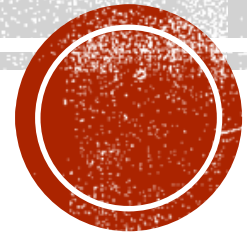


PUBLIC INTEREST: WHAT IS EXPIRY DATE?

PRESENTATION BY LINUS KAIKAI



FOUNDATIONAL 5W-1H QUESTIONS

- WHY WAS JOURNALISM FOUNDED?
- WHAT PURPOSE DOES JOURNALISM SERVE?
- WHO SHOULD SERVE JOURNALISM AND WHO SHOULD JOURNALISM SERVE?
- WHERE SHOULD JOURNALISM BE PRACTICED?
- WHEN DOES JOURNALISM BEGIN OR END?
- HOW SHOULD JOURNALISM BE SUSTAINED?



JOURNALISM MISSION & SUSTAINABILITY

- **THE ORIGINAL MISSION – PUBLIC INTEREST, GREATER GOOD, COMMUNITY, THE MAN ON THE STREET, OTHERS NOT SELF... YOU ARE NOT THE STORY ET AL**



PUBLIC INTEREST & JOURNALISM

- **PUBLIC INTEREST – INITIALLY WAS ABOUT ‘GOVT REGULATIONS FOR PUBLIC GOOD’**
- **FOURTH ESTATE – UNINVITED, RELUCTANTLY ACKNOWLEDGED, INTRUSIVE**
- **ETHICS – THE CENTRAL COLUMN**



PUBLIC INTEREST AND SUSTAINABILITY

- **PULITZER – WAGED A COURAGEOUS CRUSADE AGAINST CORRUPT PRACTICES IN GOVERNMENT AND BUSINESS**
- **THREAD REMAINS TO DATE – INVESTIGATIVE JOURNALISM**
- **WILL THIS ‘PUBLIC INTEREST’ BRIEF CHANGE?**



SUSTAINABILITY: WHAT COMES FIRST?

FINANCIAL?

CONTENT?

INDUSTRY?



KENYA MEDIA LANDSCAPE



DEVELOPED AND VIBRANT



PLURALISTIC AND RIGOROUS



GENERALLY FREE PRESS



KENYA MEDIA LANDSCAPE



1991 POLITICAL REFORMS

BROADCASTING LIBERALIZED

RADIO/TV – POLITICAL ISSUES AND CURRENT AFFAIRS



KENYA MEDIA LANDSCAPE



NEWSPAPERS – DAILY NATION, STANDARD, STAR

TELEVISION – CITIZEN, KTN, NTV, KBC, K24

RADIO – CITIZEN, KBC, MAISHA... VERNACULAR



MEDIA SPACE EXPLOSION

200

- RADIO
- FM

135 TV

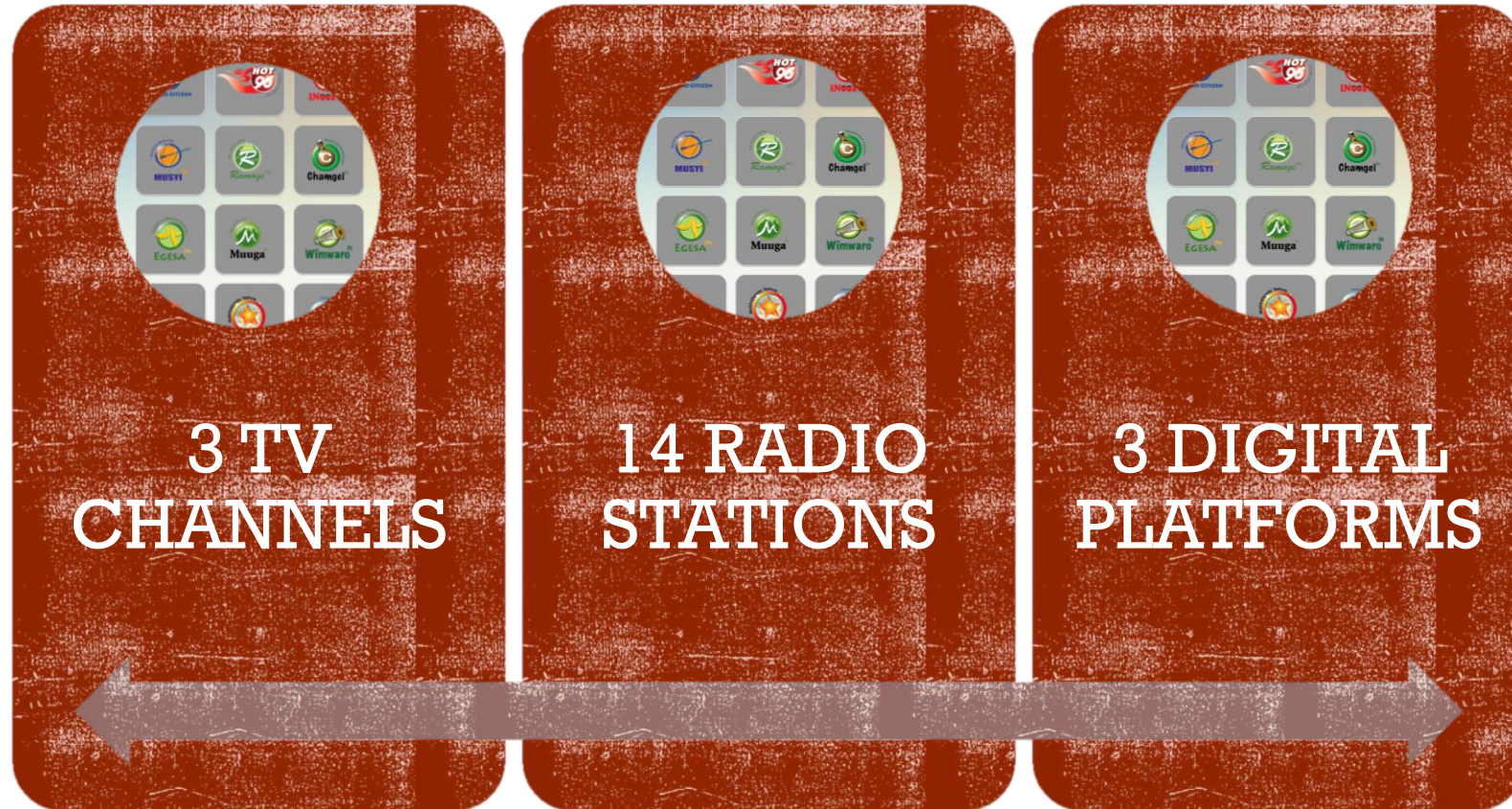
- TELEVISION
- PRIVATE

100

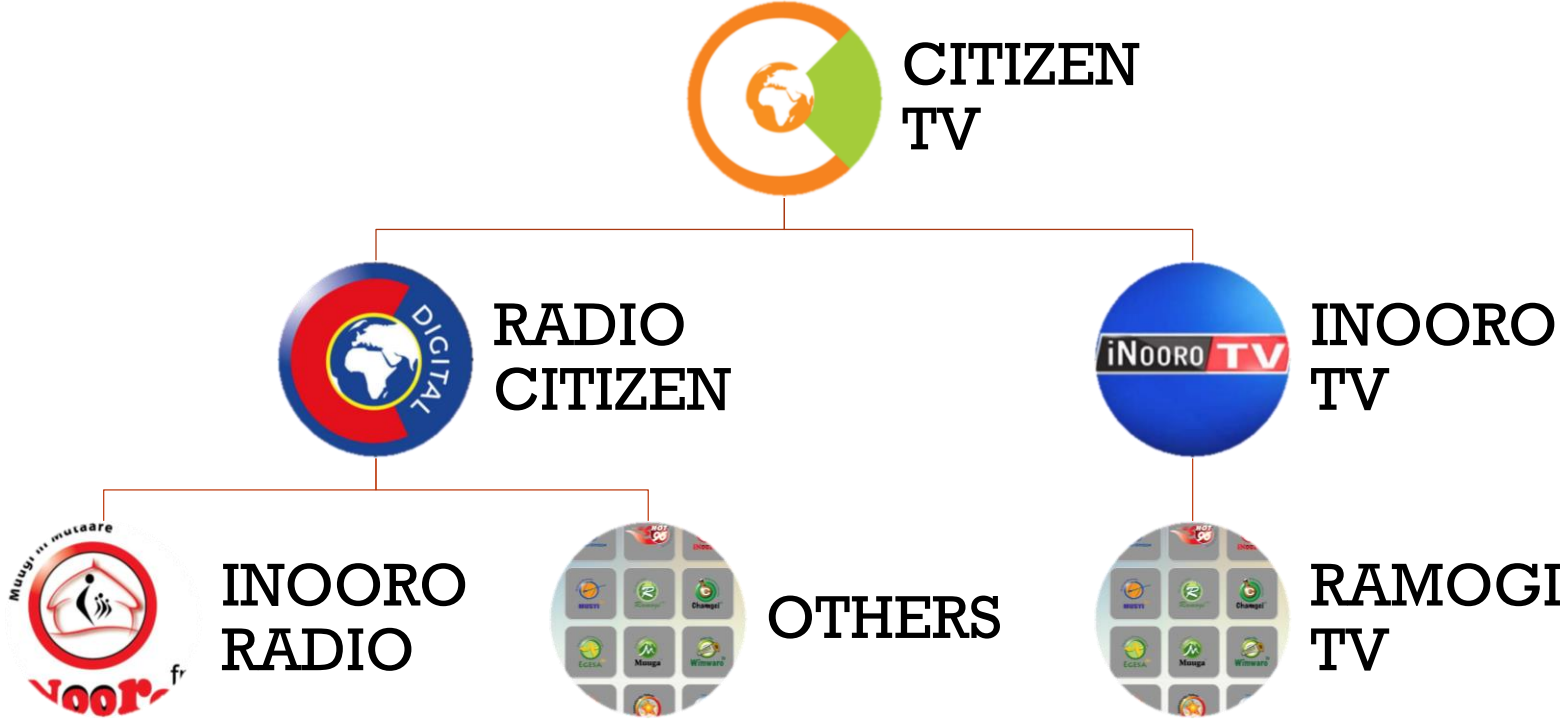
- PRINT
- PRIVATE



ABOUT ROYAL MEDIA...



RMS PLATFORMS



KENYA MEDIA REVENUE MODELS



PUBLIC FUNDING - KBC

COMMERCIAL – RELIES ON ADS

TRUST & CHARITIES - RADIO



COMMERCIAL SUSTAINABILITY FACTORS

1. NATIONAL ECONOMIC ENVIRONMENT

2. MEDIA MARKET FORCES

3. INNOVATION



1. NATIONAL ECONOMIC ENVIRONMENT



ARE ADVERTISERS
SPENDING?



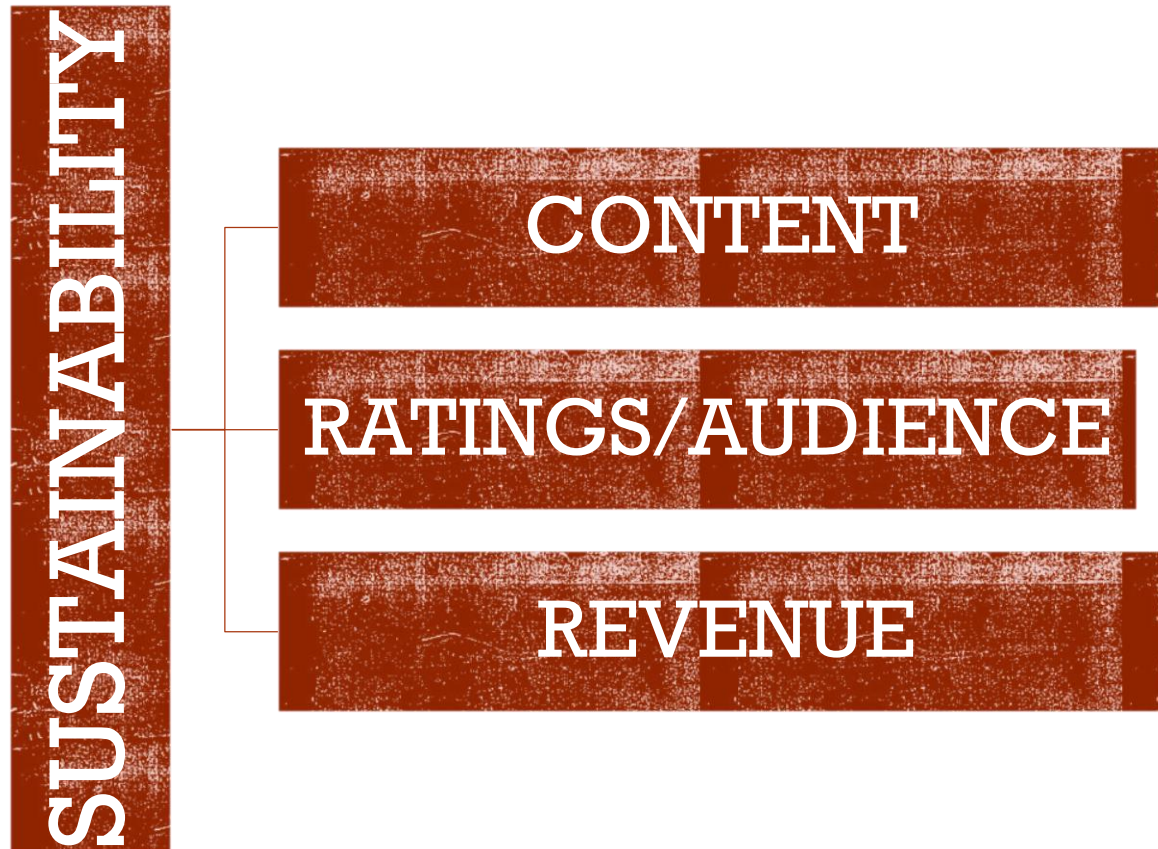
IS GOVERNMENT SPENDING?
GAA



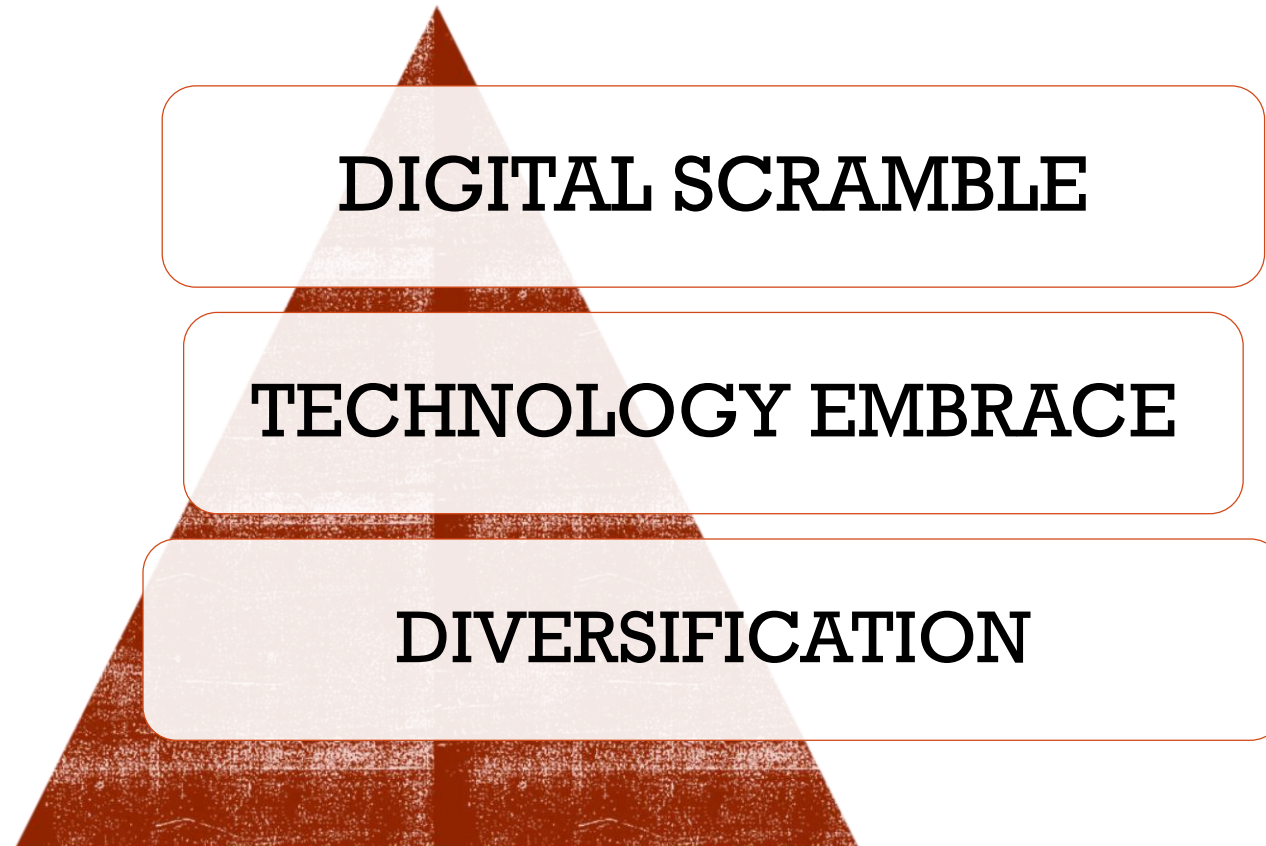
THE CHAIN EFFECT



2. MEDIA MARKET FORCES



3. INNOVATION BATTLEGROUND



MONEY, WHAT ABOUT JOURNALISM?

HIGH QUALITY CONTENT



INDEPENDENT JOURNALISM



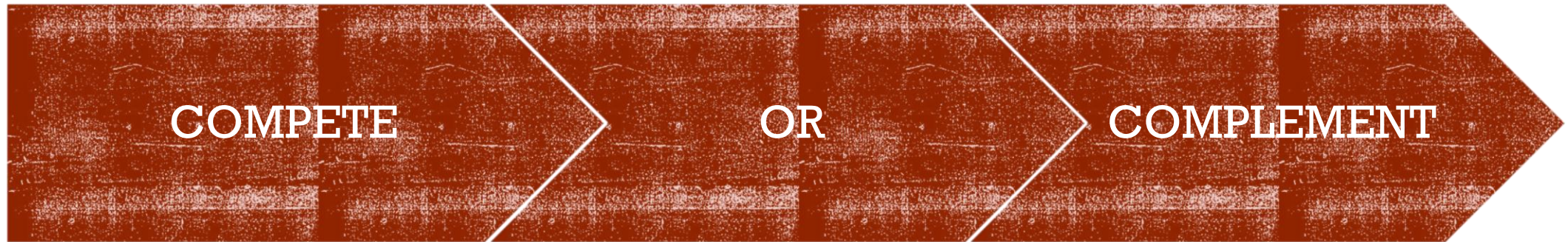
CREDIBILITY - TRANSPARENCY



MONEY IN THE NEWS



DIGITAL V LEGACY MEDIA



SAFEGUARDING THE INDUSTRY



CROSS MEDIA SOLIDARITY



REGULATORY FRICTION



ORGANIZED BODIES-
KEG, KUJ MOA



REGULATORY FRICTION



REGULATORY FRICTION



2018 SHUTDOWN



2015 DIGITAL MIGRATION



CLASH OF REGULATORS

