

Project Title:
Media for Gender Equality and Social Justice: Leaving No One Behind

A BASELINE SURVEY REPORT

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GENDER DIMENSIONS IN THE MEDIA: AN ANALYSIS OF NEWSPAPER NEWS CONTENT (MARCH 2020)

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LIST OF ACRONYMS

CEDAW	:	Convention on the Elimination of All Forms of Discrimination Against Women
DGF	:	Democratic Governance Facility
EAJA	:	East African Journalists Association
FM	:	Frequency Modulator
GMMP	:	Global Media Monitoring Project
GMMT	:	Gender Media Monitoring Team
ISIS	:	Institute for Science and International Security
NBS	:	Nile Broadcasting Services

NIJU	:	National Institute of Journalists of Uganda
NTV	:	Nation Television
UMWA	:	Uganda Media Women's Association
UNESCO	:	United Nations Educational, Scientific and Cultural Organization
WACC	:	World Association for Christian Communication

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Margaret Sentamu
Executive Director
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EXECUTIVE SUMMARY

Uganda Media Women's Association, UMWA, is implementing a Project: Media for Gender Equality and Social Justice: Leaving No One Behind. The project, funded by the Democratic Governance Facility (DGF) seeks to address the poor responsiveness of the media, towards gender equality.

Gender media monitoring is one of the activities under this project. It purposes to generate evidence-based data to, among others, show the extent to which media content is gender sensitive. The other purpose is to generate gender-segregated data to show the magnitude of gender inequality in media news content and to propose a way forward. The identified gaps / strengths in turn may not only help inform other project purposes, but also any initiatives geared towards promoting gender equality by other stakeholders such as government; media owners, managers, practitioners and training institutions; the general public; and development partners. Gender Media Monitoring (GMM) aims to articulate concerns about media and communication broadly, from a gender perspective. It involves conducting gender-focused media monitoring and engaging with media professionals on gender issues in media policy and practice. Overall, the research and advocacy initiative seeks to advance gender equality in and through media news content.

This Baseline Study was conducted based on previous research studies on the subject area that have shown not only that women's representation in media news content is very low, but also demonstrated that their presentation is stereotyped, in comparison to that of men.

For the month of March 2020, and using both qualitative and quantitative methodologies, the study analyzed news stories from two (2) randomly selected editions of two (2) Newspapers (Daily Monitor, and New Vision), for each week during the month of March 2020. Selection of these media houses was based upon, either their nationwide circulation and readership; diversity in their ownership – one is privately owned and the other public; or their proximity to Kampala, which makes accessing their news content easier.

Among others, the study purposed to establish the visibility of women and men in news stories, as news subjects, as news sources and in the images accompanying those news stories. Further, it sought to find out the extent to which one's station in life determines the likelihood of one appearing in news stories. Under this, three (3) issues were analyzed: (1) the Topic under which one was featured; (2) the Position / Occupation of news subjects and, (3) whether or not a Family Relationship was attached to a news subject. Additionally, the study sought to find out on what topical areas (Public vs Private) news sources were quoted. The objective was to establish the interplay between one's gender and socially defined roles, expectations and attributes.

Finally, the study sought to find out the proportion of women, relative to men, who deliver news stories, the capacity in which they do so; and whether there is a relationship between the sex of the reporter and the choice of not only news subjects, but also news sources, as well as attaching a family relationship to female and male news subjects.

The findings of the study indicate, among others that relative to men, women's visibility in news stories was significantly lower. This was not only in terms of being read about as news subjects or being heard as news sources, but also being seen in images accompanying

the news stories. As news subjects, women formed the minority (only 20%) as opposed to 80% for males, out of a total of 791 news subjects. Additionally, the voices heard in media news, during the period under study, were overwhelmingly male while those of women were invariably invisible. The proportion of female news subjects directly quoted was only 21% as opposed to 79% males, out of 327 news sources. Indeed, by giving voice almost exclusively to males, these media stories obliterate the fact that women have opinions and perspectives which should be reflected in and by the media.

The above scenario is replicated in Print media images. According to the findings, males featured in images accompanying news stories were disproportionately more (80%) than females (20%).

Thus, women who form more than 50% of Uganda's population were rendered invisible by, and in, media news during the study period.

Effort was made to establish whether or not, there is a relationship between socially defined gendered status and the level of visibility in media news. This was at four levels: (1) Topical areas where news subjects featured; (2) Occupations of news subjects; (3) Family status of news subjects; and (4) Topical areas about which news sources were quoted. Evidence from the findings indicates that, indeed, there is a relationship between socially defined gendered status and the level of visibility in media.

Emerging from the findings, for example, is that relative to their total number as news subjects (F - 155; M - 632), the representation of females and males featured under 4 "Public Sphere" Topical areas with the highest number of news subjects (**Politics, Security, Crime, and Religion**) was 31% and 38% respectively. In practical terms, males outnumbered females by 7%, the reverse being true for private sphere occupations (**Health, Education, Disaster and Family**) where female representation was higher (36%) than that of males (25%) forming a difference of 9%.

Similarly, relative to their total number as news subjects (F - 155; M - 632), the representation of females and males engaged in 'public sphere' occupations with the highest number of news subjects (**Politicians, Security personnel, Religious Figures, and Business Persons**) was 47% and 57% respectively. In practical terms, males outnumbered females by 10%, the reverse being true for private sphere occupations (**Academic Expert, Doctor, Activist, Home Maker**) where female representation was 19% (Males - 9%) forming a difference of 10%.

In the same way, there was a disproportionate gender representation relating to the topical areas about which news sources were quoted. For example, relative to their total number as news sources (F - 70; M - 257), the representation of females and males quoted on 4 "Public Sphere" Topical areas with the highest number of news subjects (**Politics, Economic policies, Crime, and Religion**) was 16% and 37% respectively. In practical terms, males outnumbered females by 21%, the reverse being true for private sphere occupations (**Health, Education, Disaster and Family**) where female representation was higher (50%) than that of males (28%) forming a difference of 22%.

The level of coverage that leans towards status in society was also analyzed in relation to one's family status. Findings of the study show that more females (12%) were associated with **family status as mothers, daughters or wives of somebody**, than male news

subjects (only 2%) as **somebody's father, son or husband**. This suggests that female news subjects are six (6) times more likely than males to have a family relationship attached to them in news stories. These relationships had no relevance to the news stories at all.

Such phenomenal differences in the representation of women and men featured in, as well as being quoted on topical areas associated with either 'public' or 'private' spheres; occupied in either 'public' or 'private' vocations; and in attachment of family status, shows that the media has not evolved from the traditional way of gender representation, and has a lot to say about traditional role stereotypes, and how they are recreated by the media. This seems to suggest that socially, women are not supposed to be engaged in (any) meaningful vocations, and where they do, they should be limited to the domestic domain – an idea that the media is reinforcing, thus propagating notions about the superiority of one gender over the other.

Conclusively, by featuring women and men along those lines, the media is simply reinforcing erroneously held notions about gendered roles in society that place women in the domestic and care-giving roles and men in the public arena. Among others, the domestication of women arises from such distortions.

Findings of the study indicate further that gender dimensions also appear with regard to who (female or male journalist) delivered the news. For example, out of a total of 211 journalists who delivered the news, a majority (75%) were male and only 25% were female. ***Note: those whose sex was "Not Known" because they were referred to as 'Our Reporter(s)' and not by name(s) were discounted.***

Of special note also, is the gendered difference in the numbers of female and male photographers. A majority of these were male (89%) while females constituted only 11%. ***Note: those images not accompanied by the names of photographers or which were captioned 'By our photographer(s) or File photo', etc., were discounted.***

Analysis of the implications of the reporters' sex on the gender dimensions of news content was also undertaken. ***Note: In all cases analyzed below, any one story filed by Both Female and Male journalists, as well as those by reporters whose sex was "Not Known", were discounted.***

The findings indicate that there is a relationship between the sex of the reporter and the proportion of female and male news subjects appearing in print news stories. Overall, female reporters had 66 news subjects in their stories out of whom 15% were female and 85% male. Male reporters on the other hand, had 528 news subjects in their stories out of whom 20% were female and 80% male. This suggests that generally, male journalists are likely to cover more female news subjects (a difference of 5%) than their female counterparts, in their news stories.

Conversely, female journalists quoted more female news sources (23%; M – 77%, out of a total of 27) than their male counterparts who quoted less (22%) female news sources (M – 78%) out of a total of 96. This is a difference of 1% which suggests that female reporters are more likely to quote female news sources than the males. It also suggests that generally, the likelihood of a female being quoted is higher in stories filed by female than male journalists.

Study findings show further that female reporters are more likely than males to attach a family status to news subjects. Female reporters attached a family relationship to more news subjects (2%), while males had 1% out of the news subjects they covered, respectively. This suggests that female journalists are more likely to attach a family relationship to news subjects than the males.

In the last part of this report, an effort has been made to propose a way forward in terms of recommendations that can be used by the government, media training institutions, media houses and journalists, media rights and gender equality focused CSOs and media consumers, as well as the UN family and other international agencies, in an effort to promote fair and balanced representation and presentation of both women and men in and by the print media.

Among others, these recommendations include adhering to, and enforcing, legal frameworks that guide media operations; respecting the principle of equality and fairness in respect to female and male news subjects and sources; avoiding the use of images and language that are sexist, derogatory, discriminative and stereotypical through development of appropriate gender-inclusive policies, resource materials and policy guidelines; imparting skills to journalists, in addition to offering both female and male journalists equal opportunities to cover all issues and the resources needed for doing so; and conducting periodic Desk and Field research in gender and media, to inform future decisions by all stakeholders. Media rights and gender equality focused civil society organizations, are also called upon to support, especially women, build knowledge and skills in effective utilization of the media.

With regard to Gender Media Monitoring, it is specifically recommended that the media houses whose content is to be monitored should know what Gender Media Monitoring is all about – What is to be monitored, Why and How, as well as When the findings of the Study will be shared. It is recommended further that best performing media houses and individual reporters be recognized and, where possible, be rewarded for their outstanding news products based upon the extent to which they are gender sensitive.

CHAPTER ONE: INTRODUCTION

INTRODUCTION

ABOUT UGANDA MEDIA WOMEN'S ASSOCIATION (UMWA)

Uganda Media Women's Association (UMWA) was founded in 1983 by a group of 48 female journalists as a membership association. The Association was formed after the realization that Uganda did not have any umbrella body to cater for the professional interests of media women as well as the information needs of the marginalized in society. Back then in the 1980s, the only umbrella Journalist Association available would not cater for, or recognize the concerns or contributions of female journalists. Female journalists were absent in the Association's leadership. Besides, the media was hugely gender insensitive, women's visibility and portrayal were highly wanting despite them forming over 50% of Uganda's population. The press did not make adequate acknowledgement of their achievements or aspirations. It was, therefore, felt that through access to media and possible ownership by the women themselves, women could impact on the development and direction of their country, thus the founding of UMWA.

UMWA's Strategic Vision 2019 / 2023 is: *An engendered media where gender equality and women's empowerment are upheld for holistic sustainable development*; while the Mission is: *To engender media through information sharing, capacity-strengthening, networking and advocacy in order to enhance the visibility and status of women.*

UMWA is headed by a Board of Directors, while the day-to-day activities are spearheaded by a full-time Executive Director who works with men and women competent in their expertise. The organization is registered with the Registrar of Companies and also under the 1989 NGO Statute, with No. S.5914/1535. UMWA's headquarters are located at Kisaasi, 8 kilometers from Kampala capital city centre.

WHAT UMWA HAS DONE IN THE AREA OF MEDIA AND GENDER

UMWA leads in the promotion of the gender agenda in Uganda's media having spearheaded / done several activities in that direction including training of both media managers and practitioners, in gender and media; conducting several studies in Gender and Media; and executing the first ever *Annual Gender Media Awards* in 2017. UMWA also is the National Focal Organization of the Global Media Monitoring Project (GMMP). UMWA for over 12 years ran a Gender focused newspaper, *The Other Voice*, and for the last 18 years, managed a developmental radio, *101.7 Mama FM* whose aim is to not only counter the negative portrayal of women but also to increase their voices on the airwaves to impact the development agenda.

1. Founded and runs 2 media outlets to keep the gender debate alive:
 - 101.7 Mama FM (Radio Station)
 - The Other Voice (Newspaper Pullout)
2. Undertaken Capacity building activities for Media Practitioners (men + women) in gender and media reporting as well as packaging.

3. Undertaken Capacity building activities for:
 - Both women and men in Use of Media and how to Manage Negative Media.
 - Persons with Disabilities (PWDs) especially Women with Disabilities (WWDs) in Media Strategies and Uses.
4. UMWA has conducted several studies on Gender and Media some of which have been published. Among others, these include:
 - Online and Offline Violence, Abuses, and Related Safety Risks encountered by Female Journalists in Uganda: A Situational Analysis (2018).
 - “Annual Gender Media Awards (Uganda – 2017): Making Gender Sensitive Reporting a Standard Journalistic Practice” (2017)
 - GENDER DIMENSIONS IN THE PRINT MEDIA: An Analysis of News Content on Peace, Security and Conflict (2017)
 - Media and Elections in Uganda: A Gender Analysis of Print Media Coverage of the 2016 General Elections (2016) at: www.umwamamafm.co.ug/wp-content/uploads/2016/03/AGender-Analysis-report-on-media-and-Elections.pdf
 - Gender Dimensions in Uganda’s Print Media, (2014) at: www.umwamamafm.co.ug/wp-content/uploads/2016/03/Report-on-Gender-Dimensions-in-Ugandas-Print-Media-September-2014.pdf
 - Media Monitoring of Elections (2006).
 - The Role of the Mass Media in Creating Images of Women, (1997).
 - Challenges in Career Advancement in Uganda: A Case of Female Journalists in The New Vision & The Monitor Newspapers, (1997).
 - The Role of the Media in the Fight against AIDS, (1993).
 - The Content Analysis of Media Coverage of Hardships of Single Parents.
 - Role of Women Broadcasters in Emancipation of Women, (1993).
 - Disseminating Adolescent Reproductive Health Radio Messages Using Group Media, (1993).
 - Analysis of the Media Contribution towards Women Poverty Alleviation, (1993).
5. Developed:
 - Gender Media Training Manuals / Guides:
 - Together We Can Communicate Equality and Fairness in the Media for Progress for All
 - Women in Leadership Enhance Capacity in Media Engagement
 - Good Practices on Reporting Sexual and Gender Based Violence.
 - Sexual and Reproductive Health.
 - Gender Policy Guidelines for Media.
 - Effective Use of the Mass Media: Tips for Women Politicians.
 - Gender Media Guidelines: Tips for you.

BACKGROUND TO THE STUDY

Introduction

Uganda Media Women's Association, UMWA, is implementing a Project: ***Media for Gender Equality and Social Justice: Leaving No One Behind***. The project seeks to address the poor responsiveness of the media, policy makers and implementers towards gender equality. Gender Media Monitoring, GMM is one of the activities under this Project. The 2-year initiative is funded by the Democratic Governance Facility, DGF. The GMM is meant to generate evidence-based data to, among others, show the extent to which media content is gender sensitive by the start of the project, through to the end. The other purpose is to generate gender-segregated data to show the magnitude of gender inequality in media content and to propose a reform strategy. The identified gaps / strengths in turn may not only help inform other project purposes, but also any initiatives geared towards promoting gender equality by other stakeholders such as government; media owners, managers, practitioners and training institutions; the general public; and development partners.

The 24-month Project provides for a Baseline Survey. The findings of this survey are purposed to gauge how gender sensitive the media has become by the end of the project, through follow up and more comprehensive studies. The project also provides for periodical Sharing Sessions that bring together different stakeholders. During these sessions, the findings are discussed by the participants, and recommendations are made to enable a more gender aware and responsive media. A Gender Media Monitoring Team, GMMT, was constituted at the beginning of the Project, trained / retrained in gender media monitoring. The Team headed by a Researcher undertakes the coding, analysis, and compiling of the Research Reports.

What is Gender Media Monitoring?

Media monitoring is a research method for collecting and analyzing data about the publishing trends in media content, from a gender perspective.

How do the participating media houses benefit from the exercise?

They are provided with an opportunity of knowing how they fair in terms of gender sensitive reporting. The feedback is provided at no cost. Moreover, representatives of each of the participating media house get a chance to interact with other stakeholders during the Sharing sessions. The Project Team also offers technical support to the media houses.

MEDIA AND GENDER

In the recent past, there has been an upsurge in the number and growth of media houses and corresponding developments in technology that has witnessed communication transcending national boundaries and turning the world into an intricate web. This growth has widened the scope of the media's role from merely informing, educating and entertaining to mobilizing and agenda setting for individuals, communities, nations and the world at large. That the media plays a very important role in societal development is not an issue of debate, but of concern is the tremendous impact it has come to be associated with, i.e. it has an influence on public opinion, personal beliefs and preferences, tastes and outlook on a number of issues, including gender relations (EAJA, 2008; WACC, 2010).

Through different types of media, people come to adopt behaviors and lifestyles, assume attitudes, and build stereotypical images that affect their actions in daily life (**Chyi and McCombs, 2004**). Belief formation regarding groups of people, most often, occurs when any given characteristic of an individual is particularly obvious or salient such as sex. Given the salience of categorization by gender, it seems almost inevitable that people are perceived in terms of sex-role stereotypes. According to **Mattelart (1986)**, stereotypes in the media often encourage people to model their behaviour in stereotypical ways. **White (2009), Eagly (1989), Blumer (1983), and Entman (1993)** variously propounded that the media has a great influence on how people perceive issues and personalities. Moreover, an increase in salience and / or cumulation of the prominence of those elements in the news influences the prominence of those elements among the public (**Carol and McCombs, 2003; Shaw, 1997**).

A tremendous volume of research has been conducted about gender and the print media with regard to the coverage of women issues as well as access to and participation of women in the media vis-à-vis that of men. While statistics vary from situation to situation, locality-to-locality and different special groups of people, the underlying, obvious and common phenomenon to all is the negative portrayal of women across the board, as well as its failure to provide a balanced, accurate or realistic picture of women's diverse lives, multiple roles, and contributions to a changing world (**UNESCO, 1995**).

All studies appear to indicate that there is little space and air time allocated to women's issues which lends credence to the assertion that the media have failed to give recognition to women's contribution and concerns and reference to stories on women as not being news worthy and cannot, therefore, sell the newspapers. Also, articles featuring women are rarely given prominence by front or back page allocation, as most of them are relegated to inside pages. The few exceptions may include powerful politicians; those involved in, or are affected by, violence or those who exhibit what society deems degrading behaviour (**Adagala, et al, 1993**). Additionally, a significant proportion of women who catch the public eye do so only when they do something extreme, especially if it is unpleasant. Many appear in the news largely in the context of love and marriage, of housewife and mother of the family, domestic life and raising of children (**Ogundipe-Leslie, 1990; Longwe and Clarke, 1992; Mattelart, 1986; Muriel, 1987**) and as socially and economically dependent like children with no other status than that of wife and mother, daughter or sister, or some other relation, which personal relationships often have no relevance to the story (**Muriel, 1987; ISIS, 1981**). Similarly, the media often defines women in terms of the men in their lives or by such men's absence (**ISIS, 1981**). Effectively then, women are visible in the media only when they are cast into stereotyped roles, but they remain invisible in relation to the socio-economic and political questions of the day. It should be noted that many newspaper articles are devoid of women's voices.

Women are rarely portrayed as rational, active or decisive (**ISIS, 1981**) or in positions of authority but rather as brainless, dependent and incompetent, as objects of men's pleasure (**Gallagher, 1979; Newland, 1979**). However, when they step out of their traditional roles, the media often distorts and ridicules them. Their efforts are seen as ridiculous and inane (**Bukhart, 1993**) and, in many cases, such women are considered role deviants (**UNESCO, 1994**). The media also portrays women as objects of humour or disparagement, and as sex objects through sex appeal creations, beauty fronting, and image undressing. Men, on the other hand, are depicted by the media as dominant, independent, logical, objective, and as public figures (**ISIS, 1981**), and glorified as powerful and successful (**WACC, 2010**). The

social imaginary views the public space as exclusive to men, where women are deemed to lack the knowledge, capacities and character to reside in **(WACC, 2010)**.

Specifically, on photographs, studies done in the past show that there is a gendered use of visual imagery in journalism. While how many women and men portrayed appears to differ considerably, it has been argued that images of women are employed in media to titillate or excite and that photos in tandem with captions and page layouts more often than not serve to reinforce a variety of gender stereotypes to varying extents. Women are often sexualized, in some cases brutalized, are pictured as passive, domesticated, as victims or as subordinate to men **(WACC, 2010)**. Indeed, while men are usually pictured either from the head up or fully clothed, the comparative frequency with which women's bodies are pictured in various states of undress is much higher. Front pages are populated by images of women in sexualized poses alongside lurid headlines, sexist catch phrases and suggestive titles.

Many photos often have no / little contextual information about the persons behind them. Even when captions or titles attempt to challenge stereotypes, they rely on the use of the sexualized female subject to draw attention to the story **(WACC, 2010)**. Women are often portrayed in the background of landscape shots where they appear passive, as part of the scenery. To that end, news imagery does not accurately and ethically depict the complex reality of gender and society, but serves only to distort reality rather than reflect it **(WACC, 2010)**.

THE SUMMARY STUDY OBJECTIVE

To contribute, through evidence-based research, towards making media houses conform to gender sensitive reporting as a core and standard journalistic practice.

Specific Objectives

1. To establish the visibility accorded to both women and men in media news content.
2. To analyze the presentation of news stories, with a direct bearing on women.
3. Analyze the portrayal of women and men, in news stories.
4. Find out who, between female and male journalists, delivered which type of news stories.
5. Identify and point out some best or worst practices of press news story coverage for learning or replication purposes.
6. Propose recommendations to address identified gaps in realizing gender sensitive reporting of news stories.

Purpose

The study purposed to gauge how gender sensitive news media content is by the start of the project.

Rationale / Justification

To generate data at the beginning of the project that will be used for comparative purposes with consequent studies during the project.

CHAPTER TWO: METHODOLOGY

THE TYPE, NUMBER, AND SELECTION OF MEDIA ANALYZED

- Only Print (Newspapers) media were analyzed.
- The Newspapers were two- Daily Monitor and New Vision.
- They were selected because, among others, they are dailies with not only a wide circulation, but also a countrywide readership. They also publish in English, have a strong reputation for news, just as they offer diversity in ownership. For example, while *Daily Monitor* is privately owned, *New Vision* is a public entity.

PERIOD REVIEWED

For each newspaper under review, two editions each week for the month of March 2020 were randomly selected. Analysis was limited to the first ten news stories of the selected editions.

DATA COLLECTION AND ANALYSIS

Data collection and analysis employed both quantitative and qualitative methodologies.

1. Quantitative

Survey tools were developed to collect and analyze data. 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 analyzed media. These tools were adopted from the one used by the Global Media Monitoring Project (GMMP – 2015), and modified to suit the study objectives. The GMMP is a gender in media research project organized by World Association for Christian Communication (WACC) every five years, to trace trends in media coverage of news stories, from a gender perspective. The last such monitoring was done in 2015, and the next due in September 2020.

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 news stories. This was intended to gauge how both men and women are portrayed in news content through the language and images used.

WHAT WAS ANALYZED

The analysis focused on two things: -

1. General

Analysis of all media houses was geared towards identifying the representation (numbers) of women and men in the news story; the presentation (portrayal) of women and men in news stories; as well as the numbers of women and men who deliver the news.

2. Specific

Analysis of each Media house's news content was made under two broad categories, namely: The Story and the People. The "People" category included two types of people: news subjects (the ones whom the story was about), and Journalists – The ones who deliver the news.

a) THE STORY

The "Story" part includes and captured such aspects as relating to:

i) The Topic:

Each story is based upon a particular topic. It may be about politics, for example, or the economy, the law, family, etc. A total of 32 topical areas was developed. While the topics may not be exhaustive, they were selected and in some cases grouped into broad categories to help fit the story into an appropriate topical area, for purposes of analysis.

The rationale for making an analysis made basing upon a topical area was to assess the extent to which female and male news subjects were stereotyped basing on social presumptions, and expectations about women's and men's abilities and role attributes. For example, whether a female subject appeared in a politics-related story or a male subject appeared in a family-related story, had a lot to say about what society expects of men and women in a given social context.

The topic of the story was also analyzed in relation to who had written or had broadcast the news story. Just like in the case of news subjects, writing about / presenting specific stories is based, to a large extent, upon social assumptions about women and men. For example, a female journalist covering and reporting about famine, or a male journalist covering and reporting about the massacre of a prominent politician, has connotations of societal expectations – Famine is about suffering relating to lack of food – and perhaps 'a woman's domain' – while a gruesome massacre of someone is associated with blood and death amidst of which women are considered not to be comfortable – and therefore can, be covered 'ably only by a male journalist'. This also points to deployment patterns in media houses as by editors determined.

- **The Story has a Direct Bearing on Women:**

This is a type of story that impacts women in a particular way by pointing out inequalities between women and men or promotes social justice between the genders. This type of story may:

- a) Have a central focus on a woman / women:**

- I.e. it is a story that is specifically about women (an individual woman or a group of women), or that has a significant impact on especially women. A story about

what a woman has / women have done / said; or one about an issue / issues that are about women, for example, girl child education, maternal mortality, etc.

The rationale is to see the extent to which women make news considering that it is mostly men whose opinions and actions are reported by the media, according to previous research works on media and gender.

b) Refers to gender equality / rights legislation or policy:

There are a number of laws, policies, protocols, and other legal instruments, at both National and International levels, aimed at promoting gender equality. The media has an important role to play in this regard. For example, as part of its watchdog role, media can monitor the implementation of these laws and legislations through the stories they publish. Moreover, making reference to such instruments is one way through which the media can sensitize the public about human rights in general and women's rights in particular.

However, considering that the said rights / policies are largely invisible in the media, it was felt pertinent to examine the extent to which the said rights are referred to in the analyzed news stories.

c) Highlight issues of equality between women and men:

The inequalities that exist between women and men in society have been documented over the years. Such inequalities may relate to access to economic resources, decision making and political power, social amenities, etc., or even the gender as opposed to the sexual division of labour, etc.

The media plays a big role in shaping opinions about who gets /does what, when and how. Analysis of such trends in the ongoing gender media awards, therefore, became crucial.

d) Challenges or reinforces gender stereotypes:

Over the years, society as dictated by social norms, tradition, culture or by whichever name it may be called, has developed a gender frame by which it refers to (stereotypes) women and men. For example, almost across all cultures and social settings, women – in relation to men – are framed as unambitious, irrational, fragile, dependent, obsessed with own beauty, emotional, etc. Men on the other hand, are usually regarded as ambitious, strong, rational, independent, etc. These stereotypes have been, and continue to be, used to create a relationship that scales up males over females and is responsible for the domestication and subjugation of one gender by the other.

The media, research has shown, plays an integral part in reinforcing these gender stereotypes. In the same way, however, the media can also help halt this trend by challenging these stereotypes. **Stories that challenge stereotypes are those that overturn common assumptions about women and men in relation to their attributes, traits, roles / occupations, expertise / competence, interests, etc.** The stories that do otherwise, reinforce those

stereotypes by reinscribing them in such a way that makes them appear normal, even legitimate.

These stereotypes are often expressed in the language and images used in, and by the media. Such language may be, for example, sexist or judgmental, it may show negative attitudes or positive attributes, normally associated with a particular sex to the detriment of the other.

The survey, therefore, sought to find out the extent to which analyzed stories challenged or reinforced gender stereotypes.

e) Included related (and gender dis-aggregated) statistics:

There are many people – both female and male – who still think that the question of gender equality is misplaced, that actually there are no inequalities or if they do exist, they do not require that much attention because of the perceived ‘little difference’.

So as to qualify these gender differences, it is not enough to merely state them, but virtually important to refer to specifically quantified information. And this can only be possible with facts and figures that clearly show which gender is leading / trailing or doing / not doing what in relation to another. For example, a story about an influx of refugees should be able to show how differently men and women are impacted, with facts and figures / statistics.

Note that even women are not homogeneous, since they have inherent differences based, for example on access to social amenities, health and credit facilities, decision making, etc.; between rural and urban women, or between women with different educational backgrounds, etc. Such statistics are, therefore, very important in magnifying a particular issue as by female or male impacted, and between different segments of women / men.

b) THE PEOPLE

Analysis of ‘people’ was done under two (2) sub-categories, namely: -

i) The News Subjects – the people the story is about. Salient issues looked out for include: -

- Sex – the number of men and women appearing in the news story.
- Topic under which they were featured.
- Occupation / position in society.
- Family role as tagged onto them.
- Having been directly quoted, and on what topics.
- Visibility in terms of the images accompanying news stories
- Contextual analysis of how they are portrayed in texts / language / visuals used in the story.

ii) The Journalists / Reporters / Newscasters:

- Their sex (numbers)
- Who reported on what / whom (female or male):
 - Topical Areas Covered
 - Numbers of female / male news subjects.
 - Quoting female / male sources.
 - Attachment of Family Status to News Subjects
 - Stories that give gender segregated statistics.

STUDY LIMITATIONS AND DELIMITATIONS

Getting the correct interpretation of the texts and specific words / phrases, as well as of images was challenging, given the fact that it varies from one individual to another. However, to minimize this, a two-day refresher training was organized for the Gender Media Monitoring Team, GMMT. The team was not only exposed to the theoretical but also practical aspects of gender and media research methodologies.

NEWS STORIES ANALYZED

There were a total of 152 news stories during the study period. Both *Daily Monitor* and *New Vision* had equal (50%) representation.

Table 1: Number of News Stories By Newspaper

Newspaper	Number of Stories
Daily Monitor	76
New Vision	76
Total	152

CHAPTER THREE: THE FINDINGS

THE NEWS SUBJECTS: Who made the news?

Overall, there were 791 (seven hundred and ninety one) news subjects, of whom only 159 (20%) were female, and a majority (632 - 80%) having been male.

The table below does not only show the overall presence of female and male news subjects but also their visibility by newspaper.

Table 2: Proportion of Female and Male News Subjects By Newspaper

Newspaper	Female		Male		Total
	F	%	F	%	F
Daily Monitor	60	(17)	285	(83)	345
New Vision	99	(22)	347	(78)	446
Total	159	(20)	632	(80)	791

From the above table, it becomes clear that even for individual newspapers, the visibility of women was very low, relative men. For example, while there were a total of 345 news subjects in *Daily Monitor*, only 60 (17%) of these were female, the majority (83%) having been male. In the *New Vision*, too, out of a total of 446 news subjects, women constituted only 22%, males having been the vast majority at 78%.

REPRESENTATION OF WOMEN AND MEN APPEARING ON ODD AND EVEN PAGES

There is a tendency for a reader's eye to be drawn to odd pages than to even pages. The study purposed to analyse whether or not, there is a gender dimension to that effect. Below are the findings.

Table 3: Representation of Women and men Appearing on Odd and Even Pages

Sex of news subjects	Odd		Even		Total	
	F	%	F	%	F	%
Female	116	73	43	27	159	100
Male	462	73	170	27	632	100
Total	578	73	213	27	791	100

The above table shows that out of a total of 791 news subjects, a majority appeared on odd pages (73%) the others (27%) having been on even pages. This is also reflected between women and men who each had a representation of 73% on odd pages, and 27% on even

pages. This implies that there was no relationship between being female or male and appearing on odd and even pages.

MEDIA, GENDER AND STATUS IN SOCIETY

Society often defines men and women in terms of their status, in relation to each other. It is common in many societies to find that men are accorded a higher status than women. For example, there are many occupations deemed 'unmanly' to mean they are a reserve for women, or unwomanly, meaning they are meant for men. Similarly, women and men are often defined in terms of their family relationship, etc.

TOPICAL AREA AND OCCUPATION

Gender and media research has shown that the frequency by which women and men appear in the news is determined, to some extent, by two major issues – the topic being covered, and the occupation of news subjects.

The media covers many topical areas including but not limited to politics, the environment, entertainment, agriculture, health education, security and spirituality. However, whether a female or male (or both) will appear in any one given topical area in news stories, is determined by social expectations about, and attitudes towards, women and men. There is a tendency, for example, for media practitioners to cover more male news subjects in "Public" Sphere occupations such as politics, governance, security, the economy, etc., more than they do females. Conversely, they also tend to cover female news subjects in such care-giving/ domestic/ private topical areas as family, fashion and design, health, education, etc., more than they do males.

In that regard, a list of possible topical areas was compiled, totaling to 32 (thirty-two). These have been placed under seven major categories as indicated below.

Key: Topical Areas

1. Politics and Government

- a) Politics and Government
- b) Diplomacy, International Relations
- c) National Security, Defence, Police, Army, Prisons, Militia

2. Economy

- a) Economy general
- b) Employment, Labour, Unionization, Social Security
- c) Poverty, Housing, Social Welfare, Charity
- d) Economic Policies, Strategies, Budgets, Audits
- e) Banking, Insurance, Stock Markets
- f) Agriculture, Fishing, Land issues, Water
- g) Trade, Business, Investment, Procurement
- h) Transport, Communications

3. Science and Technology

- a) Science, Technology, Industry, Mining, Manufacturing, Petroleum, Electricity, Research
- b) Health, Nutrition, Hygiene, Sanitation, Medical
- c) Environment, Climate, Pollution, Tourism, Forestry

4. Social

- a) Education – Higher, Secondary, Primary, Pre-Primary, Technical
- b) Women's Movement, Gender Equality
- c) Royalty, Culture, Tradition
- d) Spirituality, Religion, Morality
- e) Migration, Refugees, Racism, Xenophobia
- f) Disaster, Drought, Floods, Famine, Earthquakes, Accident, Death, Sickness

5. Legal

- a) Human Rights
- b) Legal, Judicial, Legislation

6. Crime and Violence

- a) Kidnapping, Robbery, Assault, Abduction, Murder, Violence, Corruption, Embezzlement, Theft, Trafficking
- b) Riots, Demonstrations, Industrial action
- c) War, Terrorism, Rebellion, Insurgency
- d) Rape, Sexual Abuse / Harassment, Female Genital Mutilation, Gender Based Violence
- e) Child – Abuse / Neglect / Sexual Abuse

7. Arts/ Media / Sports / Entertainment

- a) Arts, Entertainment, Leisure, Celebrity
- b) Fashion, Design, Beauty
- c) Family, Relationships, Marriage
- d) Media
- e) Sports

According to the table below, the topical area under which news subjects (both Females and Males) featured most was Health, Medical(17.6%) followed by Politics and Government (16.8%); Legal, Judicial, Legislation (13.4%); Crime (11.0%); Employment, Labour, Unionization, Social Security (5.3%); and Education (4.9%). Conversely, representation of news subjects was least under topical areas Banking, Insurance, Stock Markets; Royalty, Culture, Tradition; and Arts, Entertainment, Leisure, Celebrity (0.4% each), followed by Poverty, Housing, Social Welfare, Charity; Trade, Business, Investment, Procurement; and Transport, Communications (0.5% each). No single news subject (female or male) featured under Riots, Demonstrations, Industrial action; Rape, Sexual Abuse / Harassment, Female Genital Mutilation, Gender Based Violence; Child Abuse / Neglect / Sexual Abuse; Arts, Entertainment, Leisure, Celebrity; Fashion, Design, Beauty; Family, Relationships, Marriage; and Media (0.0% in each case).

Female subjects featured most under topical areas relating to Health, Medical (24.5%), followed by Politics and Government (15.1%); Legal, Judicial, Legislation (13.8%); Education (5.7%); and Spirituality, Religion, Morality (5.0%). Male subjects featured most under topical areas relating to Politics and Government (17.2%); followed by Crime (15.5%), followed by Health, Medical (15.8%), Legal, Judicial, Legislation (13.3%); and Crime (11.2%).

Female subjects featured least under topical areas relating to Diplomacy, International Relations; Defence, National Security; Poverty, Housing, Social Welfare, Charity; Agriculture, Fishing, Water, Land issues; Trade, Business, Investment, Procurement; and War, Terrorism, Rebellion, Insurgence, at 0.6% each. Male subjects featured most under topical areas relating to Poverty, Housing, Social Welfare, Charity; Banking, Insurance, Stock Markets; Trade, Business, Investment, Procurement; Royalty, Culture, Tradition; Arts, Entertainment, Leisure, Celebrity; and Family, Relationships, Marriage at 0.5% each.

Table 4: Topic By Sex of News Subjects

Topic	Sex of news subjects					
	Female		Male		Total	
	F	%	F	%	F	%
Politics and Government	24	15.1	109	17.2	133	16.8
Diplomacy, International Relations	1	0.6	4	0.6	5	0.6
Defence, National Security, Police, Army, Prisons, Militia	1	0.6	30	4.7	31	3.9
Employment, Labour, Unionization, Social Security	5	3.1	37	5.9	42	5.3
Poverty, Housing, Social Welfare, Charity	1	0.6	3	0.5	4	0.5
Economic Policies, Strategies, Budgets, Audits	4	2.5	28	4.4	32	4.0
Banking, Insurance, Stock Markets	0	0.0	3	0.5	3	0.4
Agriculture, Fishing, Water, Land issues	1	0.6	10	1.6	11	1.4
Trade, Business, Investment, Procurement	1	0.6	3	0.5	4	0.5
Transport, Communications	0	0.0	4	0.6	4	0.5
Science, Technology, Industry, Mining, Manufacturing, Petroleum, Electricity, Research	2	1.3	7	1.1	9	1.1
Health, Medical, Nutrition, Hygiene, Sanitation	39	24.5	100	15.8	139	17.6
Environment, Climate, Pollution, Tourism, Forestry	7	4.4	5	0.8	12	1.5
Education – Higher, Secondary, Primary, Pre-Primary, Technical, Alternative, Basic, Adult	9	5.7	30	4.7	39	4.9
Women's Movement, Gender Equality	2	1.3	4	0.6	6	0.8
Royalty, Culture, Tradition	0	0.0	3	0.5	3	0.4
Spirituality, Religion, Morality	8	5.0	30	4.7	38	4.8
Migration, Refugee situations, Racism, Xenophobia	2	1.3	9	1.4	11	1.4
Disaster, Drought, Floods, Famine, Earthquakes, Accidents, Sickness, Death	6	3.8	24	3.8	30	3.8
Human rights	0	0.0	6	0.9	6	0.8
Legal, Judicial, Legislation	22	13.8	84	13.3	106	13.4
Crime; Kidnapping, Robbery, Assault, Abduction, Murder, Violence, Corruption, Embezzlement, Theft, Trafficking	16	10.1	71	11.2	87	11.0
Riots, Demonstrations, Industrial action	0	0.0	0	0.0	0	0.0
War, Terrorism, Rebellion, Insurgence	1	0.6	10	1.6	11	1.4
Rape, Sexual Abuse / Harassment, Female Genital Mutilation, Gender Based Violence	0	0.0	0	0.0	0	0.0
Child Abuse / Neglect / Sexual Abuse	0	0.0	0	0.0	0	0.0
Arts, Entertainment, Leisure, Celebrity	0	0.0	3	0.5	3	0.4
Fashion, Design, Beauty	0	0.0	0	0.0	0	0.0
Family, Relationships, Marriage	4	2.5	3	0.5	7	0.9
Media	0	0.0	0	0.0	0	0.0
Sports	3	1.9	12	1.9	15	1.9
TOTAL	159	100	632	100	791	100

A Closer analysis of the findings shows a gender dimension that relates women and men with specific topical areas. It shows, for example, that male news subjects are more likely than females to be featured in topical areas related to the “public” sphere and more females than males to be associated with “private / domestic” domain topical areas. For purposes of analysis, 4 “public” and 4 “private” topical areas in which most news subjects were featured have been considered and presented in the table below.

Table 5: Female and Male Representation in 4 “Topmost Public” and 4 Topmost “Private / Domestic” Sphere Topical Areas

“Public” Topical Areas			
Sex of news subjects	Politics, Security, Religion, Crime,		Total (News Subjects)
	F	%	
Female	49	31	159
Male	240	38	632
“Domestic/ Private” Topical Areas			
Sex of news subjects	Health, Education, Disaster, Family		Total (News Subjects)
	F	%	
Female	58	36	159
Male	157	25	632

The table above shows that relative to their total number (F – 159; M - 632) the representation of females in the “public” topical areas was 49(31%) and for men, 240 (38%). Thus, the representation of men in “public” topical areas is 7% more than that of women.

On the other hand, the representation of women under the “Private /Domestic” sphere topical areas was 58 (36%) and that of men was 157 (25%), a difference of 9%.

Conclusively, the media coverage of news subjects is gendered and mirrors social notions of male dominance that associates them with what is considered “Public” while at the same time associating women with subservience, connected with care giving, domestic and private domains.

OCCUPATION/ POSITION OF NEWS SUBJECTS: When do Men / Women Make News? As Politicians? Doctors, Home makers, Health Workers, etc.?

According to previous studies regarding gender and media, it is common for the media to cover female and male subjects depending upon the positions they occupy in society. For example, society has defined the social divisions of labour along gender lines so much so that there is an almost distinct line drawn between what is considered the public arena (designated as a male domain) and the private or domestic sphere, normally associated with care-giving, (curved out for women).

Given the above scenario, the study sought to find out whether this is the 'norm'. For purpose of analysis, effort was made to incorporate as many occupations as possible, the number coming to 29 as indicated in the table below. It shows that a majority of the news subjects featured in news stories were Politicians (32.4%) followed by Security Personnel (11.8%); Government Employees (10.4%) as well as Doctors and Lawyers (6.1% each).

Females featured most were Politicians (36.5%) followed by Doctors and Occupation Not Stated (10.7%), Government Employees (6.9%) as well as Academicians and Lawyers (5.0% each). Males featured most were Politicians (31.3%) followed by Security Personnel (13.9%); Government Employee (11.2%); as well as Lawyers and Business persons (6.3% each). Least to be featured among females were Diplomat, Ambassador; Care givers, Health worker, social worker, childcare workers; Religious figure; and Unemployed (0.6%). Least to be featured among males were Care givers, Health worker, social worker, childcare workers (0.2%); followed by Science/ technology professional, engineer,; Office or service worker, non-management worker; and Agriculture, fishing, forestry sector worker (0.3% each).

Sex Workers/ pimps and Homemakers, parents, attracted no news subject at all (0.0% in each case). The following table summarises the findings.

Table 6: Occupation / Position of News Subjects By Sex

Occupation	Female		Male		Total	
	F	%	F	%	F	%
Not stated	17	10.7	26	4.1	43	5.4
Royalty, monarch, deposed monarch, etc.	5	3.1	8	1.3	13	1.6
Politician, minister, political party official...	58	36.5	198	31.3	256	32.4
Government employee, public servant, etc.	11	6.9	71	11.2	82	10.4
Diplomat, Ambassador, Envoy, High Commissioner, UN Representative	1	0.6	10	1.6	11	1.4
Security officer, Police, military, para-military, prison, militia, fire etc. officer	5	3.1	88	13.9	93	11.8
Academic expert, lecturer, teacher, researcher	8	5.0	22	3.5	30	3.8
Doctor, dentist, health specialist	17	10.7	31	4.9	48	6.1
Care giver, Health worker, social worker, childcare worker	1	0.6	1	0.2	2	0.3
Science/ technology professional, engineer, etc.	0	0.0	2	0.3	2	0.3
Media professional, journalist, film-maker, etc.	2	1.3	6	0.9	8	1.0
Lawyer, judge, magistrate, legal advocate, etc.	8	5.0	40	6.3	48	6.1
Business person, exec, manager, stock broker...	7	4.4	40	6.3	47	5.9
Office or service worker, non-management worker	0	0.0	2	0.3	2	0.3
Trader, artisan, Casual labourer, motor driver/ cyclist, etc.	2	1.3	6	0.9	8	1.0
Agriculture, fishing, forestry sector worker, etc.	0	0.0	2	0.3	2	0.3
Religious figure, nun, priest, monk, rabbi, mullah	1	0.6	32	5.1	33	4.2
Activist or worker in civil society organization, NGO, trade union, etc.	4	2.5	3	0.5	7	0.9
Sex Worker/ pimp	0	0.0	0	0.0	0	0.0
Celebrity, artist, actor, writer, singer, TV personality	0	0.0	9	1.4	9	1.1
Sportsperson, athlete, player, coach, referee, manager	2	1.3	11	1.7	13	1.6
Student, pupil, schoolchild	0	0.0	3	0.5	3	0.4
Homemaker, parent (male or female)) - no other occupation given	0	0.0	0	0.0	0	0.0
Child, young person - no other occupation given	2	1.3	2	0.3	4	0.5
Villager or resident - no other occupation given	2	1.3	0	0.0	2	0.3
Retired person, pensioner - no other occupation given	5	3.1	7	1.1	12	1.5
Criminal, suspect - no other occupation given	0	0.0	0	0.0	0	0.0
Unemployed - no other occupation given	1	0.6	12	1.9	13	1.6
Traditional Healer, Herbalist, witch doctor	0	0.0	0	0.0	0	0.0
Total	159	100	632	100	791	100

Closer scrutiny of the findings reveals some gender dimensions, however. For example, representation in media news is based upon one's calling in life / what work (Public or Domestic/ Caregiving) as associated with women and men by society. The table below summarizes the findings.

Table 7: Representation of female and male news subjects in 4 "Public" and 4 "Private / Domestic" Occupations featuring most News Subjects

"Public" Occupations			
Sex of news subjects	Politicians, Security personnel, Religious Figure, Business Person		Total (Number of News Subjects)
	F	%	
Female	71	47	159
Male	358	57	632
"Private/Domestic" Occupations			
Sex of news subjects	Academic Expert, Doctor, Activist, Home Maker		Total (Number of News Subjects)
	F	%	
Female	30	19	159
Male	57	9	632

The above table shows that, relative to their total number (Males-632; Females-159), the percentage representation of male news subjects in 4 selected "public" sphere occupations was 57% while that for females was 47%, giving a variance of 10%. The implication is that the likelihood of being featured as news subjects in media news stories for males occupied in public sphere vocations is 10% higher than that of females.

Conversely the table shows that relative to their total number (159) females are more likely (19%) than males (Only 9%) out of a total of 632 to feature in news stories if they are occupied in Domestic/ caregiving vocations.

By the media covering news subjects based upon socially defined gender role stereotypes, it is perpetrating and reinforcing erroneous notions and perceptions about the assumed higher status and superiority of men, and women's inferiority. This socially engendered division of labour, which in turn defines the public or domestic roles to be played by women and men in society, has, among others, been the cause for the domestication of women, and their subsequent subjugation by men, over the years. Indeed, such behaviour by the media supports the traditional idea that women who venture outside the home are 'role deviants'.

FAMILY STATUS AND SOCIAL IDENTITY: which Gender was identified with Family Ties?

Media content identifies men and women according to the status society has attached to them. However, a vast majority of those identified by their 'low' status are women, the reverse being true for men. For example, there are times when women are defined, by the media, in terms of their family relationships such as mother / wife / daughter of--- etc. Men sometimes, too, are defined along those lines as father, husband, son of-- etc. However, the

likelihood of men being identified by a personal tag (father, husband, son, grandfather, grandson, uncle, etc.) is far much less than that of women. These are mostly attached to the fame and achievements (or their lack) of husbands, sons, fathers, etc., instead of as people in their own right, with their own abilities, capacities, achievements, talents or rights. Often, these family relations have no relevance to the story at all.

The study, therefore, purposed to find out the extent to which news content attaches such negative connotations to news subjects. The findings are summarized below.

While the survey shows that most news subjects (94%) are not identified by their family relations, further analysis reveals that women are six times (12% out of a total of 159 female news subjects) more likely to be identified by their family status as someone's wife, mother, sister, daughter.... etc., than men (only 2% out of a total of 632 male news subjects) being referred to as husbands, fathers, brothers, sons.... etc. of someone.

Table 8: Sex of News subjects identified by their Family Status

Family Role Given	Newspaper						Total (News Subjects)		
	Daily Monitor			New Vision					
	F	%	S/T	F	%	S/T	F	%	T
Female	7	(12)	60	12	(12)	99	19	(12)	159
Male	7	(2)	285	4	(1)	347	13	(2)	632
Total	16	(5)	345	16	(4)	446	32	(4)	791

By identifying women not as individual persons who exist in their own right but rather as *someone's 'other' – mother, wife etc.*, the media not only depicts them as possessions and appendages of the men in their lives, but also domesticates them further, inspite of their increasing participation in public life, while at the same time divorcing men from familial responsibilities.

WOMEN AND MEN'S OPINIONS IN MEDIA NEWS: Whose Views?

Women and Men as News Sources

The study sought to find out the extent to which women and men are featured in media new stories as news sources. These are news subjects who were directly quoted in the analyzed news stories. The purpose of analyzing direct quotations is to gauge the extent to which direct female and male voices in news media content shape public opinion on a variety of issues, considering that the media plays a big role in shaping public opinion.

The findings show that out of 791 news subjects, 327 (21%) were directly quoted. Out of these, females constituted only 21% while a majority (79%) were male.

Table 9: Sex of News Sources By News paper

News paper	Sex of News Sources				Total
	Female		Male		
	F	%	F	%	
Daily Monitor	31	19	129	81	160
New Vision	39	23	128	77	167
TOTAL	70	21	257	79	327

The table shows further that the highest representation of female news sources, by individual newspapers was registered in New Vision (23%; M-77%) followed by Daily Monitor (19%; M- 81%).

By the media giving men's voices opportunity to be heard, to the near exclusion of those of women, it is not only recreating notions that 'women can't speak in public', but also ensures that their opinions, perspectives and views on a lot of issues don't reach the public.

Topical Areas on which Female and Male Sources Were Quoted: Which Gender spoke on what Topic?

Studies conducted in the past have shown that male voices are heard mostly on public sphere topical issues such as politics, economics, science and technology, sustainable development and sports among others. On the other hand, female voices are largely heard on topical areas relating to the domestic sphere (issues linked to the family and upbringing of children) or specific problematic gender issues (gender violence, sex trade etc.) and beauty related stories, as well as care-giving, such as provision of health, education, and charity as is the case with worker in some NGOs. By so doing, the media perpetuates the assumed spheres demarcated for women and men by society.

The table below shows that out of a total of 327 news sources, (F-70; M-257), a majority were quoted on topical areas relating to Health/ Medicine (19.8%), followed by Politics (16.2%), Poverty, Housing, Social Welfare, Charity (12.2%), Legal (7.0%), and Crime (6.7%) Least quoted topics were Diplomacy, International Relations; Banking, Insurance, Stock Markets; Trade, Business, Investment, Procurement; and Transport, Communications (0.6% each); followed by Women's Movement, Gender Equality ; and Royalty, Culture, Tradition, each at 0.9%. Human rights; Riots, Demonstrations, Industrial action; Rape, Sexual Abuse / Harassment, Female Genital Mutilation, Gender Based Violence; Child Abuse / Neglect / Sexual Abuse; Fashion, Design, Beauty; and Media attracted no single quote at all (0.0% in each case).

The topics about which most women were quoted were Health (34.2%), followed by Environment, Climate, Pollution, Tourism, Forestry; and Education (8.5% each); Politics and Government (7.1%), as well as Employment, Labour, Unionization, Social Security; and Crime (5.7% each). Men were quoted most on Politics and Government (19.0%); followed by Health/ Medicine (15.9%); Economic Policies, Strategies, Budgets, Audits (7.3%); Crime (7.0%); and Legal (6.2%).

The topics about which women were least quoted were Diplomacy, International Relations; Defence, National Security; Poverty, Housing. Social Welfare, Charity; Economic Policies, Strategies, Budgets, Audits; Agriculture, Fishing, Water, Land issues; Trade, Business, Investment, Procurement; Science, Technology, Industry; Spirituality, Religion, Morality; and Migration, Refugee situations, Racism, Xenophobia (1.4% each). No single woman was quoted on the following topics: Banking, Insurance, Stock Markets; Transport, Communications; Women's Movement, Gender Equality; Royalty, Culture, Tradition; War, Terrorism, Rebellion, Insurgence; Arts, Entertainment, Leisure, Celebrity; and Sports (0.0%).

Men were least quoted on Diplomacy, International Relations; and Trade, Business, Investment, Procurement (0.3% each); followed by Banking, Insurance, Stock Markets; Transport, Communications; Arts, Entertainment, Leisure, Celebrity; and Family, Relationships, Marriage (0.7% each).

Table 10: Topical Areas on which Female and Male Sources Were Quoted

Topic	Sex of news subjects					
	Female		Male		Total	
	F	%	F	%	F	%
Politics and Government	5	7.1	49	19.0	54	16.2
Diplomacy, International Relations	1	1.4	1	0.3	2	0.6
Defence, National Security, Police, Army, Prisons, Militia	1	1.4	8	3.1	9	2.7
Employment, Labour, Unionization, Social Security	4	5.7	15	5.8	19	5.8
Poverty, Housing, Social Welfare, Charity	1	1.4	3	1.1	4	1.2
Economic Policies, Strategies, Budgets, Audits	1	1.4	19	7.3	20	6.1
Banking, Insurance, Stock Markets	0	0.0	2	0.7	2	0.6
Agriculture, Fishing, Water, Land issues	1	1.4	7	2.7	8	2.4
Trade, Business, Investment, Procurement	1	1.4	1	0.3	2	0.6
Transport, Communications	0	0.0	2	0.7	2	0.6
Science, Technology, Industry, Mining, Manufacturing, Petroleum, Electricity, Research	1	1.4	6	2.3	7	2.1
Health, Medical, Nutrition, Hygiene, Sanitation	24	34.2	41	15.9	65	19.8
Environment, Climate, Pollution, Tourism, Forestry	6	8.5	5	1.9	11	3.3
Education – Higher, Secondary, Primary, Pre-Primary, Technical, Alternative, Basic, Adult	6	8.5	15	5.8	21	6.4
Women's Movement, Gender Equality	0	0.0	3	1.1	3	0.9
Royalty, Culture, Tradition	0	0.0	3	1.1	3	0.9
Spirituality, Religion, Morality	1	1.4	9	3.5	10	3.0
Migration, Refugee situations, Racism, Xenophobia	1	1.4	6	2.3	7	2.1
Disaster, Drought, Floods, Famine, Earthquakes, Accidents, Sickness, Death	2	2.8	15	5.8	17	5.1
Human rights	0	0.0	0	0.0	0	0.0
Legal, Judicial, Legislation	7	10	16	6.2	23	7.0
Crime; Kidnapping, Robbery, Assault, Abduction, Murder, Violence, Corruption, Embezzlement, Theft, Trafficking	4	5.7	18	7.0	22	6.7
Riots, Demonstrations, Industrial action	0	0.0	0	0.0	0	0.0
War, Terrorism, Rebellion, Insurgence	0	0.0	5	1.9	5	1.5
Rape, Sexual Abuse / Harassment, Female Genital Mutilation, Gender Based Violence	0	0.0	0	0.0	0	0.0
Child Abuse / Neglect / Sexual Abuse	0	0.0	0	0.0	0	0.0
Arts, Entertainment, Leisure, Celebrity	0	0.0	2	0.7	2	0.6
Fashion, Design, Beauty	0	0.0	0	0.0	0	0.0
Family, Relationships, Marriage	3	0.4	2	0.7	5	1.5
Media	0	0.0	0	0.0	0	0.0
Sports	0	0.0	4	1.5	4	1.2
TOTAL	70	100	257	100	327	100

Some gender dimensions emerge on a closer analysis. For example, under the four (4) “Public” sphere topics on which most sources were quoted combined (Crime, Politics, Economic policies and Religion) women’s representation was 16% relative to their total number of 70 quoted, while that for men was 37% relative to their total number of 257 quoted, a difference of 21%, as shown in the table below.

Table 11: “Public” and “Private/ Domestic” Sphere Topics Quoted on by Sex of News Sources

“Public” Sphere			
Sex of News Sources	Politics, Crime, Economic policies, and Religion		Total (News Sources)
	F	%	
Female	11	16	70
Male	95	37	257
“Private” Sphere			
Sex of news sources	Health, Disaster, Education, and Family		Total (News Sources)
	F	%	
Female	35	50	70
Male	73	28	257

The table also shows that under the “Private” topical areas of Health, Education, Disaster, and Family, there are more women (50%) relative to their total (70) than men (28%) out of 257 who were quoted, a difference of 22%. By quoting more men on “Public” topical areas and more women on “Private/ Domestic” Sphere topical areas, the media is echoing and reinforcing social perceptions and expectations about the status of women and men in society.

IMAGES IN MEDIA NEWS CONTENT

Previous studies, as reviewed in the background to this study, have indicated that there is a gendered use of imagery in the media that does not reflect the true identities of women and men, some of which reinforces gender stereotypes. This study, therefore, purposed to find out whether or not the analysed newspapers had an equitable representation and fair presentation of female and male news subjects in the images accompanying the news stories in which they appeared.

The findings show that out of the 791 news subjects, only 134 (17%) had their images accompanying news stories and 657 (83%) did not. However, out of the 134, the representation of females was only 20% compared to 80% for males. These findings are summarized in the table below.

Table 12: Female and Male Representation in Photographs Accompanying News Stories

News paper	Sex of News Subjects				Total
	Females		Males		
	F	%	F	%	
Daily Monitor	3	8	35	92	38
New Vision	24	25	72	75	96
TOTAL	27	20	107	80	134

The table shows further that the highest representation of females whose images accompanied news stories was registered by New Vision (25%; M-75%) while Daily Monitor had only 8% (M-92%).

SEX-DISAGGREGATED STATISTICS

None of the news content under analysis had any story that had gender disaggregated data (0% in each case).

WHO DELIVERED THE NEWS?

Under this section, effort was made to find out who (female or male) delivered the news or took the pictures accompanying the news stories.

NOTE: Those reporters whose sex was 'Not Known', having been referred to as 'our reporters', or 'reporters', or 'Reuters', or "PANA", etc. as well Photographs by people whose sex was "Not Known", having been referred to as "File Photo", "Photo By Our Reporter", "Courtesy Photo", or those which were not captioned have been discounted.

News Reporters

For the period under analysis, news stories were delivered by 211 reporters in total out of whom only 53 (25%) were female, while the majority (158 - 75%) were male, as the table below shows.

Table 13: Sex of Reporters By Media

News paper	Sex of Journalists				Total
	Female		Male		
	F	%	F	%	
Daily Monitor	20	22	69	77	89
New Vision	33	27	89	73	122
TOTAL	53	25	158	75	211

The above table indicates further that New Vision had a higher representation of Female Reporters (27%; M-73%) than Daily Monitor (22%; M-77).

Photographers

Table 14: Sex of Photo Journalists By News Paper

News paper	Sex of Photo Journalists				Total
	Female		Male		
	F	%	F	%	
Daily Monitor	1	7	13	93	14
New Vision	2	15	11	85	13
TOTAL	3	11	24	89	27

Out of the 27 Journalists whose names were shown as photographers in the photographs that accompanied print media news stories, only 3 (11%) were females while the overwhelming majority (89%) were males.

IMPLICATIONS OF THE REPORTERS' SEX ON THE GENDER DIMENSIONS OF NEWS STORIES: SELECTED CASE STUDIES

Note - In all cases analyzed below any one story filed by Both Female and Male journalists, as well as those by reporters whose sex was "Not Known", were discounted.

It is generally acknowledged that not all female journalists are gender aware, and equally that males, too, can effectively cover gender issues. However, studies done over the years indicate that the participation level of women in the media has implications on media content – female media professionals are more likely to reflect other women's concerns and perspectives than their male colleagues.

That being the case, therefore, the study endeavored to establish whether there is a correlation between the sex of the reporter and the gender dimensions of news stories.

Choice of Female and Male News Subjects by Female and Male Reporters

The table below shows that there is a relationship, between the sex of the reporter and the proportion of female and male news subjects, appearing in news stories.

Table 15: Choice of female and Male News Subjects by Sex of Reporters

Reporters' Sex	Sex of News Subjects				Total (News Subjects)
	Female		Male		
	F	%	F	%	
Female	10	15	56	85	66
Male	106	20	422	80	528

The table above reveals that, overall, female reporters had 66 news subjects in their stories out of whom 10 (15%) were female and 56 (85%) were male. Male reporters on the other hand, had 528 news subjects in their stories out of whom 106 (20%) were female and 422 (80%) male (a difference of 5%). This suggests that male journalists are likely to cover more female news subjects in their news stories than their female counterparts.

Proportion of Female and Male News Subjects Quoted By Female and Male Reporters

As the table below reveals, there is a relationship between the sex of the reporters and the sex of news subjects quoted.

Table 16: Sex of News Subjects Quoted By Sex of Reporter

Reporters' Sex	Sex of News Sources				Total (News Sources)
	Female		Male		
	F	%	F	%	
Female	5	23	22	77	27
Male	18	19	78	81	96

The table above shows that, overall, female journalists quoted 5 female news sources (23%; M-77%) out of a total of 27. Their male counterparts quoted 96 news sources out of whom 18 (19%) were female and 78 (81%) males. This is a difference of 4% which suggests that female reporters are more likely to quote female news sources than male journalists.

It should be noted, however, that while stories by male reporters had more female news subjects, stories by female journalists had more females directly quoted.

Female and Male Reporters attaching Family Relationships to News Subjects

The study purposed to find out who (female or Male reporters) is more likely to attach family relations to news subjects. The findings show that female reporters are over three (3) times more likely than males to do so as the table below shows.

Table 17: Proportion of Female and Male News Subjects Tagged with a Family Relationship By Sex of Reporters

Sex of Reporters	Sex of News Subjects		TOTAL (News Subjects)
	F	%	
Female	1	2	66
Male	4	1	528
Total	5	1	594

The Above Table shows that, together, female and male reporters covered 594 news subjects out of whom 5 (1%) were referred to by their family status. However, female reporters attached a family relationship to 1 (one) news subject representing 2% out of a total of 66 while males had 4 (1%) out of a total of 528 news subjects they covered. This

suggests that female journalists are two (2) times, more likely to attach a family relationship to news subjects they cover than the males.

CONCLUSIONS

The survey has demonstrated that the media's coverage of news stories is still centred on men, to the near exclusion of women, be they as news subjects or deliverers of the news. This is despite women's superior numerical strength to men. According to the 2002 National Census, women constitute 50.9% of Uganda's population, 49.1% being male.

It has demonstrated further that the media does not only stop at under-representing women but also goes on to misrepresent them. Survey findings have indicated that the media does so along lines that are socially defined, by portraying women in negative and stereotypical ways, in comparison to men. The mode of reinforcing those notions is images and language that are often sexist, judgmental, stereotypical, degrading and sometimes derogatory.

The study findings are, therefore, in conformity with other such similar ones conducted in the past (referenced in the background to this study), that came up with equally the same gender trends in media reportage.

It is imperative, then, that the media in Uganda begins to look at women and men as equals by offering them both the coverage they each deserve. It is not too late, nor impossible for this situation to change. This is more so if all stakeholders – government, media houses, individual reporters, civil society organizations, media regulators, media product consumers, development partners – adhere to internationally acceptable standards, as well as legal instruments and frameworks.

WAY FORWARD: RECOMMENDATIONS

Based on the findings, it is clear that different stakeholders can contribute to realizing a gender equality media in Uganda. Below are some recommendations by stakeholder:

Government

- Enforce, and monitor the implementation of gender equality laws and policies in Media Training Institutions, Media Houses and Media products.
- Develop and implement a nationwide Education / awareness campaign to promote fair representation and presentation of both sexes by, and in, the media.
- Where appropriate, take action against noncompliance.

Media Training Institutions

- Institutions offering media studies at all levels should mainstream gender in their day-to-day operations. From Board level, staffing to the curricular offered. In the latter case, adopting and operationalizing the Course Unit on Gender developed by UMWA is highly encouraged.

Media Houses and Journalists

- Just like Media Training Institutions, Media Houses should mainstream gender in their day-to-day operations right from the board level, staffing training and exposure to presentation of a media product.
- In particular media managers and practitioners should adopt and apply the Advocacy Strategy for Mainstreaming Gender in the Media developed by UMWA as well as the Gender in Media Checklist (generated by UNESCO) during content generation and packaging, as well as presentation of media products. This way, the issue of negative stereotyping, derogatory language or disproportionate sourcing would be dealt with.
- Media managers should also allocate resources and assignments equitably to both female and male journalists while at the same time ensuring that all new 'staff' are oriented into gender equality ethos, and regular refresher sessions are done for the staff, already at work.

In particular, **Individual Journalists** should:

- Scrutinize how they write and present news stories so that they are devoid of language and images that are derogatory, sexist, discriminatory or stereotypical.
- Ensure that both female and male voices are heard in equal proportions, by sourcing information from both women and men
- Create an atmosphere / environment that is acceptable, comfortable, and conducive for both women and men who are potential sources of information so that they can freely say what they wish to say, without any undue reservations.

- **Media Rights and Gender Equality focused CSOs**

- Engage media houses and other relevant stakeholders on the need and importance of gender mainstreaming in the media.
- Facilitate capacity enhancement of media managers, owners and journalists in advancing the gender agenda in the media.
- Strengthen the capacity of women especially those seeking or already in leadership positions (at all levels) in effective media utilization, underlining the influence it can have on their lives and that of the communities they serve.
- Together with other stakeholders, organize functions to reward best practices and 'punish' worst scenarios in gender reporting.

Media Consumers

- Apply gender lenses at every media product, and when / where necessary, with the use of the law and international instruments, lodge a complaint to the media house or the relevant regulatory authority, such as Uganda Communications Commission.

Development Partners

- Provide support to the relevant Government Agencies, and / or media rights / gender equality focused CSOs in mainstreaming gender in the media; and building capacity of women in its effective utilization.
- Facilitate Uganda Media Women's Association to among others:
 - Undertake regular Gender Media Monitoring (both Field Studies and Desk Reviews) and share results, to show the magnitude of gendered differences in media coverage, and to make recommendations for improved coverage.
 - Build a larger pool of researchers to respond to the ever expanding field of, and evolving methodologies in, Gender Media Monitoring.
 - Publish Gender Media Monitoring findings to not only enable the wider International Community access them, but also appreciate the status of Gender and Media, especially in Uganda.

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