

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

GENDER MEDIA MONITORING

FINDINGS

OCTOBER 2020 – MARCH 2021

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TABLE OF CONTENTS

TABLE OF CONTENTS	I
LIST OF TABLES.....	IV
LIST OF ACRONYMS	V
ACKNOWLEDGEMENTS	VI
EXECUTIVE SUMMARY	VII
CHAPTER ONE: INTRODUCTION	ERROR! BOOKMARK NOT DEFINED.
BACKGROUND	Error! Bookmark not defined.
ABOUT UGANDA MEDIA WOMEN’S ASSOCIATION, UMWA	Error! Bookmark not defined.
MEDIA AND GENDER.....	Error! Bookmark not defined.
WHAT UMWA HAS DONE IN THE AREA OF MEDIA AND GENDER	Error! Bookmark not defined.
BUT WHAT IS GENDER MEDIA MONITORING?	Error! Bookmark not defined.
HOW DO THE PARTICIPATING MEDIA HOUSES BENEFIT FROM THE EXERCISE?	Error! Bookmark not defined.
THE STUDY (OCTOBER – DECEMBER 2018).....	Error! Bookmark not defined.
The Summary Objective	Error! Bookmark not defined.
Specific Objectives	Error! Bookmark not defined.
Purpose	Error! Bookmark not defined.
Rationale / Justification	Error! Bookmark not defined.
CHAPTER TWO: METHODOLOGY	15
THE TYPE AND NUMBER OF MEDIA ANALYZED	15
SELECTION OF MEDIA FOR ANALYSIS	15
PERIOD REVIEWED.....	15
DATA COLLECTION AND ANALYSIS.....	15
1. Quantitative	15
2. Qualitative.....	16
WHAT WAS ANALYZED	16
1. General.....	16
2. Specific.....	16
a) THE STORY	16
i) The Topic.....	16
b) THE PEOPLE.....	18
i) The News Subjects	18

ii) The Journalists / Reporters / Newscasters:	19
STUDY LIMITATIONS AND DELIMITATIONS	19
CHAPTER THREE: THE FINDINGS	20
NEWSPAPERS	20
THE NEWS SUBJECTS: WHO MADE THE NEWS?	20
The Print Media	20
MEDIA, GENDER AND STATUS IN SOCIETY.....	20
TOPICAL AREA AND OCCUPATION	20
1. Whose Views were represented under which Topical Area? (Politics, Economy, Science / Technology, Social, Legal, etc?	Error! Bookmark not defined.
Key: Topical Areas.....	21
Occupation of News Subjects: When do Men / Women Make News? As Politicians? Doctors, Ordinary, Health Workers, etc?	24
FAMILY STATUS AND SOCIAL IDENTITY: which Gender was represented with Family Ties?	26
WOMEN AND MEN'S OPINIONS IN PRINT MEDIA NEWS: Whose Views?	27
Topical Areas on which Female and Male Sources were Quoted: Which Gender spoke on what Topic?27	
IMAGES IN THE PRINT MEDIA.....	29
SEX-DISAGGREGATED STATISTICS	30
WHO DELIVERED THE NEWS.....	32
News Reporters.....	32
Photographers	32
Choice of Female and Male News Subjects by Female and Male Reporters	33
Proportion of Female and Male News Subjects Quoted by Female and Male Reporters	33
Female and Male Reporters attaching Family Relationships to News Subjects	34
RADIO	Error! Bookmark not defined.
WHO MADE THE NEWS?	Error! Bookmark not defined.
Radio	Error! Bookmark not defined.
Topical Areas under which News Subjects Were Featured	36
Occupation of News Subjects	37
Family Relationship and Identity in Society: Which Radio Station paraded Family Ties on News Subjects?	39
WOMEN AND MEN'S OPINIONS IN RADIO NEWS	39
Women and Men as News Sources.....	39
Topical Areas on which Female and Male Sources Were Quoted: On which Topic were the Female or Male Gender Quoted?	Error! Bookmark not defined.

WHO AUTHORED NEWS ON RADIO? (Who (Female or Male) reported News on Radio?).....	42
Capacity in which Journalists Delivered the News.....	43
TELEVISION	44
WHO MADE NEWS: THE NEWS SUBJECTS.....	Error! Bookmark not defined.
Television	Error! Bookmark not defined.
WHICH TOPIC DID EACH GENDER WRITE ABOUT?.....	Error! Bookmark not defined.
Occupation of News Subjects.....	46
Family Relationship and Status in Society: Which Gender was presented with Family Ties?	48
WOMEN AND MEN’S OPINIONS IN TELEVISION NEWS: WHOSE VIEWS?	49
Women and Men as News Sources.....	49
WHICH GENDER SPOKE ON WHAT TOPIC?.....	Error! Bookmark not defined.
IMAGES ON TELEVISION: Which Gender Attracted a Video Coverage Opportunity?	51
SEX DISAGGREGATED STATISTICS	52
WHO DELIVERED THE NEWS: Who Presented The News?.....	52
Capacity in which Journalists covered News: Where are the Genders Strongest? News Casting / Reporting?	52
CONCLUSIONS	54
WAY FORWARD: RECOMMENDATIONS	ERROR! BOOKMARK NOT DEFINED.
Government Agencies	Error! Bookmark not defined.
Media Training Institutions.....	Error! Bookmark not defined.
Media Houses And Journalists	Error! Bookmark not defined.
Media Rights And Gender Equality Focused Csos	Error! Bookmark not defined.
Media Consumers.....	Error! Bookmark not defined.
Development Partners.....	Error! Bookmark not defined.
ANNEX 1: JULY – SEPTEMBER / OCTOBER – DECEMBER: A QUICK COMPARISON	ERROR! BOOKMARK NOT DEFINED.
REFERENCES	ERROR! BOOKMARK NOT DEFINED.

LIST OF TABLES

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

LIST OF ACRONYMS

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

From October 2020 to March 2021, and using both qualitative and quantitative methodologies, the study analyzed news stories in the Monday editions of 4 Newspapers (Bukedde, Daily Monitor, New Vision, and Red Pepper); 5 Radio stations (Central Broadcasting Service - CBS, KFM, Sanyu, Sapientia and Simba); and 3 T.V Stations (Next Media Broadcasting Services –NBS, Nation Television – NTV and UBC TV). Selection of these media houses was based upon, either their nationwide circulation and/ or readership / viewership: diversity in their ownership – some are privately owned and others public corporations; or their proximity to Kampala, which makes accessing their news content easier. The findings of the study indicate the following.

Relative to men, women's visibility in news stories was significantly lower. This was not only in terms of being read about as news subjects or being heard as news sources, but also being seen in images accompanying the news stories. 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 22%) as opposed to 78% for males, out of a total of 5438 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 20% as opposed to 80% for males, out of 1726 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 (76%), females having constituted only 24%. It should be noted that overall, female news subjects constituted 22%, those directly quoted 20%, and yet those whose images accompanied news stories formed 24%. 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. 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 - 1180; Males - 4258), more females (6%) have been associated with **family status as mothers, daughters or wives of somebody**, than male news subjects (only 1%) as **somebody's father, son or husband**. This suggests that female news subjects are six (6) times more likely than males to have a family relationship attached to them in news stories.

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 1282 journalists who delivered the news, a majority (60%) were male and 40% 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 (84%) while female constituted only 16%. **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 79 news subjects in their stories out of whom 30% were female and 70% male. Male reporters on the other hand, had 359 news

subjects in their stories out of whom 19% were female and 81% male. Thus, female reporters covered more female news subjects (by a difference of 11%) than their male counterparts.

This suggests generally, that there is a relationship between the sex of the reporters and their likelihood of covering more female news subjects in their news stories.

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 8 female news sources (33%; M – 67% out of a total of 24), while their male counterparts quoted 84 (20%; M – 80% female news sources out of a total of 415), a difference of 13%. This 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 12 (15%), out of a total of 79 news subjects they covered, while males had 50 (only 1%) out of a total of 1873 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
 - Gender Dimensions in Uganda’s Print Media, (2014) at: www.umwamamafm.co.ug/wp-content/uploads/2016/03/Report-on-Gender-Dimensions-in-Ugandas-Print-Media-September-2014.pdf
 - Media Monitoring of Elections (2006).
 - The Role of the Mass Media in Creating Images of Women, (1997).
 - Challenges in Career Advancement in Uganda: A Case of Female Journalists in The New Vision & The Monitor Newspapers, (1997).
 - The Role of the Media in the Fight against AIDS, (1993).
 - The Content Analysis of Media Coverage of Hardships of Single Parents.
 - Role of Women Broadcasters in Emancipation of Women, (1993).
 - Disseminating Adolescent Reproductive Health Radio Messages Using Group Media, (1993).
 - Analysis of the Media Contribution towards Women Poverty Alleviation, (1993).
5. Developed:
 - Gender Media Training Manuals / Guides:
 - Together We Can Communicate Equality and Fairness in the Media for Progress for All
 - Women in Leadership Enhance Capacity in Media Engagement
 - Good Practices on Reporting Sexual and Gender Based Violence.
 - Sexual and Reproductive Health.
 - Gender Policy Guidelines for Media.
 - Effective Use of the Mass Media: Tips for Women Politicians.
 - Gender Media Guidelines: Tips for you.

BACKGROUND TO THE STUDY

Introduction

Uganda Media Women’s Association, UMWA, is implementing a Project: **Media for Gender Equality and Social Justice: Leaving No One Behind**. The project seeks to address the poor responsiveness of the media, policy makers and implementers towards gender equality. Gender Media Monitoring, GMM is one of the activities under this Project. The 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 periodical Sharing Sessions that bring together different stakeholders. During these sessions, the findings are discussed by the participants, and recommendations are made to enable a more gender aware and responsive media. A Gender Media Monitoring Team, GMMT, was constituted at the beginning of the Project, trained / retrained in gender media monitoring. The Team headed by a Researcher undertakes the coding, analysis, and compiling of the Research Reports. 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 five: Central Broadcasting Service (CBS), KFM, Sanyu FM, Radio Sapientia, and Radio Simba.
- The Television stations were three: NBS, NTV 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 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 October, November and December 2020 as well as January, February and March 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 3526 news subjects of whom 819 (23%) were female and a majority (2707 - 77%) 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	108	23	357	77	465
Daily Monitor	252	20	1028	80	1280
New Vision	358	27	987	73	1345
Red Pepper	101	23	335	77	436
TOTAL	819	23	2707	77	3526

The table further shows that the highest representation of female news subjects was registered in New Vision (27%; M-73) followed by both Bukedde and Red Pepper (23%; M-77 each). Least was in Daily Monitor (20%; M-80%).

MEDIA, GENDER AND STATUS IN SOCIETY

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

TOPICAL AREA AND OCCUPATION

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

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

domestic/ private topical areas as family, fashion and design, health, education, etc., more than they do males.

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

Key: Topical Areas

1. Politics and Government

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

2. Economy

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

3. Science and Technology

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

4. Social

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

5. Legal

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

6. Crime and Violence

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

7. Arts/ Media / Sports / Entertainment

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

According to the table below, the topical area under which news subjects (both Females and Males) featured most was Politics (72.7%) followed by Legal (11.5%), Crime (3.4%), and disaster (2.8%). Representation of news subjects was least under topical areas of Arts (0.02%) followed by Trade and Education (each at 0.1%), and Family (0.2%).

Note that no single news subject featured under topical areas relating to Employment Issues, Banking, Agriculture, Environment, Women's Movement; War, Gender Violence, Child Abuse, Arts, Fashion, Media, Sports; 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	650	79.4	1912	70.6	2562	72.7
Diplomacy	8	1.0	39	1.4	47	1.3
Security	7	0.9	65	2.4	72	2.0
Employment Issues	0	0.0	0	0.0	0	0.0
Poverty	5	0.6	6	0.2	11	0.3
Economic Policies	3	0.4	21	0.8	24	0.7
Banking	0	0.0	0	0.0	0	0.0
Agriculture	0	0.0	0	0.0	0	0.0
Trade	0	0.0	3	0.1	3	0.1
Transport	5	0.6	13	0.5	18	0.5
Science	1	0.1	12	0.4	13	0.4
Health/ Medicine	11	1.3	46	1.7	57	1.6
Environment	0	0.0	0	0.0	0	0.0
Education	0	0.0	3	0.1	3	0.1
Women Movement	0	0.0	0	0.0	0	0.0
Royalty	0	0.0	0	0.0	0	0.0
Religion	0	0.0	0	0.0	0	0.0
Migration	0	0.0	0	0.0	0	0.0
Disaster	20	2.4	79	2.9	99	2.8
Human rights	4	0.5	30	1.1	34	1.0
Legal	68	8.3	337	12.4	405	11.5
Crime	25	3.1	94	3.5	119	3.4
Riots	4	0.5	15	0.6	19	0.5
War	0	0.0	0	0.0	0	0.0
Gender Violence	0	0.0	0	0.0	0	0.0
Child Abuse	0	0.0	0	0.0	0	0.0
Arts	0	0.0	1	0.03	1	0.02
Fashion	0	0.0	0	0.0	0	0.0
Family	3	0.4	3	0.1	6	0.2
Media	0	0.0	0	0.0	0	0.0
Sports	0	0.0	0	0.0	0	0.0
TOTAL	819	100	2707	100	3526	100

A Closer analysis of the findings shows a gender dimension that relates women and men with specific topical areas. It shows, for example, that male news subjects are more likely than females to be featured in topical areas related to the “public” sphere and more females than males to be associated with “private / domestic” 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

“Public” Topical Areas			
Sex of news subjects	Politics, Security, Economic Policies, Crime		Total (News Subjects)
	F	%	
Female	685	84	819
Male	2092	77	2707
“Domestic/ Private” Topical Areas			
Sex of news subjects	Health, Education, Disaster, Family		Total (News Subjects)
	F	%	
Female	34	4	819
Male	131	5	2707

The table above shows that relative to their total number (819) the representation of females in the “public” topical areas was 685 (84%) and for men 2092 (77%) out of 2707, a difference of 7%. On the other hand, the representation of women under the “Private /Domestic” sphere topical areas was 34 (4%) out of 819 and that of men was 131 (5%), relative to their total of 2707, a difference of 1%.

It is quite interesting that, for the first time, women outnumber men in the “Public” sphere topical areas, the reverse being true for men- outnumbering women in the “Domestic/ Private” Topical Areas. Conclusively 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 (27.5%) followed by Security Personnel (14.4%) and Occupation Not Stated (10.4%). Others were Government Employees (7.5%) and Lawyers (6.0%). Females featured most were Politicians (72.9%) followed by Occupation Not Stated (7.7%), Lawyers (4.4%) and Security personnel (2.5%). Least featured were Students/ Pupils (0.03%) followed by Science professionals, Agriculturalists, and Homemakers/ Parents (each 0.1%).

It should be noted that some vocations had no representation at all. These include Health workers, Sex workers, Criminals/ Suspects, 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	7.0	214	7.6	272	7.7
Royalty	3	0.4	15	0.6	18	0.5
Politician	625	76.3	1946	71.8	2571	72.9
Government employee	18	2.2	70	2.6	88	2.5
Diplomat	3	0.4	16	0.6	19	0.5
Security Personnel	13	1.6	98	3.6	111	3.1
Academic Expert	1	0.1	11	0.4	12	0.3
Doctor	1	0.1	7	0.3	8	0.2
Health workers	0	0.0	0	0.0	0	0.0
Science professionals	0	0.0	3	0.1	3	0.1
Media person	3	0.4	8	0.3	11	0.3
Lawyer	38	4.6	117	4.3	155	4.4
Business person	5	0.6	12	0.4	17	0.5
Trader	0	0.0	11	0.4	11	0.3
Agriculturalists	0	0.0	4	0.1	4	0.1
Religious figure	4	0.5	61	2.3	65	1.8
Activist	4	0.5	9	0.3	13	0.4
Sex workers	0	0.0	0	0.0	0	0.0
Celebrity	0	0.0	10	0.4	10	0.3
Sportsperson	1	0.1	7	0.3	8	0.2
Student/ Pupil	0	0.0	1	0.03	1	0.03
Homemaker	1	0.1	2	0.1	3	0.1
Child	5	0.6	1	0.03	6	0.2
Villager / Resident	1	0.1	12	0.4	13	0.3
Criminal Suspect	0	0.0	0	0.0	0	0.0
Unemployed	12	1.4	39	1.4	51	1.4
Traditional healer	0	0.0	0	0.0	0	0.0
Total	819	100	2707	100	3526	100

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	645	79	819
Male	2120	78	2707
“Private/Domestic” Occupations			
Sex of news subjects	Academic Expert, Doctor, Activist, Home Maker		Total (Number of News Subjects)
	F	%	
Female	7	0.8	819
Male	29	0.8	2707

The above table also shows that the percentage representation of male news subjects (in relation to their total number-2707) in 4 selected “Private/Domestic” sphere occupations was the same as that for females out of a female total of 819 (0.8% in each case).

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 Kalyebi’s wife, Sentamu’s daughter or Opio’s 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 six times (6% out of a total 819 female news subjects) more likely to be identified by their family status as someone’s wife, mother, sister, daughter.... etc., than men (only 1% out of a total of 2707 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	52	6	819
Male	37	1	2707
Total	89	3	3526

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 584 (17%) news subjects out of 3526 who were directly quoted. Out of these, females constituted only 21% while a majority (79%) were male. The table below summarizes the findings.

Table 7: Sex of News Sources by Newspapers

Newspaper	Sex of News Subjects				Total
	Female		Male		
	F	%	F	%	
Bukedde	19	26	54	74	73
Daily Monitor	34	14	214	86	248
New Vision	58	26	163	74	221
Red Pepper	9	21	33	79	42
TOTAL	120	21	464	79	584

The table shows further that the highest representation of female news sources was registered by both Bukedde and New Vision (26%; M-74% each), followed by Red Pepper (21%; M- 79%). Least was by Daily Monitor (14%; M-86%).

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	82	68.3	333	71.8	415	71.1
Diplomacy	0	0.0	4	0.9	4	0.7
Security	0	0.0	12	2.6	12	2.1
Employment	1	0.8	2	0.4	3	0.5
Poverty	1	0.8	2	0.4	3	0.5
Economic Policies	2	1.7	4	0.9	6	1.0
Banking	0	0.0	0	0.0	0	0.0
Agriculture	2	1.7	5	1.1	7	1.2
Trade	0	0.0	1	0.2	1	0.2
Transport	3	2.5	5	1.1	8	1.4
Science	1	0.8	10	2.2	11	1.9
Health/ Medicine	6	5.0	23	5.0	29	5.0
Environment	0	0.0	0	0.0	0	0.0
Education	1	0.8	2	0.4	3	0.5
Women Movement	0	0.0	0	0.0	0	0.0
Royalty	0	0.0	0	0.0	0	0.0
Religion	0	0.0	1	0.2	1	0.2
Migration	0	0.0	0	0.0	0	0.0
Disaster	1	0.8	8	1.7	9	1.5
Human rights	0	0.0	5	1.1	5	0.9
Legal	10	8.3	25	5.4	35	6.0
Crime	7	5.8	15	3.2	22	3.8
Riots	2	1.7	6	1.3	8	1.4
War/ Terrorism	1	0.8	1	0.0	2	0.3
Gender Violence	0	0.0	0	0.0	0	0.0
Child Abuse	0	0.0	0	0.0	0	0.0
Arts	0	0.0	0	0.0	0	0.0
Fashion	0	0.0	0	0.0	0	0.0
Family	0	0.0	0	0.0	0	0.0
Media	0	0.0	0	0.0	0	0.0
Sports	0	0.0	0	0.0	0	0.0
TOTAL	120	100	464	100	584	100

The above table shows that out of a total of 584 news sources, (F-120; M-464), a majority were quoted on topical areas relating to Politics (71.1%), followed by Legal (6.0%); Health (5.0%); and Crime (13.8%). The least quoted topical areas were Religion and Trade (0.2% each), followed by War/ Terrorism (0.3%).

Note that there were some topical areas which were not quoted on. These include Banking, Environment, Women Movement, Royalty, Migration, Gender Violence, Child Abuse, Arts, Fashion, Family, Media, and Sports

On a closer analysis, no gender dimensions were observed. For example, under the three “Public” sphere topics on which most sources were quoted combined (Politics, Crime, and Transport) both women’s and men’s representation was 76% (relative to their total number of 120 and 464 respectively quoted. The table below summarizes the findings.

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

“Public” Sphere			
Sex of News Sources	Crime, Politics, Security, and Transport		Total (News Sources)
	F	%	
Female	91	76	120
Male	354	76	464
“Private” Sphere			
Sex of news sources	Health, Education, Disaster and Family		Total (News Sources)
	F	%	
Female	8	7	120
Male	33	7	464

The table also shows that even under the three “Private” topical areas of Health, Education, and Disaster), both women’s and men’s representation was 7% (relative to their total number of 120 and 464 respectively quoted.

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.

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 3526 news subjects, only 604 (17%) had their photographs accompanying news stories. However, out of the 604, the representation of females featured in photographs was only 21% compared to 79% 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	60	29	149	71	209
Daily Monitor	30	20	117	80	147
New Vision	54	32	113	68	167
Red Pepper	20	25	61	75	81
TOTAL	164	27	440	73	604

The table shows further that the highest representation of females whose photographs accompanied news stories was registered in New Vision (32%; M-68%) followed by Bukedde (29%; M-71%), and Red Pepper (25%; M-75). The least was in Daily Monitor (20%; M-80%).

It should be noted that women's representation as news sources was 21% yet that for print media images was 27% a difference of 6%, 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 370 reporters of whom only 39 (12%) were female, while the majority (331-88%) 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	13	17	63	83	76
Daily Monitor	22	13	141	87	163
New Vision	4	3	118	97	122
Red Pepper	0	0	10	100	10
TOTAL	39	12	331	88	370

The table further shows that the highest representation of female news reporters was registered in Bukedde (17%; M-83%), followed by Daily Monitor (13%; M-77%), and New Vision (3%; M-97%). 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	3	18	14	82	17
Daily Monitor	2	7	21	93	23
New Vision	7	19	29	81	36
Red Pepper	0	0	0	0	0
TOTAL	12	19	64	81	76

Out of the 76 photographs that accompanied news stories, only 12 (19%) were by females while 64 (81%) were by males.

For the individual newspapers, female photo journalists were highest in New Vision (19%; M-82%), followed by Bukedde (18%; M-82%), and Daily Monitor (7%; M-93%). Red Pepper did not have any female photographer (0%).

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 1952 news subjects of whom 20% were female, and 80% male.

The table reveals further that, overall, female reporters had 79 news subjects in their stories out of whom 24(30%) were female and 55 (70%) male. Male reporters on the other hand, had 1873 news subjects in their stories out of whom 383 (20%) were female and 1569 (80%) male.

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	24	30	55	70	79
Male	359	19	1514	81	1873
TOTAL	383	20	1569	80	1952

This suggests that generally, female journalists are likely to cover more female news subjects (a difference of 11%) 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 439 news subjects of whom 21% were female, and 79% 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	8	33	16	67	24
Male	84	20	331	80	415
TOTAL	92	21	347	79	439

It shows further that, overall, female journalists quoted 24 news sources out of whom 8 (33%) were female (M-67%). Their male counterparts quoted 84 female news sources (20%; M-80%) out of a total of 415. 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 and 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	12	15	79
Male	50	3	1873
Total	62	3	1952

The Above Table shows that both female and male reporters covered 1952 subjects out of whom 62 (3%) were referred to by their family status. However female reporters attached a family relationship to more news subjects (12-15%) out of a total of 79, than males who had 50 (3%) out of a total of 1873 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	41	19	175	81	216
KFM	19	15	104	85	123
Sanyu FM	14	11	110	89	124
Radio Sapientia	20	14	120	86	140
Simba FM	34	16	173	84	207
TOTAL	128	16	682	84	810

The above table indicates that there were a total of 810 news subjects, of whom only 128 (16%) were female, and 682 (84%) having been male. CBS had the highest representation of female news subjects (19% M - 81%) followed by Simba FM (16%; M - 84%). KFM came next at 15%; (M - 85%). Sanyu FM had the least (11%; M - 89%) followed by Radio Sapientia (14%; M - 86%).

Topical Areas under which News Subjects Were Featured

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

Topic	Sex of News Subjects				Total	
	Female		Male			
	F	%	F	%	F	%
Politics	31	24.2	217	31.8	248	30.6
Diplomacy	5	3.9	7	1.0	12	1.5
Security	2	1.6	20	2.9	22	2.7
Employment Issues	0	0.0	7	1.0	7	0.9
Poverty	0	0.0	5	0.7	5	0.6
Economic Policies	0	0.0	9	1.3	9	1.1
Banking	0	0.0	0	0.0	0	0.0
Agriculture	7	5.5	16	2.3	23	2.8
Trade	1	0.8	7	1.0	8	1.0
Transport	1	0.8	5	0.7	6	0.7
Science	1	0.8	5	0.7	6	0.7
Health/ Medicine	14	10.9	35	5.1	49	6.0
Environment	1	0.8	1	0.1	2	0.2
Education	6	4.7	24	3.5	30	3.7
Women Movement	1	0.8	0	0.0	1	0.1
Royalty	0	0.0	10	1.5	10	1.2
Religion	0	0.0	19	2.8	19	2.3
Migration	0	0.0	0	0.0	0	0.0
Disaster	10	7.8	41	6.0	51	6.3
Human rights	13	10.2	48	7.0	61	7.5
Legal	22	17.2	107	15.7	129	15.9
Crime	10	7.8	84	12.3	94	11.6
Riots/ demonstrations	0	0.0	6	0.9	6	0.7
War/ Terrorism	0	0.0	0	0.0	0	0.0
Gender Violence	0	0.0	0	0.0	0	0.0
Child Abuse	0	0.0	0	0.0	0	0.0
Arts	1	0.8	3	0.4	4	0.5
Fashion	0	0.0	0	0.0	0	0.0
Family	0	0.0	0	0.0	0	0.0
Media	0	0.0	0	0.0	0	0.0
Sports	2	1.6	6	0.9	8	1.0
TOTAL	128	100	682	100	810	100

The above table shows that a majority of news subjects were featured under Politics (30.6%), followed by the Legal topical area (15.9%), Crime (11.6%), and Human rights (7.5%). They were least featured under Women Movement (0.1%), followed by Environment (0.2%), Arts (0.5%), and Poverty (0.6%)

Note that no single news subject featured under the topical areas of Banking; Migration, War/ Terrorism, Gender Violence, Fashion; Child Abuse, Fashion, Family, and Media (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

‘Public’ Sphere			
Sex of News Subjects	Politics/ Security/ Economic policies/ Crime		Total (Number of News Subjects)
	F	%	
Female	43	34	128
Male	330	41	682
‘Private’ Sphere			
Sex of news subjects	Health/ Education/ Women’s Movement/ Disaster		Total (News Subjects)
	F	%	
Female	31	24	128
Male	100	12	682

The above table shows that relative to their totals (F-128 and M-682) as news subject, male representation in “Public” sphere topical areas was higher (41%) than that of females by 7% (34%). Under “Private/ Domestic” Sphere topical areas, more women (24%) were featured than males (12%), which is a difference of 12%.

Occupation of News Subjects

The table below shows that Politicians formed the largest proportion of news subjects (50.3%), followed by Security Personnel (13.8%), Lawyers (5.9%) and Gov’t employee (5.8%). Meanwhile, the least representation was in relation to Health workers and Villager/ Resident (0.1% each), followed by Homemaker/ Parent (0.2%) and Diplomat (0.4%)

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

Table 19: Occupation of News Subjects By Sex

Occupation	Female		Male		Total	
	F	%	F	%	F	%
Not stated	8	6.3	11	1.6	19	2.3
Royalty	2	1.6	18	2.6	20	2.5
Politician	55	42.9	353	51.7	408	50.3
Gov't employee	8	6.3	39	5.7	47	5.8
Diplomat	0	0.0	3	0.4	3	0.4
Security	10	7.8	102	15.0	112	13.8
Academic expert	0	0.0	6	0.9	6	0.7
Doctor/ Specialist	6	4.7	5	0.7	11	1.4
Health worker	1	0.8	0	0.0	1	0.1
Science	0	0.0	0	0.0	0	0.0
Media person	4	3.1	11	1.6	15	1.9
Lawyer	12	9.4	36	5.3	48	5.9
Business	0	0.0	13	1.9	13	1.6
Non-management worker	0	0.0	0	0.0	0	0.0
Trader	2	1.6	8	1.2	10	1.2
Agriculture	1	0.8	4	0.6	5	0.6
Religious figure	0	0.0	31	4.5	31	3.8
Activist	8	6.3	21	3.1	29	3.6
Sex worker	0	0.0	0	0.0	0	0.0
Celebrity	1	0.8	9	1.3	10	1.2
Sports personality	0	0.0	2	0.3	2	0.2
Student	0	0.0	1	0.1	1	0.1
Homemaker/ Parent	0	0.0	2	0.3	2	0.2
Child	9	7.0	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	0.8	4	0.6	5	0.6
Traditional healer	0	0.0	0	0.0	0	0.0
TOTAL	128	100	682	100	810	100

The table also brings out some gender dimensions, on closer analysis. For example, under the Three 'public sphere' occupations with the highest representation of news subjects combined (Politicians Security and Royalty), the representation of males is 69%, (females- 52%) which is a difference of 17%, relative to their total number (128 and 682) respectively

Table 20: Representation of Female and Male News Subjects in Topmost 3 Public” and 3“Private/Domestic” Sphere Occupations

Public Sphere			
Sex of News Subjects	Politicians/ Security Personnel and Religious Leader		Total (Number of News Subjects)
	F	%	
Female	67	52	128
Male	473	69	682
Private/ Domestic Sphere			
Sex of news subjects	Doctor/ Health worker/ Activist		Total (News Subjects)
	F	%	
Female	15	18	128
Male	26	4	682

Conversely, under the Three ‘private/ domestic sphere’ occupations with the highest representation of news subjects combined (Doctor, Health worker, and Activist in NGO’s), females are the majority (18%) while males constitute only 4%, which is a difference of 14%. 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 810 news subjects only 16 (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 7 times (7%) more likely to be referred to in terms of their family status than males (only 1% relative to their total number (F-128; M-682). The table below summarizes the findings.

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

Sex of News Subjects	Count	Percentage	Total Number (News Subjects)
Female	9	7	128
Male	7	1	682
TOTAL	16	2	810

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

Women and Men as News Sources

Out of the 810 news subjects, 279 (34%) were directly quoted while 66% were not as indicated in the table below.

Table 22: Number of News Sources (Overall)

Directly Quoted	Count	Percentage
Yes	279	34
No	531	66
Total	810	100

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

Radio Station	News Sources				Total
	Female		Male		
	F	%	F	%	
CBS FM	11	17	52	83	63
KFM	0	0	14	100	14
Sanyu FM	6	18	27	82	33
Radio Sapientia	7	16	37	84	44
Simba FM	22	18	103	82	125
TOTAL	46	(16)	233	(84)	279

The above table shows that, overall, female news sources formed only 16%, the vast majority having been males (84%) out of a total of 279. The highest representation of female news sources was registered by both Sanyu FM and Simba (18%; M-82% in each case) followed by CBS FM (17%; M-83%). Next was by Radio Sapientia (16%; M-84%). KFM never had any female voices(0%; M-100%).

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	13	28.2	57	24.4	70	25.0
Diplomacy	2	4.3	2	0.8	4	1.4
Security	1	2.1	13	5.5	14	5.0
Employment	0	0.0	3	1.2	3	1.0
Poverty	0	0.0	3	1.2	3	1.0
Economic Policies	0	0.0	7	3.0	7	2.5
Banking	0	0.0	0	0.0	0	0.0
Agriculture	3	6.5	12	5.1	15	5.3
Trade	0	0.0	2	0.8	2	0.7
Transport	0	0.0	3	1.2	3	1.0
Science	1	2.1	3	1.2	4	1.4
Health/ Medicine	9	19.5	23	9.8	32	11.4
Environment	1	2.1	1	0.4	2	0.7
Education	3	6.5	10	4.2	13	4.6
Women Movement	1	2.1	0	0.0	1	0.3
Royalty	0	0.0	5	2.1	5	1.7
Religion	0	0.0	10	4.2	10	3.5
Migration	0	0.0	1	0.4	1	0.3
Disaster	2	4.3	11	4.7	13	4.6
Human rights	6	13.0	18	7.7	24	8.6
Legal	2	4.3	15	6.4	17	6.0
Crime	2	4.3	27	11.5	29	10.3
Riots	0	0.0	2	0.8	2	0.7
War	0	0.0	0	0.0	0	0.0
Gender Violence	0	0.0	0	0.0	0	0.0
Child Abuse	0	0.0	0	0.0	0	0.0
Arts	0	0.0	3	1.2	3	1.0
Fashion	0	0.0	0	0.0	0	0.0
Family	0	0.0	0	0.0	0	0.0
Media	0	0.0	0	0.0	0	0.0
Sports	0	0.0	1	0.4	1	0.3
TOTAL	46	100	233	100	279	100

Further analysis reveals some gender dimensions in reportage. For example, males quoted on the 3 topmost “Public” sphere topics accounted for 42% as opposed to 35% for females, a difference of 7%. Conversely, females continued to be more visible in quotes relating to “Private / domestic/ Care giving” topical areas (30%) than males (19%) a difference of 11%. The findings are summarized in the table below.

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

“Public” Sphere			
Sex of News Sources	Politics, Security and Crime		Total (Number of News Sources)
	F	%	
Female	16	35	46
Male	97	42	233
“Private/ Domestic” Sphere			
Sex of news Sources	Health, Education and Disaster		Total (Number of News Sources)
	F	%	
Female	14	30	46
Male	44	19	233

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 332 journalists, either as anchors or reporters. Of these, 168 (51%) were female, 49% 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	3	4	71	96	74
KFM	50	91	5	9	55
Sanyu FM	16	28	42	72	58
Radio Sapientia	59	91	6	9	65
Simba FM	40	50	40	50	80
TOTAL	168	51	164	49	332

The table shows further that KFM and Sapientia had the highest representation of female journalists (91%: M-9% each), followed by Simba FM (50%; M-50%). The least was on CBS FM (4%; M-96%) and Sanyu news (28%; M-72%)

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)	167	53	151	47	318	96
Reporter (Outside studio)	1	7	13	93	14	4
TOTAL	168	51	164	49	332	100

The above table shows that out of the 332 journalists who delivered radio news, 318 (96%) did so in the capacity of News Casters within the studio while 14 (4%) reported from outside the studio. It shows further that out of the 318 In-studio news casters, 167 (53%) were females and 151 (47%) males. On the other hand, out of the 14 Journalists who reported radio news from outside the studio, the majority (93%) were males and only 7% 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 1102 news subjects of whom, only 21% were female, a majority (79%) having been male. The highest representation of female news subjects was on both NTV and UBC TV news (each at 25%; M-75). The least was on NBS TV news (15%; M-85). 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	%	
NBS TV	60	15	350	85	410
NTV	84	25	250	75	334
UTV TV	89	25	269	75	358
TOTAL	233	21	869	79	1102

GEOGRAPHICAL SCOPE OF THE STORY

Findings of the study indicate that out of 1102 news subjects, a majority appeared in news stories which had a National dimension (83%), followed by Local at 15%; while both Sub regional and International news stories had a representation of 1% each.

Table 29: Sex of News Subjects by Geographical Scope of the Story

Scope of the Story	Sex of News Subjects				Total	
	Female		Male		F	%
	F	%	F	%		
Local	37	16	128	15	165	15
National	193	83	721	83	914	83
Sub regional	1	0.3	11	1	12	1
International	2	1	9	1	11	1
TOTAL	233	21	869	79	1102	100

Further analysis doesn't show any related gender dimensions. This is because, relative to their total number as news subjects, there were no differences in the representation of both women and men for the variables under scrutiny.

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 any gender dimensions.

Table 30: Sex of News subjects by Topic

Topic	Female		Male		Total	
	F	%	F	%	F	%
Politics	57	24.5	292	33.6	349	31.7
Diplomacy	3	1.3	11	1.3	14	1.3
Security	10	4.3	60	6.9	70	6.4
Informal work	10	4.3	31	3.6	41	3.7
Poverty	7	3.0	7	0.8	14	1.3
Economic Policies	1	0.4	8	0.9	9	0.8
Banking/ Finance etc.	0	0	0	0	0	0
Agriculture/ Fisheries/ Land Issues	19	8.2	51	5.9	70	6.4
Trade / Investment etc	10	4.3	16	1.8	26	2.4
Transport/ Communication	2	0.9	8	0.9	10	1.4
Science and Technology	14	6.0	39	4.5	53	4.8
Health /Medicine	17	7.3	42	4.8	59	5.4
Environment	7	3.0	16	1.8	23	2.1
Education	14	6.0	30	3.5	44	4.0
Women Movement	4	1.7	1	0.1	5	0.5
Royalty	0	0	4	0.5	4	0.4
Religion	1	0.4	6	0.7	7	0.6
Migration	0	0	0	0	0	0
Disaster	9	3.9	40	4.6	49	4.4
Human rights	8	3.4	12	1.4	20	1.8
Legal	12	5.2	96	11.0	108	9.8
Crime	17	7.3	55	6.3	72	6.5
Riots	7	3.0	26	3.0	33	3.0
War/ Terrorism	0	0	5	0.6	5	0.6
Gender Violence	0	0	0	0	0	0
Child Abuse	0	0	0	0	0	0
Arts	0	0	0	0	0	0
Fashion	0	0	0	0	0	0
Family	0	0	0	0	0	0
Media	0	0	0	0	0	0
Sports	4	1.7	13	1.5	17	1.5
TOTAL	233	100	869	100	1102	100

The table above shows that a majority of news subjects (both female and males) appeared in news stories whose topics were related to Politics (31.7%) followed by Legal (9.8%), both Security and Agriculture/ Fisheries (6.4% each) and Crime (6.5%). They were least represented under Royalty (0.4%) followed by Women Movement (0.5%), as well as Religion and War/ Terrorism (each at 0.6%), while Economic Policies had 0.8%.

It should be noted that there was no single representation of news subjects under topical areas relating to Banking/ Finance, Migration, Gender Violence, Child Abuse, Arts, Fashion, Family, and Media (0% in each case).

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

Public” Sphere Topical Areas			
Sex of News Subjects	Politics, Security, Crime, and Science/ Technology		Total (News Subjects)
	F	%	
Female	98	42	233
Male	417	48	869
“Private/ Domestic” Sphere Topical Areas			
Sex of News Subjects	Health, Education, Disaster, Women’s Movement		Total (News Subjects)
	F	%	
Female	44	19	233
Male	113	13	869

The above table shows that relative to their total number (F-233; M-869) the representation of males in news stories whose topical areas are considered “Public” Sphere was 48% (F-42%), a difference of 6%. Conversely, the proportion of females in news stories whose topical areas are deemed to be “Private / domestic” domains was higher (19%) than that for males (16%), by 6%.

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	7.8	63	7.2	81	7.4
1	Royalty, monarch, deposed monarch, etc.	3	1.3	16	1.8	19	1.7
2	Politician, minister, spokesperson...	83	35.8	358	41.2	441	40.1
3	Government employee, public servant, etc.	23	9.9	67	7.7	90	8.2
4	Diplomat	3	1.3	5	0.6	8	0.7
5	Security Officer, Police, military, para-military, militia, fire officer	5	2.2	76	8.7	81	7.4
6	Academic expert, lecturer, teacher	14	6.0	28	3.2	42	3.8
7	Doctor, dentist, health specialist	4	1.7	14	1.6	18	1.6
8	Health worker, social worker, childcare worker	0	0	0	0	0	0
9	Science/ technology professional, engineer, etc.	0	0	15	1.7	15	1.4
10	Media professional, journalist, film-maker, etc.	3	1.3	19	2.2	22	2.0
11	Lawyer, judge, magistrate, legal advocate, etc.	7	3.0	43	4.9	50	4.5
12	Business person, exec, manager, stock broker...	2	0.9	16	1.8	22	2.0
13	Office or service worker, non-management worker	2	0.9	0	0	2	0.2
14	Trader, artisan, labourer, driver/ Motorcyclist , etc.	7	3.0	19	2.2	26	2.4
15	Agriculture, mining, fishing, forestry	4	1.7	15	1.7	19	1.7
16	Religious figure, priest, monk, rabbi, mullah, nun	1	0.4	14	1.6	15	1.4
17	Activist or worker in civil society organization, NGO, trade union, etc.	18	7.8	21	2.4	39	3.5
18	Sex Worker	0	0	0	0	0	0
19	Celebrity, artist, actor, writer, singer, TV personality	1	0.4	3	0.3	4	0.4
20	Sportsperson, athlete, player, coach, referee	1	0.4	0	0.0	1	0.1
21	Student, pupil, schoolchild	7	3.0	9	1.0	16	1.5
22	Homemaker/ Parent	0	0	0	0	0	0
23	Child, young person	6	2.6	4	0.5	10	0.9
24	Villager or resident	17	7.2	56	6.4	73	6.6
25	Criminal, suspect	0	0.0	8	0.9	8	0.7
26	Unemployed	0	0	0	0	0	0
27	Traditional healer	0	0	0	0	0	0
TOTAL		233	100	869	100	1102	100

**Percentage totals are not rounded off for purposes of accommodating all occupations that were represented.*

The above table shows that for both females and males appearing on TV news, a vast majority were politicians (40.1) followed by Government employee (8.2%). Both “Occupation Not stated” and Security Personnel come next (7.4% each), and “Villager” (6.6%). The least represented were Sports personalities (0.1%) followed by Office or service workers (0.2%), and Celebrities (0.4%). Others were both Diplomats and Criminal/ suspects (0.7 each%). Note that such occupations as Health/ Social workers, Sex Workers, Homemaker/ Parent, 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

“Public” Sphere Topical Areas			
Sex of News Subjects	Politicians, Security Personnel, Royals, Religious leaders		Total (News Subjects)
	F	%	
Female	92	39	233
Male	464	53	869
“Private/ Domestic” Sphere Topical Areas			
Sex of News Subjects	Academicians, Doctors, Activists, Office workers		Total (News Subjects)
	F	%	
Female	38	16	233
Male	63	7	869

The table above shows there were 464 (53%) males out of 869 occupied in “Public” Sphere vocations as opposed to 92 females (39%), a difference of 14%. Conversely there were more women from vocations deemed “Private/ Domestic” (16%) out of 233 than males (7%) out of 869 - a difference of 9%.

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 (99.2%) are not identified by their family status, further analysis shows that women are five (5) times more likely to be identified by their family status as wives, mothers, daughters, etc. (2.1% out of their total of 233) as opposed to men (0.4% out of a total of 869 male news subjects) being referred to as husbands, sons, etc. of someone.

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

Sex of News Subjects	Family Status given		Total (News Subjects)
	F	%	
Female	5	2.1	233
Male	4	0.4	869
TOTAL	9	0.8	1102

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 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 866 news subjects quoted directly of whom only 188 (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	%	
NBS	44	14	281	86	325
NTV	65	25	192	75	257
UBC TV	79	28	205	72	284
TOTAL	188	(22)	678	(78)	866

The table shows further that UBC TV had the highest number of female news sources (28%; M-72%) followed by NTV (25%; M-75%). NBS TV had the least (14%; M-86%).

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 (33.6%) followed by Agriculture (8.3%), Education (5.7%), Health (5.5%) and Legal (5.3%). They were least quoted on Royalty (0.1%) followed by Religion (0.5%) Women's Movement (0.7%) Media (0.8%) and Diplomacy (0.9%). Note that there were some topical areas about which there was no single quote. These are Banking and Finance, Migration, Gender Violence, Child Abuse, Arts, Fashion/ Design, Family/ Relationships and Sports (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	46	24.5	245	36.1	291	33.6
Diplomacy	2	1.1	6	0.9	8	0.9
Security	3	1.6	36	5.3	39	4.5
Employment	10	5.3	28	4.1	38	4.4
Poverty/ Housing	6	3.2	8	1.2	14	1.6
Economic Policies	2	1.1	9	1.3	11	1.3
Banking/ Finance	0	0	0	0	0	0
Agriculture/ Land issues	18	9.6	54	8.0	72	8.3
Trade/ Business	9	4.8	23	3.4	32	3.7
Transport/ Communication	3	1.6	9	1.3	12	1.4
Science/ Technology	10	5.3	31	4.6	41	4.7
Health/ Medicine	15	8.0	33	4.9	48	5.5
Environment	8	4.3	15	2.2	23	2.7
Education	18	9.6	31	4.6	49	5.7
Women's Movement	5	2.7	1	0.1	6	0.7
Royalty	0	0	1	0.1	1	0.1
Religion	1	0.5	3	0.4	4	0.5
Migration	0	0	0	0	0	0
Disaster	3	1.6	27	4.0	30	3.5
Human rights	7	3.7	10	1.5	17	2.0
Legal	6	3.2	40	5.9	46	5.3
Crime	11	5.9	30	4.4	41	4.7
Riots	2	1.1	20	2.9	22	2.5
War/ Terrorism	1	0.5	13	1.9	14	1.6
Gender Violence	0	0	0	0	0	0
Child Abuse	0	0	0	0	0	0
Arts	0	0	0	0	0	0
Fashion	0	0	0	0	0	0
Family/ Relationships	0	0	0	0	0	0
Media	2	1.1	5	0.7	7	0.8
Sports	0	0	0	0	0	0
TOTAL	188	100	678	100	866	100

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

“Public” Sphere			
Sex of News Sources	Politics, Security, Crime and Science/ Technology		Total (Number of News Sources)
	F	%	
Female	70	37	188
Male	342	50	678
“Private/ Domestic” Sphere			
Sex of news Sources	Health, Education, Disaster and Women’s Movement		Total (Number of News Sources)
	F	%	
Female	41	22	188
Male	92	14	678

The above table shows that, relative to their total number quoted (Females - 188 Males - 678), the representation of males quoted on “public” sphere topics was much higher (50%) than that of females (37%), a difference of 13%. Conversely, the representation of females quoted on private “sphere” topics was higher (22%) than that of males (14%), 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 1102 news subjects overall, a majority (975 - 88%) were featured in video footage accompanying news stories, while 127 (12%) were not. However, as indicated in the table below, out of the 975 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	%	
NBS	49	14	303	86	351
NTV	77	26	221	74	298
UBC TV	85	26	241	74	326
TOTAL	211	(22)	764	(78)	975

The table shows further that both NTV and UBC TV featured more females in video footage accompanying news stories (26%; M-74% in each case) than NBS (only 14%; M-86%).

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 580 journalists delivering TV news. Of these, 306 (53%) were females and 274 (47%) 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	%	
NBS	130	56	103	44	233
NTV	71	43	93	57	164
UBC TV	105	57	78	43	183
TOTAL	306	53	274	47	580

The table shows further that the highest representation of females delivering the news was registered by UBC TV (57%; M-43%). followed by NBS (56%; M-44%). The least was on NTV (43%; M-57%).

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 580 journalists delivering TV news, a majority 322 (55%) did so in the capacity of News Casters/ Anchors (In - Studio) while 258 (45%) 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)	215	67	107	33	322	55
Reporter (Outside Studio)	91	35	67	65	258	45
TOTAL	306	53	274	47	580	100

Shown further by the table is that out of the 322 News casters, a majority (67%) were females while 33% were male. Conversely, out of 258 Reporters – outside the studio, the majority (65%) were male, females having constituted 35%. 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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