

TURKANA MIRROR

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“Reflecting all voices”

VISION:

“An independent County that is informed and disseminate development agenda to all”

GOAL:

A Turkana County where citizen participation is upheld and effectively influences policy making that respects the rule of law.

MISSION STATEMENT:

To build capacity of local communities on importance of media advocacy, citizen participation, efficient service delivery to the public by duty bearers with clear feedback approach in addressing communication barriers as measures to uphold constitutional rights in access to public information, social accountability and transparency.

OBJECTIVES:

1. To make Turkana County an information circulation zone where members of the public are informed of their development and management of public resources.
2. To promote consultative approaches in addressing challenges in provision of services to the public in enhancing peaceful co-existence.
3. To support market and market access of value added products in the County and beyond as means of empowering commercial groups and institutions economically.
4. To transform media reporting in the County as means of restoring society image and enhancing opportunities for investments
5. To support civic education in the County in making the public aware of their constitutional rights, roles of various duty bearers as measures of promoting interdependence among institutions.

Thematic areas:

1. Information sharing
2. Civic education and Social Accountability
3. Promotions and market linkages
4. Human rights education

Target group:

- Members of the public
- County government; County Executives and County Assembly
- Public institutions
- Private Sector (Business community)
- Development partners
- Public Benefit Organizations previously known as NGOs and FBOs

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AREA OF COVERAGE:

- a) **Current:** Turkana County
- b) **Future:** Turkana and neighbouring Counties

Background

Status: Turkana Mirror is a media program under TUBAE programmes which is an independent program registered under ***the registration of business names Act*** under Cap.499, Section 14 of Kenya laws on 20th January, 2014 with its office based in Turkana- Lodwar, Kenya.

Why Turkana Mirror?

TUBAE- African Development Trust whose abbreviation now stands for ***The Universal Bureau of Advocacy Enhancement*** (TUBAE) has introduced this means of public participation in order to address the concerns of the public as raised in the last three years when governance and social accountability program was being implemented in five Sub-counties namely, North, Central, Loima, West and South respectively.

The public recommendations to TUBAE were to ***introduce community parliaments, a County newspaper or community radio*** to address communication barrier and poor reporting. The key issues raised were;

1. Media has been a tool used by some development partners (based in Turkana) to portray bad image for this County as strategy for quick fundraising as seen previously and recently in 2011 and 2014 at Kakuma
2. Turkana world- wide has been seen as a relief, insecure, harsh, hunger and starvation zone with nothing constructive seen or portrayed from the area
3. Public engagement has been overlooked by the sector whose focus is in the leadership
4. Reporting concentrates in urban areas and events attended by politicians
5. Local developments have not been given coverage
6. The existing national media houses give meager or none coverage to Turkana pressing issues
7. Local Fm radios instead of giving local news they copy and report to the public what national houses have broadcasted
8. No flow of information from the grassroots to the County neither to the national levels
9. The freelancers in the county who report have been ineffective in reporting issues if any, politically influenced which makes good news unreported
10. The reporting of events and news have been commercialized instead of media house looking for news, they seek for tips if not given they don't give coverage neither send news to their media houses.

Due to these issues, TUBAE through the county print (Turkana Mirror) has begun the process to change the above concerns as raised by the public as follows:

1. The program conducted a feasibility study in October, 2013 which informed the project on better approaches to communication.
2. Recruitment of twenty (20) citizen journalists across the six sub-counties in the County where in each sub-county two youth were identified with Turkana central leading with four due to ***County***

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executive coverage, County assembly proceedings reporting and *four editorial team* who will be in the News room.

3. Training of the *citizen journalists* for *forty-five days* (45) to impart them with *basic knowledge on journalism, news writing, professional ethics* and *effective communication*. More so, the syllabus covers *investigative journalism*. The training was supported by *Kenya Media Program* (KMP) and *the consultancy firm* which was hired was *ScienceAfrica* (International firm)
4. Production of the 1st issues as taste to the market as March publication. This has amazingly impressed the public, stakeholders and advocacy institutions both locally and internationally. The 2nd issues will be out by mid April when the paper will be officially launched by our partners with County government chiefs invited among other dignitaries.

Human resource:

The program has three levels of Human resource;

1. Project management unit;

This is a technical arm that will be recruited in April who will comprise of; Program officer, graphic designer, Accountant and Marketing & sales officer. These will be professionals with experience in mass communication and project planning.

2. Editorial team

The program has six editorial team headed by Chief editor, two Editors, two sub- editors and Institution Administrative Assistant . These are professionals and work under the TUBAE administration and will be answerable to the Executive Director. The team is in two levels full time and part time due to demand and contractual agreement.

3. Correspondents

The program has fourteen (14) correspondent drawn from; Turkana west, North, Central, East, South and Loima. Turkana Central has four correspondents of which two will be doing the normal reporting while two will be doing coverage in both County Assembly and Executives. The team hired is gender sensitive which also include two members of the Editorial team.

4. Volunteer writers

The members of the public; Professionals, Business communities, Public institutions, Students, Scholars who are in research are also invited to write on topical issues relevant to the paper for publication.

The newspaper under civic education will give more coverage on the following; -

1. Citizen participation
2. Devolution
3. Constitution and constitutional offices, and
4. Natural resources and its sustainable exploitation to alleviate poverty

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Challenges:

1. Lack of communication gadgets for reporting by citizen correspondents; camera, laptops, voice recorders, modems and radio rooms that connects the entire County
2. News room has no printing press to support constant publication in enhancing communication and feedback sharing
3. Logistical support in responding to emergencies; motor cycle since the project has only two, no vehicle since insecure areas will require a vehicle
4. Capacity building of the local citizen journalists to advance their studies in journalism
5. Inadequate funds to support internal induction of staff from time to time as means of perfecting reporting of the media house and pay human resource to stabilize operationalization of paper.

PROGRAM STRUCTURE

The media program under TUBAE referred to as Turkana Mirror is part of the existing structure. The levels of this program shall be in three ways;

1. **Policy makers** – Board of Directors (comprise of five members, gender sensitive)
2. **Project management unit (PMU)** – News room and documentation centre. This is where the project staff, Editorial board and Sub-county correspondents who does the practical work who report to the senior management headed by the Executive Director and seconded by Administrative assistant who will be coordinating and reporting to the Directors.
3. **Consumers** – include target beneficiaries; source of information, duty bearers and policy makers.

Recommendations / Way forward

| No. | Challenge: | Way forward/ recommendation |
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| 1 | Lack of communication gadgets for reporting by citizen correspondents; camera, laptops, voice recorders, modems and radio rooms that connects the entire County | Fundraising to see how to raise basics ones to start. |
| 2 | News room has no printing press machine to support constant publication in enhancing communication and feedback sharing | Most of development partners are not ready to support. |
| 3 | Logistical support in responding to emergencies; motor cycle since the project has only two, no vehicle since insecure areas will require a vehicle | Fundraising to see how to raise basics ones to start. |
| 4 | Capacity building of the local citizen journalists to advance their studies in journalism | Organization is developing a concept to be submitted to the County government to sponsor the Turkana youth who have basics in journalism to pursue Degree, Diploma and certificate courses in higher learning institutions. This is because TUBAE intends to open a capacity building |

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| | | program where students pursuing mass communication and related courses can get job experience as interns, volunteers waiting chances of employment |
| 5 | Inadequate funds to support internal induction of staff from time to time as means of perfecting reporting of the media house and pay human resource to stabilize operationalization of paper. | Fundraising to see how to raise basics ones to start. Also appealing to the County government to support |

LOCATION:

Lodwar town (Turkana Central district) along Kanamkemer – Nawoitorong Road (Lodwar Club – World Vision IPA Street) P.O. BOX 409-30500 Lodwar (Post office premises former Telecom offices)

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