



Public Information and Outreach in Kenya

Calendar of Activities – January 2012

Overall Objective: To increase understanding of the ICC and relevant to the judicial process of the Court.

Activity	Date	Place	Summary	Means of Verification
Training of PIDS staff on judicial processes of the Court	6-9 January	The Hague	<ul style="list-style-type: none">- Outreach Coordinator visited The Hague to undertake a training on the judicial process of the Court as it relates to the two Kenya cases.- Drew up a plan of activities to be undertaken during the lead-up to, on the day and after the announcement of the decisions.	Action Plan developed
Media Interviews	12 -20 January	Nairobi, Kenya	<ul style="list-style-type: none">- Provided interviews to several media houses to correct speculations and rumours about the official date of the announcement of the decisions. Media houses included Capital FM, the	Press clippings

			<p>Standard newspaper, the Star, the Nation, the People, Pamoja FM, KTN TV etc.</p> <p>All of these channels reached an estimated audience of 10,000,000 people</p>	
<p>Training for journalists – ICC story mapping (activity organised by INTERNEWS)</p>	19 January	<p>Soroti Municipality, Teso sub region</p>	<p>PIDS facilitated in a session organised by INTERNEWS. PIDS explained the possible outcomes of the decisions, highlighting likely scenarios that the decisions may take. An ICC story mapping exercise with editors, trainers, and experts was also conducted. The focus of the mapping exercise identified possible story ideas based on based on three different scenarios that can arise from the decisions.</p> <p>Audience: 15 journalists and staff of INTERNEWS</p>	
<p>Set up a viewing site and media centre</p>	23 January	Nairobi	<p>- As part of activities to publicise the public appearance of the judges as they read a summary of the decisions, PIDS set up a viewing site in Nairobi. - Participants included</p>	<p>Media stories reported on the event.</p>

		<p>journalists representing various media houses, civil society and victims groups, experts on ICC and international criminal proceedings and the academia.</p> <ul style="list-style-type: none"> - Representatives of all categories of invitees were drawn from Nairobi and from communities most affected by the post-election violence. - The experts, civil society representatives and the university law professors served as ready resource persons to journalists as they provided in-depth analyses of the decisions. - The media center equipped with computers and internet services facilitated the work of journalists who were able to file their stories immediately after the announcement of the decisions. 	
--	--	---	--

			Audience: 110 people attended	
Live Radio Talkshow	25 January	Hot FM, Royal Media (Coverage – Nairobi city)	- During the 3 hour long live radio programme, outreach staff explained the judges' decisions and responded to questions from the audience. -Audience: Estimated audience of 5,000,000 Kenyans from Nairobi City listened to the programme.	Audio recording of the programme
Responses to Media enquires	25 – 31 January	Nairobi	- During the reporting period, the office received enquires from journalists on different issues around the decision and the Responded to media queries and questions.	Media stories
Weekly reporting, daily review of articles on Kenya and dealing with day-to-day administrative issues.	6-31 January	Nairobi Field Office	Prepared weekly reports for HQ; media monitoring, the month under review	- Weekly report - Daily press cuttings of ICC related stories