



# CAROLINE CHEBET

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# HOW CAN MEDIA/JOURNALISTS CAN HELP CONSERVE WILDLIFE

- Highlighting the ills- calling out the perpetrators
- Utilize data available e.g. Global Initiative against International Organized crime, CITES and TRAFFIC have a lot of data on IWT
- All is not gloom- Celebrate the positives, environmental heroes
- Research- Present facts and figures for credibility
- Networking and Net worth – work more with the experts around you
- Follow the story but let it have a life of its own.

## 'Steps to combat illegal wildlife trade improve'

By **CAROLINE CHEBET** | May 12th 2020 at 12:00:00 GMT

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Feedback



Mbeere South Police Commander displays the ivory impounded at Mutuovare on April 29, 2020. [Joseph Muchiri, Standard]

# HOW WE DO IT AT STANDARD MEDIA GROUP

- Shouting out- we publish stories about wildlife on a daily basis. These stories range from news, news stories, special reports and in-depth features.
- Focusing on stories that highlight the challenges, the hits and misses in conservation, poaching, wildlife trafficking, efforts in place and success stories.
- This has shone light on the positives while at the same time ensuring the perpetrators are brought to book.
- Investing in stories about wildlife- Journalists are funded to go and follow up on wildlife stories.
- Celebrating the key days in the wildlife calendar- World Elephant Day
- Partnering with organizations such as Rhino Ark highlight success models in conservation

# CELEBRATING OUR WINS

- Stories have inspired formulation of policies
- Launch of rehabilitation programs e.g. the Mau forest story I followed up ended up forcing the government to gazette it as a national wetland and a Ramsar site
- Arrest and prosecution of perpetrators highlighted in our pieces
- Create a positive image of our country especially through our travel stories
- Lake Kamnarok National reserve. I highlighted plight and county are discussing a bill to secure the national reserve that hosts Africa's second largest home of crocodiles






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## Swamp within Mau to be gazetted as wetland

By Caroline Chebet | Sunday, Feb 16th 2020 at 12:00


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Enapuiyapui swamp within Eastern Mau forest is set to be gazetted as a wetland following a directive by Environment and Forestry Cabinet Secretary Keriako Tobiko.

In efforts to conserve the swamp that has been



16



