Project Title:
Strengthening the Participation of Women in Media in Uganda through Gender Responsive Media Monitoring, Training and Journalist Dialogues

Project Number: **CFLI-2022-NROBI-UG-002**

REPORT OF:

Gender in Uganda's Media: An Analysis of Print News and Radio / Television Talk Show Content

NOVEMBER 2022

TABLE OF CONTENTS

LIST OF TABLES

LIST OF ACRONYMS

CEDAW : Convention on the Elimination of All Forms of Discrimination Against Women

EAJA : East African Journalists Association

FM : Frequency Modulator

GMMP : Global Media Monitoring Project

GMMT : Gender Media Monitoring Team

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

ACKNOWLEDGMENTS

Margaret B. Sentamu
Executive Director
Uganda Media Women's Association, UMWA

EXECUTIVE SUMMARY

Uganda Media Women's Association, UMWA, in partnership with Canada Fund for Local Initiatives, is implementing a project whose goal is to enhance women visibility and portrayal in media content and programming in Uganda, by among others, increasing women coverage as sources, and subjects in news media. The project purposed further at engendering the media with directed actions for accountability, towards improved representation and portrayal of women in the media.

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.

Employing both qualitative and quantitative methodologies, the survey targeted the last two weeks of September and the first two weeks of October 2022. The first fourteen (10) print news stories were analyzed. For Radio and Television specifically, analysis was limited to Talk shows.

Relative to men, women's visibility in print news stories as well as radio and television talk shows 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 28%) as opposed to 72% for males. Even for radio and television talk shows, the situation was not any different. Women constituted 30% and men 70% of the talk show guests. Additionally, the voices heard in media news, during the period under study, were overwhelmingly male. The proportion of female news subjects directly quoted was 30% as opposed to 70% for males. 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 were males (65%), females having constituted only 35%. It should be noted that overall, female news subjects constituted 30% of those directly quoted, and yet those whose images accompanied news stories formed 35%. 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.

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 the levels of family status of news subjects, among others. 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, more females (15%) have been associated with **family status (**and which has no bearing to the story at all) **as mothers, daughters or wives of somebody**, than male news subjects (only 6%) as **somebody's father, son or**

husband. This suggests that female news subjects are three and a half times more likely than males to have a family relationship attached to them in news stories.

Findings of the study indicate further that gender dimensions also appear with regard to who (female or male journalist) delivered the news and those who hosted talk shows. For example, for print media, female journalists who delivered a news stories constituted only 19%, a majority (81%) having been*. **Note: those whose sex was "Not Known' because they were referred to as 'Our Reporter(s)' and not by name(s) were discounted.** For talk shows, all hosts were male (100%; F – 0%)

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 (81%) while females constituted only 18%. **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, the stories by female reporters had a 35% representation of female news subjects and 65% male, while those by male reporters had a 27% representation of female news subjects and 73% male. Thus, female reporters covered more female news subjects (by a difference of 8%) than their male counterparts.

Study findings show further that female reporters are more likely than males to directly quote more female news sources than their male counterparts. Overall, the stories by female reporters had a 36% representation of female news sources and 64% male, while those by male reporters had a 30% representation of female news sources and 70% male. Thus, female reporters covered more female news subjects (by a difference of 8%) than their male counterparts. This is a difference of 6% which suggests that female reporters are more likely to quote female news sources than the males, implying that the likelihood of a female being quoted is higher in stories filed by female than male journalists.

Analysis of talk shows did not unearth evidence of indignifying / degrading / undressing / sexual objectification, etc., i.e. such traits as emphasizing Body parts e.g. Hair / breasts / bust / thighs / legs / shoes, etc.; Body pose, Facial expression, Clothing / dressing, etc., were not observed. Similarly, there was no evidence of derogatory / demeaning / indignifying language.

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.

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, in partnership with Canada Fund for Local Initiatives, is implementing a project whose goal is to enhance women visibility and portrayal in media content and programming in Uganda, by among others, increasing women coverage as sources, and subjects in news media. The project purposed further at engendering the media with directed actions for accountability, towards improved representation and portrayal of women in the media.

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 content of print news as well as radio and television talk shows.
2. Find out who, between female and male journalists, delivered which type of news stories.
3. Identify and point out some best or worst practices of coverage for learning or replication purposes.
4. Propose recommendations to address identified gaps in realizing gender sensitive reporting of news stories and delivering of talk shows.

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 DAILY PEPPER.
- The Radio stations were four: Capital FM, Central Broadcasting Service (CBS), Radio One, and Radio Simba.
- The Television stations were four: Bukedde, 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 and Bukedde TV, as well as CBS 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, Daily Pepper, NBS TV and NTV).

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

PERIOD REVIEWED

The survey targeted the last two weeks of September and the first two weeks of October 2022. The first fourteen (10) print news stories were analyzed. For Radio and Television specifically, analysis was limited to Talk Shows.

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 analyzed media.

2. **Qualitative**
   A Gender Sensitive Score Card was developed to collect and analyze data that points out how both women and men are presented in newspaper news stories, as well as on radio and television talk shows.

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:

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.

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

PART 1: PRINT MEDIA NEWS

THE NEWS SUBJECTS: WHO MADE THE NEWS?

There was a total of 1131 news subjects of whom 321 (28%) were female and a majority (810 - 72%) 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	106	30	242	70		**348**
Daily Monitor	83	26	231	74		**314**
New Vision	78	30	182	70		**260**
Daily Pepper	54	26	155	74		**209**
TOTAL	**321**	**28**	**810**	**72**		**1,131**

The table further shows that the highest representation of female news subjects was registered in New Vision and Bukedde (30%; M-70%, in each case) followed by both Daily Monitor and Daily Pepper (26%; M-74% in each case).

MEDIA, GENDER AND STATUS IN SOCIETY

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

TOPICAL AREA AND OCCUPATION

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

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

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

Key: Topical Areas

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

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

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

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

5. **Legal**
   a) Human Rights
   b) Legal, Judicial, Legislation

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

7. **Arts/ Media / Sports / Entertainment**
   a) Arts, Entertainment, Leisure, Celebrity
   b) Fashion, Design, Beauty
   c) Family, Relationships, Marriage
   d) Media
   e) Sports

According to the table below, the topical area under which news subjects (both females and males) featured most was Disaster (10.1%) followed by Royalty (9.0%); Agriculture (7.3.%); and Environment (6.7%). Representation of news subjects was least under topical areas of Women's Movement (0.5%); followed by Gender Violence (0.7%), and Riots as well as Fashion (0.8% each). Note that no single news subject featured under topical areas relating to Banking 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	21	6.5	54	6.7	75	6.6
Diplomacy	10	3.1	114	1.7	24	2.1
Security	6	1.9	63	7.8	69	6.1
Employment Issues	4	1.2	16	2.0	20	1.8
Poverty	6	1.9	7	0.9	13	1.1
Economic Policies	3	0.9	32	4.0	35	3.1
Banking	0	0.0	0	0.0	0	0.0
Agriculture	18	5.6	64	7.9	82	7.3
Trade	8	2.5	23	2.8	31	2.7
Transport	3	0.9	18	2.2	21	1.9
Science	5	1.6	15	1.9	20	1.8
Health/ Medicine	5	1.6	5	0.6	10	0.9
Environment	23	7.2	53	6.5	76	6.7
Education	12	3.7	42	5.2	54	4.8
Women Movement	2	0.6	4	0.5	6	0.5
Royalty	25	7.8	54	6.7	79	9.0
Religion	2	0.6	20	2.5	22	1.9
Migration	11	3.4	13	1.6	24	2.1
Disaster	45	14.0	69	8.5	114	10.1
Human rights	5	1.6	13	1.6	18	1.6
Legal	27	8.4	47	5.8	74	6.5
Crime	25	7.8	72	8.9	97	8.6
Riots	1	0.3	8	1.0	9	0.8
War	5	1.6	27	3.3	32	2.8
Gender Violence	2	0.6	6	0.7	8	0.7
Child Abuse	8	2.5	8	1.0	16	1.4
Arts	18	5.6	25	3.1	43	3.8
Fashion	7	2.2	2	0.2	9	0.8
Family	6	1.9	20	2.5	26	2.3
Media	0	0.0	0	0.0	0	0.0
Sports	8	2.5	16	2.0	24	2.1
TOTAL	**321**	**100**	**81O**	**100**	**1131**	**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, Royalty, Crime		Total (News Subjects)
	F	%	
Female	77	24	321
Male	243	30	800
"Domestic/ Private" Topical Areas			
Sex of news subjects	Education, Disaster, Family, Child Abuse/ Neglect		Total (News Subjects)
	F	%	
Female	71	22	321
Male	139	17	800

The table above shows that relative to their total number (321) the representation of females in the "public" topical areas was 71 (22%) out of 321, and for men 243 (24%) out of 800, a difference of 7%. On the other hand, the representation of women under the "Private /Domestic" sphere topical areas was 139 (17%) out of 321 and that of men was 139 (17%), relative to their total of 800, a difference of 5%.

The print media's featuring of more men than women in the "Public" sphere topical areas and more women than men in "Domestic/ Private" Topical Areas 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 the 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 (31.2%) followed by Occupation Not Stated and Government employee (each12.6%); and Security Personnel (8.0%). Least featured were Students/ Pupils as well as Children (0.3% each) followed by Health workers, Science professionals, media professionals and Home makers, each at 0.4%.

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

Table 4: Occupation of News Subjects by Sex

Occupation	Female		Male		Total	
	F	%	F	%	F	%
Not stated	55	17.1	87	10.7	142	12.6
Royalty	25	7.8	52	6.4	77	6.8
Politician	101	31.5	252	3.1	353	31.2
Government employee	40	12.5	103	12.7	143	12.6
Diplomat	2	0.6	5	0.6	7	0.6
Security Personnel	11	3.4	80	9.9	91	8.0
Academic Expert	9	2.8	45	5.6	54	4.8
Doctor	2	0.6	2	0.2	4	0.4
Health workers	3	0.9	2	0.2	5	0.4
Science professionals	0	0.0	4	0.5	4	0.4
Media person	2	0.6	2	0.2	4	0.4
Lawyer	18	5.6	30	3.7	48	4.2
Business person	2	0.6	22	2.7	24	2.1
Trader	5	1.6	12	1.7	17	1.5
Agriculturalists	2	0.6	10	1.2	12	1.1
Religious figure	0	0.0	25	3.1	25	2.2
Activist	9	2.8	18	2.2	27	2.4
Sex workers	0	0.0	0	0.0	0	0.0
Celebrity	11	3.4	16	2.0	27	2.4
Sportsperson	5	1.6	8	1.0	13	1.1
Student/ Pupil	0	0.0	3	0.4	3	0.3
Homemaker	4	1.2	1	0.1	5	0.4
Child	2	0.6	1	0.1	3	0.3
Villager / Resident	8	2.5	19	2.3	27	2.4
Criminal Suspect	5	1.6	10	1.2	15	1.3
Unemployed	0	0.0	0	0.0	0	0.0
Traditional healer	0	0.0	0	0.0	0	0.0
Total	**321**	**100**	**81O**	**100**	**1131**	**100**

Closer scrutiny of the findings reveals some dimensions. 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	137	43	**321**
Male	409	51	**800**
"Private/Domestic" Occupations			
Sex of news subjects	Academic Expert, Doctor, Activist, Home Maker		Total (Number of News Subjects)
	F	%	
Female	27	8	**321**
Male	68	9	**800**

For example, the representation of women for the four top most "Public" sphere Occupations was (43%; M-51%), a difference of 7%. There was, however, no significant difference in the representation between women and men regarding the "Private/Domestic" Occupations (F – 8%; M- 9%).

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

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

Media content identifies men and women according to the status society has attached to them. However, a vast majority of those identified by their 'low' status are women, the reverse being true for men. For example, there are times when women are defined, by the media, in terms of their family relationships such as mother / wife / daughter of--- etc. Men sometimes, too, are defined along those lines as father, husband, son of-- etc. However, the likelihood of men being identified by a personal tag (father, husband, son, grandfather, grandson, uncle, etc.) is far much less than that of women. These are mostly attached to the fame and achievements (or their lack) of husbands, sons, fathers, etc., instead of as people in their own right, with their own abilities, capacities, achievements, talents or rights. Thus it is common for women to be heard of, read about or seen as so and so….'s wife, daughter or mother saying /doing this or that. Often, these family relations have no relevance to the story at all.

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 (1033 - 91%) out of a total of 1131 are not identified by their family relations, further analysis reveals that women are two and a half times (15% out of a total 321 female news subjects) more likely to be identified by their family status as someone's wife, mother, sister, daughter…. etc., than men (only 6% out of a total of 810 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	47	15	**321**
Male	51	6	**81O**
Total	**98**	**9**	**1,131**

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.

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 324 (29%) news subjects out of 1131 who were directly quoted. Out of these, females constituted 30% while a majority (70%) were male. The table below summarizes the findings.

Table 7: Sex of News Sources by Newspapers

Newspaper	Sex of News Sources				Total
	Female		Male		
	F	%	F	%	
Bukedde	12	33	24	67	**36**
Daily Monitor	30	30	69	70	**99**
New Vision	44	31	99	69	**143**
Daily Pepper	12	26	34	74	**46**
TOTAL	**98**	**30**	**226**	**70**	**324**

The table shows further that the highest representation of female news sources was registered by Bukedde (33%; M-673), followed by New Vision (31%; M-69%), and Daily Monitor (30%; M-70%). Least was by Daily Pepper (26%; M- 74%)).

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	3	3.1	6	2.7	9	2.8
Diplomacy	3	3.1	3	1.3	6	1.9
Security	3	3.1	7	3.1	10	3.1
Employment	1	1.0	7	3.1	8	2.5
Poverty	2	2.0	5	2.2	7	2.2
Economic Policies	2	2.0	14	6.2	16	4.9
Banking	0	0.0	0	0.0	0	0.0
Agriculture	4	4.1	12	5.3	16	4.9
Trade	3	3.1	5	2.2	8	2.5
Transport	1	1.0	7	3.1	8	2.5
Science	1	1.0	5	2.2	6	1.9
Health/ Medicine	2	2.0	2	0.9	4	1.2
Environment	6	6.1	14	6.2	20	6.2
Education	11	11.2	21	9.3	32	9.9
Women Movement	2	2.0	4	1.7	6	1.9
Royalty	3	3.1	11	4.9	14	4.3
Religion	0	0.0	7	3.1	7	2.2
Migration	5	5.1	13	5.8	18	5.6
Disaster	13	13.3	18	8.0	31	9.6
Human rights	1	1.0	8	3.5	9	2.8
Legal	9	9.2	11	4.9	20	6.2
Crime	7	7.1	14	6.2	21	6.5
Riots	1	1.0	2	0.9	3	0.9
War/ Terrorism	2	2.0	6	2.7	8	2.5
Gender Violence	2	2.0	4	1.7	6	1.9
Child Abuse	2	2.0	6	2.7	8	2.5
Arts	7	7.1	8	3.5	15	4.6
Fashion	1	1.0	0	0.0	1	0.3
Family	0	0.0	0	0.0	0	0.0
Media	0	0.0	0	0.0	0	0.0
Sports	1	1.0	6	2.7	7	2.2
TOTAL	**98**	**100**	**226**	**100**	**324**	**100**

The above table shows that out of a total of 324 news sources, (F-98; M-226), a majority were quoted on topical areas relating to Education (9.9%), followed by Disaster (9.6); and Crime (6.5%). The least quoted topical areas were Fashion (0.3%), followed by riots (0.9%) and Health/ Medicine (1.2%).

Note that there were some topical areas which were not quoted on. These include Banking, Family, and Media (0.0% in each case).

0n a closer analysis, gender dimensions were observed, in relation to the "Public" and "Private'' spheres. For example, under the four "Public" sphere topics on which most sources were quoted combined (Security, science/ Technology, Religion and Royalty) women's representation was 7% % (relative to their total number of 98). On the other hand, men's representation was 13% (relative to their total number of 226), a difference of 6%.

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

	"Public" Sphere		
Sex of News Sources	**Security, science/ Technology Religion and Royalty**		**Total (News Sources)**
	F	%	
Female	7	7	**98**
Male	30	13	**226**
	"Private" Sphere		
Sex of News Sources	**Health, Education, Disaster and Gender Violence**		**Total (News Sources)**
	F	%	
Female	29	28	**98**
Male	45	20	**226**

Under the four "Private" topical areas of Health, Education, Disaster and Gender Violence), women's representation was 29% and men's 20% (relative to their total number of 98 and 226 respectively quoted. A difference of 8%.

This suggests that the print media perpetuates the domestication of women by offering them opportunity to be quoted on private sphere topics more, relative to men, the reverse being true for the "Public" sphere topics.

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 1131 news subjects, only 214 (20%) had their photographs accompanying news stories. However, out of the 214, the representation of females was 75 (35%) compared to 139 (65%) 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	30	33	61	67	**91**
Daily Monitor	17	35	31	65	**48**
New Vision	19	37	32	63	**51**
Daily Pepper	9	37	15	63	**24**
TOTAL	**75**	**35**	**139**	**65**	**214**

The table shows further that the highest representation of females whose photographs accompanied news stories was registered in both New Vision and Daily Pepper (37%; M-63% in each case) followed by Daily Monitor (35%; M-65%). Bukedde had the least (33%; M-67%).

It should be noted that women's representation as news sources was 30% yet that for print media images was 35% a difference of 5%. By having more females appearing in photographs accompanying news stories than giving them a platform to express themselves, the media is perpetuating social beliefs that "women are to be seen, not to be heard".

SEX-DISAGGREGATED STATISTICS

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

WHO DELIVERED THE NEWS

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

Note: **In all cases analyzed below any one story filed by Both Female and Male journalists, as well as those by reporters whose sex was "Not Known", having not been referred to by name, but rather as 'our reporters', or 'reporters', or 'Reuters' were discounted. This also applies to photographs as in "File Photo", etc.**

News Reporters

News stories were delivered by a total of 4182 reporters of whom only 34 (19%) were female, while the majority (148 - 81%) 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	11	21	42	79	**53**
Daily Monitor	17	26	49	74	**66**
New Vision	6	11	50	89	**56**
Daily Pepper	0	0	7	100	**7**
TOTAL	**34**	**19**	**148**	**81**	**182**

The table further shows that the highest representation of female news reporters was registered in Daily Monitor (26%; M-74%), followed by Bukedde 21%; M-79%) and New Vision (11%; M-89%). Daily 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	1	8	11	92	12
Daily Monitor	6	15	34	85	40
New Vision	8	50	16	50	24
Daily Pepper	0	0	3	100	3
TOTAL	15	19	64	81	79

Out of the 79 photographs that accompanied news stories, only 15 (19%) were by females while 64 (81%) were by males.

For the individual newspapers, female photo journalists were highest in New Vision (50%; M-50%), followed by Daily Monitor (15%; M-85%) and Bukedde (8%; M-92%). DAILY PEPPER did not have any female photographers (0%; M-100%).

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

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

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

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

The table below shows that both female and male reporters covered 804 news subjects of whom 28% were female, and 72% male.

The table reveals further that, overall, female reporters had 150 news subjects in their stories out of whom 52 (35%) were female and 98 (65%) male. Male reporters on the other hand, had 654 news subjects in their stories out of whom 174 (27%) were female and 480 (73%) male. This is a difference of 8%.

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	52	35	98	65	150
Male	174	27	480	73	654
TOTAL	226	28	578	72	804

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

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

The study purposed to establish whether there is a relationship between the sex of the reporter and the directly quoting of sources. The findings are presented in the table below.

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	17	36	30	64	47
Male	58	30	138	70	196
TOTAL	75	31	168	69	243

The table shows that both female and male reporters quoted 243 news subjects of whom 31% were female, and 69% male. It shows further that, overall, female journalists quoted 47 news sources out of whom 17 (36%) were female (M-64%). Their male counterparts quoted 58 female news sources (30%; M-70%) out of a total of 196. This is a difference of 6% which suggests that female reporters are more likely to quote female news sources than the males. Thus, there is a relationship between the sex of the reporters and the sex of news subjects quoted.

Female and Male Reporters attaching Family Relationships to News Subjects

The study purposed to find out who (female or Male reporters) is more likely to attach family relations to news subjects. The findings show that there is no relationship in this regard as both female and male reporters are likely 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	9	6	150
Male	42	6	654
Total	51	6	804

The above table shows that both female and male reporters covered 804 news subjects out of whom 51 (6%) were referred to by their family status. It shows further that the frequency with which both female reporters attached a family relationship to news subjects was 6% out of a total of 140, just like males (6%) out of a total of 654 news subjects they covered.

TALK SHOW PARTICIPANTS

Talk Show Guests

There was a total of 66 guests on both radio and television talk shows of whom 30(%) were female and 70 (%) male. Television had a higher representation of females (34%) than radio (26%). The findings are summarized in the table below.

Table 16: Talk Show Guests by Sex

Sex of Guest	Media				TOTAL	
	Radio		Television			
	F	%	F	%	F	%
Female	9	26	11	34	**20**	**30**
Male	26	74	20	66	**46**	**70**
Total	**35**	**100**	**32**	**100**	**66**	**100**

Talk Show Hosts

All the 25 talk show Hosts/ Moderators were male (100%). There was no single females (0%), as summarized in the table below.

Table 17: Talk Show Hosts by Sex

Sex of *Host*	Media				TOTAL	
	Radio		Television			
	F	%	F	%	F	%
Female	0	0	0	0	**0**	**0**
Male	12	100	13	100	**25**	**100**
Total	**12**	**100**	**13**	**100**	**25**	**100**

NUMBER OF TIMES SPOKEN

It was felt necessary to find out how many times women and men talked during the talk shows so as to make comparisons with the amount of time they spent speaking.

Table 18: Number of times spoken by Sex by Media

Sex of *Host*	Media				TOTAL	
	Radio		Television			
	F	%	F	%	F	%
Female	50	20	79	22	**129**	**21**
Male	196	80	278	78	**474**	**79**
Total	**246**	**100**	**357**	**100**	**603**	**100**

The above table shows that out of the 603 times that participants spent talking, females spoke 129 times, accounting for 21% and 474 times (79%).

Table 19: Duration of speaking by Sex by Media

The study purposed to establish the amount of time that women and men spent talking throughout the entire duration of the talk shows for the period under analysis. The table below summarizes the findings.

Sex of *Host*	Media				TOTAL	
	Radio		Television			
	F	%	F	%	F	%
Female	2.30.09	17	1.34.57	24	**4.05.06**	**21**
Male	11.15.29	83	4.20.40	76	**15.36.09**	**79**
Total	**13.45.38**	**100**	**5.55.37**	**100**	**19.41.15**	**100**

The table above shows that for the entire duration of the talk shows, the guests spoke for nineteen hours, 41 minutes and fifteen seconds (19.41.15). Of this time, the percentage representation for women was 21 while men had 79%. It has to be recalled, however, that overall, female participants accounted for 30% of the talk show guests, yet their contribution in terms of time spent talking was only 21%. Effectively, women lost 9% of talking time.

There was, however, no co-relation between the number of times spoken and te duration of talking, both having been at 21% for females, and 79% for males.

VISUALS

The study purposed to establish the amount of time the video camera is focused on talk show participants by gender and the findings are presented in the two tables below.

Table 20: Camera Focus by Sex While not Speaking (Only Television)

Sex of Guest	F	%
Female	83	22
Male	287	78
Total	**370**	**100**

Table 19 above shows that camera focus on women while speaking accounted for 22% (M – 22%) of the whole duration of 370 times, while Table 20 below shows that camera focus on women was 46% (M – 54%), for the duration of 87 times when they were not speaking.

Table 21: Camera Focus by Sex While not Speaking (Only Television)

Sex of Guest	F	%
Female	40	46
Male	47	54
Total	**87**	**100**

Conclusively, that more camera focus time spent on women while not speaking, goes a long way in perpetuating erroneous - but common - beliefs that **"*women are to be seen but not to be heard*"**.

Emphasis on Physical Attributes / Beauty

There was no evidence of indignifying / degrading / undressing / sexual objectification, etc., i.e. such traits as emphasizing Body parts e.g. Hair / breasts / bust / thighs / legs / shoes, etc.; Body pose, Facial expression, Clothing / dressing, etc., were not observed.

Language (Evidence of):

a) Derogatory / demeaning / indignifying: There was no evidence of derogatory / demeaning / indignifying language.
b) Inclusive / Constructive / Neutral / Empowering: The language used in all talk shows was gauged to be inclusive and neutral though not necessarily empowering.
c) Domesticating References to child birth, motherhood, child rearing, domestic chores: Not evident.
d) Femininity (weak, emotional, meek, fair sex, etc.): Not evident.
e) Masculinity (strong, wise, outgoing, etc.): Not evident.

Statistics (gender segregated data used / given):

None of the talk shows had gender segregated data

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.

Individual Journalists

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.

REFERENCES

Adagala, E.K. and Wambui, K. (1993): **"Situation of Women and Media in Africa",** Women in Communication Trust, Nairobi.

Blummer, H. (1983): **"The Movies and Conduct"**, MacMillan, New York.

Bukhart, N. (1993): **"Ap's Coverage of Women: What is Women's News? How far have we come?"**, APME Foreign News Committee Report, October 1993.

Carrol, C.E. and McCombs, M. (2003): **"Agenda-setting effects of business news on the public's images and opinions about major corporations"**, Corporate Reputation Review, 6 (1).

Chyi, H.I., and McCombs, M. (2004): **"Media Salience and the Process of Framing: Coverage of the Columbine School Shooting"**, Journalism and Mass Communication Quarterly, 81 (1).

Eagly, A.H. (1989): **"Gender Stereotypes: Their Content, Sources and Consequences"**, Paper presented at Conference on *"Restructuring for Reality: An In-depth look at selected issues"*, Reddiff College, March, 1989.

EAJA, (2008): **"Enhancing Gender Equality in the Media in Eastern Africa"**, Eastern Africa Journalists Association, Djibouti.

Entman, R.M. (1993): **"Framing: Towards Clarification of a Fractured Paradigm"**, Journal of Communication, 43(4).

Gallagher, M. (1979): **"Women's Participation in the News"**, UNESCO, Paris.

ISIS (1981): **"Women and the Media"**, ISIS International Bulletin 18, ISIS, Rome.

Longwe, S. and Clarke, R. (1992): **"Gender Analysis of the Images of Women in the Media"**. Paper presented at a joint UNICEF-TAMWA Workshop on The Gender Analysis of Media Production, Dar es Salaam, Tanzania, 16 October, 1992.

Mattelart, M. (1986): **"Women, Media and Crisis: Femininity and Disorder"**, Comedia, London.

Muriel, C.G. (1987): **"Popular Culture and the Portrayal of Women: Content and Control"** in Boss, B.B. and Free, M.M. (eds) (1990): **"Analyzing Gender: A Handbook of Social Science Research"**, Sage, Newbery Park.

Newland, B. (1979: **"The Sisterhood of Man"**, Norton and Co., New York.

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

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

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

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