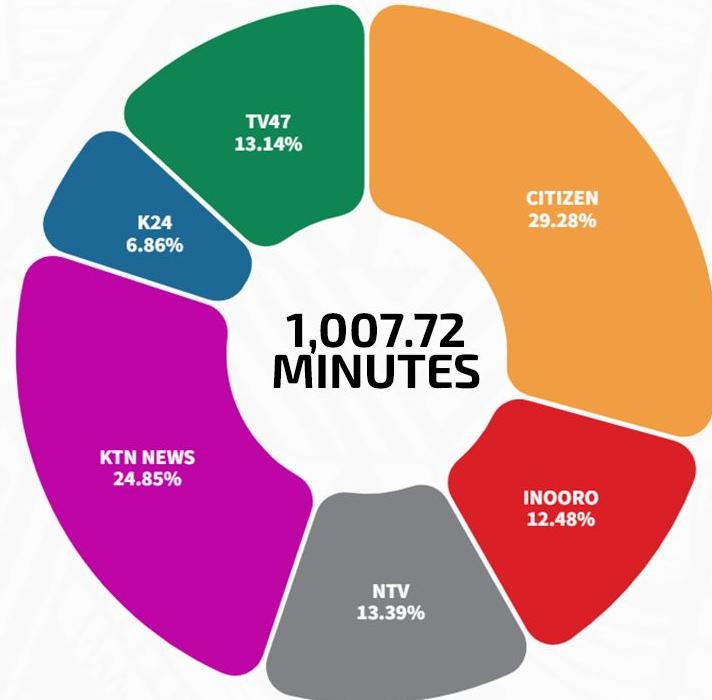


SEPTEMBER COVERAGE OF 2022 PRESIDENTIAL ASPIRANTS PER TV STATION

MEDIA REPORT CARD
JULY-SEPT 2021

The total amount of minutes spent was **1007.72**

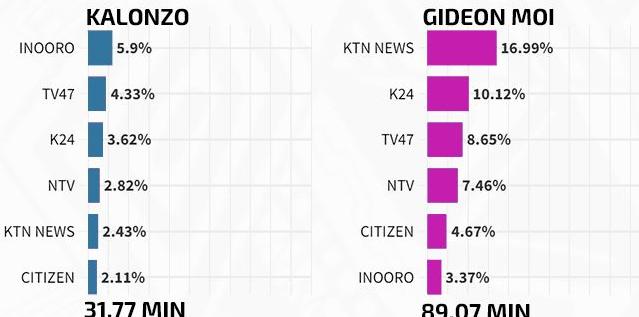
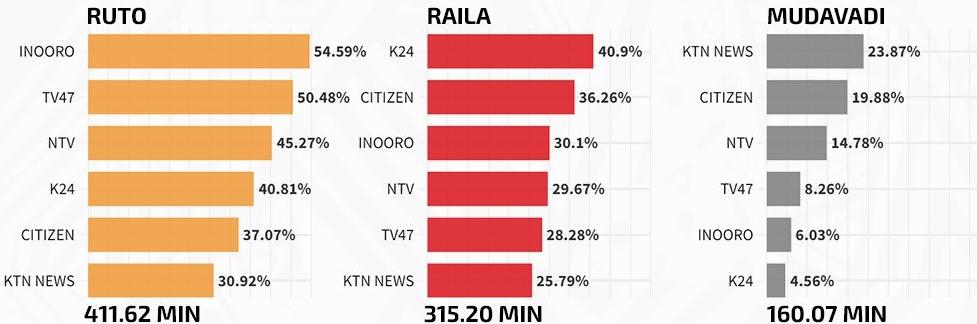
- **Citizen TV** - 295.05 minutes
- **KTN News** - 250.38 minutes
- **NTV** - 134.97 minutes
- **Inooro** 125.75 minutes
- **TV47** - 132.42 minutes
- **K24** - 69.15 minutes



SEPTEMBER COVERAGE OF 2022 PRESIDENTIAL ASPIRANTS PER TV STATION

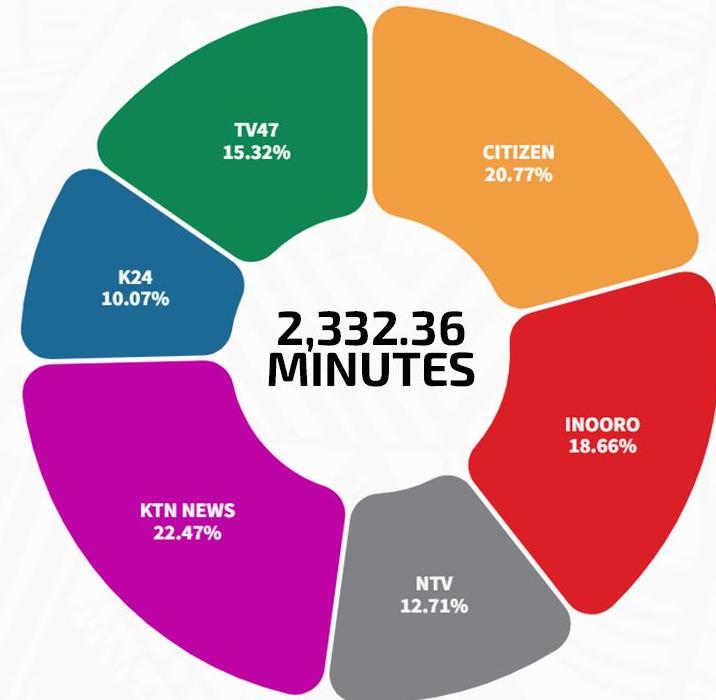
MEDIA REPORT CARD
JULY-SEPT 2021

- **Ruto** - Inooro TV (68.65 minutes), TV47 (66.85 minutes).
- **Raila** - K24 (28.28 minutes), Citizen TV (106.98 minutes)
- **Mudavadi** - Citizen TV (58.67 minutes), KTN News (59.77 minutes)
- **Kalonzo** - Inooro TV (7.42 minutes), TV47 (5.73 minutes)
- **Gideon** - KTN News (42.53 minutes), TV47 (11.45 minutes)
- **Wetangula** - 0 minutes.



Prime Time coverage from July to September 2021 was **2,332.36** minutes.

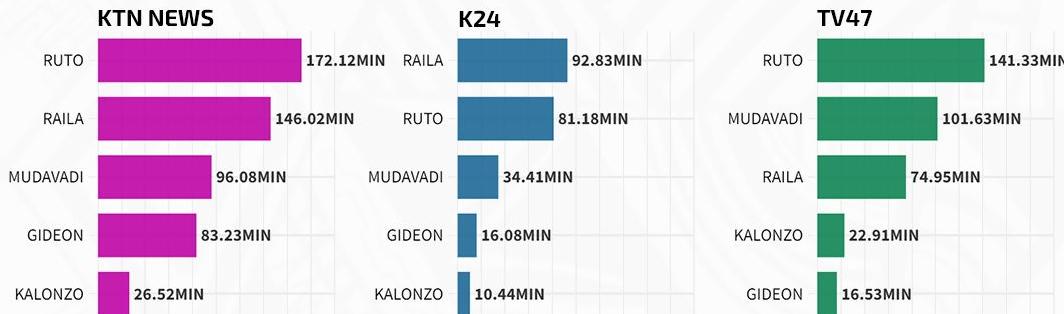
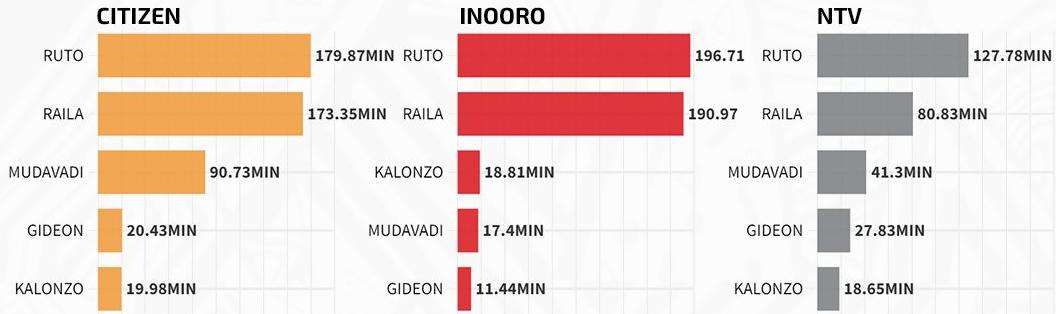
- **KTN News** - 523.97 minutes
- **Citizen TV** - 484.37 minutes
- **Inooro TV** - 435.33 minutes
- **TV47** - 357.36 minutes
- **NTV** - 296.40 minutes
- **K24** - 234.95 minutes



MEDIA HOUSE COVERAGE OF EACH PRESIDENTIAL ASPIRANT

MEDIA REPORT CARD
JULY-SEPT 2021

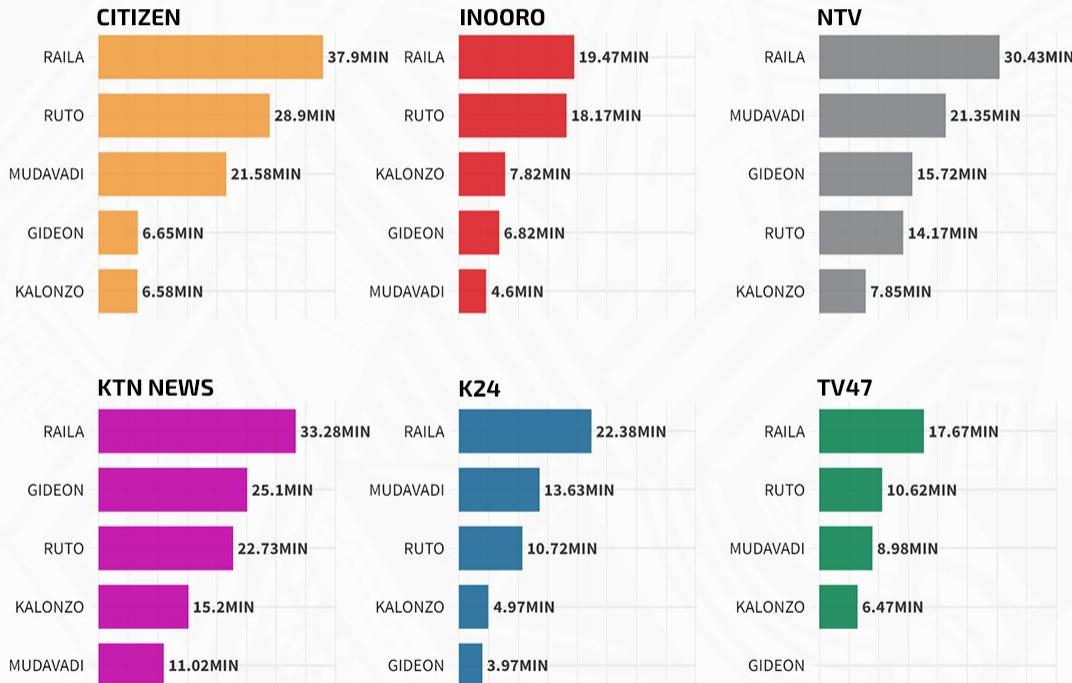
- Citizen TV** out of 484.37 minutes covered Ruto 37.13, Raila 35.79%
- Inooro TV** out of the 453.33 minutes covered Ruto 45.19%, Raila 43.87%
- NTV** out of 296.40 minutes covered Ruto 43.11%, Raila 27.27%
- KTN News** out of 523.97 minutes covered Ruto 32.85%, Raila 27.87%
- K24** out of 234.95 minutes covered Raila 39.51%, Ruto 34.55%
- TV47** out of 357.36 minutes covered Ruto 39.55%, Mudavadi 28.44%



JULY COVERAGE OF 2022 PRESIDENTIAL ASPIRANT PER TV STATION

MEDIA REPORT CARD
JULY-SEPT 2021

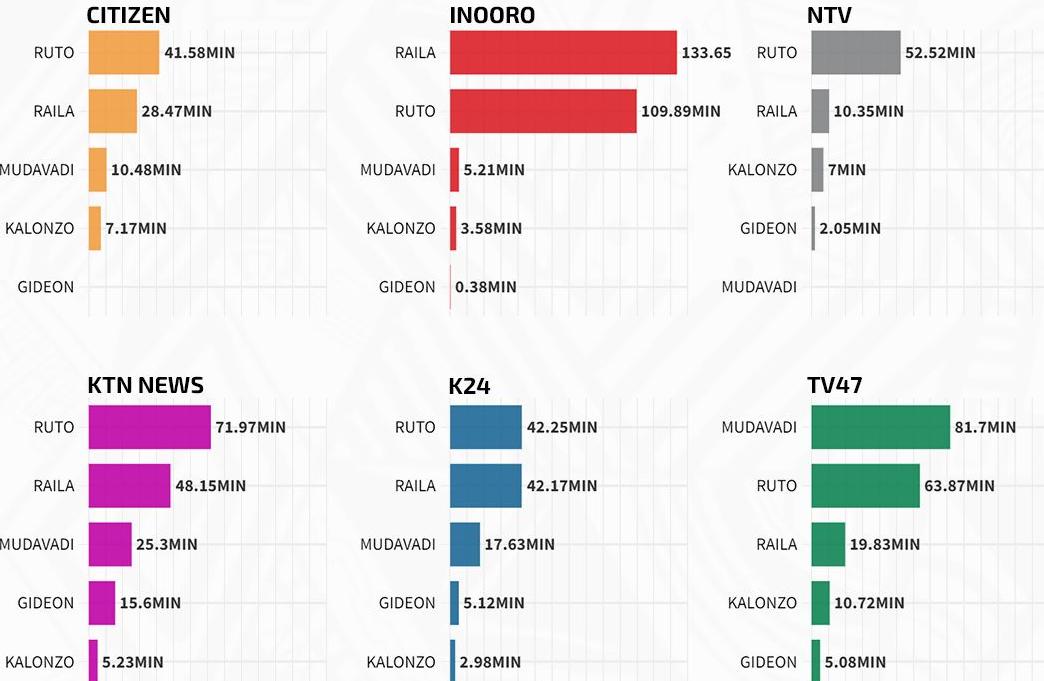
- **Citizen TV**, out of 101.62 minutes covered
Raila 37.30%, Ruto 28.44%
- **Inooro TV** out of 56.87 minutes covered
Raila 34.23%, Ruto 31.95%,
- **NTV** out of 89.52 minutes covered Raila 34%, Mudavadi 23.85%
- **KTN News** out of 107.33 minutes, covered
Raila 31.01%, Gideon 23.29%
- **K24** out of 55.67 minutes gave covered
Raila 40.21%, Mudavadi 24.29%
- **TV47** out of 43.73 minutes covered Raila 40.40%, Ruto 24.28%



AUGUST COVERAGE OF 2022 PRESIDENTIAL ASPIRANTS PER TV STATION

MEDIA REPORT CARD
JULY-SEPT 2021

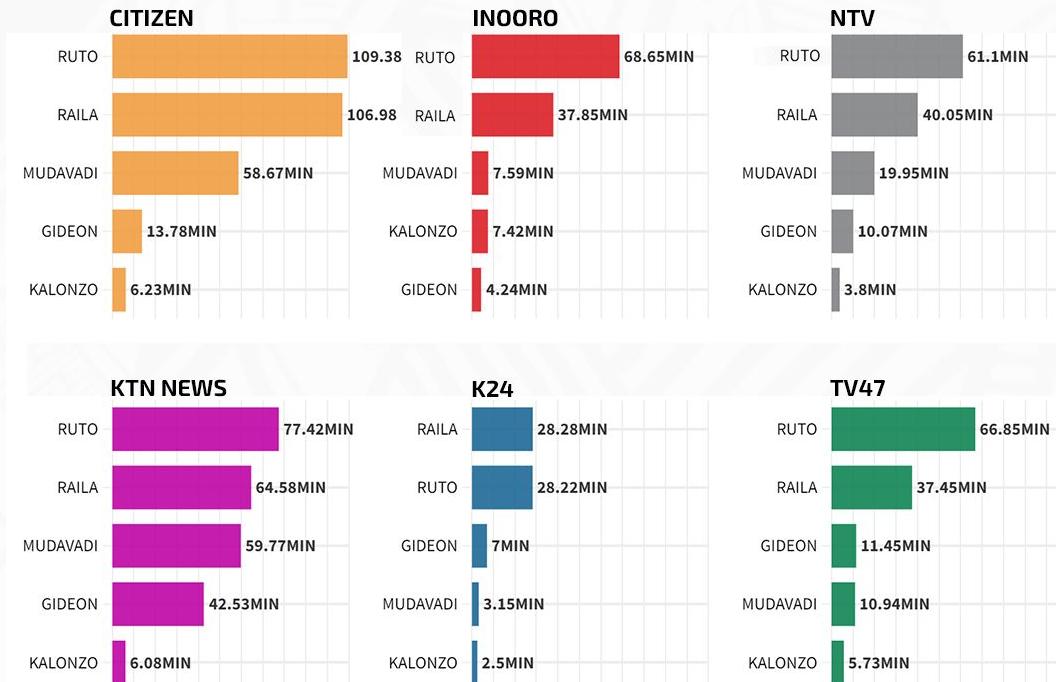
- **Citizen TV** out of 87.70 minutes covered
Ruto 47.72%, Raila 32.46%
- **Inooro TV** out of 252.71 minutes covered
Raila 52.89%, Ruto 43.49% (109.89 minutes)
- **NTV** out of 71.92 minutes covered Ruto 73.02%, Raila 14.39%
- **KTN News** out of 166.25 minutes covered
Ruto 43.29% , Raila 28.96%
- **K24** out of 110.13 minutes covered Ruto 38.36%, Raila 38.29%
- **TV47** out of 181.20 covered Mudavadi 45.09%, Ruto 35.25%



SEPTEMBER COVERAGE OF 2022 PRESIDENTIAL ASPIRANT PER TV STATION

MEDIA REPORT CARD
JULY-SEPT 2021

- Citizen TV** out of 295.05 minutes covered
Ruto 37.07% , Raila 36.26%
- Inooro TV** out of 125.75 minutes,covered
Ruto 54.59% , Raila 30.10%
- NTV** out of 134.97 minutes covered Ruto 45.27%, Raila 29.67%
- KTN News** out of 250.38 minutes covered
Ruto 30.92%, Raila 25.79%
- K24** out of 69.15 minutes covered Raila 40.90%, Ruto 40.81% .
- TV47** out of 132.42 minutes covered Ruto 50.48%, Raila 28.28%



Availability of data

The dataset, as mentioned previously, can be extracted for any of the television stations reviewed YouTube Channels. The specific dataset that supports the findings of this report can be accessed in the Appendix in this document.

Compliance with ethical standards

Kenyans.co.ke declares that it has no conflict of interest.

Declaration of competing interest

Kenyans.co.ke declares that it has no known competing financial interests or personal relationships that could have appeared to influence the outcome of this report.

Robert Ndungu (Managing Director) provided structural, scientific and numerical design and format.

Issack Kim designed and supervised the study.

Dennis Kamau and **Domenic Ntoogo** collected and entered the data.

John Mbati and **Adongo Kyalo** pre-processed and organised the data as well as prepared the graphs and tables used in the study.

Dennis Kiptoo and **Samuel Otieno** provided technical support.

All the authors reviewed the final manuscript.

This section defines terms to contextually fit in the analysis of the report.

Report - Refers to the analysis and content of this document

Bias - Objectivity or subjectivity of a news item or media outlet

Positive - Favourable to moderate coverage of an aspirant

Negative - Unfavourable coverage of an aspirant

Source - YouTube channel of each of the TV stations/media house under review

Aspirant - An individual who has expressed interest at the presidency

Prime Time - 7pm and 9pm TV news bulletins

This report relies on the YouTube Channels of the leading television stations in the country for its analysis. YouTube uploads by media outlets are indicative of the type of news they report.

It further analyzes how the media houses allocated time to the leading presidential aspirants. The model adopted can, however, be extended to other media platforms and be analysed for a bigger social network.

The study is performed in two stages. In stage one, overall time allocated to each of the aspirants in the third quarter of the year 2021. Ideally, media outlets should report fairly to their consumers.

In stage two, the report analyses the monthly airtime allocated to each of the aspirants per station, indicating the percentages of positive and negative coverages. This goes a long way in further analysing how media outlets subtly condition news consumers in both positive and negative overtones i.e. the news consumers may get conditioned to be in line with the media outlet's view on a subject, or may get conditioned to have a completely opposite view with respect to the media outlet's view.

The margin of error is +/-4.5%

As seen by means of analysis in this report, media outlets are responsible for an opinionated mechanism of news reporting which has a deleterious impact on its consumers. In essence, a big fraction of the media audience is conditioned through 'biased' polar coverage. This shows that an alarming number of people get conditioned by polar, subjective and biased news every day, something which goes past the naked eye of humans.

In today's world where liberalization of the media has made people's lives extremely easy, care must be taken to avoid misuse of the dependence on such media. The audience should not blindly trust media sources and use their rationale before developing an opinion on an issue.

This report aims to help the audience detect fair and balanced coverage in Kenyan television stations. The study also shows how the media conditions and influences the opinions of its news consumers. This justifies the need for a platform to provide safe and healthy balanced news to the consumers so that they are not misguided and conditioned by biased media outlets.

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