



The Processes leading to the Awards Giving Ceremony



Wednesday, August 23rd, 2017;
8:00 am – 12:00 noon;
Hotel Africana, Kampala

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UGANDA MEDIA
WOMEN'S ASSOCIATION

Acknowledgements

Uganda Media Women's Association, UMWA is most appreciative of the people / organizations who provided moral support for this activity. Especially those who constituted the Gender Media Monitoring Team, GMMT. Also appreciated is the UMWA Board, for their strategic direction.

Margaret Sentamu-Masagazi
Executive Director
Uganda Media Women's Association, UMWA

Who We Are

- Formed 1983, we are an Association of Media Women.
- Work with Likeminded Organizations to contribute to achieving our:

Vision: A big nation of women, children and men making informed decisions for gender equality and social justice. Mission: To enhance the visibility and status of women and other marginalized groups through awareness creation, capacity strengthening, advocacy and networking to realize gender equality.

What Have We Done in the Area of Media and Gender

Run 2 media outlets to increase on the voices of women in the media, and keep the gender debate alive: 101.7 Mama FM; and The Other Voice.

Capacity build Media Practitioners in gender, media reporting and packaging.

Capacity build: Women and men in Use of Media and how to Manage Negative Media; and Persons With Disabilities, PWDs, especially Women With Disabilities, WWDs, in Media Strategy Formulation and Use.

Done Research in key areas:- Women and Media: Obstacles, Opportunities, etc; Gender Media Monitoring in association with the Global Media Monitoring Project, GMMP); Gender Dimensions of the Print Media (2015); and Media and Elections: A Gender Analysis of the Print Media Coverage of 2016 General Elections.

Developed Gender Media Training Manuals / Guides including:- A Good Practice on Reporting Sexual and Gender Based Violence; A Good Practice on Sexual and Reproductive Health; Gender Policy Guidelines for Media; and Gender Dimensions in the Print Media.

Annual Gender Media Awards – Uganda (AGMA-U)

The History

- UMWA conceived the idea at the Dissemination Workshop of the UN Women commissioned Study on Gender / Media Coverage of 2016 General Elections; in 2016, which study indicated:- The Presence of Women as News Subjects / Sources as low as 15%, Images 18% and the Portrayal: A lot to be desired – judgmental, poor light, sexist language, etc).
- AGMA-U was Launched November 2016. With 150 participants from the Civil Society, Foreign Missions, Media, the Academia, Research Practitioners, etc).

Rationale for AGMA-U

1. The existing initiatives to award excellence in media are very few, recent, and non highlighting gender perspectives.
2. Important to recognize current efforts towards gender sensitive reporting.
3. Pro-Gender Policies / Laws (Uganda) – are several – but little focus on media.
4. Engendering Media triggers off the much needed transformation in other sectors.

Gender Media Awards!

The Overall objective: To make gender sensitive reporting a standard journalistic practice; while Specific objectives are:-

1. Identify, recognize and award the efforts of those individual presenters / journalists who, and media houses that, have communicated gender in their productions.
2. Motivate upcoming and practicing journalists to embrace gender sensitive writing as a standard journalistic practice.
3. Create awareness about the existing gender gaps

(inequalities / injustices) in, and those promoted by the media.

4. Highlight the possibilities available in producing gender sensitive stories.
5. Trigger off actions e.g. an increase in the quantity and quality of media reporting especially about women whose stories, concerns, and aspirations are currently as low as 20% in the Uganda's media. Media houses adopt gender policies and Schools of Journalism may integrate gender studies in their curricular.

AGMA-U 2016/2017

Who Was Involved?

1. Individual Journalists who submitted stories for assessment.
2. Selected Media Houses: 6 Newspapers, 3 Television Stations, and 5 Radio Stations.
3. The Gender Media Monitoring Team, GMMT: Who reviewed and assessed with gender lenses, the content of the selected media houses and also by individual submissions.
4. UMWA Leadership / Management: Provided strategic guidance.

What Is Unique about this Award?

Unlike other Awards, AGMA-U seeks to recognize 2 categories: (a) The Individual Journalist; and (b) The Media House (Electronic / Print).

Why Focus on a Media House: To institutionalize gender sensitive writing as a standard journalistic practice.

Entries: There were 26 submissions from individual journalists from 17 media houses, including: CBS, Salt TV, Urban TV, Record TV, The Observer, NBS TV, NTV, BBS Terefayina, Chimpereports.com, Mama FM, KFM, WizardS Media, Salt FM, UBC Radio, UBC TV, Radio Wa (Lira), and Radio Pacis (Arua).

Print Media					
	Category	En-tries	Entrants	Media House	Title of Story
1	Features Story	1	a) John Okot	The Observer	Acholi region moot on drug bank to combat 'mental insurgency'
Television					
2	Television News Story	4	a) Justine Nabunya	Record TV	David Muhoozi Now Chief of Defense Forces in Uganda
			b) Justine Birungi	Salt TV	
			c) Ronald Muwanga	NTV	Food Security
			d) Raziah Athman	Urban TV	Women Fly High In A Male Dominated Field
3	Television Features Story	3	a) Justine Nabunya	Record TV	Tobacco Control in Uganda
			b) Justine Birungi	Salt TV	
			c) Keneth Kavulu	BBS Terefayina	Producer, Editor, presenter
4	Television Documentary	5	a) Justine Birungi	Salt TV	
			b) Abdalla Tiff Mukasa	Record TV	My Step Dad – The Life of Ali Mugoda
			c) Suzan Nawonga	UBC TV	
			d) Richard Olwenyi	NBSTV	Investigating Sex for marks at Makerere University
			e) Solomon Serwanja	NBSTV	Born in Captivity
5	Video / Best Photograph	1	a) Willy Tamale	BBS Terefayina	Hike on a Bike with her Entire Shop
6	Website / Best Photograph	1	a) Michael Nteza	Chimpereports.com	Best Photography
Radio					
7	Radio News Story	2	a) Diana Kibuuka	CBS	Abakyala Batussa Emiggo – Men Cry Out
			b) Annet Nakato	Mama FM	Child Labour in Uganda is a publication of 101.7 MAMA FM also found on Sound cloud website
8	Radio Feature Story	10	a) Catherine Ageno	KFM	Men Hindering Family Planning Uptake
			b) Jumbe Benjamin	KFM	Gender equality seal report
			c) Christopher Kayonga	Wizards Media	Maternal Mortality
			d) Flavia Luyiga	Salt FM	Disabled
			e) Sara Mawerere	UBC Radio	
			f) Irene Achan	Radio Wa, Lira	Quarrying as a Business
			g) May Grace Abiria	Radio Pacis, Arua	The plight of widows
			h) Henry Lematia	Arua Diocese Media Centre, Radio Pacis	Representation of Women in Sports Leadership-do they matter anyway?
			i) Chipso Brenda	Mama FM	Disability makes Her Stronger
			j) Robinah Nanfuka	Mama FM	All Children Have Equal Rights
9	Radio Documentary	3	a) Gerald Ddamulira	CBS	Break The Silence On Violence Against Women And Girls
			b) Diana Kibuuka	CBS	Women Stand Out For Peace
			c) Sarah Mawerere	UBC Radio	Locally made sanitary pads to save school girls in Gomba

Number, Types, Briefs about Media, and Programs Analyzed

Fourteen (14) media houses were assessed for various reasons including:-

- All selected media have some sort of national character / geographical.
- Offer diversity in coverage, issues, audience, and language especially radio and television.
- Location of Stations: Kampala to ease access to the monitors.
- Newspapers had to be dailies with the exception of The Observer (tri-weekly).

Newspapers							
Brief	Newspaper						
	Bukedde Newspaper	Daily Monitor	Kamunye	New Vision	Red Pepper	The Observer	
Ownership	Public-Private (Government – 53.3%)	Private (100%)	Private (100%)	Public-Private (Government – 54.3%)	Private (100%)	Private (100%)	
When Founded	1994	1994		1986	2001	2004	
Language	Luganda	English	Lugada	English	English	English	
Average Nuber of Pages per Edition	36	42	19	56	30	34	
Publishing Days	Daily	Daily	Daily	Daily	Daily	Tri-Weekly	

Radio						
Brief	Radio Station					
	Bukedde Radio	Capital FM	CBS	Radio Simba	TOP	
1 Ownership	Public-Private (Government – 53.3%)	Private (100%)	Private (100%)	Private (100%)	Private (100%)	
2 When Launched	2007	1993	1996	1998	1998	
3 Selected Program	Ttabamiruka	Capital Gang	Palamenti Yaffe (Our Parliament)	Gasimbagane ne Bannamawulire	Ne gw'Ozadde	
4 Program Time	09 am – 11.00 am	10 am – 12 noon	10 am – 12 noon	10 am – 12 noon	08 am – 10 am	
5 Language used during the Program	Luganda	English	Luganda	Luganda	Luganda	

Television			
Brief	Television Station		
	Bukedde TV	Nile Broadcasting Services (NBS)	Nation Television (NTV)
1 Ownership	Public-Private (Government – 53.3%)	Private (100%)	Private (100%)
2 Selected Program	Akabbinkano (Hot Debate)	Frontline	The Fourth Estate
3 Program Time	11.00 pm – 12.00 midnight	10.00 pm – 12.00 midnight	10.00 pm – 11.00 pm
4 Language used during the Program	Luganda	English	English

Period and Content Reviewed

1. Newspapers – For each newspaper under review, the editions for December 2016 as well as January and February 2017 were analyzed. The first eleven (11) pages for each Monday edition were analyzed. A total of 1,210 stories and editorials were analyzed. Daily Monitor (278) followed by Red Pepper (248), Kamunye (202), Bukedde (169), The Observer (145) and New Vision (168). Only three newspapers (Daily Monitor, New Vision and The Observer) carried editorials, while the others (Bukedde, Kamunye and Red Pepper) did not.

2. Radio and Television – Analysis of radio stations was limited to Talk Shows that cover current topical issues / events, preferably, those that took place during the course of the preceding week.

3. For radio specifically, the talk shows had to be those that take place almost at the same time, and preferably after the evening main news bulletin.

4. In each case, only one such program was analyzed i.e. one for each radio and television station.

Data Collection And Analysis

Data collection and analysis employed both quantitative and qualitative methodologies.

1. Quantitative

Three survey tools were developed to collect and analyze data, one each for newspapers, radio and television. These tools enabled the collection and analysis of gender segregated information, which in turn offered an insight into the representations of women and men in and by the print media.

2. Qualitative

A Gender Sensitive Score Card was developed to collect and analyze data that points out how both women and men are presented in newspaper stories as well as radio or television talk shows. This was intended to gauge how both men and women are portrayed in news stories / talk shows through use of language and images (both still and motion).

The search for Awardees was generally based on the following criteria:-

1. News Subjects: The person / people, the story is rotating around

- Equal representation of men and women as news subjects. (How many times, How many stories).
- Equal representation of men and women as news subjects, commenting on hard topics (Politics and Economy / Science and Technology).
- Equal representation of the opinions / views of news subjects (men and women) in Domestic (Family / Social issues).
- Equal coverage of men and women as news subjects in the Public sphere (Politics and Economy / Science and Technology).

- Equal coverage of men and women as news subjects in the Domestic (Family / Social issues).

2. Identity

How the news subject or news source was addressed – Was it in his/her own right? Depicting his/her full potential. Or with a title that belittles or making him/her “less” a person – who has to be dependent on the other!

3. Sources: Whose Views / Opinions / Voices

- How many times men or women were sought out to give their opinions / views?
- How many times did the women’s views vis a vis the men’s were sought out on the Public sphere?
- How many times did the women’s views vis a vis the men’s were sought out on the Domestic sphere?

4. Images / Photographs

- Balance in the number of male / female news subjects that were photographed.
- Balance in photographing the news subjects quoted.
- The camera focus: Is it on the physicality or facial expressions?

5. Stories about Women

- The media house that has the most stories on women with positive attributes.
- Media house with less stories that reinforce gender stereotypes.
- Media house that refers to pro-gender / equality and / rights.
- Stories that have gender disaggregated data.
- Stories that challenge gender stereotypes.
- Media house with most direct quotes from women on stories about women.

6. Space

- Amount of space allocated to stories about women with positive attributes.
- Amount of space allocated to stories about women that reinforce gender stereotypes.

7. Placement

- Position of stories about women with positive attributes on strategic vis a vis ‘ordinary’ spaces / pages.

8. In the Studio:

- As a talk show host, which gender was in charge?
- How many men and women were hosted, speaking on what? How many women called in the talk show?
- How much time was allocated to each gender? The morale of a talk show host: Who was he/she interjecting, how many times, and was it justified?

9. Delivery of News / Which Gender Authored Which Story or Covered Which Gender

- The total number of females vis a vis male assigned to cover stories.
- A media house which equally covered female and male news subjects.

- A media house which encouraged its female reporters to cover equally the female and male news subjects.
- A media house which encourages its female reporters to cover male news subjects.
- A media house that encourages male reporters to cover female news subjects.
- A media house that encourages male reporters to have equal representation of direct quotes from female and male news subjects or sources.
- A media house that encourages female reporters to balance while getting direct quotes from the news subjects or sources.
- Newspaper that had both female and male reporters equally quoting both genders, in equal measure.
- Highest number of female reporters covering both male and female news subjects, in equal measure.
- A Media House with the highest number of male reporters covering stories with a direct bearing on women with positive attributes.
- A Media House with the highest number of female reporters reporting stories with a direct bearing on women.

10. Language / Tone

What is the language or the tone used by the writer or moderator of the program? Is it sexist, derogatory, judgmental or progressive to either gender?

Comments on the Findings / Conclusions

- here is huge knowledge gap about gender and media among practitioners. Gender sensitive reporting is highly mistaken for merely writing stories about women.
- Media in Uganda is highly skewed in favour of the male gender; the gender gap being 70 / 80 vis a vis 20 / 25; (News subjects / sources / images / or who delivered the content; Positioning / Placement; Amount of Space; and Portrayal / Language).
- The stories are highly driven by negative beliefs and gender stereotypes.
- The power of the media cannot be overemphasized – which is why, it should be redirected to the promotion of positive progress.
- AGMA-U is timely to contribute to such processes.
- The study results may not be conclusive – but a starting point!

Limitations

1. Interpretation of texts and specific words / phrases, as well as of images (both still and motion) varies from one individual to another. To minimize this, a four-day refresher training was organized for the GMMT. The team was not only exposed to the theoretical but also practical aspects of gender and media research methodologies.

2. Funding Gaps affected: Information from a wider spectrum that could have enriched the Awards, and what they stand for, was missed out; E.g. Only 6 out of over 15 newspapers were reviewed. Only Mondays were reviewed; Radio and television content which impact much more on the public was limited to a few programs for review; and Social media that has taken Uganda by storm, was apparently not part of this study.

3. The survey exercise took a relatively shorter period than is normally associated with comparative studies that call for longer periods of observation and analysis, to reach more conclusive deductions.

4. Very good intentioned, AGMA-U did not receive adequate publicity.

Note: This study wholly depended on the goodwill of staff, and volunteers of UMWA. There was no external funding received for this study: Reviewing content by media houses or individual submissions.

Recommendations

To make the AGMA-U more meaningful, viable and successful, the following can be considered:-

1. Have the Awards on an annual basis – as the name suggests but:-
 - Organize them in form of a series of continuous surveys that come out with periodic reports (preferably on a monthly basis).
 - These should be in monthly dissemination fora with all stakeholders. That way, the AGMA-U will not come to be seen as a theatre for competition, but rather as a means towards a greater goal – changing the mindset – of having equal gender representative and fair media.
 - For media houses in particular, such findings will make them much more aware about gender disparities in the media and hopefully draw their attention to the need for in-house changes geared towards the desired outcomes.
2. To make the Awards be truly representative and national in nature and scope, involve as many media houses and encourage the participation of more individuals, as is practically possible. Students of Mass Communication or Journalism can also be encouraged to participate.
3. To achieve the foregoing, involve and partner with all stakeholders:
 - The Government, UN Agencies, Local and International CSOs, Media Agencies involved in training, research, production and publishing as well as Media Rights Groups and Associations.
 - The corporate world should also be brought on board.
 - This will not only encourage development and enhancing of close working ties, trigger off gender responsive development in all sectors, but also the generation of finances that are so essential and necessary for the smooth organization of the Awards and the positive development that would come with it.



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