Reshaping Narratives

Media Engagement Strategies for LGBTIQ+ Persons in Kenya

Attributions

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Abbreviations and Acronyms

AMSHeR   African Men for Sexual Health and Rights

BBC   British Broadcasting Corporation

FGDs   Focus Group Discussions

galck+   Former Gay and Lesbian Coalition of Kenya(GALCK)

HRW   Human Rights Watch

ILGA   International Lesbian, Gay, Bisexual, Trans, and Intersex Association

KIIs   Key Informant Interviews

LGBTIQ+   Lesbian, Gay, Bisexual, Transgender, Intersex, and Queer Persons

NGLHRC   National Gay and Lesbian Human Rights Commission

NGOs   Non-Governmental Organizations

SGM   Sexual and Gender Minorities

Glossary of Key Terms

- **Agender:** A term used to describe people who do not identify with any gender. They may describe themselves as being gender-neutral or genderless.

- **Ally:** This term is used for individuals who support and stand up for the rights of LGBTIQ+ people.

- **Asexual:** This term is used to describe individuals who experience little or no sexual attraction to others. However, they might still experience romantic attraction.

- **Bigender:** A term used to describe individuals who identify as two genders. They may feel that they embody both genders at once or that they switch between these two genders.

- **Bisexual:** A term describing individuals who can feel romantic, emotional, or sexual attraction to multiple genders, possibly with a preference for certain ones. It is part of the broader multisexual spectrum.

- **Cisgender:** This term is used to describe individuals whose gender identity aligns with the sex they were assigned at birth.

- **Gay:** A term used to describe individuals who are emotionally, romantically, or sexually attracted to people of the same gender. It can be used to refer to both men and women, although it is more commonly used for men.

- **Gender Identity:** This term refers to a person's internal sense of their own gender, whether that is that is man, woman or transgender. It can be the same or different from the sex assigned to them at birth.

- **Genderfluid:** A term used to describe individuals whose gender identity varies from time to time. A genderfluid person might identify as a woman, man, agender, bigender, or any other non-binary identity.

- **Gender non-conforming:** A person who expresses their gender in ways that do not align with traditional or societal expectations of masculinity or femininity.

- **Genderqueer:** An umbrella term for gender identities outside conventional binary categories. People who identify as genderqueer may identify neither exclusively as man or woman, a blending or rejection of gender categories.

- **Heteronormative:** This term refers to societal norms and expectations that people should be heterosexual and that genders and roles are strict and binary.

- **Homophobia, Lesbophobia, Biphobia, Transphobia, Interphobia:** These terms refer to fear, hatred, discomfort, or mistrust that some people may have towards those who are lesbian, gay, bisexual, transgender and intersex persons.

- **Intersex:** This term refers to individuals who are born with sex characteristics (including genitals, gonads, and chromosome patterns) that do not fit typical binary notions of male or female bodies.

- **Lesbian:** A person who identifies as a woman and is emotionally, romantically, or sexually attracted to other women.

Glossary of Key Terms

- **LGBTIQ+:** Acronym for Lesbian, Gay, Bisexual, Trans, Intersex, and Queer. The '+' represents minority gender identities and sexualities not explicitly included in the term LGBTIQ.

- **Agender:** A term used to describe people who do not identify with any gender. They may describe themselves as being gender-neutral or genderless.

- **Non-Binary:** This term is used to describe individuals who don't identify as a man or a woman. There is a range of non-binary gender identities, such as genderqueer, gender-neutral, gender fluid, and third-gendered.

- **Pansexual:** Describes individuals who can experience attraction, regardless of gender. Like bisexuality, it falls within the multisexual spectrum.

- **Queer:** This term is used by some people, who reject specific labels of sexual orientation and gender identity. It can be a catch-all category for anyone who is not cisgender and heterosexual.

- **Sexual and Gender Minorities (SGM):** This term is used interchangeably with LGBTIQ+. It includes individuals whose sexual orientation or gender identity varies from the majority, such as people who identify as lesbian, gay, bisexual, transgender, queer, intersex, asexual, GenderQueer, Gender non-conforming and non-binary.

- **Sexual Orientation:** This refers to an individual's enduring pattern of emotional, romantic, and/or sexual attractions to men, women, both genders, or non-conformity.

- **Transgender:** This is an umbrella term for individuals whose gender identity and/or expression differs from what is typically associated with the sex they were assigned at birth.

Abstract

This study provides a comprehensive examination of the representation and engagement strategies of LGBTIQ+ in Kenyan media, shedding light on both challenges, and positive developments. The use of a mixed-methods approach, including desk reviews, Key Informant Interviews (KIIs), Focus Group Discussions (FGDs), and a survey targeting media professionals and LGBTIQ+ persons , adds depth to the analysis.

The findings underscore the prevalence of stereotypes, editorial bias, and entrenched cultural norms as significant factors influencing the representation of LGBTIQ+ persons in the media. Additionally, the research reveals a persistent fear of revenue loss, and a need for more understanding of LGBTIQ+ lived realities among media professionals. These factors contribute to the existing challenges in achieving fair and accurate storytelling.

The study's focus on media professionals' and LGBTIQ+ persons perspectives through surveys, KIIs, and FGDs offers valuable insights into the awareness and opinions of individuals within the industry. The identified need for clear reporting guidelines, continuous training for journalists, and stronger collaborations with LGBTIQ+ focused organizations highlights potential avenues for improvement.

The study concludes with a compelling call for inclusive media policies aimed at rectifying current misrepresentations, and fostering broader societal inclusion of LGBTIQ+ community in Kenya. This forward-looking recommendation aligns with the identified interest among journalists to enhance their practices, suggesting a positive trajectory for LGBTIQ+ representation in Kenyan media.

In summary, the study not only provides a snapshot of the current challenges faced by LGBTIQ+ in Kenyan media, but also offers actionable recommendations for improvement. By emphasising the importance of collaboration, training, and policy changes, the research contributes to the ongoing discourse on media representation, and societal understanding of LGBTIQ+ community in Kenya.

Executive Summary

This comprehensive study seeks to shed light on the current state of media engagement and representation of LGBTIQ+ Persons within the Kenyan media landscape. The implications of this study are far-reaching, with potential benefits for the LGBTIQ+ community, media professionals, and policymakers, who are engaged in advancing diversity and inclusion.

The report presents a multi-layered investigation, addressing topics that range from stereotypes and stigmatisation of LGBTIQ+ individuals in the media, to the emergence of encouraging shifts in media representation, to the challenges and discrimination faced by the LGBTIQ+ community. These findings, distilled from a wealth of data, serve as an essential knowledge base for improving media practices, informing policy, and advocating for LGBTIQ+ human rights.

An overview of the research methodology outlines our mixed-methods approach, combining a rigorous desk review with Key Informant Interviews (KIIs), Focus Group Discussions (FGDs), and a survey focused on media professionals' and LGBTIQ+ persons perspectives. This methodology ensures a comprehensive understanding of the nuances and complexities of the issues at hand.

We acknowledge the limitations of the review, which stem mainly from potential bias in self-reported data, cultural nuances, and the complex interplay of societal norms and media practices. However, these limitations do not undermine the significance of our findings, but rather underline a shortfall in ongoing research in this critical area

Distribution of Research Methods

Survey
25.0%

Desk Review
25.0%

FDGs
25.0%

KIIs
25.0%
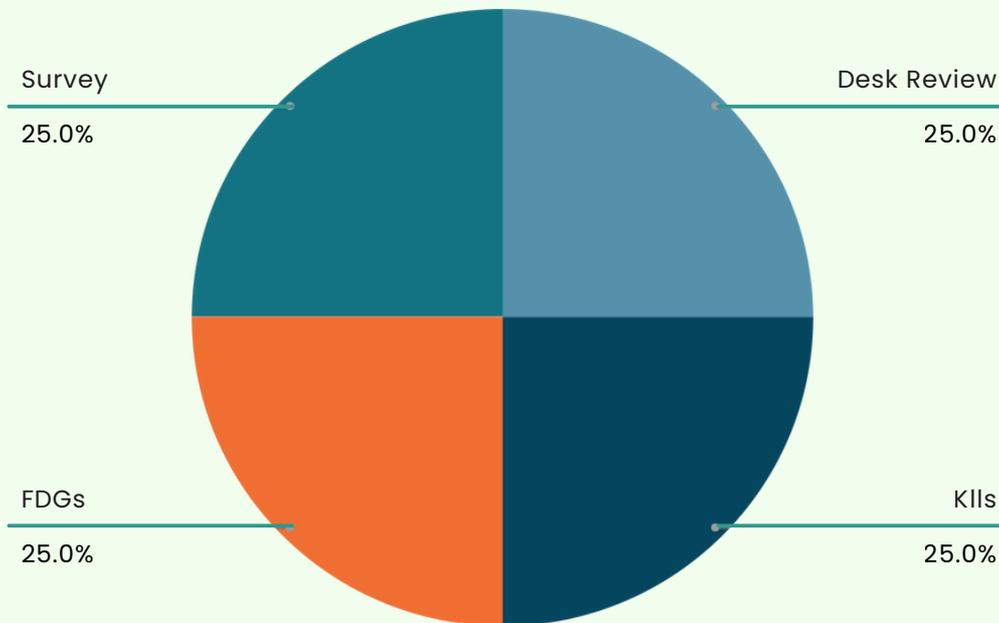
The mention of potential bias in self-reported data indicates a recognition that participants may provide information based on subjective experiences or perceptions, introducing a degree of subjectivity to the study. This is a common challenge in social research, and by acknowledging it, the researchers are being transparent about the limitations of relying solely on self-reported data.

Cultural nuances are another acknowledged limitation. Cultural factors can significantly impact how individuals perceive and respond to issues related to sexual and gender minorities. Recognizing this limitation is essential as it underscores the need for a nuanced understanding of the cultural context in which the research is conducted. It also suggests that findings may be influenced by cultural factors, and the generalisability of the results should be considered within the specific cultural context.

Our findings on the media representation of LGBTIQ+ lived realities in Kenya present a nuanced picture. We discuss the prevalence of stereotypes and stigmatisation, and the challenges faced by the LGBTIQ+ community, and also indicate the emerging optimistic shifts in visibility and representation. These findings can serve as a foundation for more inclusive media practices and policies.

The report explores existing media engagement strategies; we touch on media training and sensitisation efforts, the importance of building collaborative relationships with journalists and media outlets, and the innovative use of online platforms and social media for engagement. Insights gleaned from these practices have the potential to shape future strategies for improved representation of LGBTIQ+ persons in the media.

We further highlight the potential of movements and campaigns in creating a more inclusive media environment. The successes and challenges of these initiatives offer valuable lessons for both media practitioners and LGBTIQ+ advocates.

Through an examination of best practices and real stories, the report offers a glimpse into what is possible with concerted efforts, while also outlining the gaps and challenges that persist in this domain. These insights will be beneficial for organizations working towards improving the media representation of LGBTIQ+ community

Informed by our findings, we present a set of comprehensive recommendations to enhance media engagement with the LGBTIQ+ community in Kenya. The implementation of these recommendations will be a significant step towards a more inclusive and equitable media landscape, serving as a catalyst for broader societal change.

This report not only deepens our understanding of the current state of LGBTIQ+ representation in Kenyan media, but also provides actionable insights that can propel uplifting change for the LGBTIQ+ community, media practitioners, and society at large. Its significance lies in its potential to inform practices and policies that affirm the rights and recognition of LGBTIQ+ in Kenya.

> **Inclusive media isn't optional — it's essential for the dignity and visibility of LGBTIQ+ persons in Kenya.**

Introduction

Introduction

Globally, the fight for the human rights,visibility and understanding of individuals identifying as Sexual and Gender Minorities (SGM), including lesbian, gay, bisexual, transgender, queer, and intersex individuals, has gained significant momentum over recent decades. This progress can be seen in various forms across the world. In the more progressive regions, the media has contributed to educating, creating awareness, and humanizing LGBTIQ+ individuals.

For example, television shows like "Queer Eye" and "Orange Is the New Black" have shown diverse LGBTIQ+ individuals and sparked conversations around LGBTIQ+ human rights. Yet, this progress is unevenly distributed, with some regions showing remarkable strides toward inclusivity, while others, such as parts of Africa,Eastern Europe and the Middle East, lag behind due to cultural, legal and or religious barriers.

In the African region, attitudes towards LGBTIQ+ community vary significantly, often influenced by cultural, religious, and legal contexts. While some countries, like South Africa and Botswana, have made substantial progress in recognizing and protecting the rights of LGBTIQ+ individuals, many others like Uganda present stark contrasts.

Uganda recently enacted an exceptionally repressive anti-LGBT law,[1] contributing to an increasingly hostile environment for the LGBTIQ+ community. The media in these contexts often reflects and reinforces such prejudiced attitudes, exacerbating the challenges faced by LGBTIQ+ community.

Kenya, despite its cultural diversity and a constitution that upholds the principles of equality and non-discrimination, presents a complex situation. The existence of punitive laws against expressions of same-sex intimacy under penal code 162 [2] contributes to societal prejudice, conveying the message to Kenyan society that LGBTIQ+ persons are "criminals." This legal framework has created a challenging environment for LGBTIQ+ community, who continue to grapple with legal hurdles and societal biases. Media representation of LGBTIQ+ persons in Kenya mirrors these conflicting realities, with portrayals that often reinforce negative stereotypes, thereby contributing to LGBTIQ+ marginalisation.

Homosexuality inclusion rate in Kenya. Source @Statista 2022
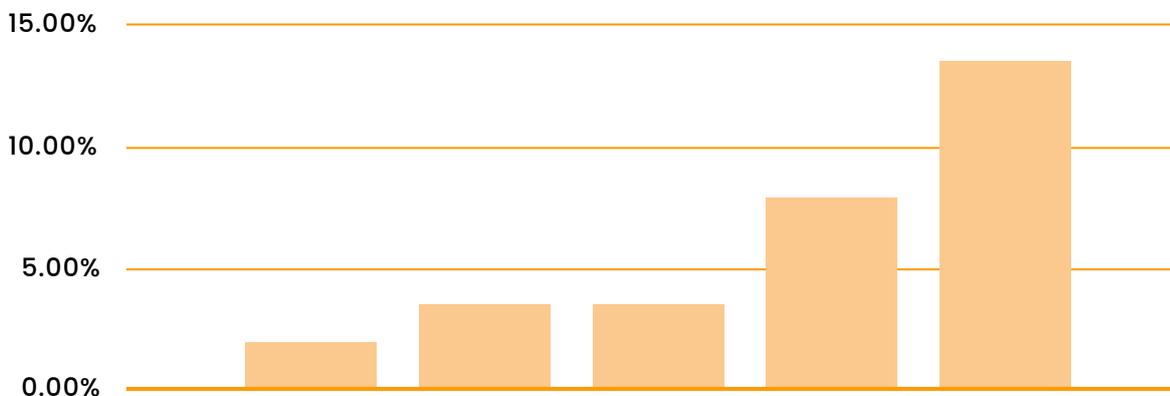
[1] Budoo-Scholtz, A. (2023). Uganda's President Signs Repressive Anti-LGBT Law. HRW.https:// www.hrw.org/news/2023/05/30/ugandas-president-signs-repressive-anti-lgbt-law# :~:text=Uganda's%20President%20Yoweri% 20Museveni%20has,aggravated% 20homosexuality%2C%E2%80%9D%20into%20law.

[2] KELIN. (2019). Justice Denied: No to #Repeal162. https://www.kelinkenya.org/wp-content/uploads/2019/06/Justice-Denied-No-to-Repeal-162.pdf

Problem Statement

Despite the potential for the media to significantly impact societal perceptions and legal norms, LGBTIQ+ community in Kenya is often misrepresented or underrepresented. This leads to a perpetuation of stereotypes, stigmatisation, and miscommunication about LGBTIQ+ lived realities , consequently aggravating the challenges the community face. The lack of effective media engagement strategies for LGBTIQ+ further exacerbates this problem. An in-depth understanding of the current media engagement strategies, their effectiveness, and the experiences of the LGBTIQ+ community in the Kenyan media landscape is required to address these holes, and develop effective solutions.

Research Objectives

Within the duration of this study, the research aims to:

Examine the existing media representation of LGBTIQ+ communities in Kenya.

Analyse the effectiveness of current media engagement strategies for LGBTIQ+.

Identify and understand the challenges and gaps in these strategies.

Underline the unique experiences and perspectives of media practitioners, LGBTIQ+ community members, and organizations advocating for LGBTIQ+ human rights.

Propose actionable recommendations for improving media engagement strategies, and enhancing the representation of LGBTIQ+ in the media.

"Despite the potential for the media to significantly impact societal perceptions, the LGBTIQ+ community in Kenya is often misrepresented or underrepresented."

Methodology

Methodology

The methodology for this comprehensive study adopts a multi-pronged qualitative research approach, incorporating a desk review, content analysis, and thematic review of various types of resources, supplemented by primary data collected through Key Informant Interviews (KIIs), Focus Group Discussions (FGDs), and an online survey.

The study population, selected through purposive sampling, involved key stakeholders from the LGBTIQ+ community, media professionals, and notable media personalities.

Specifically, a single KII was conducted with a leading media figure, while FGDs included eight LGBTIQ+ community members and six media professionals across Kenya. Additionally, an online survey was administered to individuals in the media industry, encompassing diverse roles and affiliations, with 19 participants, to gather quantitative insights into their perspectives on media engagement strategies for LGBTIQ+. This selective sampling approach enabled a diverse and nuanced exploration of LGBTIQ+ representation in Kenyan media.

Participation Type	Number of Participants	Sampling Method
Leading Media Figure (KII)	1	Purposive Sampling
LGBTIQ+ Community Members (FGD)	8	Purposive Sampling
Media Professionals (FGD)	6	Purposive Sampling
Media Industry Professionals (online Survey)	19	Purposive Sampling

Figure 1.3

The study's resources included peer-reviewed academic articles, reports from Non-Governmental Organizations (NGOs), and human rights organizations, journalistic pieces, and documentaries focusing on the Kenyan LGBTIQ+ and media context. The insights from Key Informant Interviews (KIIs), Focus Group Discussions (FGDs), and the Online survey further enriched the understanding of media engagement strategies and their impact on the LGBTIQ+ community.

In selecting secondary sources for the review, the selection criteria prioritized sources directly addressing the topic, published within the last decade, from reputable and authoritative sources. This ensured the review was grounded in current, credible information.

The multifaceted methodology offers a thorough and holistic view of media engagement strategies for LGBTIQ+ in Kenya, serving as a bridge between theoretical understandings and real-world experiences.

Limitations of Review

During the process of conducting this revised desk review, we acknowledged and addressed several inherent limitations and potential biases present in the data sources to ensure a robust analysis.

Underreporting and Stigmatization

Underreporting due to stigmatisation remained a significant constraint, limiting the scope of our findings. To address this concern, we considered available data while being cautious about potential gaps in representation, and cross-referenced multiple sources to mitigate underreporting.

Subjective Bias in Personal Testimonies

The addition of primary data through Key Informant Interviews (KIIs), Focus Group Discussions (FGDs), and a survey introduced the risk of subjective bias in personal testimonies. To counter this, we applied rigorous data validation techniques and carefully analysed individual perspectives. We recognized that they might not uniformly represent the entire Sexual and Gender Minorities community, media practitioners, or advocacy organizations.

Skewed Representation in Media Content

We were aware of the potential for skewed representation in media reports due to biases or editorial policies. To address this, we critically assessed media sources, considering different viewpoints, and aimed to present a balanced analysis of media engagement strategies concerning LGBTIQ+.

Limitations in Access to Certain LGBTIQ+ Community and Media Organizations

Access to certain LGBTIQ+ community or media organizations for KIIs, FGDs, and the survey might have been limited due to privacy concerns or sociopolitical factors, potentially resulting in an incomplete representation of experiences and views. To broaden insights, we made efforts to include diverse perspectives from various regions and demographic backgrounds.
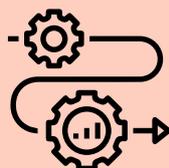
Evolving Nature of Media Engagement Strategies and Societal Attitudes

We made every effort to incorporate recent and relevant data. However, the rapidly evolving nature of media engagement strategies and societal attitudes toward LGBTIQ+ might have meant that some recent developments were not captured in this review. We contextualized the findings within the available data timeframe and highlighted the need for ongoing research and updates.

Despite these limitations, this literature review offers a comprehensive exploration of media engagement strategies for LGBTIQ+ in Kenya, integrating both secondary and primary sources to provide a nuanced understanding of the current landscape and potential avenues for improvement.

Diversity is having a seat at the table. Inclusion is having a voice. Representation is having that voice be heard.

– Zora Neale Hurston

Literature Review

Literature Review

The representation of LGBTIQ+ lived realities in the Kenyan media is a subject of interest, not only to the LGBTIQ+ community but also to human rights advocates, media practitioners, and researchers. This literature review presents a summary of existing research on the portrayal of the LGBTIQ+ community in Kenya's media, and the strategies employed to engage media toward positive representation.

1.1 Media Representation of LGBTIQ+ in Kenya

The media portrayal of LGBTIQ+ community in Kenya has been inconsistent, oscillating between both affirmative representation, and propagation of negative stereotypes. This inconsistency permeates various platforms such as news articles, television, films, and online media. An illustrative example is the film "Stories of Our Lives[3]", which earned international acclaim - but was banned in Kenya for actual representation of LGBTQ experiences. This scenario was echoed during Key Informant Interviews (KIIs) and Focus Group Discussions (FGDs).

In a study by Linet Nabwire titled "<u>A Study on Media Representation of Homosexuality in Modern Culture in Kenya</u>,[4]" a significant observation was the influence of the media in shaping public perception of homosexuality. Nabwire asserts that the media has given substantial airtime to the LGBTIQ+ community, facilitating public awareness, and indirectly affecting societal beliefs about homosexuality. This influence, however, calls for responsible reporting, ensuring content appropriateness for all audiences, including the youth. The study posits that media representation could potentially normalize homosexuality in society, altering previously entrenched attitudes (Nabwire, 2014). This is echoed by sentiments expressed by our survey participants.

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[3] The Nest Collective. (2014). Stories of Our Lives—An Anthology Film. https://www.thisisthenest.com/sool-film

[4] Nabwire, L. (2014). Media Representation of Homosexuality in Modern Culture in Kenya. University of Nairobi Research Archive. http://erepository. uonbi.ac.ke/handle/11295/76018

a) Stereotypes and Stigmatization

Historically, Kenyan media has often exacerbated negative stereotypes and stigmatisation of LGBTIQ+ individuals, commonly perpetrating a narrative of them as deviant, immoral, or posing threats to traditional values and societal norms. This perspective, as gleaned from the KIIs, FGDs, and the online survey, has served to fuel discrimination and impair the visibility,understanding and inclusion of LGBTIQ+ individuals within society. Tabloid newspapers, for instance, have frequently sensationalized the personal lives of LGBTIQ+ individuals, amplifying scandalous aspects and cementing stereotypes[5]. The survey respondents also highlighted the perpetuation of stereotypes as a notable challenge in the media's representation of LGBTIQ+ persons in Kenya.

Pyramid of Homophobia

THE EQUALITY
INSTITUTE

Murder

Murder

Assault
Hate Crime
Discrimination

Homophobic Slurs
Voting against Equal rights

Homophobic Jokes
Lack of representation
Lack of representation

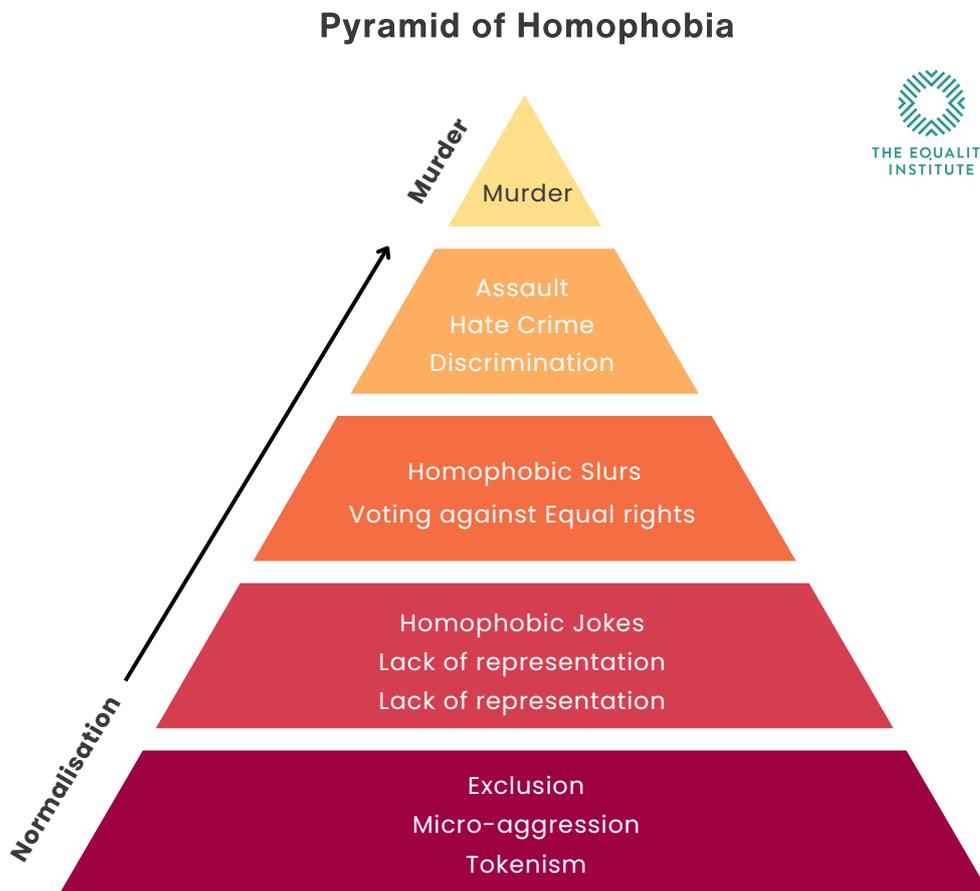Exclusion
Micro-aggression
Tokenism

Normalisation

Figure 1.4

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[5]*Mabel, W. (2023). 8 Kenyan men who dropped their pants to 'become women.' Nairobi News. https://nairobinews.nation.africa/8-kenyan-men-who-dropped-their-pants-to-become-women/*

b) Positive Shifts and Visibility

Despite these challenges, there have been concerted efforts by several media outlets to counteract these negative portrayals and enhance the visibility of LGBTIQ+ individuals. A few print, broadcast, and online platforms, notably Nairobi News[6], The Star, and Kenya Buzz[7] have been proactive in featuring stories and interviews that humanize the experiences of LGBTIQ+ individuals. Initiatives like the launch of the "Out and Proud" Magazine, the "AfroQueer" podcast, and the lifting of the ban on the film "Rafiki" have all served to challenge existing stereotypes and facilitate dialogue and understanding. However, as noted in the Key Informant Interviews (KIIs), Focus Group Discussions (FGDs), and the survey, these shifts still represent the minority within the media industry.
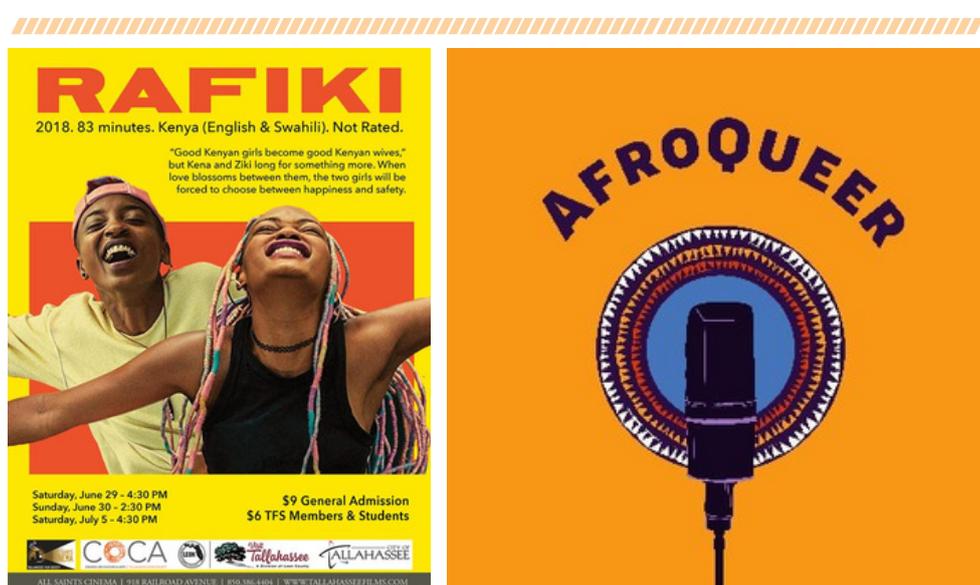
c) Challenges and Discrimination

Despite these strides, significant challenges persist in the media representation of LGBTIQ+ individuals. Factors such as homophobia, transphobia, societal prejudice, editorial bias, and fears of losing advertisement revenue continue to mar media narratives, often culminating in biased or sensationalised reporting.

LGBTIQ+ individuals frequently endure harassment, ridicule, and privacy violations when their details are disclosed without consent, all of which reinforce their marginalisation and discrimination. These issues amplify the complex and often hostile environment faced by LGBTIQ+ Individuals in media engagement.

The FGD responses highlighted the apprehension among LGBTIQ+ individuals to present themselves as news sources, due to the risk of negative exposure and potential backlash. The survey participants also emphasized the ongoing challenges related to discrimination and bias within the media industry.

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[6] Kitundu, C. (2019). Merry Queermas: LBGTQ community in Kenya to celebrate their own Christmas. Nairobi News. https://nairobinews.nation.africa/merry-queermas-lbgtq-community-in-kenya-to-celebrate-their-own-christmas/

[7] Kasuku, M. (2023). "Invisible": Stories from Kenya's LGBTIQ+ Community. Kenya Buzz. https://kenyabuzz.com/lifestyle/invisible-stories-from-kenyas-lgbtq-community

Insights from KIIs and FGDs

Drawing on the rich exchanges during the Key Informant Interviews (KIIs) and Focus Group Discussions (FGDs), it was clear that journalists seek a deeper understanding and sensitivity towards LGBTIQ+ experiences.

However, both journalists and LGBTIQ+ participants raised concerns about the lack of formal guidelines or media engagement strategies specifically addressing LGBTIQ+ issues.

"We want to move beyond portraying LGBTIQ+ individuals just through the lens of their sexuality. There are more nuanced stories to tell about their lives and experiences."

One participant expressed

"In our role as journalists, we need to uphold respect and use sensitive language when discussing and reporting LGBTIQ+ issues."

Another participant elucidated

"The absence of structured protocols for reporting on our community often results in an inconsistent and sometimes inaccurate portrayal of LGBTIQ+ issues."

A LGBTIQ+ participant commented

"Without clear guidelines, we're navigating uncharted waters. It becomes difficult to maintain consistency in the way we approach and report on LGBTIQ+ matters."

A journalist reflected

These comments underscore the journalists' aspiration to provide a more balanced and multifaceted representation of the LGBTIQ+ community in media coverage.
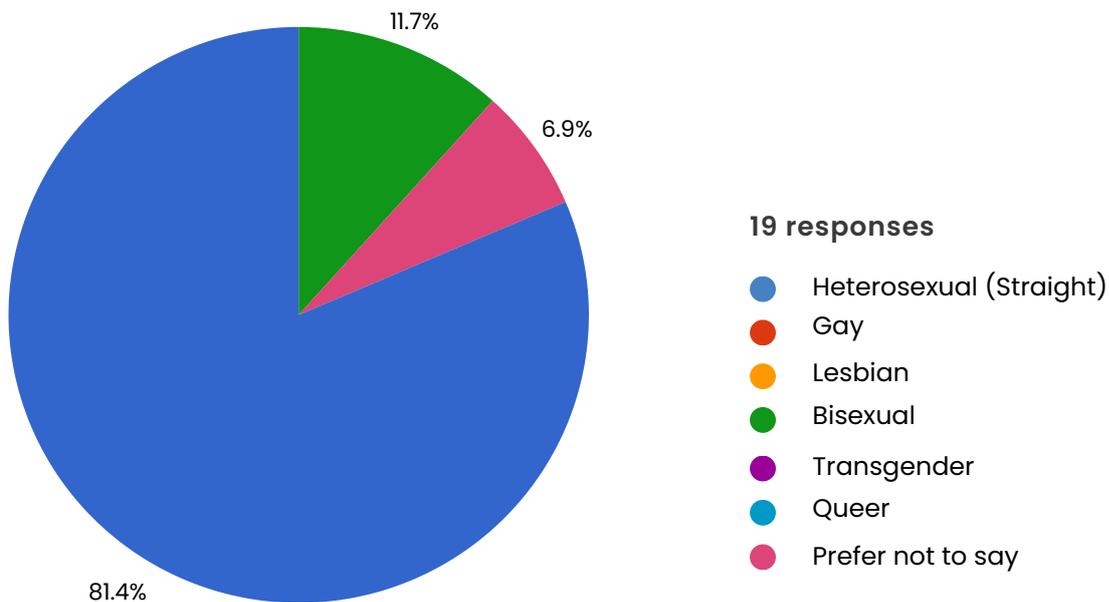
Regular training, workshops, and sensitization sessions around LGBTIQ+ human rights was revealed as a critical requirement.

Insights from the Media Industry Online Survey

Drawing upon the responses from the Media Industry Survey, it is evident that participants hold diverse roles within the media landscape, ranging from journalists and reporters to Public Relations professionals and creative producers. This diversity in roles contributes to a comprehensive perspective on media engagement with LGBTIQ+ representation in Kenya.

1. Demographics

The survey reflects diverse demographics in terms of age, gender, sexual orientation, and experience in the media industry. This diversity contributes to a comprehensive understanding of the various perspectives within the media landscape.

19 responses

- ● Heterosexual (Straight)
- ● Gay
- ● Lesbian
- ● Bisexual
- ● Transgender
- ● Queer
- ● Prefer not to say

11.7%
6.9%
81.4%

2. Awareness and Understanding

Are you aware/familiar with existing media engagemnet strategies for sexual and gender minorities/LGBTQ in Kenya?

4%
6%
52.9%
37%

19 responses

- ● YES
- ● NO
- ● Yes
- ● Yes, I know an organisation and friend who has conducted some trainings on the topic. But I am not aware of any strategies
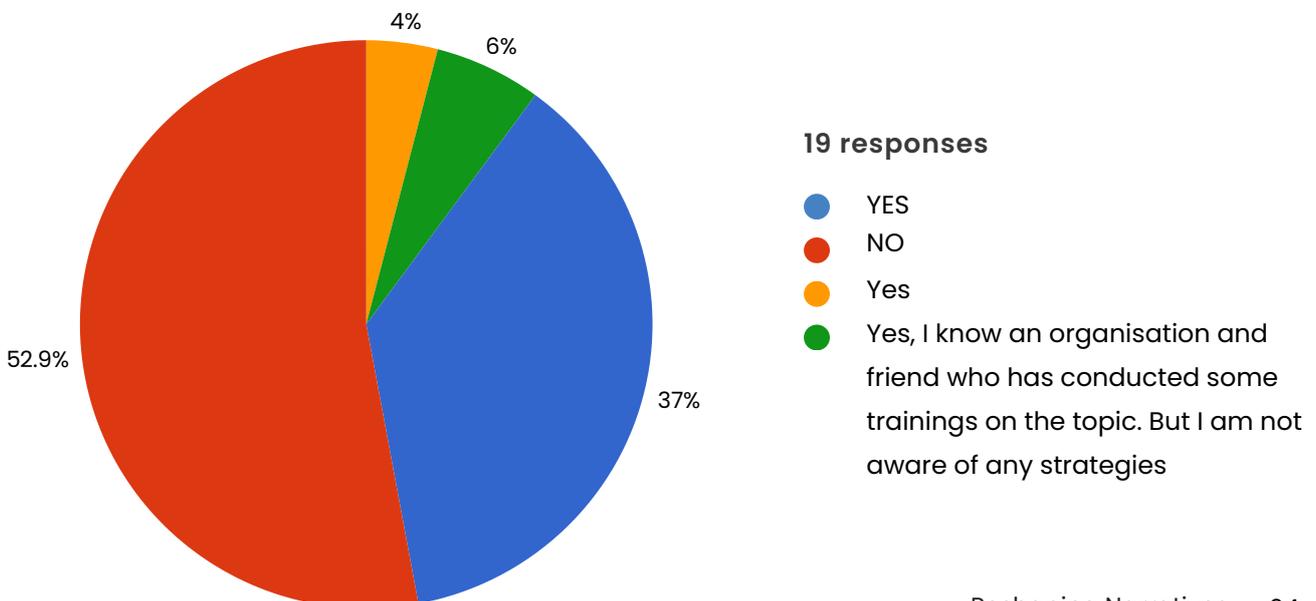
- Participants exhibited varying levels of awareness regarding existing media engagement strategies for LGBTIQ+ in Kenya.

- Some respondents expressed familiarity with specific initiatives and training programs, while others acknowledge limited awareness.

3. Awareness and Understanding

- Opinions on the effectiveness of current media engagement strategies for addressing issues related to LGBTIQ+ in Kenya are mixed.

- Some emphasize the need for improvement and increased visibility, while others acknowledge the challenges in addressing LGBTIQ+ issues within the media landscape.

How would you assess the effectiveness of current engagement strategies in addressing the issues of sexual and gender minorities/LGBTIQ+ in Kenya?

Local media has not and does not provide enough space and airtime for coverage of sexual and gender minorities and LGBTIQ+ issues

The media should be at top on covering LGBTIQ+ stories in a positive perspective not relying on people's opinions and the society.

There are no strategies. Media just reports on the issues like they would others but they make mistakes just like coverage of children and women a few years ago.

Many of us are afraid due to fear of being judged or framed to be in support of these groups.

Media engagement strategies should be evaluated based on the extent to which they contribute to the increased visibility and representation of sexual and gender minorities in Kenya. This includes the presence of LGBTIQ+ individuals in news stories, television shows, and movies, as well as the portrayal of their lives in a fair and accurate manner.

More needs to be done in mainstreaming the sexual and gender minorities/LGBTIQ+ issues in Kenya.

Still not effective as addressing issues of sexual and gender minorities in Kenya are challenging due to culture as well as religious beliefs

4. Challenges in Implementation

- Respondents speak of challenges faced in implementing inclusive practices in media coverage of LGBTIQ+ matters, including legal barriers, societal prejudice, and editorial biases.
- The fear of backlash and potential negative consequences is identified as a significant hurdle in addressing LGBTIQ+ matters openly.

General lack of goodwill

The media is managed by dinosaurs that will gladly shut down an idea that has anything to do with LGBTQ issues

Religious beliefs fear to loose advertising opportunities for some media organisations.

Stereotyping and Misrepresentation

Judgement from society (Homophobia), sensitivity of the conversation on sexuality

Editorial policies that are neither here or there as they do not clearly stipulate on LGBTIQ+ reporting

Traditional believes

Being profiled as a member of the LGBTQIA

5. Sensitivity in Reporting

- Participants emphasize the importance of sensitivity when reporting on LGBTIQ+issues, including the need for protection of sources' privacy, and the avoidance of biased reporting.

- The recognition of the need for informed and respectful reporting to counteract harmful stereotypes and biases is evident.

By seeking for consent from those involved, and counter checking of facts presented

Alive to the fact that the train has left the station, it's no longer a question of why but how can we enlighten our Society towards the group

The first thing is to ask the subjects we are interviewing if they are okay to be quoted on record. We also carefully consider if information can be damaging to our sources and news subjects. We ensure that our reports will not endanger lives.

Journalists and reporters should educate themselves about SGM/LGBTQ issues, including the history, terminology, and the unique challenges and experiences of this community. This knowledge will help in providing context and avoiding harmful stereotypes.

6. Role of Media in Promoting Inclusivity

- There is a consensus among participants that the media plays a crucial role in promoting inclusivity and representation of LGBTIQ+ individuals in Kenya.

- Recognition of media as a tool to challenge stereotypes, reduce stigma, and shape public perception regarding LGBTIQ+ community is evident.

Do you think the media has a role to play in promoting inclusivity and representation of sexual and gender minorities/LGBTQ in Kenya?

10.9%

6.9%

82.1%

19 responses

- YES
- NO
- Balanced Reporting
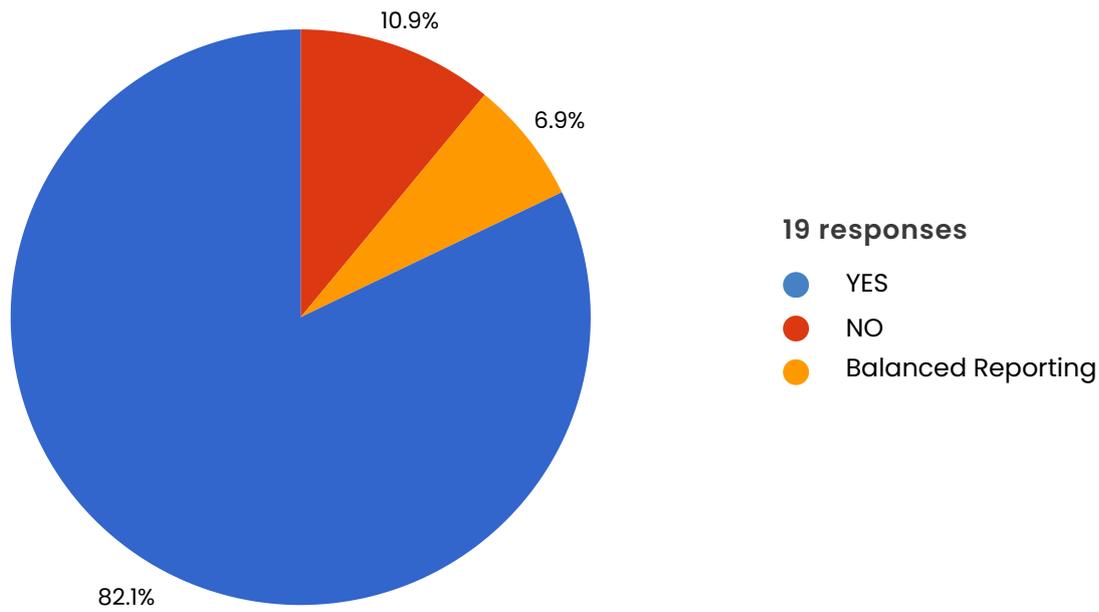
Media representation can challenge stereotypes and prejudices by showing LGBTQ individuals as diverse, multifaceted, and relatable people. This can help reduce stigma and discrimination

Media ni kioo Cha jamii. What is repeatedly told by the media is eventually believed by society

The media should act as a human rights defender tool and should be neutral and avoid propagating and anti-LGBTQ agenda

7. Collaboration with LGBTIQ+ Community

- Suggestions for collaboration include holding training sessions, forums, and open engagements between media stakeholders and LGBTIQ+ community.

- The importance of providing platforms for LGBTIQ+ individuals to share their stories and perspectives is acknowledged.

Most of the time we report LGBTQ issues in Kenya is when something bad has happened. But I believe that if sexual minorities are willing to come out, it is important for the media to champion their stories.

Cover LGBTQ events, have a coverage where LGBTQ community tell their OWN stories in ways that respect them, their lives and experiences

8. Need for Clear Formal Guidelines

- Concerns are raised about the absence of structured protocols or clear adopted guidelines for reporting on LGBTIQ+ community, leading to inconsistent and sometimes inaccurate pieces.

- Participants re-emphasize the necessity of regular training, workshops, and sensitization sessions to enhance understanding and ensure respectful media coverage.

> There should be Trainings among media stakeholders and the minority groups to create a work environment where they can share on what and where we go wrong in reporting their stories

The Media Industry online Survey, Key Informant Interviews (KIIs), and Focus Group Discussions (FGDs) collectively reveal the nuanced challenges of media engagement with LGBTIQ+ issues in Kenya. The findings emphasize the critical importance of continuous education, heightened sensitivity, and collaborative efforts within the media industry to cultivate accurate and inclusive representations of the LGBTIQ+ community. These revelations echo <u>Our Voices Count Consortium's study</u>[8], emphasizing the critical need for inclusivity in education, employment, public policies and information dissemination and sensitisation sessions. The need for clear media engagement strategies and formal reporting guidelines emerges as vital for fostering accurate, respectful, and comprehensive coverage of LGBTIQ+ individuals' lived realities and experiences in Kenya.

[8] Our Voices Count Consortium (2023) An Economic Justice Report For Lesbian, Bisexual,Queer And Gender-Non comforming persons in Kenya https://www.inend.org/wp-content/uploads/2023/07/Economic-Justice-Report-for-LBQGNC-Persons-In-Kenya-rzd2.pdf

Existing media Engagement Strategies

The improvement of the representation and human rights of LGBTIQ+ individuals in Kenya is heavily dependent on strategic engagement with the media. This has seen various organizations and individuals adopt diverse media engagement strategies aimed at promoting more inclusive narratives. Here, we delve into some of these strategies, showcasing their impacts on the visibility and inclusion of LGBTIQ+ individuals in Kenya. Strategic engagement with the media through various approaches has a substantial impact on the visibility and inclusion of LGBTIQ+ individuals in Kenya. These strategies work synergistically to challenge stereotypes, promote positive narratives, and contribute to a more inclusive and supportive societal landscape for LGBTIQ+ community.

2.1   Media Training and Sensitization

A majority of organizations and advocacy groups have taken the initiative to provide media training and sensitization workshops, targeting journalists, editors, and other media professionals. The focus of these workshops is to provide insights into the challenges that LGBTIQ+ individuals face, and to dispel misconceptions, fostering more accurate and fair representation. This aligns with observations from KIIs and FGDs that indicated an increased need for such training to ensure media practitioners are well-informed about LGBTIQ+ issues.

> **Example:** galck+ has been at the forefront of organizing media sensitization workshops. These forums serve to educate journalists and media practitioners about LGBTIQ+ human rights, the appropriate terminologies to use, and the significance of responsible reporting, fostering a more informed and inclusive media landscape.

2.2 Collaboration with Journalists and Media Outlets

Several organizations have taken a direct approach to collaborating with journalists and media outlets to advocate for constructive and accurate coverage of LGBTIQ+ issues. These partnerships aim at producing stories that challenge stereotypes, increase visibility, and address the concerns of the LGBTIQ+ community. However, from the KIIs and FGDs, it was clear that these collaborations are often informal and hinge on journalists or editors sympathetic to the LGBTIQ+ Experiences.

> **Example:** The National Gay and Lesbian Human Rights Commission (NGLHRC) in Kenya has worked with journalists and media organizations, creating documentaries and feature pieces[9] to portray the experiences and challenges faced by LGBTIQ+ individuals.

These collaborations have not only improved representation and visibility for the LGBTIQ+ community, but they've also been instrumental in fostering a climate conducive to policy review and reformulation. By amplifying the lived experiences of LGBTIQ+ individuals, these stories have provided essential context for policymakers, enabling them to understand the realities of LGBTIQ+ persons in Kenya.

However, to ensure that these collaborations continue to drive policy reform, there needs to be a strategic focus on producing content that highlights the policy-related challenges that the LGBTIQ+ individuals face. Journalists should be encouraged to explore and report on how existing policies impact the LGBTIQ+ community, and how changes could lead to improved living conditions and human rights.

Moreover, LGBTIQ+ focused organizations can provide journalists with resources that detail policy implications, offer case studies, and share testimonials. This ensures that the information reaching the public and policymakers is accurate, compelling, and calls for policy review and reformulation. It is also essential that these collaborations move beyond relying solely on sympathetic journalists and include wider media education initiatives to create a more sustained, systemic change in media representation of LGBTIQ+ issues.

[9]*Homesexuality in Africa - Interview with Sophia Wanuna,KTN News Kenya https://www.youtube.com/watch v=1JHiplR3vT0&t=47s*
Being Gay In Kenya, Joy Doreen Mbira,KTN News Kenya https://www.youtube.com/watch?v=1JHiplR3vT0&t=47s
[10] *Court Find Anal Examination Unconstitutional : https://www.hrw.org/news/2018/03/22/kenya-court-finds-forced-anal-exams-unconstitutional*

2.3 Online Platforms and Social Media Engagement

In the recent digital age, online platforms and social media have emerged as powerful tools for storytelling, advocacy, and community engagement. They provide an unfiltered space for LGBTIQ+ to share their narratives, and interact directly with the public, a shift from the previous dependency on mainstream media for agenda setting.

Social media campaigns, blogs, podcasts, YouTube channels, and the rise of influencers have created more inclusive and dynamic platforms for LGBTIQ+ voices. These new media avenues challenge negative narratives, bring light to the LGBTIQ+'s lived experiences, as well as nurture a sense of community.

However, with this shift to digital platforms, the LGBTIQ+ community in Kenya has faced both opportunity and adversity. High-profile incidents such as Sheila Lumumba[10] and Edwin Chiloba's murder[11], and movements such as the #ProtectQueerKenyans campaign underscores the power of social media to shed light on LGBTIQ+ issues. They also highlight the potential risks and challenges of social media being used to perpetuate hate speech, discrimination, and even violence, against LGBTIQ+ individuals.

> **Case in point:** Certain Kenyan politicians have used social media platforms to incite violence against the LGBTIQ+ community. Prominent examples include Current MP for Nyali Mohammed Ali's tweets and the #SAYNOTOLGBTIQ+INKENYA campaign led by a section of political leaders, which provoke harmful narratives and behaviors towards the LGBTIQ+ community.

Simultaneously, there has been a significant shift in agenda-setting, with social media now being the primary source of information for many people. Legend Media's adaptation to this trend signifies how mainstream media is evolving to match this shift. The transition from TV news to handheld devices has not only democratized information access[12] but also reshaped the way stories are told and consumed.

> **For example,** the Kenyan film project "Stories of Our Lives" effectively utilized social media platforms to share narratives of LGBTIQ+ individuals. This initiative amplified these voices and created an arena for dialogue and awareness of LGBTIQ+ issues.

However, while social media presents vast opportunities for LGBTIQ+ persons , it is crucial to consider how to use it effectively and responsibly. The rise of influencers and podcasts has shown that strategic, regular, and authentic content can influence public opinion and spark critical discussions.

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[10] Kilbride, E. (2022). Inadequate Kenyan Police Response to Brutal Killing of Non-Binary Lesbian: Murder of Sheila Adhiambo Lumumba Sparks #JusticeForSheila. HRW. https://www.hrw.org/news/2022/04/29/inadequate-kenyan-police-response-brutal-killing-non-binary-lesbian

[11] Kolongei, L. (2023). Jackton Odhiambo to be charged with murder of LGBTQ activist Edwin Chiloba. The Standard. https://www.standardmedia.co.ke/article/2001466263/jackton-odhiambo-to-be-charged-with-the-murder-of-lgbtq-activist-edwin-chiloba

[12] Falon. F (2022) How TV Viewing Habits Have Changed,Forbes https://www.forbes.com/sites/falonfatemi/2022/11/14/how-tv-viewing-habits-have-changed/?sh=d9d4cb448885

LGBTIQ+ focused organizations and individuals should aim to adopt similar strategies to amplify their voices, drive policy reform, and create positive change. This includes sharing success stories, human interest features, and policy implications tied into their lived experiences. In doing so, they can effectively leverage social media's power to challenge harmful stereotypes, raise awareness, and push for the respect and recognition of their rights.

2.4 Creation of Movements and Campaigns

LGBTIQ+ focused organizations and individuals have been active in creating movements and campaigns aimed at raising awareness and advocating for their human rights. By leveraging media platforms, these movements amplify LGBTIQ+ voices, share personal stories, and challenge discriminatory laws and practices.

Example: The Repeal 162 Campaign[13] in Kenya advocates for the decriminalization of consensual same-sex relationships stipulated on Section 162 of the Penal Code. The LGBTIQ+ community has used available media platforms to raise awareness about the discriminatory nature of this law, fostering public discourse on the need for repeal.

Gaps Identified in the Literature

Despite these efforts, there is an absence of widespread and robust support from the wider media industry. Journalists and LGBTIQ+ individuals during the study highlighted a need for more structured media engagement strategies, formal reporting guidelines on LGBTIQ+ issues, and formal partnerships between media and LGBTIQ+ organizations.

While there has been progress in the media representation of LGBTIQ+ in Kenya, considerable challenges remain. Continued advocacy, media sensitization, and strategic engagement with the media are needed to foster a more inclusive media landscape for LGBTIQ+ individuals in Kenya. These efforts need to be complemented by comprehensive research to understand the evolving dynamics of LGBTIQ+ representation in media.

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13 Initiative for Equality Non Discrimination. (2021, May 16). Appeal for Repeal 162 [Video]. YouTube.
https://www.youtube.com/watch?v=KMFf5Ls6Ww0

Only by looking past sexuality can journalism capture the full, nuanced lives of LGBTIQ+ people

Best Practices and Real Stories

Best practices and Real Stories

Media engagement and representation of the LGBTIQ+ community in Kenya, though challenging, has had some significant breakthroughs. The bright spots in this landscape result from the concerted efforts of advocacy organizations, journalists, and LGBTIQ+ community. Here, we outline these successful initiatives and their impact on the societal understanding and visibility of LGBTIQ+ individuals.

Sensitive Reporting

Amid the many hurdles, there are instances of journalists and media outlets that have demonstrated respect and sensitivity when reporting on LGBTIQ+ issues. Case in point, certain news outlets have made a conscious effort to use the correct terminologies and pronouns in their reporting, like the article Open Democracy wrote about Sheila Lumumba[14]. Such deliberate language use fosters dignity and is a critical stride toward fair representation of the LGBTIQ+ community in the media.

Diverse Stories

The media landscape is often dominated by controversial and sensational stories revolving around the LGBTIQ+ community. However, several media outlets have risen above this norm, and shared a diverse range of stories from the LGBTIQ+ community, such as this article on Kisumu-based intersex pastor Darlan Rukih[15]. This encompasses coverage of their everyday experiences, challenges, successes, and societal contributions, showing LGBTIQ+ as regular citizens with equal rights and responsibilities.

Community Initiatives

The success of several initiatives led by LGBTIQ+ focused organizations displays the power of countering negative narratives and enhancing the visibility of the LGBTIQ+ community in the media. A notable example is the "Voice"[16] project, an initiative designed to reshape narratives about the LGBTIQ+ community and Afroqueer Podcast[17]

Use of Online Platforms

LGBTIQ+ focused organizations and individuals have harnessed the power of online platforms and social media to reach a wider audience and advocate for LGBTIQ+ human rights. These platforms have offered an avenue for a more nuanced and controlled representation of LGBTIQ+ lives, experiences, and issues

[14] *Wepukhulu, K. (2022). Police leave family of murdered non-binary lesbian to find murder weapon. Open Democracy.* *https://www.opendemocracy.net/en/5050/justice-for-sheila-lumumba-kenya-lesbian-murder-nonbinary/*

[15] *John,G (2023).Kisumu Intersex Pastor Recalls Last Interaction with Late Mum in ICU: "We Sang, Shared Bible Verse"* *https://www.tuko.co.ke/people/family/525304-kisumu-intersex-pastor-recalls-interaction-late-mum-icu-sang-shared-bible-verse/*

[16] *https://voice.global/about-us/who-we-are/*

[17] *https://afroqueerpodcast.wordpress.com/*

Media Partnerships

Even though limited, there have been instances of successful collaborations between LGBTIQ+ organizations and media outlets. Such partnerships have fostered more informed and sensitive reporting on LGBTIQ+ issues e.g Otherwise Podcast [18] on #Repeal162 episode.

Key success factors across these stories include the strong involvement of the community, innovative use of digital platforms, and strategic partnerships with media organizations. Despite the varied challenges, these stories provide a roadmap for better representation and rights for LGBTIQ+ individuals in the media landscape.

[18] *https://www.otherwisepodcast.com/episodes/episode-64-repeal162/*

Gaps and Challenges

Gaps and Challenges

While there has been notable progress, substantial gaps and challenges remain in media engagement and representation of LGBTIQ+ individuals in Kenya. These challenges are deeply rooted and span from individual bias, to institutional policies.

Censorship and Banning of LGBTIQ+ Content

In a move reflective of the challenges faced by LGBTIQ+ narratives in Kenyan media, the Kenya Film Classification Board (KFCB) banned the gay-themed film "I Am Samuel"[19], a documentary directed by Peter Murimi that offers an intimate portrait of a young Kenyan man navigating love and societal expectations. The KFCB also banned "Rafiki"[20], a film directed by Wanuri Kahiu, in April 2018, for its authentic portrayal of a lesbian relationship. Furthermore, in June 2023, Netflix was cajoled by KFCB to censor LGBTIQ+ specific movies in Kenya[21]. These decisions illuminate the broader challenges of media censorship, and accessibility for LGBTIQ+ content in the country.

Legislative Challenges

In March 2023, Kenyan MPs supported a motion[22] seeking outlaw public debate on same-sex marriages, a political stance that further underscores the legislative challenges and societal prejudices faced by LGBTIQ+ community in the country.

Lack of Policies and Guidelines

There is an apparent lack of specific formal policies or guidelines in most media organizations concerning reporting on LGBTIQ+ issues. This absence often culminates in inconsistencies and biases in LGBTIQ+ community story coverage. Further, it leaves journalists without a clear roadmap on how to report with sensitivity and in an ethical manner.

Editorial Bias and Self-Censorship

Frequently, editorial decisions are subject to personal biases, societal norms, and fear of backlash, including loss of advertisement revenue. These elements fuel self-censorship, leading journalists to either avoid LGBTIQ+ issues, or present them in a negative light that further cements stereotypes.

Lack of Training and Sensitization

A significant number of journalists lack the proper training and sensitization on Human rights and LGBTIQ+ issues. This lack in understanding and knowledge can result in insensitive reporting that reinforces harmful assumptions and stigma.

[19] KFCB. (2021) KFCB Bans Gay-Themed Film Dubbed: I am Samuel. https://kfcb.go.ke/kfcb-bans-gay-themed-film-dubbed-i-am-samuel
[20] Henderson, O. (2019) Rafiki. Roger Ebert. https://www.rogerebert.com/reviews/rafiki-2019
[21] Muia, J. (2023) KFCB Bans All Movies With LGBTIQ+ Content In Kenya. Citizen Digital. https://www.citizen.digital/news/ kfcb-bans-all-movies-with-lgbtq-content-in-kenya-n306206
[22] Mbaka, J. (2023) MPs back motion against gays, lesbians. The Star. https://www.the-star.co.ke/news/2023-03-15-mps-back-motion-against-gays-lesbians/

Limited Representation

Despite some strides, LGBTIQ+ are still underrepresented in mainstream media. This lack of visibility and holistic representation fuels hatred, biases, and bolsters marginalisation and discrimination.

Sensationalism and Stigmatisation

A trend among some media outlets is the sensationalism of LGBTIQ+-related stories, with headlines that focus on controversy rather than accurate and sensitive reporting. For instance, headlines like "Dread Over Rising Homosexual Acts", or , "In school he was male.But now she feels she is a woman and this unusual gender transition facing 26 year old person is driving "him" mad"[23], are designed to provoke scandalous intrigue. These sensationalised narratives do not help in the reclamation of the narrative of LGBTIQ+ people as more than entertainment, and deserving of news items outside of curiosities and gossip topics.

Limited Collaboration

While there are instances of productive media partnerships with LGBTIQ+ organizations, these collaborations are not widespread or systematised. The lack of extensive, strong collaborations impairs the media's ability to report on LGBTIQ+ issues professionally.

These challenges, compounded by legal and policy constraints that curtail the human rights and freedom of expression for LGBTIQ+, hamper the development of comprehensive media engagement strategies and limit the visibility of the community. This landscape calls for urgent concerted efforts to address these obstructions.
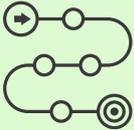
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[23] *Daily Nation June 05, 2010* https://nation.africa/kenya/news/give-me-a-new-id-i-m-neither-a-man-nor-a-woman--636530

Recommendations

Recommendations

a. Based on Research Findings

In view of the missing links identified in this review, several recommendations are proposed to foster media engagement strategies and improve the representation of LGBTIQ+ in Kenya:

Develop and Implement Guidelines

Media organizations need to establish and enforce clear policies and guidelines for LGBTIQ+ related reporting. These guidelines should encourage unbiased and sensitive coverage, providing specific instructions on the use of language, respect for individuals' identities, and the avoidance of harmful stereotypes.

Training and Sensitization

Media organizations should arrange regular training and sensitization programs for their journalists focusing on LGBTIQ+ issues. The training should cover not only the basics of LGBTIQ+identities and human rights, but also the ethical aspects of reporting, providing guidance on how to overcome personal biases.

Encourage Unbiased Representation

Media outlets should make a concerted effort to feature positive stories and experiences of LGBTIQ+ Individuals. Presenting accurate and affirming documentation and stories can challenge prevalent stereotypes and foster broader inclusion within society.

Promote Inclusive Practices

Inclusive practices should be actively promoted by media organizations. This includes diversifying their sources, giving voice to LGBTIQ+ individuals, and prioritizing non-stereotypical, humane LGBTIQ+ narratives.

Strengthen Partnerships

Collaborations between civil society organizations, media outlets, and advocacy groups should be reinforced to foster accurate and inclusive media coverage. Training programs for journalists can be facilitated to enhance their understanding and sensitivity toward LGBTIQ+ issues.

Digital Advocacy

Organizations should further leverage social media and online platforms to amplify the voices of LGBTIQ+. Digital campaigns, online storytelling, and community-building initiatives can enhance awareness and promote inclusion on mainstream level.

Advocate for Legal and Social Change

Media organizations can play a pivotal role in advocating for societal and legal change. The media should challenge discriminatory legislation that limits their freedoms on coverage of issues pertaining to LGBTIQ+ experiences. Also, by presenting diverse narratives and accurate information, media outlets can challenge harmful norms and contribute to a more inclusive society.

Policy Change Advocacy

Efforts should be intensified to push for policy and legal reforms that safeguard the human rights and freedom of expression of LGBTIQ+ individuals. These reforms would establish an environment conducive to comprehensive media engagement strategies in Kenya.

Monitoring & Evaluation Mechanisms and Self-Assessment

Media organizations should consider establishing M&E (Monitoring and Evaluation) mechanisms, and develop a self-assessment tool to regularly monitor and evaluate their own depiction of LGBTIQ+ individuals. This can be done in collaboration with consultants or specialized agencies, ensuring ongoing adherence to established guidelines and the constant improvement of representation standards. The self-assessment would serve as an internal guide for media organizations to continually reflect on and enhance their practices in line with best standards on LGBTIQ+ representation.

The implementation of these recommendations can substantially increase the visibility, understanding, and inclusion of LGBTIQ+ individuals in Kenya

b. Recommendations for Further Research

While this study provides valuable insights, further research is needed to fill in the identified missions and contribute to a more comprehensive understanding of the subject:

Impact Analysis of Policy Implementation

There is a need to research how the proposed policy changes impact the media interpretations and depictions of LGBTIQ+ community, to assess the effectiveness of such policies.

Detailed Examination of Media Practices

a. Inclusivity of the Gender Desk

Further research should evaluate the gender desk within media organizations to assess whether the content is inclusive of all gender identities, including LGBTIQ+persons. This will help to determine if there are any biases or oversights that need to be addressed.

b. Internal Processes and Criteria

Additionally, an examination of the internal processes and criteria employed by organizations when creating and promoting content related to LGBTIQ+ individuals is necessary.

Assessing the Impact of Digital Advocacy

There is a need for more research into the role and impact of digital advocacy campaigns on the awareness and respect of LGBTIQ+ Persons by Civil society organisations and advocacy groups.

Analysing Partnerships

The effectiveness and dynamics of collaborations between media, civil society, and advocacy groups should be studied further to determine the best strategies for fostering inclusive media coverage.

Long-term Effects of Training and Sensitisation

The long-term effects of training and sensitisation programs for journalists could be a potential area for further research, with a focus on how these programs influence journalists' perspectives and reporting practices over time.

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Conclusion

Conclusion

Media plays a pivotal role in shaping public attitudes, catalysing societal transformation, and fostering inclusivity. It is particularly crucial in the Kenyan context where the representation and engagement of LGBTIQ+individuals in the media are hindered by entrenched social, cultural, and legal barriers to equality and inclusion. While this review acknowledges some forward strides in media practices, it also underscores the significant gaps and challenges that persist.

The lack of explicit guidelines adopted by the Media council of Kenya,media houses and media actors for LGBTIQ+-related reporting, compounded by existing biases, stereotypes, and a general lack of awareness among journalists, continues to fuel the ongoing stigmatisation and marginalisation of LGBTIQ+ community in the media. This points toward an urgent need for comprehensive training, sensitisation, and the development of inclusive formal reporting guidelines.

Despite the challenges, the increasing commitment within the media industry to refine their practices and adopt a more inclusive approach is encouraging. This progress, in conjunction with the persistent advocacy work of LGBTIQ+ focused organizations and the resilience of the LGBTIQ+ community, holds promise for a future where inclusivity is the norm.

This review represents a step towards comprehending the current landscape and shaping future actions. Utilizing this understanding to foster meaningful dialogue, strategize advocacy efforts, and influence policy making is essential. It is with these efforts that we can strive towards ensuring fair, respectful, and inclusive media representation and engagement of LGBTIQ+ community in Kenya.

Apendices

Apendices

The Genderbread Person V3.3 *by it's pronounced METROsexual.com*

Gender is one of those things everyone thinks they understand, but most people don't. Like Inception, Gender isn't binary, it's not either/or. In many cases, **its both/and**. A bit of this, a dash of that. This tasty guide is meant to be an appetizer for gender understanding. It's okay if you are hungry for more. In fact, that's the idea.
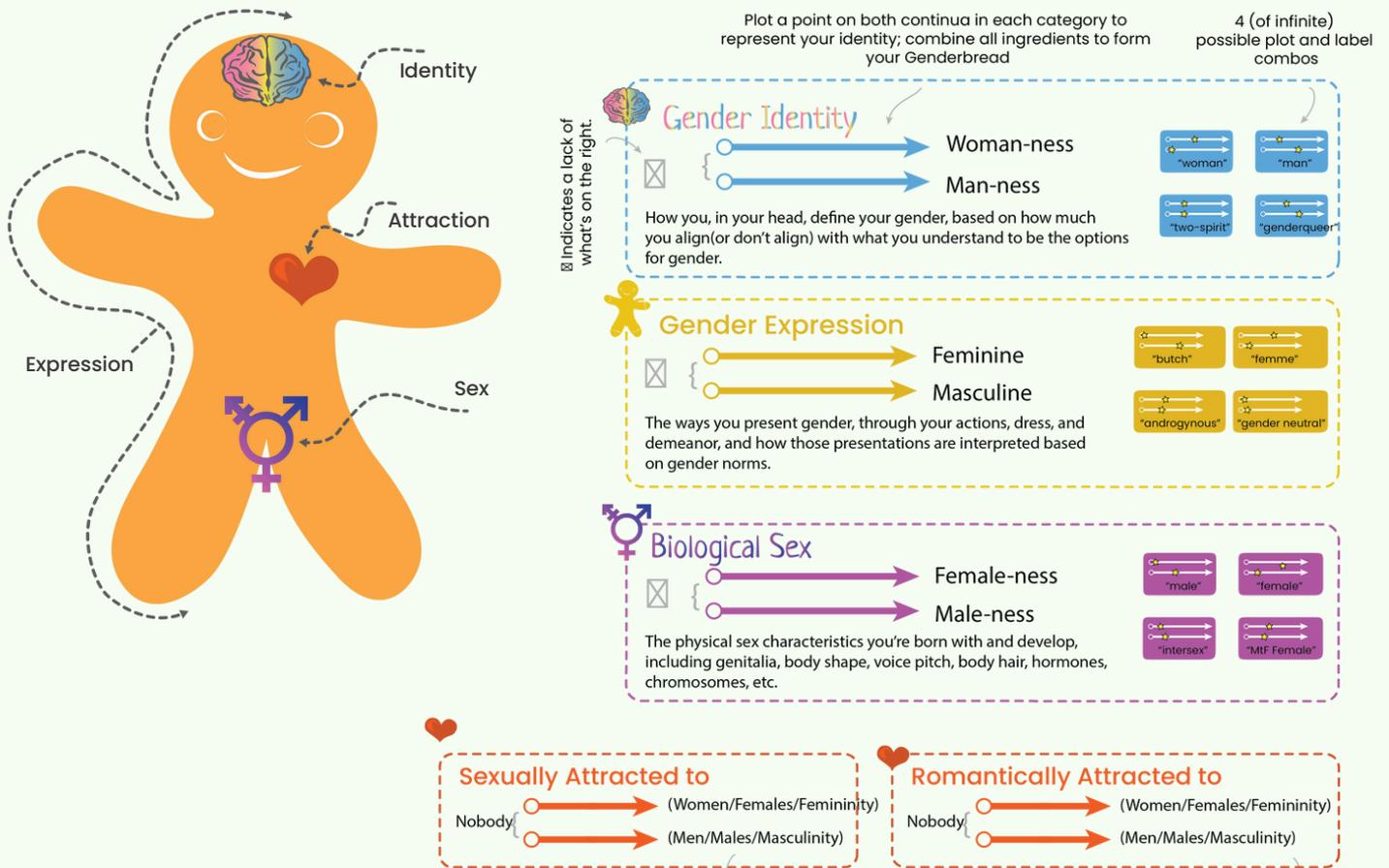
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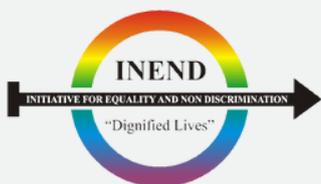
About INEND

Initiative for Equality and Non Discrimination (INEND), is a non-governmental, non-partisan, not for profit organization established in 2015 based in Mombasa, Kenya. INEND's mission is to create an inclusive society and dignified lives for all by influencing policies and practice amongst institutions, leaders and persons for more proactive protection of the rights of sexual and gender minorities. INEND implements a number of themes and programs geared towards ensuring changed public perceptions and attitudes towards LGBTIQ+ persons. These programs center advocacy, done by engaging policymakers on inclusive policy review and formulations, and creation of a network of allies, supporters and changemakers who ensure the protection, inclusion and participation of LGBTIQ+ persons and other minority groups in public and private spaces. All this is achieved through a combination of strategies including advocating, convening, capacity support, research and monitoring, and rallying and amplifying as means of reducing violations towards sexual and gender minorities in Kenya.

We have consistently innovated new strategies for advocacy and engagement with various stakeholders, including Members of the County Assembly, Judicial officers, law enforcement officers, service providers, Boda Boda and matatu operators and 'wazee wa mtaa' – the 'everyday person.'

INEND
INITIATIVE FOR EQUALITY AND NON DISCRIMINATION
"Dignified Lives"