



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

**GENDER DIMENSIONS IN THE MEDIA: AN
ANALYSIS OF NEWSPAPER, RADIO AND
TELEVISION NEWS CONTENT
(APRIL 2020 – DECEMBER 2021)**

**CUMULATIVE REPORT
MAY 2022**

CONTACT:
Uganda Media Women's Association (UMWA)
Plot 226 Kisaasi
P.O. Box 7263, Kampala
Tel: +256 393 113 848
+256 772 469 363 / +256 772 366 695
Email: info@umwamamafm.co.ug / umwa@infocom.co.ug
Website: www.umwamamafm.co.ug
Facebook: www.facebook.com/ugumwa
Twitter: @UMWAandMamaFM

TABLE OF CONTENTS

TABLE OF CONTENTS	I
LIST OF TABLES.....	IV
LIST OF ACRONYMS	V
ACKNOWLEDGEMENTS	VI
EXECUTIVE SUMMARY	VII
CHAPTER ONE: INTRODUCTION	11
BACKGROUND	13
ABOUT UGANDA MEDIA WOMEN’S ASSOCIATION, UMWA	11
MEDIA AND GENDER.....	13
WHAT UMWA HAS DONE IN THE AREA OF MEDIA AND GENDER	11
BUT WHAT IS GENDER MEDIA MONITORING?	13
HOW DO THE PARTICIPATING MEDIA HOUSES BENEFIT FROM THE EXERCISE?	13
THE STUDY (OCTOBER – DECEMBER 2018).....	Error! Bookmark not defined.
The Summary Objective	16
Specific Objectives	17
Purpose	17
Rationale / Justification.....	17
CHAPTER TWO: METHODOLOGY	18
THE TYPE AND NUMBER OF MEDIA ANALYZED	18
SELECTION OF MEDIA FOR ANALYSIS	18
PERIOD REVIEWED.....	18
DATA COLLECTION AND ANALYSIS.....	18
1. Quantitative	18
2. Qualitative.....	19
WHAT WAS ANALYZED	19
1. General.....	19
2. Specific.....	19
a) THE STORY	19
i) The Topic:.....	19
b) THE PEOPLE.....	22
i) The News Subjects	22
ii) The Journalists / Reporters / Newscasters:	22

STUDY LIMITATIONS AND DELIMITATIONS	22
CHAPTER THREE: THE FINDINGS	23
NEWSPAPERS	Error! Bookmark not defined.
THE NEWS SUBJECTS: WHO MADE THE NEWS?	Error! Bookmark not defined.
The Print Media	Error! Bookmark not defined.
MEDIA, GENDER AND STATUS IN SOCIETY	23
TOPICAL AREA AND OCCUPATION	23
1. Whose Views were represented under which Topical Area? (Politics, Economy, Science / Technology, Social, Legal, etc?	Error! Bookmark not defined.
Key: Topical Areas.....	24
Occupation of News Subjects: When do Men / Women Make News? As Politicians? Doctors, Ordinary, Health Workers, etc?	28
FAMILY STATUS AND SOCIAL IDENTITY: which Gender was represented with Family Ties?	30
WOMEN AND MEN'S OPINIONS IN PRINT MEDIA NEWS: Whose Views?	31
Topical Areas on which Female and Male Sources were Quoted: Which Gender spoke on what Topic?	32
IMAGES IN THE PRINT MEDIA.....	34
SEX-DISAGGREGATED STATISTICS	35
WHO DELIVERED THE NEWS.....	35
News Reporters.....	35
Photographers	Error! Bookmark not defined.
Choice of Female and Male News Subjects by Female and Male Reporters	37
Proportion of Female and Male News Subjects Quoted by Female and Male Reporters	38
Female and Male Reporters attaching Family Relationships to News Subjects	38
RADIO	Error! Bookmark not defined.
WHO MADE THE NEWS?	Error! Bookmark not defined.
Radio	Error! Bookmark not defined.
Topical Areas under which News Subjects Were Featured	Error! Bookmark not defined.
Occupation of News Subjects	Error! Bookmark not defined.
Family Relationship and Identity in Society: Which Radio Station paraded Family Ties on News Subjects?	Error! Bookmark not defined.
WOMEN AND MEN'S OPINIONS IN RADIO NEWS	Error! Bookmark not defined.
Women and Men as News Sources.....	Error! Bookmark not defined.
Topical Areas on which Female and Male Sources Were Quoted: On which Topic were the Female or Male Gender Quoted?	Error! Bookmark not defined.

WHO AUTHORED NEWS ON RADIO? (Who (Female or Male) reported News on Radio?..... Error!
Bookmark not defined.

Capacity in which Journalists Delivered the News..... 36

TELEVISION Error! Bookmark not defined.

WHO MADE NEWS: THE NEWS SUBJECTS..... Error! Bookmark not defined.

Television **Error! Bookmark not defined.**

WHICH TOPIC DID EACH GENDER WRITE ABOUT?..... Error! Bookmark not defined.

Occupation of News Subjects **Error! Bookmark not defined.**

Family Relationship and Status in Society: Which Gender was presented with Family Ties? **Error! Bookmark not defined.**

WOMEN AND MEN'S OPINIONS IN TELEVISION NEWS: WHOSE VIEWS? Error! Bookmark not defined.

Women and Men as News Sources..... **Error! Bookmark not defined.**

WHICH GENDER SPOKE ON WHAT TOPIC?..... Error! Bookmark not defined.

IMAGES ON TELEVISION: Which Gender Attracted a Video Coverage Opportunity? .. Error! Bookmark not defined.

SEX DISAGGREGATED STATISTICS Error! Bookmark not defined.

WHO DELIVERED THE NEWS: Who Presented The News?..... Error! Bookmark not defined.

Capacity in which Journalists covered News: Where are the Genders Strongest? News Casting / Reporting? **Error! Bookmark not defined.**

CONCLUSIONS 48

WAY FORWARD: RECOMMENDATIONS ERROR! BOOKMARK NOT DEFINED.

Government Agencies **Error! Bookmark not defined.**

Media Training Institutions **Error! Bookmark not defined.**

Media Houses And Journalists **Error! Bookmark not defined.**

Media Rights And Gender Equality Focused Csos **Error! Bookmark not defined.**

Media Consumers..... **Error! Bookmark not defined.**

Development Partners..... **Error! Bookmark not defined.**

ANNEX 1: JULY – SEPTEMBER / OCTOBER – DECEMBER: A QUICK COMPARISONERROR! BOOKMARK NOT DEFINED.

REFERENCES ERROR! BOOKMARK NOT DEFINED.

LIST OF TABLES

Table No.	Title	Page
Table 1	Sex of News Subjects by Newspaper	11
Table 2	Topic By Sex of News Subjects	13
Table 3	Female and Male Representation in 4 “Topmost Public” and 4 Topmost “Private / Domestic” Sphere Topical Areas	14
Table 4	Occupation of News Subjects By Sex	15
Table 5	Representation of female and male news subjects in 4 “Public” and 4 “Private/Domestic” Occupations	16
Table 6	Sex of News subjects identified by their Family Status	17
Table 7	Sex of News Sources by Newspapers	17
Table 8	Topical Areas on which Female and Male Sources were Quoted by Sex	18
Table 9	“Public” and “Private/ Domestic” Sphere Topics Quoted on by Sex of News Sources	19
Table 10	Sex of News subjects whose Photographs accompanied News Stories by Newspaper	19
Table 11	Sex of Reporters By Newspaper	20
Table 12	Sex of Photographers By Newspaper	20
Table 13	Choice of female and Male News Subjects by Sex of Reporters	21
Table 14	Sex of News Subjects Quoted By Sex of Reporter	21
Table 15	Proportion of Female and Male News Subjects Tagged With Family Relationship By Sex of Reporters	22
Table 16	Proportion of Women and Men making News by Radio Station	23
Table 17	Proportion of Men and Women Featured by Topical Area by Radio Station	24
Table 18	Representation of Female and Male News Subjects under Topmost 4 ‘Public’ and 4 ‘Private’ Sphere Topical Areas	25
Table 19	Occupation of News Subjects By Sex	26
Table 20	Representation of Female and Male News Subjects in Topmost 3 “Public” and 3 “Private/Domestic” Sphere Occupations	27
Table 21	Female and Male News Subjects Identified by their Family Status	27
Table 22	Number of News Sources (Overall)	28
Table 23	Proportion of Women and Men as News Sources by Radio Station	28
Table 24	Topical Areas on which Female and Male Sources Were Quoted	29
Table 25	“Public” and “Private/ Domestic” Sphere Topics Quoted on by Sex of News Sources	30
Table 26	Sex of Journalists by Radio Station	30
Table 27	Capacity in which News was Delivered By Sex of Journalists	31
Table 28	Sex of News Subjects by Television Station	32
Table 29	Sex of News subjects by Topic	33
Table 30	Proportion of female and Male News Subjects Appearing under the Topmost 4 Topical “Public” and 4 “Private/Domestic” Sphere Topical Areas	34
Table 31	Occupation of News Subjects by Sex by Television Station	35
Table 32	Proportion of Females and Male News Subjects in the Topmost 4 “Public” and 4 Topmost “Private/ Domestic” Sphere Occupations	36
Table 33	News Subjects identified by their Family Status, by Sex	36
Table 34	Female and Male News sources by TV Station	37
Table 35	Sex of News Sources, By Topic Quoted on	38
Table 36	“Public” and “Private/ Domestic” Sphere Topics Quoted on by Sex of News Sources	39
Table 37	Female and Male Representation in News Video Footage By TV Station	39
Table 38	Proportion of Women and Men Delivering News by Television Station	40
Table 39	Sex of Journalists By Reporting Capacity	40

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
UBC	:	Uganda Broadcasting Corporation
UMWA	:	Uganda Media Women's Association
UNESCO	:	United Nations Educational, Scientific and Cultural Organization
WACC	:	World Association for Christian Communication

ACKNOWLEDGEMENTS

Uganda Media Women's Association, UMWA, wishes to appreciate the following organizations and individuals without whose input this research may not have been completed.

First, and foremost, we would like to register our sincere gratitude to the Democratic Governance Facility, DGF for funding the project ***“Media for Gender Equality and Social Justice: Leaving No One Behind”*** under which the Gender Media Monitoring Component falls.

We also take this opportunity to acknowledge the World Association for Christian Communication, WACC whose monitoring tool under the Global Media Monitoring Project, GMMP has been very useful, in shaping the data collection tool. In the same vein, we are also very appreciative to UNESCO whose gender sensitive media indicators have impacted the research tool too.

To the media houses from which news content that was monitored was got, (Print – Bukedde, Daily Monitor, New Vision and Red Pepper; Radio – CBS, KFM, Sanyu, Sapientia, and Simba; and Television –BBS, DELTA, NBS, NTV TOP TV and UBC TV), we can never thank you enough for your cooperation.

We are also grateful to Nankya Immaculate, for formatting this report.

Lastly, we extend our appreciation to the Core Gender Media Monitoring Team at UMWA: Kalyebi Joseph Higenyi, the Principal Investigator; and the Researcher Nankya Joanita Sanyu; the Data entry team – Apalat Catherine, Babirekere Cothilda Osooru Connie, and Sampa Doreen,; as well as Kabali Paul and Senjako Moses in coding. Most grateful to them all for their efforts that have culminated into this Research Report.



Margaret Sentamu-Masagazi

Executive Director

Uganda Media Women's Association, UMWA

EXECUTIVE SUMMARY

Uganda Media Women's Association, UMWA, has been implementing a Project: Media for Gender Equality and Social Justice: Leaving No One Behind (April 2020 – March 2022). The project, funded by the Democratic Governance Facility (DGF) sought to address the poor responsiveness of the media, policy makers and implementers toward 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 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 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 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.

From April 2020 to December 2021, and using both qualitative and quantitative methodologies, the study analyzed news stories in the Monday editions of 4 Newspapers (Bukedde, Daily Monitor, New Vision, and Red Pepper); 5 Radio stations (CBS, KFM, , Sanyu, Sapientia, and Simba); and 6 T.V Stations (BBS, Delta, Next Media Broadcasting Services – NBS, Nation Television – NTV, TOP, and UBC TV). Selection of these media houses was based upon, either their nationwide circulation and/ or readership / viewership: diversity in their ownership – some are privately owned and others public corporations; or their proximity to Kampala, which makes accessing their news content easier. The findings of the study indicate the following.

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 22%) as opposed to 78% for males, out of a total of 12994 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 6643 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 and Television media images. According to the findings, males featured in images accompanying news stories were disproportionately more (76%) than females (24%), out of a total of 5923. It should be noted that overall, female news subjects constituted 23%, those directly quoted 22%, and yet those whose images accompanied news stories formed 24% - an additional 2%. This suggests that in media news content, female news subjects are more likely to be seen than heard which is reflective of general social expectations about women and men.

Thus, women who form 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 - 3925; M - 12994), the representation of females and males featured under 4 "Public Sphere" Topical areas with the highest number of news subjects (**Politics, Security, Science/ Technology, and Crime**) was 65% and 67% respectively. In practical terms, males outnumbered females by 2%, the reverse being true for private sphere occupations (**Health, Education, Disaster and Family**) where female representation was higher (12%) than that of males (8%) forming a difference of 4%.

Similarly, relative to their total number as news subjects (F - 3925; M - 12994), the representation of females and males engaged in 'public sphere' occupations with the highest number of news subjects (**Politicians, Security personnel, Religious Figures, and Royals**) was 67% and 74% respectively. In practical terms, males outnumbered females by 19%, the reverse being true for private sphere occupations (**Academic Expert, Doctors, Activists and Home Makers**) where female representation was 9% (males - 3%) forming a difference of 6%.

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, relative to their total number as news subjects (F - 3925; M - 12994), more females (7%) have been 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 two and a half (2.5) times more likely than males to have a family relationship attached to them in news stories.

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.

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 4416 journalists who delivered the news, a majority (60%) were male and 40% were female. ***Note: in the case of newspapers, 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 (**only print media images considered**). A majority of these were male (83%) while female constituted only 17%, out of a total of 253. ***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: This applies only to print media news, and 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, in some cases, there is a relationship between the sex of the reporter and the proportion of female and male news subjects appearing in print news stories, while in others, there is none. Overall, female reporters had 499 news subjects in their stories out of whom 97 (19%) were female and 81% male. Male reporters on the other hand, had 4834 news subjects in their stories out of whom 903 (19%) were female and 81% male. This suggests that generally, female news subjects have a fairly equal chance of being featured as news subjects whether the journalist is female or male.

The above notwithstanding, female journalists quoted more female news sources (20%; M – 80%, out of a total of 99) than their male counterparts who quoted 174 (18%) female news sources (M – 82%) out of a total of 974 - a difference of 2%. This 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 attached a family relationship to more news subjects (24 -5%) out of a total of 499, than males who had 186 (4%) out of a total of 4834 news subjects they covered. 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 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.

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 center.

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, has been implementing a Project: ***Media for Gender Equality and Social Justice: Leaving No One Behind***. The project sought to address the poor responsiveness of the media, policy makers and implementers towards gender equality. Gender Media Monitoring, GMM has been one of the activities under this Project. The 24-month initiative was 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 provided for periodic 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 Gender in Media Analyst undertakes the coding, analysis, and compiling of the Research Reports. The first Report was produced in September 2020; the second in March 2021; and the third in December 2021. This is the final cumulative report that combines findings of the three above mentioned.

What is Gender Media Monitoring?

Media monitoring is a research method for collecting 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)**.

Evidence from a study: **Media and Elections in Uganda: A Gender Analysis of Print Media Coverage of the 2016 General Elections** revealed that the visibility of women (candidates or voters) during coverage of the 2016 general elections in Uganda was significantly low relative to that of men, not only in terms of being read about or being heard, but also being seen in pictures. The study findings show that the representation of women as news subjects was only 20% as opposed to 80% for men.

Emanating from the same study also is that there is a direct linkage between one's status in Ugandan society – sex, occupation, and family status – and the likelihood of being covered in

election related stories and providing additional information, in the case of the role, news subjects or the source play in the news stories. The proportion of female news subjects directly quoted was 15% as opposed to 85% males. Considering that females comprised 20% of the total number of news subjects and yet only 15% of all those quoted were female means that the likelihood of a female news subject being quoted is reduced by at least 5%, the reverse being true for the males. It should be noted, however, that even in stories that focused on women, more men (73%) than the women themselves in those stories (27%) were quoted. The number of the news subjects or sources photographed was much higher (82%) for the males, females having constituted only eighteen (18) percent.

THE SUMMARY 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, as a long-term goal, to generate data which can inform efforts aimed at improving gender representation and portrayal in, and by, the media.

Rationale / Justification

Aware that women constitute over 50% of the world's population, but account for less than 25% of the media content / space (which unfortunately, also includes distortions of their views, contributions and their bodies);

Also aware that the media commands significant authority in shaping public opinion.

Aware, too, of the major strides women have made in joining the public sphere while their efforts barely receive media coverage.

The justification for undertaking this study, therefore, was fourfold: -

- The study findings will add onto the already existing data from studies previously done in this area.
- The study findings will contribute to the efforts aimed at Mainstreaming Gender in Uganda's Media.
- The project processes, part of which are platforms for sharing and engagement with stakeholders, will keep the gender debate alive while, at the same time, impacting media operations, and other sectors as well.
- The project is in line with the national and international legal instruments and regulatory frameworks which provide for fair and equal coverage of both genders in the media. These include CEDAW, the Beijing Platform for Action, (1995) Section J1 and J2 that call for a fair representation and equal representation of women and men in the media; and the Journalistic Code, among others.

CHAPTER TWO: METHODOLOGY

THE TYPE AND NUMBER OF MEDIA ANALYZED

- Both the Print (Newspapers), and Electronic (Radio, and Television), totaling fourteen (14) were analyzed.
- The Newspapers were four: Bukedde, Daily Monitor, New Vision, and Red Pepper.
- The Radio stations were five: Central Broadcasting Service (CBS), KFM, Sanyu FM, Radio Sapientia and Radio Simba.
- The Television stations were six: Buganda Broadcasting services (BBS) Delta T.V, Nile Broadcasting Services (NBS), Nation Television (NTV) and Tower of Praise TV (TOP) and Uganda Broadcasting Corporation (UBC).

SELECTION OF MEDIA

The monitored media houses were selected, among others, because they have a wide circulation / readership / listenership / viewership / audience, as the case may be; have a national character; and offer diversity in ownership.

For newspapers specifically, the selected outlets had to be dailies, with the exception of The Observer, which is (published once a week) and Sunrise (Published every two weeks).

Bukedde Newspaper; as well as CBS FM, Sanyu FM, Radio Sapientia and Radio Simba were specifically selected for broadcasting in a local language to offer diversity. The rest published in English, which are: Daily Monitor, New Vision, Red Pepper, NBS, NTV, and UBC TV).

All Radio and Television stations had to be based in Kampala city, to ease accessibility to news content by the Gender Media Monitoring Team, GMMT.

PERIOD REVIEWED

Newspapers – For each newspaper under review, the Monday editions for the four periods under analysis, were targeted. In each case, the first fourteen (14) news stories were analyzed. For Radio and Television specifically, analysis was limited to the news stories of the main evening news bulletin broadcast between 7:00 pm and 9:00 pm.

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 analysed 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.

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, radio and television 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, be it in newspapers, radio, or television 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 analysed 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 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 three-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.

CHAPTER THREE: THE FINDINGS

THE NEWS SUBJECTS: Who made the news?

Table 1: Proportion of Women and Men making News by Media

Media	Sex of News Subjects				Total
	Female		Male		
	F	%	F	%	
News paper	2586	24	8020	76	10606
Radio	340	18	1576	82	1916
Television	999	23	3398	77	4397
TOTAL	3925	23	12994	77	16919

The above table indicates that there were **16919** news subjects in total, of whom only **3925** (23%) were female, the majority (**12994** – 77%) having been male. Newspapers had the highest representation of female news subjects (24%; M-78%) followed by Radio and Television (each 23%; M- 77%).

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 Politics (56.4%) followed by Legal (7.1%), Crime 4.5%) and Defence (4.1%). Conversely, representation of news subjects was least under topical areas Fashion (0.05%), followed by Media, Arts and War/ Terrorism, (0.1% each). Note that no single news subject featured under topical area relating Banking (0%).

Table 2: Sex of News Subjects by Topic

Topic	Sex of news subjects					
	Female		Male		Total	
	F	%	F	%	F	%
Politics and Government	2241	57.0	7317	56.3	9558	56.4
Diplomacy, International Relations	46	1.1	191	1.4	237	1.4
Security, Defence, Police, Army, Prisons, Militia	136	3.4	574	4.4	710	4.1
Employment, Labour, Unionization, Social Security	45	1.1	183	1.4	228	1.3
Poverty, Housing, Social Welfare, Charity	66	1.6	150	1.1	216	1.2
Economic Policies, Strategies, Budgets, Audits	22	0.5	195	1.5	217	1.2
Banking, Insurance, Stock Markets	0	0.0	0	0.0	0	0.0
Agriculture, Fishing, Water, Land issues	94	2.3	251	1.9	345	2.0
Trade, Business, Investment, Procurement	39	0.9	146	1.1	185	1.0
Transport, Communications	23	0.5	113	0.8	136	0.8
Science, Technology, Industry, Mining, Manufacturing, Petroleum, Electricity, Research	47	1.1	207	1.5	254	1.5
Health, Medical, Nutrition, Hygiene, Sanitation	170	4.3	341	2.6	511	3.0
Environment, Climate, Pollution, Tourism, Forestry	44	1.1	106	0.8	150	0.8
Education – Higher, Secondary, Primary, Pre-Primary, Technical, Alternative, Basic, Adult	119	3.0	234	1.8	353	2.0
Women’s Movement, Gender Equality	29	0.7	7	0.05	36	0.2
Royalty, Culture, Tradition	7	0.1	108	0.8	115	0.6
Spirituality, Religion, Morality	12	0.3	164	1.2	176	1.0
Migration, Refugee situations, Racism, Xenophobia	29	0.7	74	0.5	103	0.6
Disaster, Drought, Floods, Famine, Earthquakes, Accidents, Sickness, Death	120	3.0	386	2.9	506	2.9
Human rights	80	2.0	262	2.0	342	2.0
Legal, Judicial, Legislation	207	5.2	1000	7.6	1207	7.1
Crime; Kidnapping, Robbery, Assault, Abduction, Murder, Violence, Corruption, Embezzlement, Theft, Trafficking	142	3.6	627	4.8	769	4.5
Riots, Demonstrations, Industrial action	27	0.6	150	1.1	177	1.0
War, Terrorism, Rebellion, Insurgence	0	0.0	27	0.2	27	0.1
Gender Based Violence: Rape, Sexual Abuse / Harassment, Female Genital Mutilation, etc.	42	1.0	14	0.1	56	0.3
Child Abuse / Neglect / Sexual Abuse	32	0.8	8	0.06	40	0.2
Arts, Entertainment, Leisure, Celebrity	18	0.4	15	0.1	33	0.1

Fashion, Design, Beauty	10	0.2	0	0.0	10	0.05
Family, Relationships, Marriage	44	1.1	14	0.1	58	0.3
Media	11	0.2	6	0.04	17	0.1
Sports	23	0.5	124	0.9	147	0.8
TOTAL	3925	100	12994	100	16919	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 3: 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, Science, Technology, Crime,		Total (News Subjects)
	F	%	
Female	2566	65	3925
Male	8725	67	12994
“Domestic/ Private” Topical Areas			
Sex of news subjects	Health, Education, Disaster, Family		Total (News Subjects)
	F	%	
Female	453	12	3925
Male	975	8	12994

The table above shows that relative to their total number (F – 3925; M - 12994) respectively, the representation of females in the “public” topical areas was 2566 (65%) and for men 8725 (67%). Thus, the representation of men in “public” topical areas is 2% more than that of women.

On the other hand, the representation of women under the “Private /Domestic” sphere topical areas was 453 (12%) and that of men was 975 (8%), a difference of 4%.

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: In what capacity 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 28 as indicated in the table below. It shows that a majority of the news subjects featured in news stories were Politicians (62.8%) followed by Security Personnel (6.8%), Occupation Not Stated (5.9%) and Government Employees (4.2%). The least represented vocations included Office or service workers (0.08%), followed by School children and Sportspersons (0.2% each) as well as Homemaker/ parent (0.3%).

Table 4: Occupation/ Position of News Subjects By Sex

Occupation	Female		Male		Total	
	F	%	F	%	F	%
Not stated	244	6.2	766	5.8	1010	5.9
Royalty, monarch, deposed monarch, etc.	24	0.6	144	1.1	168	0.9
Politician, minister, political party official...	2443	62.2	8196	63.0	10639	62.8
Government employee, public servant, etc.	186	4.7	533	4.1	719	4.2
Diplomat, Ambassador, Envoy, High Commissioner, UN Representative	21	0.5	90	0.6	111	0.6
Security officer, Police, military, para-military, prison, militia, fire etc. officer	153	3.8	1010	7.7	1163	6.8
Academic expert, lecturer, teacher, researcher	99	2.5	153	1.1	252	1.4
Doctor, dentist, health specialist	35	0.8	87	0.6	122	0.7
Health worker, social worker, childcare worker	65	1.6	27	0.2	92	0.5
Science/ technology professional, engineer, etc.	7	0.1	75	5.7	82	0.4
Media professional, journalist, film-maker, etc.	29	0.7	118	0.9	147	0.8
Lawyer, judge, magistrate, legal advocate, etc.	152	3.8	526	4.0	678	4.0
Business person, exec, manager, stock broker...	29	0.7	135	1.0	164	0.9
Office or service worker, non-management worker	9	0.2	6	0.04	15	0.08

Trader, artisan, Casual labourer, motor driver/ cyclist, etc.	41	1.0	122	0.9	163	0.9
Agriculture, fishing, forestry sector worker, etc.	20	0.5	84	0.6	104	0.6
Religious figure, nun, priest, monk, rabbi, mullah	13	0.3	276	2.1	289	1.7
Activist or worker in civil society organization, NGO, trade union, etc.	141	3.5	139	1.0	280	1.6
Sex Worker/ pimp	0	0.0	0	0.0	0	0.0
Celebrity, artist, actor, writer, singer, TV personality	11	0.2	63	0.4	74	0.4
Sportsperson, athlete, player, coach, referee, manager	9	0.2	40	0.3	49	0.2
Student, pupil, schoolchild	17	0.4	30	0.2	47	0.2
Homemaker, parent (male or female)) - no other occupation given	32	0.5	19	0.1	51	0.3
Child, young person - no other occupation given	51	1.2	83	0.6	134	0.7
Villager or resident - no other occupation given	63	1.6	129	0.9	192	1.1
Criminal, suspect - no other occupation given	4	0.1	47	0.3	51	0.3
Unemployed - no other occupation given	27	0.6	96	0.7	123	0.7
Traditional Healer, Herbalist, witch doctor	0	0.0	0	0.0	0	0.0
Total	3925	100	12994	100	16919	100

It shows further that some occupations had no representation at all. These included Sex Worker/ pimp and Traditional Healer (0 % in each case).

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 summarises the findings.

Table 5: 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, Royalty		Total (Number of News Subjects)
	F	%	
Female	2633	67	3925
Male	9663	74	12994
“Private/Domestic” Occupations			
Sex of news subjects	Academic Expert, Doctor, Activist, Home Maker		Total (Number of News Subjects)
	F	%	
Female	372	9	3925
Male	425	3	12994

The above table shows that, relative to their total number (F – 3925; M - 12994) respectively, the percentage representation of male news subjects in 4 selected “public” sphere occupations was 74% while that for females was 67%, a variance of 7%. The implication is that the likelihood of being featured as news subjects in media news stories for males occupied in public sphere vocations is 7% higher than that of females.

Conversely the table shows that relative to their total number ((3925) females are more likely (9%) than males (Only 3%) out of a total of 12994 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. Thus, it is common for women to be heard of, read about or seen in the news as so and so's wife, daughter or mother saying /doing this or that. 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 (93%) are not identified by their family relations, further analysis reveals that women are two and a half times (7% out of a total of 3925 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 12994 male news subjects) being referred to as husbands, fathers, brothers, sons.... etc. of someone.

Table 6: Sex of News subjects identified by their Family Status

Sex of News Subjects	Frequency	Percentage	Total (Number of News Subjects)
Female	265	7	3925
Male	249	2	12994
Total	514	3	16919

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, in spite 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 16919 news subjects, 6643 (39%) were directly quoted. Out of these, females constituted only 22% while a majority (78%) were male.

Table 7: Sex of News Sources by Media

Media	Sex of News Sources				Total
	Female		Male		
	F	%	F	%	
News paper	410	22	1438	78	1848
Radio	151	18	680	82	831
Television	876	22	3088	78	3964
TOTAL	1437	22	5206	78	6643

The table shows further that the highest representation of female news sources was registered by both Newspapers and Television (22%; M- 78%). Least was by Radio (18%; M- 82%).

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 findings are presented in the table below.

The table below shows that out of a total of 66643 news sources, (F-1437; M-5206), a majority were quoted on topical areas relating to Politics (44.2%), followed by Security (5.8%), Health/ Medicine (5.0%), and Legal (4.9%). Least quoted topics were Arts, Entertainment, (0.09%); followed by Gender Based Violence (0.1%), as well as well as Women movement; Child abuse; and Family, each at 0.2%.

Table 8: Topical Areas on which Female and Male Sources Were Quoted

Topic	Sex of news subjects					
	Female		Male		Total	
	F	%	F	%	F	%
Politics and Government	596	41.4	2346	45.0	2942	44.2
Diplomacy, International Relations	17	1.1	48	0.9	65	0.9
Security, Defence, Police, Army, Prisons, Militia	72	5.0	318	6.1	390	5.8
Employment, Labour, Unionization, Social Security	33	2.2	92	1.7	125	1.8
Poverty, Housing, Social Welfare, Charity	30	2.0	64	1.2	94	1.4
Economic Policies, Strategies, Budgets, Audits	29	2.0	106	2.0	135	2.0
Banking, Insurance, Stock Markets	0	0.0	0	0.0	0	0.0
Agriculture, Fishing, Water, Land issues	53	3.6	197	3.7	250	3.7
Trade, Business, Investment, Procurement	37	2.5	129	2.4	166	2.4
Transport, Communications	19	1.3	72	1.3	91	1.3
Science, Technology, Industry, Mining, Manufacturing, Petroleum, Electricity, Research	28	1.9	128	2.4	156	2.3
Health, Medical, Nutrition, Hygiene, Sanitation	108	7.5	228	4.3	336	5.0
Environment, Climate, Pollution, Tourism, Forestry	43	2.9	100	1.9	143	2.1
Education – Higher, Secondary, Primary, Pre-Primary, Technical, Alternative, Basic, Adult	91	6.3	201	3.8	292	4.3
Women’s Movement, Gender Equality	14	0.9	3	0.05	17	0.2
Royalty, Culture, Tradition	4	0.2	51	0.9	55	0.8
Spirituality, Religion, Morality	5	0.3	79	1.5	84	1.2
Migration, Refugee situations, Racism, Xenophobia	3	0.2	30	0.5	33	0.4
Disaster, Drought, Floods, Famine, Earthquakes, Accidents, Sickness, Death	25	1.7	107	2.0	132	1.9
Human rights	50	3.4	155	2.9	205	3.0
Legal, Judicial, Legislation	50	3.4	281	5.3	331	4.9
Crime; Kidnapping, Robbery, Assault, Abduction, Murder, Violence, Corruption, Embezzlement, Theft, Trafficking	63	4.3	254	4.8	317	4.7
Riots, Demonstrations, Industrial action	10	0.6	74	1.4	84	1.2
War, Terrorism, Rebellion, Insurgency	5	0.3	36	0.6	41	0.6
Gender Based Violence: Rape, Sexual Abuse / Harassment, Female Genital Mutilation, etc.	11	0.7	2	0.03	13	0.1
Child Abuse / Neglect / Sexual Abuse	13	0.9	3	0.05	16	0.2
Arts, Entertainment, Leisure, Celebrity	0	0.0	6	0.1	6	0.09

Fashion, Design, Beauty	0	0.0	0	0.0	0	0.0
Family, Relationships, Marriage	15	1.0	2	0.03	17	0.2
Media	8	0.5	34	0.6	42	0.6
Sports	5	0.3	60	1.1	65	0.9
TOTAL	1437	100	5206	100	6643	100

Some gender dimensions emerge on a closer analysis. For example, under the four () “Public” sphere topics on which most sources were quoted combined (Politics, Security, Crime, and Science/ Technology) women’s representation was 53% relative to their total number of 1437 quoted, while that for men was 58% relative to their total number of 5206 quoted, a difference of 5%. The table below summarizes the findings.

Table 9: “Public” and “Private/ Domestic” Sphere Topics Quoted on by Sex of News Sources

“Public” Sphere			
Sex of News Sources	Politics, Security, Crime, and Science/ Technology		Total (News Sources)
	F	%	
Female	755	53	1437
Male	3045	58	5206
“Private” Sphere			
Sex of news sources	Health, Education, Disaster and Women’s Movement		Total (News Sources)
	F	%	
Female	238	17	1437
Male	630	12	5206

The table also shows that under the “Private” topical areas of Health, Education, Disaster, and Women’s Movement, there are more women (17%) relative to their total (1437) than men (12%) out of 52069 who were quoted, a difference of 5%. 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 sampled media houses 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 12994 news subjects, only 5923 (45%) had their images accompanying news stories and 55% did not. However, out of the 5293, the representation of females was only 24% compared to 76% for males. These findings are summarized in the table below.

Table 10: Female and Male Representation in Photographs/ Video Footage Accompanying News Stories

Media	Sex of News Subjects				Total
	Females		Males		
	F	%	F	%	
Newspapers	490	27	1296	73	1786
Television	929	22	3208	78	4137
TOTAL	1419	24	4504	76	5923

The table shows further that the highest representation of females whose images accompanied news stories was registered by Newspapers (27%; M-73%) while Television had 22% (M-78%).

It should be noted that women's representation as news sources was 22% yet that for accompanying media images was 24% a difference of 2%. By having females appearing more in images accompanying news stories than giving them a platform to express themselves, the media is perpetuating social beliefs that "women are to be seen, not to be heard".

SEX-DISAGGREGATED STATISTICS

None of the news stories 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 4416 reporters in total out of whom only 1777 (40%) were female, while the majority (2639 - 60%) were male, as the table below shows.

Table 11: Sex of Reporters by Media

Media	Sex of Journalists				Total
	Female		Male		
	F	%	F	%	
News paper	180	15	1012	85	1192
Radio	367	47	408	53	775
Television	1230	50	1219	50	2449
TOTAL	1777	40	2639	60	4416

The above table indicates further that Television had the highest representation of female journalists (50%; M-50% as well) followed by Radio (47%; M-53%). Print had the least (15%; M-85).

Photographers

Table 12: Sex of Photo Journalists (Only newspapers)

Photographers Sex	F	%
Female	42	17
Male	211	83
TOTAL	253	100

Out of the **253** photographs that accompanied print media news stories, only 42 (17%) were by females while 211 (83%) were by males.

Capacity in which Journalists Delivered the News

Journalist usually deliver the news either as news casters/ Anchors / Presenters from within the studio or as reporters from outside the studio. The study sought to find out the proportion of female and male journalists delivering news from within and without the studio. The table below shows the findings.

Table 27: Capacity in which News was Delivered by Sex of Journalists (Radio and T.V only)

Delivering Capacity	Journalist's Sex					
	Female		Male		Total	
	F	%	F	%	F	%
News Caster/ Anchor (In- studio)	1307	60	860	40	2167	67
Reporter (Outside studio)	290	27	767	73	1057	33
TOTAL	1597	50	1627	50	3224	100

The above table shows that out of the 296 journalists who delivered radio and T.V news, 2167 (67%) did so in the capacity of News Casters within the studio while 1057 (33%) reported from outside the studio. It shows further that out of the 2167 In-studio news casters, 1307 (60%) were females and 860 (40%) males. On the other hand, out of the 1057 Journalists who reported news from outside the studio, the majority (73%) were males and 27% females.

That more males, than females, delivered news from outside the studio the reverse being true for in-studio delivery suggests that patterns of deployment associate field reporting with masculinity because it is considered “a danger” to women. Similarly, that a lot more women than men reported in – studio news alludes to the attraction associated with women’s faces and voices.

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

Note – 1: Only print media analysed.

2: 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

Table 13: 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	97	19	402	81	499
Male	903	19	3931	81	4834

The table above reveals that, overall, female reporters had 499 news subjects in their stories out of whom 97 (19%) were female and 402 (81%) male. Male reporters on the other hand, had 4834 news subjects in their stories out of whom 903 (19%) were female and 3931 (81%) male (no difference). This suggests that generally, there is no relationship, between the sex of the reporter and the proportion of female and male news subjects, appearing in the news stories they cover.

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

As the table below reveals, there is a relationship, albeit not significant, between the sex of the reporters and the sex of news subjects quoted.

Table 14: Sex of News Subjects Quoted By Sex of Reporter

Reporters' Sex	Sex of News Sources				Total (News Sources)
	Female		Male		
	F	%	F	%	
Female	20	20	79	80	99
Male	174	18	799	82	973

The table above shows that, overall, female journalists quoted 99 news sources out of whom 20 (20%) were female (M-80%). Their male counterparts quoted 174 female news sources (18%; M-82%) out of a total of 974. This is a difference of 2%. This suggests that female reporters are more likely to quote female news sources than their male counterparts.

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 are presented in the table below.

Table 15: 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	24	5	499
Male	186	4	4834
Total	210	4	5333

The Above Table shows that, together, female and male reporters covered 5333 news subjects out of whom 210 (4%) were referred to by their family status. However, female reporters attached a family relationship to more news subjects (24 -5%) out of a total of 499, than males who had 186 (4%) out of a total of 4834 news subjects they covered. This suggests that female journalists are more likely to attach a family relationship to news subjects than the males.

**APRIL- SEPTEMBER 2020/ OCTOBER 2020- MARCH 2021/ APRIL - SEPTEMBER
2021/ OCTOBER – DECEMBER 2021 PERIODIC MEDIA MONITORING FINDINGS: A
COMPARATIVE ANALYSIS OF SELECTED VARIABLES**

Based on a few selected variables, effort has been made to make a comparison between the findings for the April- September 2020/ October 2020- March 2021/ April - September 2021/ October – December 2021 Periodic Media Monitoring Reports to gauge whether or not there has been any improvement in gender sensitive reportage. Below is a summary of the comparison.

Table 16: Gender Media Monitoring Cumulative Findings (April 2020 – December 2021): A Comparative Analysis of Key Variables

News Subjects																				
Analysis Period	Newspapers					Radio					Television					Total				
	Female		Male		S/Total	Female		Male		S/Total	Female		Male		S/Total	Female		Male		Total
	F	%	F	%		F	%	F	%		F	%	F	%		F	%	F	%	
April - September 2020	519	26	1482	74	2001	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	519	26	1482	74	2001
October 2020 - March 2021	819	23	2707	77	3526	128	16	682	84	810	233	21	869	79	1102	1180	22	4258	78	5438
April - September 2021	821	24	2554	76	3375	137	19	600	81	737	494	23	1694	77	2188	1452	23	4848	77	6300
October 2021 - December 2021	427	25	1277	75	1704	75	20	294	80	369	272	25	835	75	1107	774	24	2406	76	3180
TOTAL	2586	24	8020	76	10606	340	18	1576	82	1916	999	23	3398	77	4397	3925	23	12994	77	16919

Family status attached																								
Analysis Period	Newspapers						Radio						Television						Total					
	Female		Male		Total		Female		Male		Total		Female		Male		Total		Female		Male		Total	
	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%
April - September 2020	36	7	38	3	74	4	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	36	7	38	3	74	4
October 2020 - March 2021	52	6	37	1	89	3	9	7	7	1	16	2	5	2	4	0.4	9	1	66	6	48	1	114	2
April - September 2021	51	6	43	2	94	3	10	7	19	3	29	4	48	10	46	3	94	4	109	8	108	2	217	3
October 2021 - December 2021	25	6	22	2	47	3	5	7	9	3	14	4	24	9	24	3	48	4	54	7	55	2	109	3
TOTAL	164	6	140	2	304	3	24	7	35	2	59	3	77	8	74	2	151	3	265	7	249	2	514	3

XXXXXXX PLEASE IGNORE THIS TABLE: REFER TO THE 2nd ATTACHMENT XXXXXXXX

Delivering news Reporters																				
Analysis Period	Newspapers					Radio					Television					Totals				
	Female		Male		Total	Female		Male		Total	Female		Male		Total	Female		Male		Total
	F	%	F	%		F	%	F	%		F	%	F	%		F	%			
April - September 2020	21	10	188	90	209	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	21	10	188	90	209
October 2020 – March 2021	39	12	331	88	370	168	51	164	49	332	306	53	274	47	580	513	40	769	60	1282
April - September 2021	79	20	330	80	409	131	44	165	56	296	601	49	617	51	1218	811	42	1112	58	1923
October 2021 – December 2021	41	20	163	80	204	68	46	79	54	147	323	50	328	50	651	432	43	570		1002
TOTAL	180	15	1012	85	1192	367	47	408	53	775	1230	50	1219	50	2449	1777	40	2639	60	4416
Photographers																				
Analysis Period	Newspapers					Radio					Television					Totals				
	Female		Male		Total	Female		Male		Total	Female		Male		Total	Female		Male		Total
	F	%	F	%		N/A	N/A	N/A	N/A		N/A	N/A	F	%		F	%			

April - September 2020	4	13	27	87	31	N/A	N/A	N/A	N/A	N/A	N/A	4	13	27	87	31
October 2020 - March 2021	12	19	64	81	76	N/A	N/A	N/A	N/A	N/A	N/A	12	19	64	81	76
April - September 2021	14	17	70	83	84	N/A	N/A	N/A	N/A	N/A	N/A	14	17	70	83	84
October 2021 - December 2021	12	17	50	83	62	N/A	N/A	N/A	N/A	N/A	N/A	12	17	50	83	62
TOTAL	42	17	211	83	253	N/A	N/A	N/A	N/A	N/A	N/A	42	17	211	83	253

News Subjects:

During the April -September 2020 Analysis Period, the proportion of female news subjects was 26% (male- 74%) while in the October 2020 – March 2021 Analysis Period it was 22% (male- 78%), a decrease of 4%; in the April -September 2021 Analysis Period, it was 23%, an increase of 1%; while in the October 2020 – December 2021 it was 24%, an increase of 1%.

However, note that overall the representation of women rose from 22% from the October 2020 – March 2021 Analysis Period to 24%, an increase of 2% for the whole Analysis Period (October 2020 - December 2021). *Note that the April -September 2020 Analysis Period has been discounted, by reason of having had only print media analysed.*

For the individual media, the increase in Female representation was highest on Radio and T.V news (2% each) – from 16% to 18%, and from 21% to 23%, respectively. Newspapers had the least increase (1%) – from 23% to 24%.

Attaching of family status to news subjects:

Overall, the proportion of news subjects referred to in terms of their family relationship increased by 1% - from 2% to 3%. Note, however, that overall, the reference to women in terms of their family relationship was 7% while for men was 2% - a difference of 5%.

News sources:

There was a steady increase in the number female news sources by 1% during each Analysis Period. Effectively female voices increased by 2% from 20% to 22%. *Note that the April -September 2020 Analysis Period has been discounted, by reason of having had only print media analysed.*

Radio registered the highest increase in female voices (by 2%) – from 16% to 18%), followed by newspapers (1% –from 21% to 22%. On the other hand, Television stagnated at 22% for the entire review period.

Images in the news:

During the October 2020 – March 2021 Analysis Period, the proportion of females whose photographs/ images accompanied news stories was 24%, decreasing by 1% to 23% during the April -September 2021 period, and then increasing by 2% to 24% during the October 2021 – December 2021 period. Overall, however, the proportion of females whose photographs/ images accompanied news stories stagnated at 24%. *Note that the April -September 2020 Analysis Period has been discounted, by reason of having had only print media analysed.*

Reporters:

Overall, there was a 3% increase in the proportion of females delivering news (from 40% to 43%). For the individual media, the highest increase in females delivering news was by newspapers (8%) – from 12% to 15%. Radio and T.V registered a decrease of 3% and 4% - from 51% to 47%, and from 53% to 50%, respectively. *Note that the April -September 2020 Analysis Period has been discounted, by reason of having had only print media analysed.*

Photographers: Overall, there was a 4% increase in the number of female photo journalists – from 13% (males – 87%) to 17%. *Note that the April -September 2020 Analysis Period has been discounted, by reason of having had only print media analysed.*

Conclusion

With the exception of the proportion of female news subjects referred to in terms of their family relationship stagnating at 7%, just as those whose photographs/ images accompanied news stories remaining 24%, and the number of female photo journalists reducing by 2%, by the end of the project, there had been improvements in the other areas. For example, the number of female news subjects increased by 1%; news sources by 2%; and journalists by 3%. Similarly, there was an overall reduction in the number of news subjects being referred to in terms of their family relationship, by 1%.

It may, therefore, be concluded that the interventions by UMWA - purposed at having a gender responsive media - are bearing fruit, other factors notwithstanding. It is important, therefore, that these interventions are supported so that there is gradual change in the way women and men are presented and represented in and by the media.

DGF PHASE1 (JULY 2018 - MAY 2019) VS DGF PHASE2 APRIL 2020 – DECEMBER 2021 PHASE MEDIA MONITORING CUMULATIVE FINDINGS: A COMPARATIVE ANALYSIS OF SELECTED VARIABLES

Based on a few selected variables, effort has been made to make a comparison of the cumulative findings between of **DGF PHASE1 (JULY 2018 - MAY 2019)** and **DGF PHASE2 (APRIL 2020 – DECEMBER 2021)** Media Monitoring Reports to gauge whether or not there has been any improvement in gender sensitive reportage. Below is a summary of the comparison.

Table 17: Gender Media Monitoring Cumulative Findings of DGF PHASE1 and DGF PHASE2: A Comparative Analysis of Key Variables

Selected Variable	DGF PHASE (percentage reflections)				Difference in dis/favour of women
	PHASE1		PHASE2		
	Female	Male	Female	Male	
News subjects	21	79	23	77	+2
News sources	21	79	22	78	+2
Images/ Photos	24	76	24	76	0
Reporters	30	70	40	60	+10
Photographers	11	89	17	83	+6

News subjects: The above table shows that during DGF phase1, the representation of females as news subjects was 21% (M - 79%). During DGF phase2, it was 23% (M - 77%), an increase of 2%.

News sources: During DGF phase1, the representation of females as news sources was 21% (M - 79%). During DGF phase2, it was 22% (M - 78%), an increase of 1%.

Images/ Photos: The table shows further that during DGF phase1, the proportion of females whose photographs/ images accompanied news stories was 24% (M - 76%). During DGF phase2, it was still at 24% (M - 76%) thus, a stagnation.

Reporters: During DGF phase1, the representation of females as Reporters was 30% (M - 70%). During DGF phase2, it was 40% M - 60%, an increase of 10%.

Photographers: The table shows further that during DGF phase1, the proportion of female photo journalists was 11% (M - 89%). During DGF phase2, it was 17% (M - 83%), an increase of 6%.

Conclusion

From the foregoing, it can be inferred that with continuous interventions – as has been the case in the last three and a half years – gender under representations and misrepresentations can surely be done away with.

CONCLUSIONS

The survey has demonstrated that the media's coverage of news stories is still centered around 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.

The foregoing notwithstanding, the study has demonstrated that with some interventions, positive outcomes can be registered. For example, UMWA's intervention with funding from DGF, under the project: *"Media for Gender Equality and Social Justice: Leaving No One Behind"* has, other factors notwithstanding, contributed to an increase in the number of female news subjects, and images of women accompanying news stories, as well as a reduction in stereotyping.

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 proposed recommendations per each 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 not only to enable the wider International Community access them, but to also appreciate the status of gender and media, especially in Uganda.

REFERENCES

- Adagala, E.K. and Wambui, K. (1993): **"Situation of Women and Media in Africa"**, Women in Communication Trust, Nairobi.
- Blummer, H. (1983): **"The Movies and Conduct"**, MacMillan, New York.
- Bukhart, N. (1993): **"Ap's Coverage of Women: What is Women's News? How far have we come?"**, APME Foreign News Committee Report, October 1993.
- Carrol, C.E. and McCombs, M. (2003): **"Agenda-setting effects of business news on the public's images and opinions about major corporations"**, Corporate Reputation Review, 6 (1).
- Chyi, H.I., and McCombs, M. (2004): **"Media Salience and the Process of Framing: Coverage of the Columbine School Shooting"**, Journalism and Mass Communication Quarterly, 81 (1).
- Eagly, A.H. (1989): **"Gender Stereotypes: Their Content, Sources and Consequences"**, Paper presented at Conference on *"Restructuring for Reality: An In-depth look at selected issues"*, Reddiff College, March, 1989.
- EAJA, (2008): **"Enhancing Gender Equality in the Media in Eastern Africa"**, Eastern Africa Journalists Association, Djibouti.
- Entman, R.M. (1993): **"Framing: Towards Clarification of a Fractured Paradigm"**, Journal of Communication, 43(4).
- Gallagher, M. (1979): **"Women's Participation in the News"**, UNESCO, Paris.
- ISIS (1981): **"Women and the Media"**, ISIS International Bulletin 18, ISIS, Rome.
- Longwe, S. and Clarke, R. (1992): **"Gender Analysis of the Images of Women in the Media"**. Paper presented at a joint UNICEF-TAMWA Workshop on The Gender Analysis of Media Production, Dar es Salaam, Tanzania, 16 October, 1992.
- Mattelart, M. (1986): **"Women, Media and Crisis: Femininity and Disorder"**, Comedia, London.
- Muriel, C.G. (1987): **"Popular Culture and the Portrayal of Women: Content and Control"** in Boss, B.B. and Free, M.M. (Eds) (1990): **"Analyzing Gender: A Handbook of Social Science Research"**, Sage, Newbery Park.
- Newland, B. (1979): **"The Sisterhood of Man"**, Norton and Co., New York.

Ogundipe-Leslie, M: **“The Images of Women and the Role of the Media in a New Political Culture in Nigeria”**, in Africa Media Review Vol. 4 No. 1, ACCE, Nairobi, 1990.

UNESCO (1995): **“Women and the Media: Access to Expression and Decision Making”**, International Symposium, Toronto Plan for Action, February 28 – March 3, 1995, Toronto, Canada.

WACC (2010): **“Who Makes the News?”** Global Media Monitoring Project (2010), World Association for Christian Communication, Toronto.

WACC (2015): **“Who Makes the News?”** Global Media Monitoring Project (2015), World Association for Christian Communication, Toronto.

White, A. (2009): **“Getting the Balance Right: Gender Equality in Journalism”**, International Federation of Journalists, Brussels.