



---

## KRB MEDIA MONITORING REPORT

---

**January 2018 to December 2018**

Prepared by  
Avant Communications

## 1. EXECUTIVE SUMMARY

Kenya Roads Board is a statutory body established under the Kenya Roads Act No. 7 of 1999 to oversee the road network in Kenya and coordinate its development, rehabilitation and maintenance. KRB is also the principal advisor to the Ministry of Roads on all matters related thereto.

In general, infrastructure is one of the key areas that are of keen interest to the public because it plays a vital role in economic and social development by channelizing trade and mobility. Road transport constitutes about 80% of the total internal freight and passenger traffic in Kenya. The media is therefore very keen in covering and highlighting issues related to this industry.

Media plays a vital role in socio-economic development of countries through educating the masses, being a watchdog and setting agendas which form the basis of people's perceptions on matters of public affairs.

In Kenya, media houses have the independence of deciding on the news items to be presented to the public, and further decide the importance to be attached to particular news items.

With this in mind, KRB uses the media to pass information related to its mandates and at the same time closely monitors any media coverage that relates to the industry.

Media monitoring is done through the Legal and Corporate Department of the Board with the aim of establishing the media channels that mention KRB, frequency of the mentions, quality and quantity of the mentions, as well as the tonality of the media coverage that is accorded to the Board.

The tool used for media monitoring is the Video and Audio Recording Systems (VARS) software, and the data is analyzed using Microsoft Excel. A comprehensive media monitoring report is then generated to show trends in KRB's media coverage. It is critical

that this report's findings help the Board in making media relations and publicity decisions come out.

This report outlines KRB's media coverage from January to December 2018. The report incorporates all media coverage by print, radio and television stations in Kenya.

### 1.1. Key Findings

- ✚ Out of one hundred and thirteen (113) media channels that were monitored from January to December 2018, thirty (30) of them mentioned Kenya Roads Board. This constituted of seventeen (17) radio stations, nine (9) publications and four (4) TV stations
- ✚ During the period under review, KRB received a total of sixty three (63) mentions across all the media channels
- ✚ Majority of the Commission's overall media coverage was featured on radio, constituting of thirty (30) mentions followed by print with twenty five (25) mentions and TV with eight (8) mentions
- ✚ Eighty nine percent (89%) of KRB's overall media coverage was featured in the News section followed by the business section at eight percent (8%)
- ✚ The top five (5) publications that mentioned KRB included Daily Nation, Business Daily, The People Daily, The Star and MyGov
- ✚ The top five (5) radio stations that mentioned KRB included Radio Nam Lolwe, Milele FM, Radio Ramogi, Classic 105 and KBC English Service
- ✚ The top three (3) TV stations that mentioned KRB included NTV, K24 and KBC Channel 1
- ✚ The dominant topics across all media channels included
- ✚ Ninety two percent (92%) of the Board's overall media coverage during this period had a neutral effect, which constituted of fifty eight (58) mentions across all the media channels that covered KRB

- ✚ There was a total of three (3) positive mentions and two (2) negative mentions across all the media channels that covered the Board

## 2. PROJECT DESCRIPTION

### 2.1 Objectives, Data Collection and Analysis

#### 2.1.1 Objectives

The main objective of this survey was to critically analyze the media coverage accorded to KRB from January to December 2018.

Specific objectives included to:

- I. Establish trends in KRB's media coverage from January to December 2018.
- II. Identify the individual media channels that mentioned the Board.
- III. Identify the specific media sections under which KRB was covered e.g. News, Business, Commentary, Notices, etc.
- IV. Identify dominant topics that were featured in the media coverage during the period under review.
- V. Establish the tonality of the Board's media coverage and classify it into either neutral, positive or negative.

#### 2.1.2 Data Collection and Analysis

A comparative, descriptive and analytical method of study was applied. The Legal and Corporate Department of the Board monitored publicity coverage from various media channels in Kenya so as to gather relevant data on KRB's media coverage. In this case, the media channels monitored included print, radio and television stations.

As shown in Table 1 below, a total of one hundred and thirteen (113) media channels were monitored from January to December 2018. Sixty percent (60%) of the media channels were composed of Radio stations, twenty five percent (25%) were Print media and fifteen percent (15%) were composed of TV stations.

**Table 1: Number of media channels monitored**

Media channel	Number of publications/ stations monitored	Percentage
Print	28	25%
Radio	67	60%
Television	18	15%
<b>Total</b>	<b>113</b>	<b>100%</b>

The data collection tool used in monitoring the media coverage was the Video and Audio Recording Systems (VARs) software. Published articles that were not in soft copy were physically monitored on a daily basis.

The raw data that was collected using the software was later analyzed using Microsoft excel.

Results from the analysis were both qualitative and quantitative. Quantitative findings included frequency of the Board’s media coverage while qualitative was based on the tone and topical issues featured in the media coverage.

---

To view a list of the specific media channels that were monitored, refer to;

Annex 1: List of Print Media

Annex 2: List of Radio Stations

Annex 3: List of TV Stations

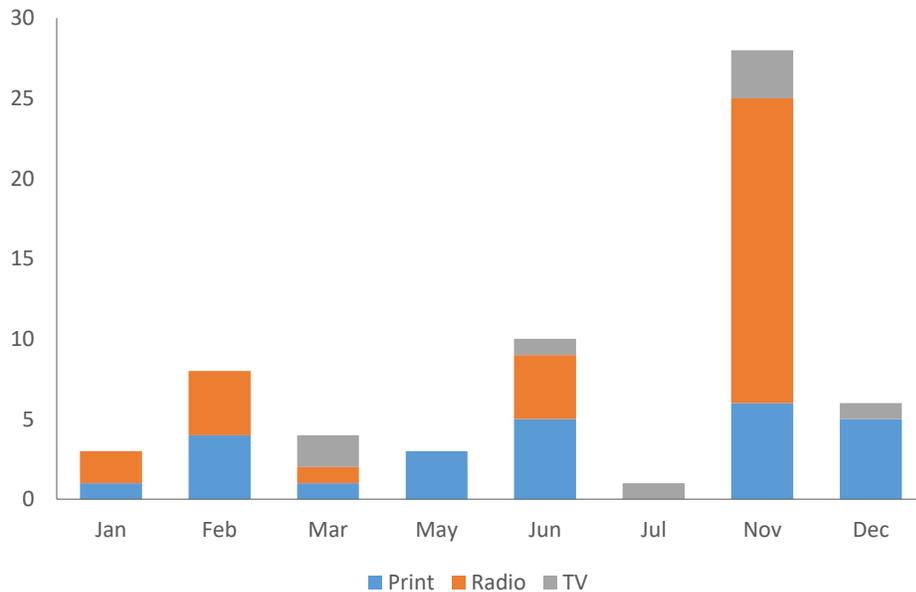
### 3. GENERAL FINDINGS

Out of one hundred and thirteen (113) media channels that were monitored from January to December 2018, thirty (30) of them mentioned Kenya Roads Board. This accorded the Board a total of sixty three (63) mentions across all the media channels.

#### 3.1 Overall media coverage per month

Generally, there was constant media coverage across all months from January to December 2018 (See figure 1 below).

Figure 1: KRB's media coverage per month



During the period under review, November had the widest media coverage of the Board. The wide coverage can be accorded to