ALICE AND HER REPORTS

MR. OSWAL, THAT IS NOTHING COMPARED TO WHAT THE MORNING STAR HAS CARRIED.

NO! WHAT DOES IT SAY?

NEW HEADLINE: "NEW JOURNALIST EXECUTIVE IMPOUNDED.

THAT WOULD BE GAGGING THE MEDIA. LIES CAN NOT WIN OUT. WE MUST UPHOLD THE TRUTH.

BUT...

NO BUTS. IT'S NOT SAFE FOR US. THINK OF YOUR FAMILY. THESE PEOPLE KNOW WHERE WE LIVE! OUR LIVES ARE IN DANGER.
“ALICE AND HER REPORTS” is a title of Tiri for the Aga Khan Foundation Development Network’s Civil Society Programme. This is one of a series of comic strip booklets that challenges the reader on the role of ethics and integrity as contributors to success in the conduct of business.

The materials are for use by: Tiri and AKDN

However no part of this publication may be used for personal or business profit in any form by any means, be they electronic, mechanical, photocopying, recording or otherwise.

Visit the TIRI website: www.tiri.org and the AKDN website: www.akdn.org
Drama script written by Michael Juma Ochula and the Tiri team

Edited by the Tiri team
Drawings and layout by Victor Ndula

“ALICE AND HER REPORTS” ©2009
TWO NEWSPAPER VENDORS ARE SELLING THE DAILY TELEGRAPH ON A BUSY CITY STREET, EARLY IN THE MORNING.

SALES ARE NOT LOOKING BAD THESE DAYS.

IT'S BECAUSE THE DT REALLY NAILS THOSE CORRUPT POLITICIANS. THIS PAPER IS DARING, OBJECTIVE AND ACCURATE. THE PEOPLE LOVE IT.

THAT MAN OGWAL, THE OWNER, MUST BE MAKING A KILLING EVERY DAY.
MR OGWAL, THAT IS NOTHING COMPARED TO WHAT THE MORNING STAR HAS CARRIED.

NO! WHAT DOES IT SAY?

"IS THE DT'S FAILURE TO CONDEMN THE CROOKED SENATOR OPOKOR PERHAPS RELATED TO THE FACT THAT IT'S PROPRIETOR COMES FROM THE SAME PROVINCE OF PEMBE MOJA?"

"WE Fought long and hard to eradicate regional factionalism in our land. Yet once again it rears its ugly head at the DT."

THAT'S OUTRAGEOUS! WE DEFENDED OPOKOR BECAUSE THERE WAS NO CREDIBLE EVIDENCE OF WRONGDOING. HE WAS BEING MADE A SCAPeGOAT.

"WE Fought long and hard to eradicate regional factionalism in our land. Yet once again it rears its ugly head at the DT."

THAT'S OUTRAGEOUS! WE DEFENDED OPOKOR BECAUSE THERE WAS NO CREDIBLE EVIDENCE OF WRONGDOING. HE WAS BEING MADE A SCAPeGOAT.
SO THAT’S IT. OUR COMPETITORS ARE TRYING TO DISCREDIT US AND RECOVER MARKET SHARE. THIS IS CUT THROAT COMPETITION!

THAT'S NOT HOW IT WILL COME ACROSS TO THE PUBLIC. YOU KNOW I HAD RESERVATIONS.

AND YOU KNOW I BELIEVE THE SENATOR TO BE ONE OF THE FEW HONOURABLE MEN IN POLITICS TODAY. I'VE KNOWN HIM FOR YEARS.

YOU KNOW I HAD RESERVATIONS.

AND YOU KNOW I BELIEVE THE SENATOR TO BE ONE OF THE FEW HONOURABLE MEN IN POLITICS TODAY. I'VE KNOWN HIM FOR YEARS.

SOME POLITICIANS ARE CALLING ON THE JUDICIARY TO SHUT US DOWN.

NONETHELESS, OUR STANCE MADE US LOOK PARTISAN ON THE ISSUE—WHICH THE OTHER PAPERS ARE NOW EXPLOITING.

THAT WOULD BE GAGGING THE MEDIA. LIES CAN NOT WIN OUT. WE MUST UPHOLD THE TRUTH.

IT'S GETTING OUT OF HAND. SOME POLITICIANS ARE CALLING ON THE JUDICIARY TO SHUT US DOWN.
WE MUST STRATEGIZE VERY FAST TO COUNTER THESE ATTACKS.

WE CAN USE OUR EDITORIAL COLUMN TO EXPLAIN TO OUR READERS THAT WE’VE BEEN OBJECTIVE AND FAIR IN OUR REPORTING.

THAT WON’T WORK ON ITS OWN, BECAUSE OF THE POLARIZED ATMOSPHERE THAT HAS BEEN SET BY OUR COMPETITORS.

WHAT IF WE FOCUS MORE RESOURCES ON INVESTIGATING ABUSES OF OFFICE COMMITTED BY POLITICIANS FROM PEMBE MOJA PROVINCE?

THAT WILL DEFINITELY HELP TO WIN BACK CONFIDENCE FROM OUR READERS.

I CAN ALSO REACH AN AGREEMENT WITH SOME OF THE ANGRY POLITICIANS, OFFERING THEM POSITIVE COVERAGE IN RETURN FOR THEIR SUPPORT.

WE CAN USE OUR EDITORIAL COLUMN TO EXPLAIN TO OUR READERS THAT WE’VE BEEN OBJECTIVE AND FAIR IN OUR REPORTING.
MR OGWAL, THE WAY THINGS ARE, WE MUST STAND BY OUR EDITORIAL POLICY. WE CANNOT COMPROMISE ON THAT.

ALL THE SAME, WE WOULD DO WELL TO HAVE ONE OR TWO POLITICIANS ON OUR SIDE. THE GOVERNMENT WOULD LOVE AN EXCUSE TO SHUT US DOWN.

WE ARE TOO POPULAR FOR THE GOVERNMENT TO TRY. AND WE ARE POPULAR BECAUSE WE TELL THE TRUTH.

IF THIS CARRIES ON, WE MIGHT NOT BE SO POPULAR FOR LONG. THINK ABOUT THAT.

AS LONG AS I AM IN CHARGE OF THE EDITORIAL TEAM, I DON'T WANT POLITICAL INFLUENCE. I WOULD RATHER RESIGN THAN ACCEPT THAT.

YOU WIN THIS TIME. IN THAT CASE, FOCUS YOUR REPORTING MAINLY ON THE ABUSES COMMITTED BY POLITICIANS FROM PEMBE MOJA PROVINCE.
Alice in deep thought leaves Mr Ogwal's office and heads for a meeting with the editorial staff.

Ladies and gentlemen, our coverage of the Oporok case does not mean the big shots of Pembe Moja Province are off-limits.

Go there and dig deep. The politicians in Pembe Moja have as much to hide as anywhere else.
SEVERAL WEEKS LATER AT MR. OGWAL’S HOUSE

TWO MASKED INTRUDERS SNEAK INTO THE COMPOUND

THEY THROW A BRICK WRAPPED IN PAPER THROUGH THE WINDOW

THEN SNEAK AWAY STEALTHLY
A shaken Mr. Ogwal goes to find out what is happening.

He notices a note wrapped on a brick addressed to him.

Sweat starts rolling down Mr. Ogwal’s face.

Pembe Moja expects more of you. The Daily Telegraph must stop printing scurrilous lies. You have been warned.
MAMA GENESIS, HURRY! COME AND LOOK AT THIS. IT WAS THROWN THROUGH OUR WINDOW.

IT’S BECAUSE OF ALL THOSE REPORTS YOU’VE BEEN RUNNING. YOU MUST ORDER ALL THOSE JOURNALISTS TO LEAVE THE POLITICIANS ALONE.

BUT...

NO BUTS. IT’S NOT SAFE FOR US. THINK OF YOUR FAMILY. THESE PEOPLE KNOW WHERE WE LIVE! OUR LIVES ARE IN DANGER.

HELLO...

HELLO...

HELLO...

MR OGWAL GOES STRAIGHT TO THE TABLE, FINDS A CELL PHONE AND CALLS ALICE. ALICE’S PHONE IS SWITCHED OFF. HE GETS MORE FRUSTRATED.

JUST DRIVE TO THE OFFICE AND GIVE A DIRECTIVE TO STOP ALL THOSE STORIES FROM BEING COVERED.
HELLO. ALICE, I ORDER YOU TO STOP ALL YOUR INVESTIGATIVE STORIES ABOUT PEMBE MOJA PROVINCE RIGHT NOW.

WHAT HAS HAPPENED THAT YOU'RE ORDERING ME TO KILL ALL THESE CRUCIAL STORIES?

I AM NOT REQUIRED TO GIVE AN EXPLANATION. JUST DO NOT RUN ANY FURTHER STORY ABOUT PEMBE MOJA PROVINCE.

HELLO? HELLO? IT SEEMS THERE'S TROUBLE.


**Alice Mwihaki doesn’t know what to do:**

- Should she accept this order? If she does, would her professional ethics be compromised?

- Should she resign? If she does, the Daily Telegraph’s reputation would be greatly weakened, precisely at a time when its position is most threatened.

- Should she investigate who is behind the threats? This might lead to a great story, but might result in the threats being carried out.

- Is Alice involving her staff in a process that involves all of them, or is this something that requires ‘leadership’?

- Has Alice explored all the options about reaching out to external stakeholders to build that trust with them?

- To what extent could this sort of problem be defended against through the development of a broad trust-building strategy using integrity? (Alice is weak, in part because she is relying on a relatively narrow set of means to build trust, i.e. the content of the newspaper, and some understandings with individuals.)

- What are the consequences for internal trust for staff members in the way that this threat has been addressed?