

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

# **GENDER MEDIA MONITORING**

## **FINDINGS**

**APRIL – SEPTEMBER 2021**

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## LIST OF ACRONYMS

CEDAW	:	Convention on the Elimination of All Forms of Discrimination Against Women
DGF	:	Democratic Governance Facility
EAJA	:	East African Journalists Association
FM	:	Frequency Modulator
GMMP	:	Global Media Monitoring Project
GMMT	:	Gender Media Monitoring Team
ISIS	:	Institute for Science and International Security
NBS	:	Nile Broadcasting Services
NIJU	:	National Institute of Journalists of Uganda
NTV	:	Nation Television
UMWA	:	Uganda Media Women's Association
UNESCO	:	United Nations Educational, Scientific and Cultural Organization
WACC	:	World Association for Christian Communication



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## EXECUTIVE SUMMARY

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

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. The voices heard in media news, during the period under study, were overwhelmingly male while those of women were invariably invisible. As news subjects, women formed the minority (only 23%) as opposed to 77% for males, out of a total of 6310 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 18% as opposed to 82% for males, out of 3532 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.

Further still, among the news subjects whose photographs /images accompanied the news stories, a majority – for both print and television – were males (77%), females having constituted only 23%. It should be noted that overall, female news subjects constituted 23%, those directly quoted 18%, and yet those whose images accompanied news stories formed 23%. 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 (Females - 1462; Males - 4848):-

- The representation of females in the “public” topical areas with the highest representation of news subjects (Politics, Security, Economic Policies Crime, Royals, Religious leaders, as well as Science and Technology professionals), was 815 (56%) and for men 2931 (60%), a difference of 4%. On the other hand, the representation of women under the “Private /Domestic” sphere topical areas was 206 (14%) and that of men was 364 (8%), a difference of 6%.
- In the “Private/Domestic” sphere occupations with the highest representation of news subjects, (Politicians, Security personnel, Religious leaders and Royalty) the percentage representation of male news subjects was 72% while that for females was 60% (a difference of 12%). On the other hand, the percentage representation of females in “Private/Domestic” Occupations was 13%, while that for male news subjects was 4% (a difference of 9%)
- More females (7%) have been associated with **family status** (and which has no bearing to the story at all) **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 three and a half 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 occupied in 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 1923 journalists who delivered a news story, a majority (58%) were male and 42% were female. **Note: those whose sex was “Not Known” because they were referred to as ‘Our Reporter(s)’ and not by name(s) were discounted.**

Of special note also, is the gendered difference in the numbers of female and male photographers (**only print media images considered**). A majority of these were male (83%) while female constituted only 17%. **Note: those images not accompanied by the names of photographers or which were captioned ‘By our photographer(s) or File photo’ 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 there is a relationship between the sex of the reporter and the proportion of female and male news subjects appearing in print news stories. Overall, female reporters had 113 news subjects in their stories out of whom 34 (30%) were female and 70% male. Male reporters on the other hand, had 2148 news subjects in their stories out of whom 509 (24%) were female and 76% male. Thus, female reporters covered more female news subjects (by a difference of 6%) than their male counterparts.

Study findings show further that female reporters are more likely than males to directly quote more female news sources than their male counterparts. For example, female reporters quoted 20 news sources out of whom 7 (35%) were female (M-65%). Their male counterparts quoted 80 female news sources (22%; M-78%) out of a total of 372. This is a difference of 13% which suggests that female reporters are more likely to quote female news sources than the males, implying that the likelihood of a female being quoted is higher in stories filed by female than male journalists.

Study findings show further that female reporters are more likely than males to attach a family status to news subjects. Female reporters attached a family relationship to more news subjects (8 - 7%) out of a total of 113, than males who had 64 (3%) out of a total of 2148 news subjects they covered.

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 centre.

#### WHAT UMWA HAS DONE IN THE AREA OF MEDIA AND GENDER

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

1. Founded and runs 2 media outlets to keep the gender debate alive:
  - 101.7 Mama FM (Radio Station)
  - The Other Voice (Newspaper Pullout)
2. Undertaken Capacity building activities for Media Practitioners (men + women) in gender and media reporting as well as packaging.
3. Undertaken Capacity building activities for:
  - Both women and men in Use of Media and how to Manage Negative Media.
  - Persons with Disabilities (PWDs) especially Women with Disabilities (WWDs) in Media Strategies and Uses.

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

## BACKGROUND TO THE STUDY

### Introduction

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

initiatives geared towards promoting gender equality by other stakeholders such as government; media owners, managers, practitioners and training institutions; the general public; and development partners.

The 2 - year Project provides 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 Researcher undertakes the coding, analysis, and compiling of the Research Reports. This is the first Report (for the period October 2020 to March 2021).

### **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 STUDY OBJECTIVE**

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

### **Specific Objectives**

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

### **Purpose**

The study purposed, 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) were analyzed.
- The Newspapers were four: Bukedde, Daily Monitor, New Vision, and Red Pepper.
- The Radio stations were four: Central Broadcasting Service (CBS), Sanyu FM, Radio Sapientia, and Radio Simba.
- The Television stations were three: BBS, Delta TV, NBS, NTV, TOP TV and UBC TV.

### SELECTION OF MEDIA FOR ANALYSIS

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.

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

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

For each media under review, the editions for the first and last Mondays for the months of April, May, June, July, August and September 2021, were targeted. 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 – 2020), 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 2020 and UMWA has participated in the past. UMWA is the Country Focal Point since 2005.



## **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: Journalists – The ones who deliver the news, and news subjects (the ones whom the story was about).

#### **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 was 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 pointed 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 segregated) 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 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

### NEWSPAPERS

#### THE NEWS SUBJECTS: WHO MADE THE NEWS?

##### The Print Media

There was a total of 3375 news subjects of whom 821 (24%) were female and a majority (2554 - 76%) were males, as indicated in the table below.

**Table 1: Sex of News Subjects by Newspaper**

Newspaper	Sex of News Subjects				Total
	Female		Male		
	F	%	F	%	
Bukedde	113	24	358	76	471
Daily Monitor	255	21	956	79	1211
New Vision	333	28	856	72	1189
Red Pepper	120	24	384	76	504
TOTAL	821	24	2554	76	3375

The table further shows that the highest representation of female news subjects was registered in New Vision (28%; M-72) followed by both Bukedde and Red Pepper (24%; M-77 each). Least was in Daily Monitor (21%; M-79%).

#### 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, Insurgence
- 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 (63.6%) followed by Security (4.0%); Legal (3.5%); and Health (3.0%).

Representation of news subjects was least under topical areas of Women's Movement (0.1%); followed by Arts (0.2%); Family and Gender Violence (0.4% each),

Note that no single news subject featured under topical areas relating to Banking, War, Fashion, and Media (0% in each case).

**Table 2: Topic By Sex of News Subjects**

Topic	Sex of news subjects					
	Female		Male		Total	
	F	%	F	%	F	%
Politics	512	62.3	1635	64.0	2147	63.6
Diplomacy	8	0.9	39	1.5	47	1.3
Security	39	4.7	99	3.8	138	4.0
Employment Issues	2	0.2	35	1.3	37	1.0
Poverty	12	1.4	36	1.4	48	1.4
Economic Policies	3	0.3	51	1.9	54	1.6
Banking	0	0.0	0	0.0	0	0.0
Agriculture	16	1.9	40	1.5	56	1.6
Trade	3	0.3	33	1.2	36	1.0
Transport	5	0.6	23	0.9	28	0.8
Science	4	0.4	32	1.2	36	1.0
Health/ Medicine	36	4.3	66	2.5	102	3.0
Environment	7	0.8	29	1.1	36	1.0
Education	27	3.2	43	1.6	70	2.0
Women Movement	3	0.3	1	0.03	4	0.1
Royalty	1	0.1	28	1.0	29	0.8
Religion	1	0.1	29	1.1	30	0.8
Migration	8	0.9	21	0.8	29	0.8
Disaster	20	2.4	49	1.9	69	2.0
Human rights	12	1.4	35	1.3	47	1.3
Legal	30	3.6	90	3.5	120	3.5
Crime	20	2.4	78	3.0	98	2.9
Riots	4	0.4	25	0.9	29	0.5
War	0	0.0	0	0.0	0	0.0
Gender Violence	14	1.7	1	0.03	15	0.4
Child Abuse	13	1.5	4	0.1	17	0.5
Arts	6	0.7	1	0.03	7	0.2
Fashion	0	0.3	0	0.0	0	0.0
Family	11	1.3	3	0.1	14	0.4
Media	0	0.0	0	0.0	0	0.0
Sports	1	0.1	28	1.0	29	0.8
<b>TOTAL</b>	<b>821</b>	<b>100</b>	<b>2554</b>	<b>100</b>	<b>3375</b>	<b>100</b>

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” sphere 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**

<b>“Public” Topical Areas</b>			
<b>Sex of news subjects</b>	<b>Politics, Security, Economic Policies, Crime</b>		<b>Total (News Subjects)</b>
	<b>F</b>	<b>%</b>	
<b>Female</b>	574	70	821
<b>Male</b>	1844	72	2554
<b>“Domestic/ Private” Topical Areas</b>			
<b>Sex of news subjects</b>	<b>Health, Education, Disaster, Family</b>		<b>Total (News Subjects)</b>
	<b>F</b>	<b>%</b>	
<b>Female</b>	96	12	821
<b>Male</b>	162	6	2554

The table above shows that relative to their total number (821) the representation of females in the “public” topical areas was 574 (70%) and for men 1844 (72%) out of 2554, a difference of 2%. On the other hand, the representation of women under the “Private /Domestic” sphere topical areas was 96 (12%) out of 821 and that of men was 162 (6%), relative to their total of 2554, a difference of 6%.

The print media’s featuring of both women and men in the “Public” sphere topical areas in almost equal proportions, (a difference of 2%) shows that it is possible to reverse the media’s coverage of news subjects which 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 domain.

#### **Occupation of News Subjects: When do Men / Women Make News? As Politicians? Doctors, Home makers, Health Workers, etc.?**

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

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 27 as indicated below.

The table below shows that a majority of the news subjects featured in news stories were Politicians (69.5%) followed by Occupation Not Stated (6.74%); Security Personnel (6.3%); and Lawyers (6.0%). Least featured were Students/ Pupils (0.03%) followed by Science professionals and Agriculturalists, each at 0.1%.

It should be noted that some vocations had no representation at all. These include Sex workers and Traditional healers (0% in each case).

**Table 4: Occupation of News Subjects By Sex**

Occupation	Female		Male		Total	
	F	%	F	%	F	%
Not stated	61	7.4	180	7.6	241	6.7
Royalty	3	0.3	15	0.5	18	0.5
Politician	559	68.0	1788	70.0	2347	69.5
Government employee	28	3.4	70	2.7	98	2.9
Diplomat	3	0.3	16	0.6	19	0.5
Security Personnel	49	5.9	164	6.4	213	6.3
Academic Expert	16	1.9	11	0.3	27	0.8
Doctor	1	0.1	7	0.3	8	0.2
Health workers	18	2.1	7	0.3	25	0.7
Science professionals	0	0.0	3	0.1	3	0.1
Media person	3	0.3	8	0.3	11	0.3
Lawyer	30	3.6	96	3.7	126	3.7
Business person	5	0.6	12	0.4	17	0.5
Trader	3	0.3	14	0.5	17	0.5
Agriculturalists	0	0.0	4	0.1	4	0.1
Religious figure	4	0.4	61	2.3	65	1.9
Activist	12	1.4	7	0.2	19	0.5
Sex workers	0	0.0	0	0.0	0	0.0
Celebrity	0	0.0	10	0.3	10	0.2
Sportsperson	1	0.1	7	0.3	8	0.2
Student/ Pupil	0	0.0	1	0.03	1	0.03
Homemaker	6	0.7	2	0.07	3	0.9
Child	5	0.6	1	0.03	6	0.2
Villager / Resident	1	0.1	12	0.4	13	0.3
Criminal Suspect	3	0.3	19	0.7	22	0.6
Unemployed	12	1.4	39	1.5	51	1.5
Traditional healer	0	0.0	0	0.0	0	0.0
<b>Total</b>	<b>821</b>	<b>100</b>	<b>2554</b>	<b>100</b>	<b>3375</b>	<b>100</b>

Closer scrutiny of the findings does not reveal any gender dimensions, however. For example, the representation of both women and men was almost the same (79% and 78% respectively) for the four top most “Public” sphere Occupations. The table below demonstrates.

**Table 5: Representation of female and male news subjects in 4 “Public” and 4 “Private/Domestic” Occupations**

“Public” Occupations			
Sex of news subjects	Politicians, Security personnel, Religious Figure, Royalty		Total (Number of News Subjects)
	F	%	
Female	615	75	821
Male	2029	79	2554
“Private/Domestic” Occupations			
Sex of news subjects	Academic Expert, Doctor, Activist, Home Maker		Total (Number of News Subjects)
	F	%	
Female	53	6	821
Male	34	1	2554

The above table also shows that the percentage representation of male news subjects (in relation to their total number-2554) in 4 selected “Private/Domestic” sphere occupations was 79% while that for females was 75% out of a female total of 821 (a difference of 4%). On the other hand, the percentage representation of females in “Private/Domestic” Occupations was 6% out of a female total of 821, while that for male news subjects (in relation to their total number-2554) was 1% (a difference of 5%)

Conclusively, it can be assumed that with some effort, the media’s coverage of news subjects based upon socially defined gender role stereotypes, which perpetrates erroneous notions and perceptions about the assumed higher status and superiority of men, and women’s inferiority which has, among others, been the cause for the domestication of women over the years, can stop.

#### **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 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. By identifying women not as individual persons who exist in their own right but rather as **someone’s ‘other’**, the media depicts them as possessions and appendages of the men in their lives.

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 (97%) are not identified by their family relations, further analysis reveals that women are three times (6% out of a total 821 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 2554 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	51	6	821
Male	43	2	2554
<b>Total</b>	<b>94</b>	<b>3</b>	<b>3375</b>

## WOMEN AND MEN'S OPINIONS IN PRINT 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 there were a total of 590 (17%) news subjects out of 3375 who were directly quoted. Out of these, females constituted only 22% while a majority (78%) were male. The table below summarizes the findings.

**Table 7: Sex of News Sources by Newspapers**

Newspaper	Sex of News Sources				Total
	Female		Male		
	F	%	F	%	
Bukedde	32	27	61	73	84
Daily Monitor	37	16	204	84	243
New Vision	57	28	145	72	202
Red Pepper	13	21	48	79	61
TOTAL	132	22	458	78	590

The table shows further that the highest representation of female news sources was registered by New Vision (28%; M-72%), followed by Bukedde (27%; M-73%), and Red Pepper (21%; M- 79%). Least was by Daily Monitor (16%; M-84%).

## 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 workers in some NGOs. By so doing, the media perpetuates the erroneous assumptions that some spheres are specifically for women and others for men only.

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

Topic	Sex of News Sources				Total	
	Female		Male			
	F	%	F	%	F	%
Politics	71	53.7	297	64.8	368	62.3
Diplomacy	0	0.0	4	0.8	4	0.7
Security	8	6.0	47	10.2	55	9.3
Employment	2	1.5	3	0.6	5	0.8
Poverty	2	1.5	3	0.6	5	0.8
Economic Policies	5	3.7	10	2.1	15	2.5
Banking	0	0.0	0	0.0	0	0.0
Agriculture	4	3.0	5	1.0	9	1.5
Trade	0	0.0	1	0.2	1	0.1
Transport	3	2.2	5	1.0	8	1.3
Science	1	0.7	5	1.0	6	1.0
Health/ Medicine	6	4.5	7	1.5	13	2.2
Environment	3	2.2	4	0.8	7	1.1
Education	5	3.7	7	0.4	12	2.0
Women Movement	0	0.0	0	0.0	0	0.0
Royalty	0	0.0	1	0.2	1	0.1
Religion	0	0.0	3	0.2	3	0.5
Migration	0	0.0	0	0.0	0	0.0
Disaster	1	0.7	2	0.4	3	0.5
Human rights	3	2.2	5	1.0	8	1.3
Legal	7	5.3	11	2.4	18	3.0
Crime	2	1.2	14	3.0	16	2.7
Riots	2	1.5	8	1.7	10	1.6
War/ Terrorism	1	0.7	1	0.2	2	0.3
Gender Violence	2	1.5	0	0.0	2	0.3
Child Abuse	2	1.5	0	0.0	2	0.3
Arts	0	0.0	0	0.0	0	0.0
Fashion	0	0.0	0	0.0	0	0.0
Family	2	1.5	0	0.0	2	0.3
Media	0	0.0	5	1.0	5	0.8
Sports	0	0.0	10	2.1	10	1.6
TOTAL	132	100	458	100	590	100

The above table shows that out of a total of 590 news sources, (F-132; M-4584), a majority were quoted on topical areas relating to Politics (62.3%), followed by Security (9.3); Legal (3.0%); and Crime (2.7%). The least quoted topical areas were Trade and Royalty (0.1% in each case).

Note that there were some topical areas which were not quoted on. These include Banking, Women Movement, Migration, Arts, and Fashion (0.0% in each case).

On a closer analysis, no gender dimensions were observed, in relation to the “Public” sphere. For example, under the four “Public” sphere topics on which most sources were quoted combined (Politics, Security, science/ Technology and Crime) women’s and men’s representation was 61% and 59% (relative to their total number of 120 and 464) respectively quoted. A difference of only 2%.

This suggests that with some effort, the media can reduce the misplaced notions about the “Public” sphere being a monopoly of men, and the “Private” Sphere being a reserve for women. By so doing, it can eventually reduce the subjugation of one gender by another.

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

<b>“Public” Sphere</b>			
<b>Sex of News Sources</b>	<b>Politics, Security, science/ Technology and Crime</b>		<b>Total (News Sources)</b>
	<b>F</b>	<b>%</b>	
<b>Female</b>	80	61	132
<b>Male</b>	349	59	458
<b>“Private” Sphere</b>			
<b>Sex of news sources</b>	<b>Health, Education, Disaster and Child Abuse</b>		<b>Total (News Sources)</b>
	<b>F</b>	<b>%</b>	
<b>Female</b>	14	11	132
<b>Male</b>	16	3	458

However, under the three “Private” topical areas of Health, Education, Disaster and Child Abuse), women’s representation was 11% and men’s 3% (relative to their total number of 120 and 464 respectively quoted. A difference Of 8%. This shows some element of perpetuating the domestication of women.

## **IMAGES IN THE PRINT MEDIA**

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 3375 news subjects, only 582 (17%) had their photographs accompanying news stories. However, out of the 582, the representation of females featured in photographs was 156 (only 27%) compared to 426 (73% ) for males. These findings are summarized in the table below.

**Table 10: Sex of News subjects whose Photographs accompanied News Stories by Newspaper**

Newspaper	Sex of News Subjects				Total
	Female		Male		
	F	%	F	%	
Bukedde	62	30	145	70	207
Daily Monitor	31	20	126	80	157
New Vision	50	31	113	69	163
Red Pepper	13	24	42	76	55
TOTAL	156	27	426	73	582

The table shows further that the highest representation of females whose photographs accompanied news stories was registered in New Vision (31%; M-69%) followed by Bukedde (30%; M-70%), and Red Pepper (24%; M-76). The least was in Daily Monitor (20%; M-80%).

It should be noted that women's representation as news sources was 22% yet that for print media images was 27% a difference of 5%, by having more females appearing in photographs 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 newspapers 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:** *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”, having not been referred to by name, but rather as ‘our reporters’, or ‘reporters’, or ‘Reuters’ were discounted. This also applies to photographs as in “File Photo”, etc.*

### News Reporters

News stories were delivered by a total of 409 reporters of whom only 79 (20%) were female, while the majority (330-80%) were male, as indicated in the table below.

**Table 11: Sex of Reporters by Newspaper**

Newspaper	Sex of Reporters				Total
	Female		Male		
	F	%	F	%	
Bukedde	15	18	69	82	84
Daily Monitor	26	15	146	85	172
New Vision	29	23	96	77	125
Red Pepper	0	0	9	100	9
TOTAL	79	20	330	80	409

The table further shows that the highest representation of female news reporters was registered in New Vision (23%; M-77%), followed by Bukedde (18%; M-82%), and Daily Monitor (15%; M-85%). Red Pepper never had any female reporters (0%; M-100%).

### Photographers

**NOTE:** *All photographs by people whose sex was Not Known, having been referred to as “file photo, or By our Photographer” etc. have been discounted.*

**Table 12: Sex of Photographers By Newspaper**

Newspaper	Sex of Reporters				Total
	Female		Male		
	F	%	F	%	
Bukedde	4	20	16	80	20



<b>Daily Monitor</b>	4	15	23	75	27
<b>New Vision</b>	6	23	20	77	26
<b>Red Pepper</b>	0	0	19	100	19
<b>TOTAL</b>	14	17	70	83	84

Out of the 84 photographs that accompanied news stories, only 14 (17%) were by females while 70 (83%) were by males.

For the individual newspapers, female photo journalists were highest in New Vision (23%; M-77%), followed by Bukedde (20%; M-80%), and Daily Monitor (15%; M-85%). Red Pepper did not have any female photographer (0%; M-100%).

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

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

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

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

The table below shows that both female and male reporters covered 2261 news subjects of whom 24% were female, and 760% male.

The table reveals further that, overall, female reporters had 113 news subjects in their stories out of whom 34 (30%) were female and 79 (70%) male. Male reporters on the other hand, had 2148 news subjects in their stories out of whom 509 (24%) were female and 1639 (76%) male. This is a difference of 6%.

**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	34	30	79	70	113
Male	509	24	1639	76	2148
TOTAL	543	24	1718	76	2261

This suggests that generally, female journalists are likely to cover more female news subjects than their male counterparts, in their news stories. Thus, there is a relationship, between the sex of the reporter and the proportion of female and male news subjects, appearing in news stories.

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

The table below shows that both female and male reporters quoted 392 news subjects of whom 22% were female, and 78% male.

**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	7	35	13	65	20
Male	80	22	292	78	372
TOTAL	87	22	305	78	392

It shows further that, overall, female journalists quoted 20 news sources out of whom 7 (35%) were female (M-65%). Their male counterparts quoted 80 female news sources (22%; M-78%) out of a total of 372. This is a difference of 13% which suggests that female reporters are more likely to quote female news sources than the males. Thus, there is a relationship between the sex of the reporters and the sex of news subjects quoted.

### Female and Male Reporters attaching Family Relationships to News Subjects

The study purposed to find out who (female or Male reporters) is more likely to attach family relations to news subjects. The findings show that female reporters are five (5) times more likely than males to do so as the table below shows.

**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	8	7	113
Male	64	3	2148
Total	72	3	2261

The Above Table shows that both female and male reporters covered 2261 news subjects out of whom 72 (3%) were referred to by their family status. However female reporters attached a family relationship to more news subjects (8 - 7%) out of a total of 113, than males who had 64 (3%) out of a total of 2148 news subjects they covered. This suggests that female journalists are more likely to attach a family relationship to news subjects than the males.

## RADIO

### THE NEWS SUBJECTS: WHO MADE THE NEWS?

**Table 16: Proportion of Women and Men making News by Radio Station**

Radio Station	Sex of News Subjects				Total
	Female		Male		
	F	%	F	%	
CBS FM	45	20	182	80	227
Sanyu FM	21	15	118	85	139
Radio Sapientia	27	18	125	82	152
Simba FM	44	20	175	80	219
TOTAL	137	19	600	81	737

The above table indicates that there were a total of 737 news subjects, of whom only 137(19%) were female, and 600 (81%) having been male. CBS and Simba FM had the highest representation of female news subjects (20%; M - 80% each) followed by Radio Sapientia (18%; M - 82%). Sanyu FM had the least (15%; M - 85%).

## Topical Areas under which News Subjects Were Featured

**Table 17: Proportion of Men and Women Featured by Topical Area**

Topic	Sex of News Subjects				Total	
	Female		Male			
	F	%	F	%	F	%
Politics	36	26.2	219	316.5	255	34.5
Diplomacy	4	2.9	7	1.1	11	1.4
Security	3	2.1	17	2.8	20	2.7
Employment Issues	2	1.4	6	1.0	8	1.0
Poverty	2	1.4	3	0.5	5	0.6
Economic Policies	2	1.4	11	1.8	13	1.8
Banking	0	0.0	0	0.0	0	0.0
Agriculture	5	3.6	15	2.5	20	2.8
Trade	1	0.7	6	1.0	7	0.9
Transport	1	0.7	4	0.6	5	0.6
Science	1	0.7	4	0.6	5	0.6
Health/ Medicine	14	10.2	32	5.3	46	6.2
Environment	1	0.8	0	0.0	1	0.1
Education	8	5.8	24	4.0	32	4.3
Women Movement	1	0.7	0	0.0	1	0.1
Royalty	1	0.7	9	1.5	10	1.3
Religion	2	1.4	16	2.6	18	2.4
Migration	1	0.7	0	0.0	1	0.1
Disaster	8	5.8	34	5.6	42	5.6
Human rights	11	8.0	35	5.8	46	6.2
Legal	16	11.6	81	13.5	97	13.1
Crime	8	5.8	72	12.0	70	9.4
Riots/ demonstrations	0	0.0	5	0.8	5	0.6
War/ Terrorism	0	0.0	0	0.0	0	0.0
Gender Violence	2	1.4	0	0.0	2	0.2
Child Abuse	0	0.0	0	0.0	0	0.0
Arts	1	0.7	3	0.5	4	0.5
Fashion	0	0.0	0	0.0	0	0.0
Family	2	1.4	0	0.0	2	0.2
Media	1	0.7	0	0.0	1	0.1
Sports	3	2.1	7	1.1	10	1.3
TOTAL	137	100	600	100	737	100

The above table shows that a majority of news subjects were featured under Politics (34.5%), followed by the Legal topical area (13.9%), Crime (9.4%), and Human rights (6.2%). They were least featured under Environment; Women Movement; migration; and media (0.1% in each case).

Note that no single news subject featured under the topical areas of Banking; War/ Terrorism; and Child Abuse, Fashion (0% in each case).

The above notwithstanding, some gender dimensions emerge on closer data analysis of the “Public” and “Private” sphere topical areas under which most news subjects featured.

**Table 18: Representation of Female and Male News Subjects under Topmost 4 ‘Public’ and 4 ‘Private’ Sphere Topical Areas**

<b>‘Public’ Sphere</b>			
<b>Sex of News Subjects</b>	<b>Politics/ Security/ Royalty/ Religion</b>		<b>Total (Number of News Subjects)</b>
	<b>F</b>	<b>%</b>	
<b>Female</b>	42	31	137
<b>Male</b>	261	44	600
<b>‘Private’ Sphere</b>			
<b>Sex of news subjects</b>	<b>Health/ Education/ Disaster/ Family</b>		<b>Total (News Subjects)</b>
	<b>F</b>	<b>%</b>	
<b>Female</b>	32	23	137
<b>Male</b>	90	15	600

The above table shows that relative to their totals (F-137 and M-600) as news subject, male representation in “Public” sphere topical areas was higher (42%) than that of females (34%), by 13%. Under “Private/ Domestic” Sphere topical areas, more women (23%) were featured than males (15%), which is a difference of 8%.

### **Occupation of News Subjects**

The table below shows that Politicians formed the largest proportion of news subjects (53.5%), followed by Security Personnel (12.7%), Gov’t employee (5.1%), and Lawyers (5.0%). Meanwhile, the least representation was in relation to Students and Villager/ Resident (0.1% each).

Note that some vocations had no representation at all (0% in each case). These include: Science and Technology professionals, Non-management workers, Sex Workers, Criminals/ Suspects, and Traditional Healers.

**Table 19: Occupation of News Subjects By Sex**

Occupation	Female		Male		Total	
	F	%	F	%	F	%
Not stated	8	5.8	6	1.0	14	1.8
Royalty	2	1.4	10	1.6	12	1.6
Politician	55	42.9	340	56.6	395	53.5
Gov't employee	8	5.8	30	5.0	38	5.1
Diplomat	0	0.0	3	0.5	3	0.4
Security	10	7.2	84	14.0	94	12.7
Academic expert	5	3.6	4	0.6	9	1.2
Doctor/ Specialist	6	4.3	5	0.8	11	1.4
Health worker	5	3.6	0	0.0	5	0.6
Science	0	0.0	0	0.0	0	0.0
Media person	2	1.4	7	1.1	9	1.2
Lawyer	10	7.2	27	4.5	37	5.0
Business	1	0.7	13	2.1	14	1.8
Non-management worker	0	0.0	0	0.0	0	0.0
Trader	2	1.4	4	0.6	6	0.8
Agriculture	1	0.7	4	0.6	5	0.6
Religious figure	0	0.0	25	4.1	25	3.3
Activist	9	6.5	17	2.8	26	3.5
Sex worker	0	0.0	0	0.0	0	0.0
Celebrity	1	0.7	9	1.5	10	1.3
Sports personality	0	0.0	2	0.3	2	0.2
Student	0	0.0	1	0.1	1	0.1
Homemaker/ Parent	2	1.4	2	0.3	4	0.2
Child	9	6.5	2	0.3	11	1.4
Villager/ Resident	0	0.0	1	0.1	1	0.1
Criminal suspect	0	0.0	0	0.0	0	0.0
Unemployed	1	0.7	4	0.6	5	0.6
Traditional healer	0	0.0	0	0.0	0	0.0
<b>TOTAL</b>	<b>137</b>	<b>100</b>	<b>600</b>	<b>100</b>	<b>737</b>	<b>100</b>

The table also brings out some gender dimensions, on closer analysis. For example, under the four 'public sphere' occupations with the highest representation of news subjects combined (Politicians/ Security Personnel/ Royals and Religious Leaders), the representation of males is 77%, (females - 49%) which is a difference of 28%, relative to their total number (137 and 600) respectively.

**Table 20: Representation of Female and Male News Subjects in Topmost 4 Public” and 4 “Private/Domestic” Sphere Occupations**

<b>Public Sphere</b>			
<b>Sex of News Subjects</b>	<b>Politicians/ Security Personnel/ Royals and Religious Leaders</b>		<b>Total (Number of News Subjects)</b>
	<b>F</b>	<b>%</b>	
<b>Female</b>	67	49	137
<b>Male</b>	459	77	600
<b>Private/ Domestic Sphere</b>			
<b>Sex of news subjects</b>	<b>Health workers/ Academicians/ Activists/ Home makers</b>		<b>Total (News Subjects)</b>
	<b>F</b>	<b>%</b>	
<b>Female</b>	27	20	137
<b>Male</b>	28	5	600

Conversely, under the four ‘private/ domestic sphere’ occupations with the highest representation of news subjects combined (Health workers/ Academicians/ Activists/ Home makers), females are the majority (20%) while males constitute only 5%, which is a difference of 15%.

By the media featuring more males than females occupied in “public” sphere vocations and more females than males occupied in Vocations associated with care-giving, it is in essence echoing and mirroring societal notions about gender division of labour that has over the years been responsible for the domestication of women.

### **Family Relationship and Identity in Society: Which Radio Station paraded Family Ties on News Subjects?**

Out of a total of 737 news subjects only 29 (2%) were referred to in terms of their family status as mothers/ daughters /sisters etc. or as fathers/ sons/ brothers etc. of someone. The majority (98%) were not. However, closer analysis reveals that females are more than 2 times (7%) more likely to be referred to in terms of their family status than males (only 3 % relative to their total number (F-137; M-600). The table below summarizes the findings.

**Table 21: Female and Male News Subjects Identified by their Family Status**

<b>Sex of News Subjects</b>	<b>Count</b>	<b>Percentage</b>	<b>Total (Number of News Subjects)</b>
<b>Female</b>	10	7	137
<b>Male</b>	19	3	600
<b>TOTAL</b>	29	4	737

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

### Women and Men as News Sources

Out of the 737 news subjects, 365 (50%) were directly quoted as indicated in the table below.

**Table 22: Number of News Sources (Overall)**

Directly Quoted	Count	Percentage
Yes	365	50
No	372	50
<b>Total</b>	<b>737</b>	<b>100</b>

**Table 23: Proportion of Women and Men as News Sources by Radio Station**

Radio Station	News Sources				Total
	Female		Male		
	F	%	F	%	
CBS FM	12	18	56	82	68
Sanyu FM	8	19	33	81	41
Radio Sapientia	11	18	51	82	62
Simba FM	37	19	157	81	194
TOTAL	68	19	297	81	365

The above table shows that, overall, female news sources formed only 19%, the vast majority having been males (81%) out of a total of 365. The highest representation of female news sources was registered by both Sanyu FM and Simba (19%; M-81% in each case) followed by CBS FM and Radio Sapientia both at (18%; M-82% each).

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

Findings indicate that out of the 279 news sources, most were quoted on Politics and Government (25%) followed by Health (11.4%), Crime (10.3) and Human rights (8.6%). The Least quoted topical areas were Migration, Women Movement, and Sports (each at 0.3%) Trade and Riots each had 0.7%. Note though that some topical areas were not quoted on. These are Banking, War, Gender Violence, Child Abuse, Arts, Fashion, Family, and Media (0% in each case).



**Table 24: Topical Areas on which Female and Male Sources Were Quoted**

Topic	Sex of News Subjects				Total	
	Female		Male			
	F	%	F	%	F	%
Politics	26	38.2	58	18.8	84	23.0
Diplomacy	2	2.9	2	0.6	4	1.0
Security	1	1.4	13	4.3	14	3.8
Employment	1	1.4	3	1.0	4	1.0
Poverty	1	1.4	3	1.0	4	1.0
Economic Policies	1	1.4	7	2.3	8	2.1
Banking	0	0.0	0	0.0	0	0.0
Agriculture	3	4.4	12	4.0	15	4.1
Trade	0	0.0	2	0.6	2	0.5
Transport	1	1.4	3	1.0	4	1.0
Science	1	1.4	3	1.0	4	1.0
Health/ Medicine	9	13.2	27	9.0	36	9.8
Environment	1	1.4	7	2.3	8	2.1
Education	3	4.4	10	3.3	13	3.5
Women Movement	1	1.4	0	0.0	1	0.2
Royalty	1	1.4	10	3.3	11	3.0
Religion	1	1.4	14	4.7	15	4.1
Migration	0	0.0	6	2.0	6	1.6
Disaster	2	2.9	15	5.0	17	4.6
Human rights	6	13.0	28	9.4	34	9.3
Legal	2	2.9	21	7.0	23	6.3
Crime	2	2.9	38	12.7	40	10.9
Riots	0	0.0	6	2.0	6	1.6
War	0	0.0	0	0.0	0	0.0
Gender Violence	1	1.4	0	0.0	1	0.2
Child Abuse	1	1.4	0	0.0	1	0.2
Arts	0	0.0	3	1.0	3	0.8
Fashion	0	0.0	0	0.0	0	0.0
Family	1	1.4	0	0.0	1	0.2
Media	0	0.0	0	0.0	0	0.0
Sports	0	0.0	6	2.0	6	0.3
TOTAL	68	100	297	100	365	100

Further analysis reveals some gender dimensions in reportage. For example, males quoted on the 4 topmost “Public” sphere topics accounted for 32% as opposed to 43% for females, a difference of 11%. This shows that with some effort, the media can overturn common assumptions about women and men

similarly, females continued to be more visible in quotes relating to “Private / domestic/ Care giving” topical areas (22%) than males (18%) a difference of 4%. The findings are summarized in the table below.

**Table 25: “Public” and “Private/ Domestic” Sphere Topics Quoted on by Sex of News Sources**

<b>“Public” Sphere</b>			
<b>Sex of News Sources</b>	<b>Politics, Security Royalty and Religion</b>		<b>Total (Number of News Sources)</b>
	<b>F</b>	<b>%</b>	
<b>Female</b>	29	43	68
<b>Male</b>	95	32	297
<b>“Private/ Domestic” Sphere</b>			
<b>Sex of news Sources</b>	<b>Health, Education, Family and Disaster</b>		<b>Total (Number of News Sources)</b>
	<b>F</b>	<b>%</b>	
<b>Female</b>	15	22	68
<b>Male</b>	52	18	297

## **SEX-DISAGGREGATED STATISTICS**

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

## WHO DELIVERED NEWS ON RADIO? (Who - Female or Male - reported News on Radio?)

Radio news was delivered by a total of 296 journalists, either as anchors or reporters. Of these, 131 (44%) were female, 165 (56%) having been male. The table below summarizes the findings.

**Table 26: Sex of Journalists by Radio Station**

Radio Station	Journalists' sex				Total
	Female		Male		
	F	%	F	%	
CBS FM	7	9	72	91	79
Sanyu FM	19	30	43	70	62
Radio Sapientia	60	90	7	10	67
Simba FM	45	51	43	49	88
TOTAL	131	44	165	56	296

The table shows further that Radio Sapientia had the highest representation of female journalists (90%; M-10%), followed by Simba FM (51%; M-49%). The least was on CBS FM (9%; M-91%) and Sanyu news (30%; M-70%).

## 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**

Delivering Capacity	Journalist's Sex					
	Female		Male		Total	
	F	%	F	%	F	%
News Caster/ Anchor (In- studio)	126	45	152	55	278	94
Reporter (Outside studio)	5	28	13	72	18	6
<b>TOTAL</b>	<b>131</b>	<b>44</b>	<b>165</b>	<b>56</b>	<b>296</b>	<b>100</b>

The above table shows that out of the 296 journalists who delivered radio news, 278 (94%) did so in the capacity of News Casters within the studio while 18 (6%) reported from outside the studio. It shows further that out of the 278 In-studio news casters, 126 (45%) were females and 152 (55%) males. On the other hand, out of the 18 Journalists who reported radio news from outside the studio, the majority (55%) were males and 45% 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.

## TELEVISION

### THE NEWS SUBJECTS: WHO MADE THE NEWS?

There were a total of 2188 news subjects of whom, only 23% were female, a majority (77%) having been male. The highest representation of female news subjects was on UBC TV news at (27%; M-73), followed by NTV (26%; M-74), DELTA (25%; M-75), and TOP TV (21%; M-79). The least was on NBS TV news (15%; M-85) followed by BBS (20%; M-80). The above findings are reflected in the table below.

**Table 28: Sex of News Subjects by Television Station**

TV Station	Sex of News Subjects				Total
	Female		Male		
	F	%	F	%	
BBS	92	20	367	80	459
DELTA	77	25	231	75	308
NBS TV	32	15	184	85	216
NTV	120	26	343	74	463
TOP TV	92	21	349	79	441
UBC TV	81	27	220	73	301
TOTAL	494	23	1694	77	2188

### TOPICAL AREAS UNDER WHICH NEWS SUBJECTS APPEARED IN NEWS STORIES

The study purposed to find out the representative coverage of female and male news subjects in relation to topical areas under which news subjects appeared in news stories so as to gauge if there are any gender dimensions.

**Table 30: Sex of News subjects by Topic**

Topic	Female		Male		Total	
	F	%	F	%	F	%
Politics	128	25.9	535	31.5	663	30.3
Diplomacy	7	1.4	32	1.8	39	1.7
Security	35	7.0	157	9.2	192	8.7
Informal work	18	3.6	56	3.3	74	3.3
Poverty	17	3.4	47	2.7	64	2.9
Economic Policies	7	1.4	44	2.5	51	2.3
Banking/ Finance etc.	0	0.0	0	0.0	0	0.0
Agriculture/ Fisheries/ Land Issues	24	4.8	69	4.0	93	4.2
Trade / Investment etc.	15	3.0	42	4.2	57	2.6
Transport/ Communication	4	0.8	28	1.6	32	1.4
Science and Technology	14	2.8	59	3.4	73	3.3
Health /Medicine	30	6.0	52	3.0	82	3.7
Environment	15	3.0	32	1.8	47	2.1
Education	29	5.8	50	2.9	79	3.6
Women Movement	8	1.6	2	0.1	10	0.4
Royalty	3	0.6	26	1.5	29	1.3
Religion	5	1.0	40	2.2	45	2.0
Migration	7	1.4	20	1.1	27	3.4
Disaster	16	3.2	60	3.5	76	3.4
Human rights	15	3.0	44	2.5	59	2.6
Legal	20	4.0	116	6.8	136	6.2
Crime	22	4.4	75	4.4	97	4.4
Riots	7	1.4	36	2.1	43	1.9
War/ Terrorism	0	0.0	15	0.8	15	0.6
Gender Violence	11	2.2	8	0.4	19	0.8
Child Abuse	5	1.0	1	0.05	6	0.2
Arts	4	0.8	4	0.2	8	0.3
Fashion	4	0.8	0	0.0	4	0.1
Family	11	2.2	4	0.2	15	0.6
Media	5	1.0	4	0.2	9	0.4
Sports	8	1.6	36	2.1	44	2.0
<b>TOTAL</b>	<b>494</b>	<b>100</b>	<b>1694</b>	<b>100</b>	<b>2188</b>	<b>100</b>

The table above shows that a majority of news subjects (both female and males) appeared in news stories whose topics were related to Politics (30.3%) followed by Security (8.7%); Legal (6.2%), and Crime (4.4%). They were least represented under Fashion (0.1%); Child Abuse (0.2%); Arts (0.3%) and Media (0.4%).

It should be noted that there was no single representation of news subjects under topical areas relating to Banking/ Finance.

Some gender dimensions emerge with closer analysis. For example, the representation of females and males under topical areas Society deems “Public Sphere” or “Private/ Domestic” domain brings out gender dimensions as the table below demonstrates.

**Table 31: Proportion of female and Male News Subjects Appearing under the Topmost 4 Topical “Public” and 4 “Private/Domestic” Sphere Topical Areas**

<b>Public” Sphere Topical Areas</b>			
<b>Sex of News Subjects</b>	<b>Politics, Security, Science/ Technology, and Crime</b>		<b>Total (News Subjects)</b>
	<b>F</b>	<b>%</b>	
<b>Female</b>	199	40	494
<b>Male</b>	826	49	1694
<b>“Private/ Domestic” Sphere Topical Areas</b>			
<b>Sex of News Subjects</b>	<b>Health, Education, Disaster, and Gender Violence</b>		<b>Total (News Subjects)</b>
	<b>F</b>	<b>%</b>	
<b>Female</b>	78	16	494
<b>Male</b>	112	7	1694

The above table shows that relative to their total number (F-494; M-1694) the representation of males in news stories whose topical areas are considered “Public” Sphere was 40% (F-37%), a difference of 9%. Conversely, the proportion of females in news stories whose topical areas are deemed to be “Private / domestic” domains was higher (16%) than that for males (7%), by 9%.

From the foregoing it may be concluded that by associating the “Public” Sphere topics with males more than females and the “Private /Domestic” domain sphere topics with females more than males the media is reinforcing social expectations about women and men which has been and continues to be responsible for one gender dominating another.

### **Occupation of News Subjects**

The study purposed to find out the representative coverage of female and male news subjects in relation to their occupations so as to gauge any gender dimensions.

**Table 32: Occupation By Sex of News Subjects**

Occupation		Female		Male		Total *	
		F	%	F	%	F	%
0	Not stated	18	3.6	112	6.6	130	5.9
1	Royalty, monarch, deposed monarch, etc.	6	1.2	33	1.9	39	1.7
2	Politician, minister, spokesperson...	174	35.2	724	42.7	898	41.0
3	Government employee, public servant, etc.	47	9.5	111	6.5	158	7.2
4	Diplomat	7	1.4	24	1.4	31	1.4
5	Security Officer, Police, military, para-military, militia, fire officer	15	3.0	195	11.5	210	9.5
6	Academic expert, lecturer, teacher	30	6.0	52	3.0	82	3.7
7	Doctor, dentist, health specialist	9	1.8	24	1.4	33	1.5
8	Health worker, social worker, childcare worker	17	3.4	9	0.5	26	1.1
9	Science/ technology professional, engineer, etc.	5	1.0	32	1.8	37	1.6
10	Media professional, journalist, film-maker, etc.	5	1.0	32	1.8	37	1.6
11	Lawyer, judge, magistrate, legal advocate, etc.	22	4.4	79	4.6	101	4.6
12	Business person, exec, manager, stock broker...	4	0.8	28	1.6	32	1.4
13	Office or service worker, non-management worker	5	1.0	4	0.2	9	0.4
14	Trader, artisan, labourer, driver/ Motorcyclist , etc.	15	3.0	31	1.8	46	2.1
15	Agriculture, mining, fishing, forestry	6	1.2	30	1.7	36	1.6
16	Religious figure, priest, monk, rabbi, mullah, nun	3	0.4	30	1.7	33	1.5
17	Activist or worker in civil society organization, NGO, trade union, etc.	45	9.1	34	2.0	79	3.6
18	Sex Worker	0	0	0	0.0	0	0.0
19	Celebrity, artist, actor, writer, singer, TV personality	3	0.4	0	0.0	3	0.1
20	Sportsperson, athlete, player, coach, referee	3	0.4	10	0.5	13	0.5
21	Student, pupil, schoolchild	6	1.2	10	0.5	16	0.7
22	Homemaker/ Parent	12	2.4	6	0.3	18	0.8
23	Child, young person	7	1.4	6	0.3	13	0.5
24	Villager or resident	30	6.0	68	4.0	98	4.4
25	Criminal, suspect	0	0.0	10	0.5	10	0.4
26	Unemployed	0	0.0	0	0.0	0	0.0
27	Traditional healer	0	0.0	0	0.0	0	0.0
	<b>TOTAL</b>	<b>494</b>	<b>100</b>	<b>1694</b>	<b>100</b>	<b>2188</b>	<b>100</b>

The above table shows that for both females and males appearing on TV news, a vast majority were politicians (41.1) followed by Security Personnel and Government employees (7.2% each). "Occupation Not stated" came next (5.9%). The least represented were Celebrity, artist, actor, writer, singer, TV personality (0.1%) followed by Office or service workers; Villager or resident; as well as Criminals/ suspects (0.4 % each). Note that such occupations as Sex Workers, the Unemployed and Traditional Healers had no representation at all (0% in each case).

A closer analysis of the data reveals, however, that there is a relationship between one's status in society as defined by one's vocation and the likelihood of appearing in news stories as the table below shows.

**Table 33: Proportion of Females and Male News Subjects in the Topmost 4 “Public” and 4 Topmost “Private/ Domestic” Sphere Occupations**

<b>“Public” Sphere Topical Areas</b>			
<b>Sex of News Subjects</b>	<b>Politicians, Security Personnel, Royals, Religious leaders</b>		<b>Total (News Subjects)</b>
	<b>F</b>	<b>%</b>	
<b>Female</b>	198	40	494
<b>Male</b>	982	58	1694
<b>“Private/ Domestic” Sphere Topical Areas</b>			
<b>Sex of News Subjects</b>	<b>Academicians, Doctors, Activists, Office workers</b>		<b>Total (News Subjects)</b>
	<b>F</b>	<b>%</b>	
<b>Female</b>	113	23	494
<b>Male</b>	125	7	1694

The table above shows there were 982 (58%) males out of 1694 occupied in “Public” Sphere vocations as opposed to 198 females (39%) out of 494, a difference of 18%. Conversely there were more women from vocations deemed “Private/ Domestic” (23%) out of 494 than males (7%) out of 1694 - a difference of 16%.

#### **Family Relationship and Status in Society: Which Gender was presented with Family Ties?**

Women are often defined in the news in terms of their family relationships (wife / mother / daughter of ..... etc.). Men are sometimes defined in this way too (husband, father, son of..... etc.) (GMMP, 2010). This study intended to find out whether or not, this was the case. While the survey shows that most news subjects (2094 - 98%) are not identified by their family status, further analysis shows that women are three (3) times more likely to be identified by their family status as wives, mothers, daughters, etc. (out of their total of 494) as opposed to men (3%) out of a total of 1694 male news subjects being referred to as husbands, sons, etc. of someone.

**Table 34: News Subjects identified by their Family Status, by Sex**

<b>Sex of News Subjects</b>	<b>Family Status given</b>		<b>Total (News Subjects)</b>
	<b>F</b>	<b>%</b>	
<b>Female</b>	48	10	494
<b>Male</b>	46	3	1694
<b>TOTAL</b>	94	13	2188

By identifying women by their family status as mothers and wives, more than it identifies men as fathers, sons, etc., the media domesticates women further, in spite of their increasing participation in the public domain, while at the same time divorcing men from familial and other domestic responsibilities.



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

The study purposed to investigate whose (women's or men's) opinions are heard 'most on T.V news, and on what topics. The findings are presented below.

### Women and Men as News Sources

As indicated in the table below, there were 2067 news subjects quoted directly of whom only 447 (22%) were female, the majority (78%) having been male. The table below summarizes the findings.

**Table 35: Female and Male News sources by TV Station**

TV Station	Sex of News Sources				Total
	Females		Males		
	F	%	F	%	
BBS	92	20	367	80	459
DELTA	76	25	229	75	305
NBS TV	29	15	165	85	194
NTV	97	23	329	77	426
TOP TV	80	19	332	81	412
UBC TV	73	27	198	73	271
TOTAL	447	22	1620	78	2067

The table shows further that UBC TV had the highest number of female news sources (27%; M-73%) followed by Delta TV (25%; M-75), NTV (23%; M-77%) and BBS 20%- M-80%). NBS TV and Top TV had the least (14%; M-86%) and (19%; M-81) respectively.

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

The table below shows that a majority of the news sources (Females and males combined) were quoted most on topics relating to Politics (36.5%) followed by Education (6.0%), Legal (5.3%), and Health (5.1%). They were least quoted on Gender Violence and Women's Movement (0.1% each) followed by Child Abuse and Family/ Relationships (0.2% in each case.)

Note that there were some topical areas about which there was no single quote. These are Banking, Arts, and Fashion/ Design (0% in each case.)

**Table 36: Sex of News Sources, By Topic Quoted on**

Topic	Sex of News Subjects					
	Female		Male		Total	
	F	%	F	%	F	%
Politics/ Government	152	34.0	604	37.2	756	36.5
Diplomacy	5	1.1	12	0.7	17	0.8
Security	35	7.8	108	6.6	39	4.5
Employment	11	2.4	34	2.0	45	2.1
Poverty/ Housing	11	2.4	29	1.7	40	1.9
Economic Policies	9	2.0	40	2.4	49	2.3
Banking/ Finance	0	0.0	0	0.0	0	0.0
Agriculture/ Land issues	14	3.1	74	4.5	88	4.2
Trade/ Business	19	4.2	65	4.0	84	4.0
Transport/ Communication	6	1.3	28	1.7	34	1.6
Science/ Technology	9	2.0	49	3.0	58	2.8
Health/ Medicine	35	7.8	71	4.3	106	5.1
Environment	17	3.8	44	2.7	61	2.9
Education	37	8.2	88	5.4	125	6.0
Women's Movement	3	2.7	1	0.06	4	0.1
Royalty	2	0.4	17	1.0	19	0.9
Religion	2	0.4	23	1.4	25	1.2
Migration	3	0.6	14	0.8	17	0.8
Disaster	6	1.3	25	1.5	31	1.0
Human rights	17	3.8	54	3.3	71	3.4
Legal	11	2.4	99	6.1	110	5.3
Crime	23	5.1	66	4.0	89	4.3
Riots	2	1.1	20	1.2	22	1.0
War/ Terrorism	1	0.2	13	0.8	14	0.6
Gender Violence	2	0.4	1	0.06	3	0.1
Child Abuse	3	0.6	2	0.1	5	0.2
Arts	0	0.0	0	0	0	0.0
Fashion	0	0.0	0	0	0	0.0
Family/ Relationships	5	1.1	01	0.06	6	0.2
Media	4	0.8	15	0.9	19	0.9
Sports	3	0.6	23	1.4	26	1.2
<b>TOTAL</b>	<b>447</b>	<b>22</b>	<b>1620</b>	<b>78</b>	<b>2067</b>	<b>447</b>

The above notwithstanding, a closer analysis of the data reveals some gender dimensions as indicated in the table below.

**Table 37: Topmost 4 “Public” and “Private/ Domestic” Sphere Topics Quoted on by Sex of News Sources**

<b>“Public” Sphere</b>			
<b>Sex of News Sources</b>	<b>Politics, Security, Crime and Science/ Technology</b>		<b>Total (Number of News Sources)</b>
	<b>F</b>	<b>%</b>	
<b>Female</b>	219	49	447
<b>Male</b>	827	51	1620
<b>“Private/ Domestic” Sphere</b>			
<b>Sex of news Sources</b>	<b>Health, Education, Family and Child Abuse</b>		<b>Total (Number of News Sources)</b>
	<b>F</b>	<b>%</b>	
<b>Female</b>	80	18	447
<b>Male</b>	162	10	1620

The above table shows that, relative to their total number quoted (Females - 447 Males - 1620), the representation of males quoted on “public” sphere topics was higher (51%) than that of females (49%), a difference of 2%. Conversely, the representation of females quoted on private “sphere” topics was higher (18%) than that of males (10%), a difference of 8%.

Such gender differences in sphere representation as witnessed in media news are a reflection of societal expectations about women and men, and are partly responsible for the delineation of women from the public domain while at the same time domesticating them.

#### **IMAGES ON TELEVISION: Which Gender Attracted a Video Coverage Opportunity?**

Out of 2188 news subjects overall, a majority (2113 – 97%) were featured in video footage accompanying news stories, while 75 (3%) were not. However, as indicated in the table below, out of the 2113 featured, the vast majority (78%) were males, females having constituted only 22%.

**Table 38: Female and Male Representation in News Video Footage by TV Station**

TV Station	Sex of News Subjects				Total
	Females		Males		
	F	%	F	%	
BBS	90	20	362	80	452
DELTA	77	26	223	74	300
NBS TV	33	16	172	84	205
NTV	109	24	340	76	449
TOP TV	87	20	339	80	426
UBC TV	74	26	207	74	281

<b>TOTAL</b>	<b>470</b>	<b>22</b>	<b>1643</b>	<b>78</b>	<b>2113</b>
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The table shows further that both Delta and UBC TV featured more females in video footage accompanying news stories (26%; M-74% in each case), followed by NTV (24%; M-76), BBS and Top TV both at 20%; M-80%). The least was NBS (only 16%; M-84%).

## SEX DISAGGREGATED STATISTICS

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

## WHO DELIVERED THE NEWS: Who Presented The News?

Among others, the study purposed to find out how many men and women report the news. As the table below indicates, there was a total of 1218 journalists delivering TV news. Of these, 601 (49%) were females and 617 (51%) were males.

**Table 39: Proportion of Women and Men Delivering News by Television Station**

TV Station	Sex of News Reporter				Total
	Females		Males		
	F	%	F	%	
BBS	111	54	93	46	204
DELTA	77	51	73	49	150
NBS TV	71	50	71	50	142
NTV	124	44	158	56	282
TOP TV	101	48	110	52	211
UBC TV	117	51	112	49	229
TOTAL	601	49	617	51	1218

The table shows further that the highest representation of females delivering the news was registered by BBS (54%; M-46%) followed by UBC TV and Delta TV (51%; M-49% each). NTV and NBS TV had the least at (44%; M-56%) and (50%; M-50%) respectively.

## Capacity in which Journalists covered News: Where are the Genders Strongest? News Casting / Reporting?

It should be noted, though, that these journalists covered news in different capacities. The table below summarizes female and male representation in two major capacities: In studio and Outside the studio. The table shows that out of the 1218 journalists delivering TV news, a majority (694- 57%) did so in the capacity of News Casters/ Anchors (In - Studio) while 524 (43%) were Reporters (Outside Studio)

**Table 40: Sex of Journalists, By Reporting Capacity**

Reporting Capacity	Sex of News Reporter				Total	
	Females		Males		F	%
	F	%	F	%		
News Caster/ Anchor Presenter (In Studio)	458	66	236	34	694	57
Reporter (Outside Studio)	143	27	381	73	524	43
<b>TOTAL</b>	<b>601</b>	<b>49</b>	<b>617</b>	<b>51</b>	<b>1218</b>	<b>100</b>

Shown further by the table is that out of the 694 In - Studio News casters, a majority (66%) were females while 34% were male. Conversely, out of 524 Reporters – outside the studio, the majority (73%) were male, females having constituted 27%. That fewer females than males delivered news from outside the studio alludes to patterns of deployment that associate field reporting with masculinity because it is considered “a danger to women”.

### **SUMMARY FINDINGS (PRINT, RADIO AND TELEVISION)**

**Table 41: Summary Findings of Selected Key Variables**

-	-	-	-	-	-	-	-	-	-

## 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.

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 to not only enable the wider International Community access them, but also appreciate the status of Gender and Media, especially in Uganda.



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