

The Gender Agenda: Assessing gender issues in the Kenyan media

Media Council of Kenya in Brief

The Media Council of Kenya (MCK), established by the Media Council Act, 2013 is a leading institution in the regulation of media and the conduct and discipline of journalists, policy advisor on media and communication to the Government and stakeholders and charged with overall media development in Kenya. The Council's mission is to safeguard media freedom, enhance professionalism and arbitrate media disputes. The Council monitors media and conducts research on media issues to provide trend and performance reports within the media industry.

First published in September 2015

©Media Council of Kenya
Britam Centre, Mara/Ragati Road Junction, Upper Hill,
P.O. Box 43132, Nairobi, Kenya.
Tel.: +254 (0) 20 2716265, 2716266, 2737058
Email: info@mediacouncil.or.ke
Website: <http://www.mediacouncil.or.ke>

All rights reserved. Apart from fair dealing for the purposes of research, private study, criticism and review, no part of this publication may be reproduced or transmitted in any form or by any means, electronically or mechanically, including photocopying, recording or otherwise, without the prior written permission of the publishers or a licence permitting restricted copying. Enquiries concerning reproduction outside these terms should be sent to the publishers.

ISBN 978-9966-073-10-5

Produced By: The Media Council of Kenya
Design & Printing: Colourprint Ltd.

Tables of contents

| | |
|---|-----------|
| Media Council of Kenya in Brief..... | ii |
| Abbreviations and Acronyms..... | v |
| List of Figures and List of Tables..... | vi |
| Preface..... | viii |
| Acknowledgments..... | ix |
| Executive Summary..... | x |
| CHAPTER 1..... | 1 |
| 1. Introduction..... | 1 |
| 1.1 Background..... | 1 |
| 1.2 Study Objectives..... | 4 |
| CHAPTER 2..... | 5 |
| 2. Literature Review..... | 5 |
| 2.1 The Concept of Gender Equality..... | 5 |
| 2.2 Global Campaign on Gender Equality..... | 5 |
| 2.3 Kenya’s Context..... | 8 |
| 2.4 Legislative Framework..... | 9 |
| 2.4.1 The Constitution of Kenya 2010..... | 9 |
| 2.4.2 The Employment Act 2007..... | 9 |
| 2.4.3 National Gender and Equality Commission (NGEC) Act of 2011..... | 10 |
| 2.4.5 Gender Mainstreaming in the Media..... | 10 |
| CHAPTER 3..... | 11 |
| 3. Methodology and Approach..... | 11 |
| 3.1 Study Design..... | 11 |
| 3.2 Content Analysis..... | 11 |
| 3.3 Sampling Design..... | 11 |
| 3.4 Data Collection and Procedures..... | 11 |
| 3.4.1 Field Research and Analysis..... | 11 |
| 3.4.2 In-Depth Interviews (IDIs)..... | 11 |
| 3.4.3 Focus Group Discussions (FGDs)..... | 12 |
| 3.4.4 Data Analysis..... | 12 |
| 3.5 Limitations of the Study..... | 12 |
| CHAPTER 4..... | 13 |
| 4. RESULTS AND DISCUSSIONS..... | 13 |
| 4.1 Content Analysis..... | 13 |
| 4.2 Field Analysis..... | 12 |
| 4.2.1 Demographic information..... | 14 |
| 4.2.2 Experience of the journalists..... | 14 |

| | | |
|--------|---|----|
| 4.2.3 | Proportion of Men and Women in the Media | 17 |
| 4.2.4 | Gender Policies/Strategies..... | 18 |
| 4.2.5 | Special Needs of Women..... | 18 |
| 4.2.6 | Journalist’s level of satisfaction on how editors handle stories..... | 19 |
| 4.2.7 | Gender Sensitization | 20 |
| 4.2.8 | Orientation of New Members of Staff..... | 21 |
| 4.2.9 | Monitoring Strategies | 22 |
| 4.2.10 | Gender stereotypes in the media | 22 |
| 4.2.11 | Level of Awareness Regarding Legislative | 23 |
| | Framework on Gender Equality in Kenya | |

CHAPTER 5.....25

| | | |
|-----|--------------------------------------|----|
| 5 | CONCLUSION AND RECOMMENDATIONS | 25 |
| 5.1 | Conclusion | 25 |
| 5.2 | Recommendations | 25 |
| 5.3 | Further studies..... | 25 |

Bibliography25

| | | |
|--|---------------------------------|----|
| | Appendix I: Study Regions | 27 |
| | Appendix II: Timeline | 27 |

Abbreviations and Acronyms

| | |
|---------------|--|
| AMWIK | Association of Media Women in Kenya |
| AWC | African Woman & Child |
| FGD | Focus Group Discussion |
| GSIM | Gender-Sensitive Indicators for Media |
| IDIs | In-depth Interviews |
| KUJ | Kenya Union of Journalists |
| MCK | Media Council of Kenya |
| NGEC | National Gender and Equality Commission |
| SPSS | Statistical Package for the Social Sciences |
| UNESCO | United Nations Educational, Scientific and Cultural Organization |
| EAJA | Eastern Africa Journalists Association |

List of Figures and Tables

List of Figures

| | | |
|-----------------|---|----|
| Figure 1 | List of AJEA 2014 Finalists..... | 2 |
| Figure 2 | Gender presence | 13 |
| Figure 3 | Gender of the Author | 13 |
| Figure 4 | Demographic information..... | 14 |
| Figure 5 | Media type | 15 |
| Figure 6 | Representation of both men and women in the media | 18 |
| Figure 7 | Distribution of stereotypes by genre..... | 23 |
| Figure 8 | Level of Awareness Regarding Legislative Framework..... | 24 |

List of Tables

| | | |
|-----------------|---|----|
| Table 1 | Educational Attainment | 6 |
| Table 2 | World Ranking of Kenya's Gender Gap | 7 |
| Table 3 | Are you a practicing journalist currently? | 15 |
| Table 4 | For how long have you worked in the media sector | 16 |
| Table 5 | Journalists' area or field of coverage..... | 16 |
| Table 6 | Have you ever covered or reported gender stories in the media? | 16 |
| Table 7 | Working conditions in the media | 19 |
| Table 10 | Favouritism among editors in Kenyan media? | 20 |
| Table 11 | How satisfied/dissatisfied are you with the way editors handles your story? | 20 |
| Table 12 | Gender Sensitization | 21 |
| Table 13 | Gender Sensitization | 21 |
| Table 14 | Orientation of New Members of Staff..... | 22 |
| Table 15 | Monitoring Strategies | 22 |

Preface

The debate on gender balance has been around for decades now. Today, more girls are enrolling for journalism courses at the university but this has not translated to broader gains. Many women still lack basic freedom and opportunities and are confronted with huge inequalities in the workplace. Despite progress made in gender representation in the media, men still dominate and women suffer various atrocities from sexual harassment to being deemed unfit for 'manly' journalistic assignments.

This report examines closely the proportion of men and women in the media and gender policies which are critical in the streamlining of their representation. Further the study reveals that many media outlets operate without gender policies. Since media is key in setting agenda for societies, it is time it took up the mantle and not only advocate for equality but also inculcate that equality. This is a timely study which will equip all media stakeholders with more information and understanding of gender issues in the Kenya's media.

Besides, the report will go a long way in enriching debate on gender equality and help in formulation of concrete policies around advancement of women regionally and worldwide. For media houses in Kenya there is need to have gender policies in place and if available, sensitize all employees including journalists. The working conditions for women should also be reviewed since, as this study reveals, women have been cast to the sidelines for long.

We advocate for more investment in women's capabilities and eliminate structural barriers to women from climbing the career path. Reforms should focus on removing restrictions to women's work in labor and employment. Empowering women and girls is vital in order to achieve our twin goals: ending extreme poverty by 2030 and boosting shared prosperity. The Council is fully committed to this agenda.

HARON MWANGI
Chief Executive Officer & Secretary to the Council

Acknowledgments

This report has been compiled based on a fieldwork carried out in selected counties across the country as well as an analysis of media content drawn from the media monitoring data base at the Council. We would like to acknowledge the contributions made by various individuals and organizations towards the field survey.

The Council acknowledges the financial support from UNESCO who funded the research and publication of the report. We particularly want to acknowledge the work of the MCK monitoring team comprising the following members:

- Amos Kibet
- Immaculate Mwendu
- Njeri Munyiri
- Allenita Gakii
- Mercy Mtio
- Betty Nyongesa

We extend our sincere thanks to Abraham Kisang for the supervision and quality control of the project, Mr Victor Bwire, for the conceptualization, facilitation and oversight of this study, independent editorial consultant Vitalis Musebe for his valued editing, Kevin Mabonga and James Ratemo for revising the publication. We also thank the Chief Executive Officer Haron Mwangi for his continued support and guidance.

We acknowledge the support of The United Nations Educational, Scientific and Cultural Organization (UNESCO), without which this project would not have been possible.

Finally, we wish to thank all media representatives who made themselves available for interviews despite their busy schedules.

Executive Summary

Media plays an important role in society. It can promote gender equality both in the working environment and representation of women and men – fair gender portrayal. Yet there is widespread unbalanced gender representation or portrayal in the media. This study sought to assess progress on gender equality in the Kenyan media, assess challenges and contribute to debate and policy formulation. Development of methodology was based on the UNESCO's Gender-Sensitive Indicators for Media (GSIM) which focuses on gender equality and gender dimensions of social diversity in the media. The study was conducted among journalists working in different media organizations in the eight regions (formerly province) across Kenya, media managers and other media institutions. The key findings are presented below:

1. An analysis of newspaper articles and electronic (radio and television) indicates men were central to most of the news stories – 72% in print and 46% in electronics.
2. Majority (62%) of the articles in the newspapers analyzed during the period were written by men.
3. Out of 150 questionnaires sent to the selected respondents, 113 (75%) responded. Among those journalists interviewed/responded 55 (49%) were in print, 50 (44%) in radio, 24 (21%) in Television and 8 (7%) in Internet.
4. Majority (86.4%) of the journalists reported/covered gender stories prior to the period during which this study was undertaken.
5. However a significant number, 75.2%, of the journalists interviewed observed that men and women are not fairly represented. According to them, Kenyan media is male dominated and further the findings showed that men were 10 times more likely to be news sources/actors.
6. Majority (62%) of the journalists in Kenyan media were not aware of any gender policy or strategies and networks in their workplaces.
7. Women are disadvantaged as media do not consider their special needs during field assignments.
8. Eighty three percent (83%) of the journalists interviewed noted there is rampant favoritism among editors in selecting stories to be published. The interviews said editors are most likely to air political stories that come with brown envelopes (media lingo for bribes).
9. There are few women in leadership positions across various media in Kenya.
10. Seventy two percent (72%) of the journalists interviewed indicated media do not have gender awareness workshops. Similarly, most media organizations don't have gender/diversity policy.
11. Significant stereotypes are found in the Kenyan media mainly in advertisements, commercials and news items.
12. Sexual Offence Act of 2006 and National Cohesion and Integration Act of 2008 are the legal and legislative frameworks on gender that journalists were mostly aware of.

The findings further show existence of wide gender inequalities within the media sector in Kenya. This is particularly severe in the way women are portrayed. These wide inequalities are caused by lack of a gender policy which guides recruitment and balanced reporting.

According to the study participants, media owners and the management are left with the discretion of determining who to employ and this becomes a challenge for those who do not have support of management staff. The media working conditions favours men not women. For example, flexibility of women breastfeeding women are not accorded privacy and this influences how they work.

During the study, it was also established that gender inequalities are caused by the nature of employment for most of the individuals working within the Kenya. The study participants, for example, noted that by operating without a permanent contract, one was easily susceptible to termination of his/her contract if one dares to question management.

The gender policy in the media sector in Kenya addresses issues around treatment of both men and women in the society. Many of the issues in the media affects women especially working environment and stereotypes which tend to take negative forms.

Based on the above findings, the study concludes that there still exists a serious gap in the representation of both men and women in the Kenyan media. And men continue to dominate newsrooms and as news sources/actors placing women in the periphery.

The study also found that journalists and other employees in the media organizations were not aware of any gender policy and as such, it concludes that media organizations operate in the absence of important gender guiding documents. The collaboration between MCK and UNESCO in determining the representation of men and women in Kenya is the right direction and this needs industry support.

While it is notable idea, it is imperative that sustained efforts be undertaken to ensure that media owners and management develop policies that address gender issues and make such policies available to employees.

CHAPTER 1

1. Introduction

1.1 Background

It has been argued that, in society where gender equality is greater with regard to both opportunities and benefits, the result is a better quality of life. As such addressing any gender inequalities and empowering women not only becomes very important in meeting the challenge of rigid gender roles affecting women but also gives women their absolute rights and benefits humanity as a whole.

This study sought to examine gender equality from a media perspective. Research shows that there are fewer females than males in almost all forms of the media and where there are few women in the media; they are often portrayed in typical stereotypical ways.

From advertising, television programming and newspaper and magazines, women are more likely to be depicted: in lifestyles issues; as sex objects who exist primarily to service men and most often than not as victims who cannot protect themselves.

Yet in recent years there has been general agreement that men are also inextricably involved with gender issues and that they have an important role to play in efforts to achieve equality.

While considerable literature has been written on gender issues in Kenya, there are limited studies done on gender targeting media especially gender policies. This study assumes that very few or none of the media in Kenya have available gender policy documents or strategies to guide journalists on workplace gender promotion.

As a statutory body established by the Media Council Act, 2013, to prescribe standards for journalists, media practitioners and media enterprises, the Media Council of Kenya (MCK) with support from The United Nations Educational, Scientific and Cultural Organization (UNESCO) conducted a countrywide study targeting journalists across various media houses in Kenya.

The Council has over the years demonstrated its commitment and ability in promoting gender stories in the media. Part of this commitment is demonstrated through the Council's Annual Journalism Excellence Awards (AJEA) which coincides with World Press Freedom day.

Apart from conducting training on gender reporting among journalists in Kenya, MCK specifically recognizes the best journalists reporting issues on equity and empowerment of men and women across various forms of media e.g. print, television, and radio.

Practical example attesting to the fact that gender is about both men and women is reflected in the 2014 AJEA awards where the gender reporting category was won by a male reporter with second and third run-ups being females in print. Both male and female won broadcast (TV) category with two male reporters winning in broadcast (radio) category with a female taking second runner-up position (see figure 1 below).

The AJEA 2015 saw female reporters taking the first three positions in print a female led in radio while in TV category, a male led.

This study sees gender equality in the context of realizing equality in the potential of women and men in contributing positively to the eradication of gender inequalities. The study provides an opportunity to the media stakeholders to reflect and review their handling of gender issues within their respective media outlets.

Figure 1: List of AJEA 2014 Finalists

AJEA 2014 FINALISTS

Below are the winners and runners-up of the Media Council of Kenya's 3rd Annual Journalism Excellence Awards (AJEA). The winners and runners-up were feted at the Kenya International Conference Centre on 3rd May, 2014.

ICT & Telecommunications Reporting Award

Print:

1. David Herbling: Winner [Business Daily – Nation Media Group]
2. Muthoki Mumo: 1st Runner-up [Daily Nation – Nation Media Group]
3. Brenda Okoth: 2nd Runner-up [The Star]

Broadcast: Television

1. Brenda Cheruiyot: Winner [Citizen TV]
2. Violet Otindo and Evans Okeyo: 1st Runner-up [K24 TV]
3. Anne Warui: 2nd Runner-up [Media Max]

Broadcast: Radio

1. Asha Bekidusa: Winner [Radio Salaam]
2. Frenny Jowi: 1st Runner-up [BBC Radio]
3. Joseph Jira: 2nd Runner-up [Baraka FM]

Children & Youth Affairs Reporting Award

Print:

1. Kiundu Waweru: Winner [The Standard]
2. Antony Gitonga: 1st Runner-up [Standard on Sunday]
3. Joan Barsulai: 2nd Runner-up [The Standard]

Broadcast: Television

1. Mashirima Kapombe and David Kaigi: Winners [KTN]

Broadcast: Radio

1. Violet Otindo: 1st Runner-up [K24 TV]
- Maurice Oniang'o: 2nd Runner-up [Medeva]

Broadcast: Radio

1. Diana Wanyonyi: Winner [Baraka FM]
2. Christine Muthie: 1st Runner-up [Medeva]
3. Sollomon Zully: 2nd Runner-up [Radio Salaam]

Gender Reporting Award

Print:

1. Stephen Muthini: Winner [Daily Nation]
2. Jeckonia Otieno Okoth: 1st Runner-up [The Standard]
3. Brenda Okoth: 2nd Runner-up [The Star]

Broadcast: Television

1. Mashirima Kapombe and Charles Kariuki: Winners [KTN]

Broadcast: Radio

1. Ali Haji Kipapuro and Gabriel Mwambeyu: Winners [Radio Kaya]
2. Diana Wanyonyi: 1st Runner-up [Baraka FM]

Environment Reporting Award

Print:

1. Wanjohi Kabukuru: Winner [Diplomat East Africa]

3rd Annual Journalism Excellence Awards (AJEA) | Media Council of Kenya

2014 FINALISTS

7

Source: The AJEA 2014

Gender equality has often been considered a critical element in the development of the society. And World Press Freedom 2015 recognized this reality by incorporating the word 'gender' in its theme: Let the journalism thrive! Towards better reporting gender equality and media safety in the digital age.

While celebrating 2015 World Press Freedom day, the United Nations Secretary-General, Ban Ki-Moon observed that women play a critical, yet far too neglected, role in today's media landscape¹. Gender equality lies at the core of human rights approach to development. For instance, Kenya has taken some important steps in incorporating the following Acts; Employment Act of 2007, National Cohesion and Integration Act of 2008, Sexual Offences Act of 2006 and The Women Enterprise Fund. But this still leaves a lot to be desired with regard to the country's efforts in attaining gender equality.

Ranging from Rwanda to Kenya, the Governments have committed to having at least 30 per cent women representation to elective posts while the same governments have instituted affirmative action measures aimed at reducing gender inequalities. However, the reality has been very different.

Women seldom reach the apex of decision making positions or leadership positions in many institutions, especially in the Government and other critical sectors including the media. Women are seldom portrayed as politicians, newsmakers, experts and business leaders. Most of these are normally associated with the male folk regardless of the fact that women too have ventured into these fields and even emerging top.

Women forging new political ground often have to struggle to receive media coverage and legitimacy in the eyes of the media and subsequently the public.

For one to be noticed, a woman has to act in a manly way so as to prove a point. Journalists often hold such women accountable for the actions of their husbands and children, standards which are regretfully not applied to the male counterparts.

Failing to reach the apex in leadership and decision making has been made worse by the men-women divide.

Given that the media is the most authoritative source of information on many issues, the media in Kenya continues to deny women their rights to recognition and development which are fundamental human rights. The media does this by failing to give voice and appointment to women in positions of authority.

A majority of women who have pursued leadership positions have experienced many challenges such as discrimination during their pursuits. Another challenge facing women seeking leadership positions is that they are perceived to be assertive or ambitious.

These standards are differently applied to the men whose pursuits are considered as good leadership qualities. When such stereotypes are amplified by the media, through reports by journalists with little knowledge on gender issues, it becomes the national agenda and thus tilts the understanding and public information shared and consumed by the public in favour of men.

According to Morna (2002), gender imbalances in the society have also been reflected in the institution of the media. This is well mirrored in the editorial content by either error of omission in the stories that are never covered or commission by the way the stories are covered.

¹Secretary-General's Message for 2015
<http://www.un.org/en/events/pressfreedomday/2015/sgmessage.shtml>. World Press Freedom Day 3 May.

In addition to appearing in a limited number of roles, women are often simply missing in the media. They are much less likely to be featured in news stories and less likely to be interviewed and asked for opinion than men.

Female stereotypes in the media tend to undervalue women as a whole, and diminish them to sexual objects and passive human beings. UNESCO notes that Media (newspaper, radio, television) and new technology are a part of culture and society. It is widely accepted that media are transmitters of culture and engines behind globalizing cultures.

In countries of high media density, there is no aspect of society on which media have not had an impact, albeit in varying degrees. Media can also be framed as social actors in and of themselves, with the power to give impetus to social development.

1.2 Study Objectives

The overall objective of this study is to examine gender equality in the Kenyan media and the interventions for realizing such gender equality.

The specific objectives were to:

1. Establish levels of awareness of journalists on important legal and policy gender documents within their respective media houses.
2. Find out existence of gender policy and strategies within the media houses in Kenya.
3. Suggest mechanisms and structures needed for fair representation of both men and women in the media?

Diversity in the newsroom is critical if media houses want to report stories that represent their gender balance in their audiences yet in the recent past, it has become increasingly evident that women earn only a few of bylines or on-camera appearances. Media in Kenya is male dominated despite the high enrollment of female students in Journalism classes. Fewer women journalists have made it to the decision making positions in the media houses.

This is because local broadcast managers and newspaper owners are reluctant to include them in the higher decision making levels. As a result of this exclusion, some categories of women receive less attention in the media. Among them include the elderly women, those from minority groups, religious groups, the working class and those with a different sexual orientation despite their success stories in their communities. A conclusion was drawn from a global baseline report carried out in East Africa on Women in News Media stating that there was a huge gender gap in the representation of women in news media both in print and electronic.

This was specifically with regard to employment in the two media industries including reporting, production and decision making as earlier stated. This was also reflected in the chain of management as there were less women holding managerial positions compared to the male counterparts. The challenge was to come up with an affirmative policy targeting media houses to promote and deliberately put women in positions of authority and involve them in covering hard/tough beats such as investigative journalism, science and technology.

CHAPTER 2

2. Literature Review

2.1 The Concept of Gender Equality

In simple terms, gender equality concerns equal treatment that men and women get in the society. Based on theories of social contract all men and women are born equal (Neuhouser & Neuhouser, 2009). Gender equality “refers to the equal rights, responsibilities and opportunities of women and men and girls and boys”².

It is important to note that gender equality is not about women and men becoming the same but from the definitions, it is about rights, responsibilities and opportunities available to all of them in the society. Gender equality is not about single gender women issues alone but rather seeks to involve both men and women in striving for equality.

While there have been sustained calls for fairness among both men and women, there have equally been attempts to sideline women in majority of the issues within the society. It has been recognized elsewhere that women empowerment and the improvement of women’s social, economic and political status is essential for the achievement of sustainable development in all areas of life (United Nations, 1995).

In an article published in the Europe World online, Former President of Mozambique, Joaquim Chissano, writes that “Women and girls are Africa’s greatest untapped resource, and it is they, not diamonds or oil and minerals, that will be the foundation for solid, sustainable and equitable progress”³.

Moreover Beijing Declaration and Platform for Action in 1995 recognized that the failure to eliminate the gender-based stereotypes present in most media organizations has been attributed to the lack of gender sensitivity in the media sector (United Nations, 1995). Gender biases are reflected when, for example, women politicians seek similar seats with men where media hold women accountable for actions of their families (husbands or children). The media often ask women questions that tend to emphasize on their traditional roles and focus on their appearance and behavior. This affects lives of the women especially those seeking leadership positions within the organization.

By reinforcing traditional gender stereotypes held by the public, the media can influence the way the society views women or their urge to rise in employment or as news actors. Unique issues such as bullying and harassment, antisocial working hours put pressure on women to take up part-time jobs, become freelancers or even resign. Sexual harassment although it is evident remains unacknowledged in the media.

Traditional and contemporary feminists have long been arguing that women’s lives and experience have value in the society. They have challenged the patriarchal values that dominate systems and while research has and continues to examine the role of women in our societies and the ways in which the social order advantages and disadvantages them (Wood, 2001; Hemmings, 2005).

²UN Women. <http://www.un.org/womenwatch/osagi/conceptsanddefinitions.htm>. Accessed on 9th June 2015.

³Joaquim Chissano 2014, Empowering Africa’s women is the key to economic wealth. <http://europesworld.org/2014/02/24/educating-africas-women-is-the-key-to-economic-wealth/#.VZtyVPkyh0M> Accessed on 29th June 2015

According to socialist feminists, who focus their interest in the relationship between the public and private spheres of women's lives, gender equity can only be achieved by abolishing the cultural and economic sources of women's oppression (Ibid). The United Nations Development Programme's Human Development Report 1993 shows that in developing countries, women have fewer job opportunities.⁴ Studies further show that the female labor force is the most affected by conflicts, wars etc.

Women hardly feature in front pages of newspapers and usually dominate lifestyle pages or stories. A study by Women in Journalism (WiJ) in Britain newspapers found that 78% of all front page bylines were written by male compared to 22% by female (Women in Journalism, 2012). The study further shows that men (84%) were mentioned or used as news sources/actors.

Globally, men dominate the labour market nearly 73 per cent (73%) compared to the women employment-to-population ratio of only 47.9 % and in Sub-Saharan Africa, the ratio of men versus women was about 70 % to 59 % (Anyanwu and Augustine, 2013).

A study by Eastern Africa Journalists Association (EAJA) (2008) found that few women across Eastern Africa hold decision-making positions and although 96% of journalists report on gender stories regularly, gender awareness and sensitivity is yet to be built into new reporting requirements (Ibid). Accordingly, 2 out of 14 media houses in Kenya are headed by women (Ibid). A report by African Woman & Child (AWC) (2009) shows that in Kenya, Uganda and Ethiopia women constitute 33% while men 67%.

According to The Global Gender Gap Report of 2012, Kenya's position has inconsistently improved and dropped in gender gap. As shown in the figure below, Kenya's gender gap globally rose from position 73 in 2006 to 97 in 2009 before dropping and rising again to 99 by 2011 but dropped drastically between 2011 and 2012 possibly after passing the Constitution of Kenya 2010 which addresses some of the gender inequalities.

Indeed this decrease in Kenya's Global Gender Gap signifies an improvement in closing the gap between men and women. This improvement is reflected in Global Gender Index report of 2014 in which Kenya was rated 37 out of 142 countries. Interestingly Kenya's free primary education earned the country position one globally as shown in fig 1 below even though overall education attainment remained behind. Kenya continues to perform fairly well with regard to closing gender gap and this can be attributed to the country's efforts complemented by civil society support (see table 2 below)..

Table 1: Educational Attainment for Kenya

| EDUCATION ATTAINMENT..... | 115 | 0.923 | 0.935 | | | |
|---------------------------------------|------------|--------------|--------------|----|----|------|
| Literacy rate..... | 112 | 0.86 | 0.87 | 67 | 78 | 0.86 |
| Enrolment in primary education..... | 1 | 1.00 | 0.94 | 82 | 81 | 1.01 |
| Enrolment in secondary education..... | 104 | 0.94 | 0.62 | 48 | 52 | 0.94 |
| Enrolment in tertiary education..... | 116 | 0.70 | 0.88 | 3 | 5 | 0.70 |

Source: World Economic Forum, 2014

⁴Economic, Social and Cultural Rights of Women. <http://www1.umn.edu/humanrts/edumat/IHRIP/circle/modules/module4.htm>

Table 2: World Ranking of Kenya's Gender Gap

| | OVERALL | | ECONOMIC PARTICIPATION | | EDUCATION ATTAINMENT | | HEALTH AND SURVIVAL | | POLITICAL EMPOWERMENT | |
|--|---------|-------|------------------------|-------|----------------------|-------|---------------------|-------|-----------------------|-------|
| | Rank | Score | Rank | Score | Rank | Score | Rank | Score | Rank | Score |
| Gender Gap Index 2014 (out of 142 countries) | 37 | 0.726 | 9 | 0.810 | 115 | 0.923 | 80 | 0.973 | 48 | 0.197 |
| Gender Gap Index 2013 (Out of 136 countries) | 78 | 0.680 | 44 | 0.715 | 107 | 0.923 | 102 | 0.968 | 85 | 0.116 |
| Gender Gap Index 2012 (Out of 135 countries) | 72 | 0.677 | 35 | 0.724 | 106 | 0.937 | 103 | 0.968 | 103 | 0.079 |
| Gender Gap Index 2011 (Out of 135 countries) | 99 | 0.649 | 83 | 0.616 | 101 | 0.936 | 102 | 0.968 | 100 | 0.077 |
| Gender Gap Index 2010 (Out of 134 countries) | 96 | 0.650 | 82 | 0.615 | 102 | 0.940 | 101 | 0.968 | 98 | 0.077 |
| Gender Gap Index 2009 (Out of 134 countries) | 97 | 0.651 | 50 | 0.683 | 106 | 0.909 | 110 | 0.968 | 122 | 0.045 |
| Gender Gap Index 2008 (Out of 130 countries) | 88 | 0.655 | 41 | 0.693 | 102 | 0.926 | 105 | 0.968 | 121 | 0.032 |
| Gender Gap Index 2007 (Out of 128 countries) | 83 | 0.651 | 59 | 0.649 | 97 | 0.934 | 104 | 0.968 | 104 | 0.053 |
| Gender Gap Index 2006 (Out of 115 countries) | 73 | 0.649 | 40 | 0.657 | 88 | 0.918 | 96 | 0.966 | 93 | 0.053 |

Source: World Economic Forum, 2014

2.2 Global Campaign on Gender Equality

There has been intense pressure for countries around the world to consider issues related to gender equality in and through the media. UNESCO together with Global Alliance on Media and Gender (GAMG) have launched a global initiative entitled "Women Make the News 2015" which seeks to increase female sources interviewed in news to at least 30%⁵. The High Level Group on Media Freedom and Pluralism in Europe has called for media organizations to reflect on diversity of population in their newsroom (Joseph, 2013). While studies have shown that more and more women continue to train and enter into the field of journalism, the number of women editors, owners or reporters remains low.

A study by Suzzane Franks in USA found that a greater population of women enroll for journalism training and enter the profession in greater numbers but few rise to senior positions and in most cases pay gap between women and men remain wider (Franks, 2013). A report by East African Journalists Association in 2008 found that less than 20% of editorial places were filled by women in the region.

For years, promoting gender equality has been a critical part of violence prevention in the society. This has included programs and interventions (policies and laws) that confront the entrenched beliefs and cultural norms from which gender inequalities advance themselves and efforts to engage all sectors of society in rectifying these gender inequalities, which reduce gender-based biases. Despite the long history and high visibility of such measures, however, few have been subjected to any kind of scientific evaluation.

Gender training among journalists plays an important role as it can raise journalists' level of awareness on gender issues, offer tips on ways of making stories more gender sensitive and creates a platform for sharing and reflecting on what constitutes gender equality (Hoare, 2017). By providing training to journalists, organizations promoting gender equality ensure journalists become aware on gender issues as a most relevant aspect of political, socio-economic and environmental life in society.

The incorporation of feminist and gender into media issues is a strategic step for ensuring practitioners thinks differently, do things differently and speak differently on matters of gender representation in the society. Recognizing the role of the media in shaping the society on gender issues, the Media Council of Kenya and UNESCO have been training journalists in Kenya⁶.

⁵ UNESCO launches Women Make the News 2015, http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CI/CI/pdf/wmn/wmn_2015_brief_en.pdf

⁶In February 2014, Media Council and UNESCO to train journalists in Kisumu. Training of journalists on gender responsive reporting and the devolution system of governance in Kenya - <http://en.unesco.org/events/training-journalists-gender-responsive-reporting-and-devolution-system-governance-kenya#sthash.o7BKVX2L.dpuf>

2.3 Kenya's Context

The Kenya Economic survey 2015 shows that university enrollment rate in 2013/2014 was 443,783 with 259,618 (58.50%) being male students while women were 184,164 (41.50%) both in public and private universities in Kenya. Though it has not shown specific course, this study assumes that a larger number of female students enrolling for journalism is enough to warrant, in practice, effective competition with men. This shows that the academic gap between men and women is relatively small but practically, gender disparities in employment opportunities in Kenya have consistently continued to widen across all sectors of the economy. If women equally exist in the society and attend the same universities as men but fail to take up fields in journalism, Cox (2012) genuinely asks a question: Where do all the women go? She argues that:

If not many women are interested in journalism then perhaps steps should be taken to encourage them so that a wider range of opinions are heard in newspapers but if fairly equal numbers of women and men are actively trying to break into journalism and for some reason the women aren't succeeding, then this needs to be looked at more closely.

The continued dominance of men in the media is reflected in Media Council of Kenya previous reports. For instance, the council analyzed performance of the vernacular radio station in 2011 focusing on International Criminal Court (ICC).

In all 2782 news stories analyzed, women accounted for only 7% with regard to centrality of stories compared to men 44% while majority (74%) of the news stories were published by male journalists. Similarly, in March 2012, Media Council analyzed 276 articles in four newspapers (Daily Nation, Standard, Star and The People) focusing on pre-election. Again there was no change with regard to gender presence as women constituted only 4% and as reporters/journalists only 7%.

The role of the media in gender campaign is evident in the articles dedicated to women's protection. The media can make people aware of the need to promote certain values in the cause of human rights which are of eternal value to mankind. The article⁷ despite calling on men to protect women, was written by non-journalists but what is more important is the fact that the media has provided advocates of

gender equality an opportunity to express their desires to see men leading in promoting gender equality in the society. The media can perform this role in different ways.

Besides making people aware of their rights, it can also expose its violations and focus attention on people and areas in need of the protection of human rights and pursue their case till they achieve them. Based on the article, it can be noted that the media can give publicity to the individuals and organizations, which are engaged in securing human rights.

Monday, April 20, 2015 / The Standard

BOB COLLYMORE, JOHAN BORGSTAM, SIDDHARTH CHATTERJEE AND LINUS KAIKAI

GENDER VIOLENCE

OPINION / Page 13

Palaver



He came, he saw, he went. That is our African Kenyan. He came and saw the traffic jams, especially at roundabouts. From there he went and came back with some yellow coloured drapes to drape on them! He did not work, he boomeranged badly on him and now he has a court case on his hands, thanks to our very indolent Senator Mike Soti. Anyway, that is not the point. The thing is those drapes are said to have cost the tax-payer \$50 million, really? Now that the plan did not work, will the money be reimbursed?

While the tiny loadhome heathens give several people sleeping rights, they give other people ideas like getting properties without consulting the first incumbent Nairobi, two women conspired to violate their friend's TV set, first player and gas operator and broke into her house. When a newspaper's cartoonist cartooned them, they said they had gone to kill heathens' heathens in Embakasi! No, the little creatures have colonised Kenya!

Members of the Kamnet crew, they run at politicians on weekdays. They are said to be corrupt while others are alleged to sexually harass women colleagues and one business associates. MCAI make debates lively by reporting to punch up once too often and now three assistant chiefs are expected to have died in Islamabad after taking bribes, the very same crew they are supposed to make sure corrupt don't drink. Mr. Collymore is the Ambassador of Sweden in Kenya. Mr. Chatterjee is the Managing Editor & General Manager for TV at the Nation Media Group. Mr. Chatterjee is UNFPA Representative to Kenya.

Men must take a stand to protect women

In 2014, during rush hour, a woman was at a crowded bus stop in Nairobi, waiting to start her journey back home. She was set upon by a group of men who roughed her up and took her clothes, leaving her naked.

They mocked her in the groin and continued to beat and slap even as she screamed for help and tried to cover herself up. Her crime? Wearing a short skirt.

Every day women all over the world pay a price for unequal power relations between women and men.

Whether it is a woman being stopped on a street in Nairobi for being "obscenely" dressed, an Indian student being raped in a Swedish girl's bedroom, or a female manager passed over for promotion, they all represent the ultimate consequences of societal attitudes put in place to hold women down.

The end result? Through various types of control and discrimination, half of humanity is stopped from enjoying their human rights.

With Afghanistan, Congo and Somalia as one of the most dangerous places for women, with reports of a woman being raped every 18 hours in New Delhi, the capital city is now infamously known as the "rape capital" of India.

While commonly regarded as one of the leading countries with regard to gender equality, Sweden is hardly a stranger to gender-based violence. Some 26,200 cases of assault against women were reported in the police in 2014, out of which more than 60 per cent were committed indoors by a person familiar to the woman.

Over the last one year, Kenya has seen staggering reports of violence against women. Not only was the violence brutal in nature, but most disturbing and worrying is the nonchalant attitude among those witnessing it.

Societal norms and structures that aim at controlling women sometimes go to extreme lengths, often through targeting women's rights and human rights. The 2008-09 Kenya Demographic and Health Survey (KDHS) found that out of 10 women having experienced some form of gender-based violence, 6.5 per cent reported violence against women, even in countries where gender equality has purportedly been achieved.

It is no secret that India ranks

Reducing barriers to women's participation in emerging economies could raise per capita incomes by as much as 14 per cent

dren a woman has. Particularly alarming is the fact that the latest 2014 KDHS survey shows that 41 per cent of women have experienced violence – both sexual and physical – perpetrated by a family member.

The time has come for all men, irrespective of nationality or profession, to interpose.

A few weeks ago, the United Nations Office in Nairobi launched the #IfNotForMe online campaign, urging men to sign on an ePetition. She champions a public demonstration of their own commitment to prevent violence and discrimination against women and girls.

The #IfNotForMe campaign aims to bring home the message that although men exist to deal with gender violence and guarantee gender equality, every man must take personal responsibility to root out the vice of gender discrimination in his home.

Only then can a society begin to take a stand together to bring to an end injustice committed against women and girls, denying them basic human rights such as a life in dignity, choice and freedom.

The #IfNotForMe campaign is also about recognising the economic economic gains society stands to make when women are able to grow up in environments that are free from gender-based violence and discrimination.

cluding barriers to women's participation in emerging economies could raise per capita incomes by as much as 14 per cent.

Violence and discriminatory structures contribute to leaving women out of the workforce, thus dragging down women, their families, and entire communities for generations, in Kenya and elsewhere.

For Kenya to reach the goals enshrined in Vision 2030 the potential of all Kenyan women and men, have to be realised.

Time for change has come. All men must take a firm stand against violence and discrimination, for Kenya to reach its full promise and potential as a people and a nation.

Bring all boys and men, youth and community leaders, youth and elders, and people at all levels of society to join the #IfNotForMe initiative, to put an end to discrimination and violence against all women and girls.

The #IfNotForMe initiative offers a great opportunity to manifest our dedication to this cause and to set the trend for a healthier and

⁷This article was published in the Standard by Bob Collymore, Safaricom CEO, Johan Borgstam, Ambassador of Sweden to Kenya, Siddharth Chatterjee, UNFPA Representative to Kenya and Linus Kakai, Managing Editor and General Manager for TV at the Nation Media Group on 20th April 2015.



Mercy Njoroge

Women in media should strive to tell stories about women

On Monday afternoon, I requested our photo-editor to assign a photographer to cover an Anti-Female Genital Mutilation Stakeholders breakfast meeting to be held the following day at a Nairobi hotel. The event, organised by Wezesha Dada Inua Jamii and the Anti-FGM Board, was particularly significant primarily because it was a stock-taking platform on the war against FGM, doubling up as a forum to share innovative approaches that support policies discouraging the practice. More importantly, the guest speaker was world-renowned former First Lady of Somaliland Edna Adan.

For starters, Edna has been in the frontline in the war against FGM and has subsequently received worldwide recognition for outstanding achievements in the fight against FGM and reducing maternal mortality in her country. (Read her story in tomorrow's People Daily).

So, by the time I was leaving the office Monday evening, I was certain a photo-

grapher would be at the event. Come Tuesday morning, I arrive at the venue and to my utter dismay, no photographer from my media house was in sight. As fate would have it, a huge down fire had broken out at Gikomba Market and 'my' photographer was re-assigned to the scene. The other photographers, as I was reliably informed, had to attend an important meeting at the office at 8am. That, my friend, is how 'my' event got a huge snub!

The events of that day got me thinking. Given the same circumstances, what if some loquacious politician had hurriedly called for a press briefing to rant about some stolen funds (his whistle-blowing fuelled by the fact that he was swindled out of the deal)? Wouldn't there have been a battery of reporters jostling away the politician's tirade? Your guess is as good as mine. Adjustments would have been made to get this fulminating moment covered. But because the event at hand was FGM—presumably a purely

women's issue—evidently, it was given secondary consideration.

In my seven years in the media, I have experienced first-hand the dearth with which women's issues, ranging from political leadership, reproductive health and gender based violence, are treated. Gender discrimination, ageism, stereotypes and 'glass ceilings' are just but the few barriers erected to ensure women's subjugation is maintained.

In light of this, the Wezesha Dada Inua Jamii and Amwik Journalists' workshop held a week ago could not have come at a better time. The one-day workshop, that brought together 50 journalists, focused on getting women's stories heard.

Inspired by Half the Sky Movement, Wezesha Dada Inua Jamii launched a campaign contextualised to use the power of storytelling through various media platforms to share the insightful and inspiring stories of fearless women and men who are turning "oppression" to "opportunities."

Half The Sky Movement is a global platform igniting the change needed to put an end to the oppression of women and girls worldwide. It was inspired by award-winning journalists Nicholas Kristof and Sheryl WuDunn's book — *Half the Sky: Turning Oppression into Opportunity for Women Worldwide*.

Keeping in mind that traditionally women were the storytellers and generational custodians of tales, time has come for us to reinvent ourselves and tell our stories. Women in journalism have the power to change the narrative. Women in media must master the art of turning gatekeepers into stepping stones, to get our stories heard. Positively.

Quoting the words of literary giant Muthoni Likimani, female and male journalists have an obligation to "use the pen to fight tribalism, injustices, discrimination and other social ills."

The writer is a senior sub editor with People Daily. mercynjoroge@gmail.com

Furthermore media can inform and educate women of their rights and suggest ways and means by which they can solve their problems and thus empowering them to protect their rights.

In her article published in the People Daily newspaper, Mercy Njoroge, Senior Sub-Editor, advises women to lead in advocating for their rights. Based on her experience in the media, women's issues such as reproductive health and gender based violence are absent in the media. Such efforts demonstrates the role of the media in promoting issues affecting women but sustained commitment should be seen not just in the opinion pieces but perhaps in news stories, feature articles, and investigative journalism.

2.4 Legislative Framework

2.4.1 The Constitution of Kenya 2010

Article 27 (3) states that women and men have the right to equal treatment, including the right to equal opportunities in political, economic, cultural and social spheres. Article 177 in part calls on parliament to enact laws that promote representation of marginalized persons including women. This with other legal framework demonstrates Kenya's progress in representation, equality and non-discrimination.

2.4.2 The Employment Act 2007

Article 5(2) states that an employer shall promote equal opportunities in employment and strive to eliminate discrimination in any employment policy and practice. Further it states that under article 6, every employee is entitled to employment that is free from sexual harassment.

According to The Employment Act 2007, one is sexually harassed when their employer or representatives such as supervisors, managers or anyone senior seeks sexual intercourse, contact or any other activity that is suggestive. Mutua and Sunal (2004: 39) "sexual harassment is characterized by unwelcomed sexual advances, requests for sexual favours and other sexual nature when sexual conduct has the purpose or effect of unreasonably interfering with an individual's work performance or create an intimidating, hostile or offensive working environment". The assumption in this study is that sexual harassment is present in the Kenyan media yet it is not reported.

It has been reported elsewhere that women who are sexually harassed are unlikely to report for being labeled 'weak' sex. In addition, while sexual harassment has been reported in various fields (schools, parliament, on the streets etc), it remains unacknowledged in the media.

2.4.3 National Gender and Equality Commission (NGEC) Act of 2011

The journey towards realization of gender equality in Kenya has come a long way considering colonial and post post-colonial history of struggle for gender and women's rights. Indeed such struggle led to constitutional campaign that resulted in the enactment of the Kenya's Constitution in 2010 that provided for the establishment of the National Gender and Equality Commission Act 2011.

As established by NGEC, National Gender and Equality Commission among other functions promote gender equality and freedom from discrimination. Drawing its powers from Article 252 NGEC, on its own initiative or on the basis of complaints, can investigate any matter in respect of any violations of the principle of equality and freedom from discrimination and make recommendations for the improvement of the functioning of the institutions concerned . The question that confronts many is that: Does NGEC represents the interests of women and men in the media sector?

2.5 Gender Mainstreaming in the Media

Gender mainstreaming entails reorganization, improvement, development and evaluation of policy processes, to ensure gender equality perspective is incorporated in all policies at all levels and all stages, by the actors normally involved in policy making (Koutselini, Papastephanou, Papaioannou, 2006).

At policy level, it involves both women and men and makes full use of human resources, visualizes gender equality in the society and considers the diversity among women and men. Morley (2007:609) linguistically sees gender inequality as antithesis of marginalization...The concept of gender mainstreaming is seen as a strategy for making women's as well as men's concerns and experiences an integral dimension of the design, implementation, monitoring and evaluation of policies so that women and men benefit equally and inequality is not perpetuated⁹.

Based on The National Gender and Equality Commission Act, 2011, gender mainstreaming is ensuring concerns of women and men form an integral dimension of the design of all policies, laws and administrative procedure... so as to ensure that women and men benefit equally, and that inequality is not perpetuated.

As discussed above, this study focuses on gender inequality from the media perspective. Made (2000: 31) defined gender mainstreaming as integration of gender, equality, and women's rights into all editorial coverage, and ensuring that these influence news agenda. The Inter Press Service (IPS) Gender Policy (1998) posited that discussion on any development issue and process within the society must include a gender dimension. Indeed the distribution of women at all levels is considered one of the appropriate measures of gender mainstreaming (Koutselini, Papastephanou, Papaioannou, 2006).

⁹The National Gender And Equality Commission Act, 2011, http://www.ngeckkenya.org/Downloads/The_National_Gender_and_Equality_Act_2011.pdf

⁹Margaretha Geertsema-Sligh. Gender mainstreaming in journalism education. http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CI/CI/pdf/publications/gamag_research_agenda_geertsemasligh.pdf. Accessed on 8th June 2015

CHAPTER 3

3. Methodology and Approach

3.1 Study Design

The methodology adopted to realize this study was developed based on UNESCO's Gender-Sensitive Indicators for Media (GISM) which seeks to contribute to gender equality and women's empowerment in and through all forms of media (UNESCO, 2012).

The research design chosen is hybrid quantitative-qualitative methods which offer broad understanding of trends and underlying gender issues in Kenyan media. The media monitoring and research division of the Media Council of Kenya developed the study instruments – questionnaires, in-depth interviews/ Focus Group Discussion schedules and overall plan for undertaking the study.

3.2 Content Analysis

Content Analysis, research technique for systematically analyzing written communication, was used to monitor the coverage of gender for a specified period of time in both print (Daily Nation, The Standard, The people and The Star) and broadcast (TV and Radio) including their online versions.

The media were monitored as guided by the GISM. Data were entered into the MCK's digital portal "Newbase". Statistical analysis was carried out using Statistical Package for the Social Sciences (SPSS) version 22.0.

3.3 Sampling Design

The study decided to adopt stratified sampling, a method which assured reporters and/or journalists working in both print and electronic media per eight regions in Kenya were surveyed. In this study, both the traditional media and new media were considered for inclusion, i.e. newspapers, televisions, radio stations and internet. Only Kenyan owned media were included. First the considered media were identified and categorized based on the regions, journalists to participate were selected based on their gender – male and female reporters/journalists.

Generally, the entire population of reporters/journalists was divided into different subgroups, then randomly selected the final respondents proportionally from the different subgroups which ensured that the study covered the entire country.

3.4 Data Collection and Procedures

3.4.1 Field Research and Analysis

A total of 150 questionnaires for reporters and/or journalists working in eight selected regions (Rift Valley, Central, Nairobi, North Eastern, Nyanza, Western, Eastern and Coast) were constructed and emailed to reporters/journalists while others were distributed for them to fill and return.

Considering a vast geographical location the study targeted, questionnaires were chosen because large amounts of information were collected from a large number of people within a short period and in a relatively cost effective way although it was not possible to ascertain the truthfulness of each respondent.

3.4.2 In-Depth Interviews (IDIs)

Detailed discussions with selected journalists, media managers, editors, editorial directors and special media support groups like the Nation Media Group, Royal Media Services, Kenya Broadcasting

Corporation, Standard Media Group, Kenya Union of Journalists (KUJ) and Association of Media Women in Kenya (AMWIK).

3.4.3 Focus Group Discussions (FGDs)

Eight (8) Focus Group Discussions (representing eight regions selected based on former provinces) were held across the country with reporters/journalists drawn from mainstream, alternative and community media. They comprised male and female aged between 21 and 40 years.

3.4.4 Data Analysis

This study analyzed two data sets: Quantitative and qualitative data. Quantitative data from the survey were entered and exported to SPSS for analysis. The data from content analysis and questionnaires were in numerical form while data from FGD and IDIs were qualitative in nature and were analyzed based on themes created.

3.5 Limitations of the Study

UNESCO's Gender-Sensitive Indicators for Media comprises two major categories: actions to foster gender equality within the media organizations and gender portrayal in the media content.

Since each of these categories have several indicators, this study was only limited to selected indicators which were relevant to the topic and within the capacity of the Media Council of Kenya's media monitoring and research team. There are large population of reporters and journalists in Kenya but this study was limited only to journalists who had been accredited with MCK.

Similarly, from the study, MCK noted that the topic was sensitive to some journalists who participated in the study as they sought to know, before they filled the questionnaires, whether their managers were likely to access the information they provided. In this regard, all respondents were assured of high confidentiality as guarantee for accepting to participate in the study.

CHAPTER 4

4. RESULTS AND DISCUSSIONS

4.1 Content Analysis

Analysis of four newspapers (Daily Nation, The Standard, The People Daily and The Star) yielded 912 articles in 12 months (May 2014-May 2015). Similarly we analyzed four radio stations (Ghetto radio, Radio Taifa, citizen radio and Classic 105) from January 2014-May2015. As demonstrated in figure 1 below, men were central to most of the news sources constituting 72% in print and 46% in electronic (radio and television). In contrast women performed dismally with regard to centrality of news sources and most certainly this attest to the fact that women's position in the media has always been an issue despite efforts by the government and other organizations in improving the status of women in many sectors of the economy. Meanwhile an examination of 912 newspapers articles reveals that majority, 62%, of the articles were written by men. Not surprisingly women only wrote 7% of the total articles (see figure 2 below). Certainly the gender imbalances observed from this study is shocking and reminds us of the way men and women are viewed in the society.

Figure 2: Gender presence

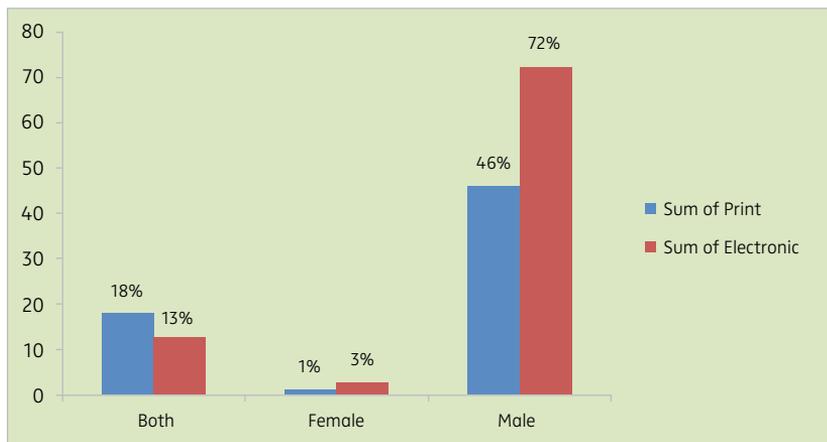
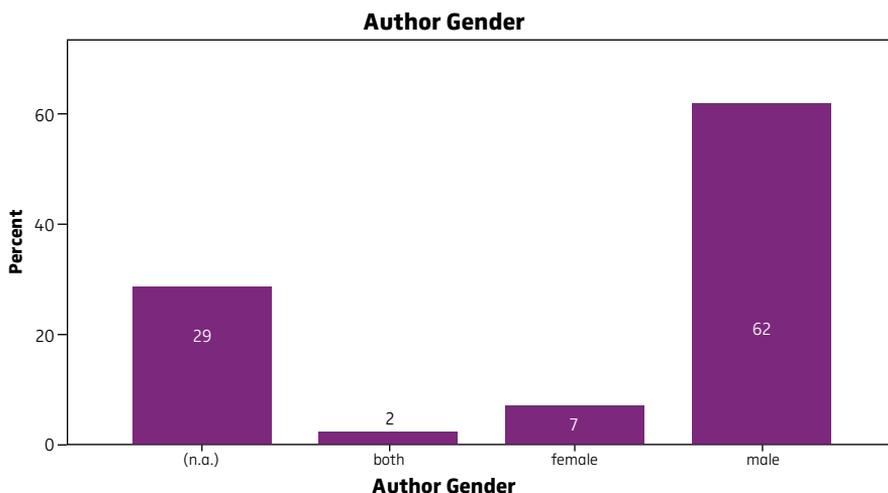


Figure 3: Gender of the Author



4.2 Field Analysis

4.2.1 Demographic information

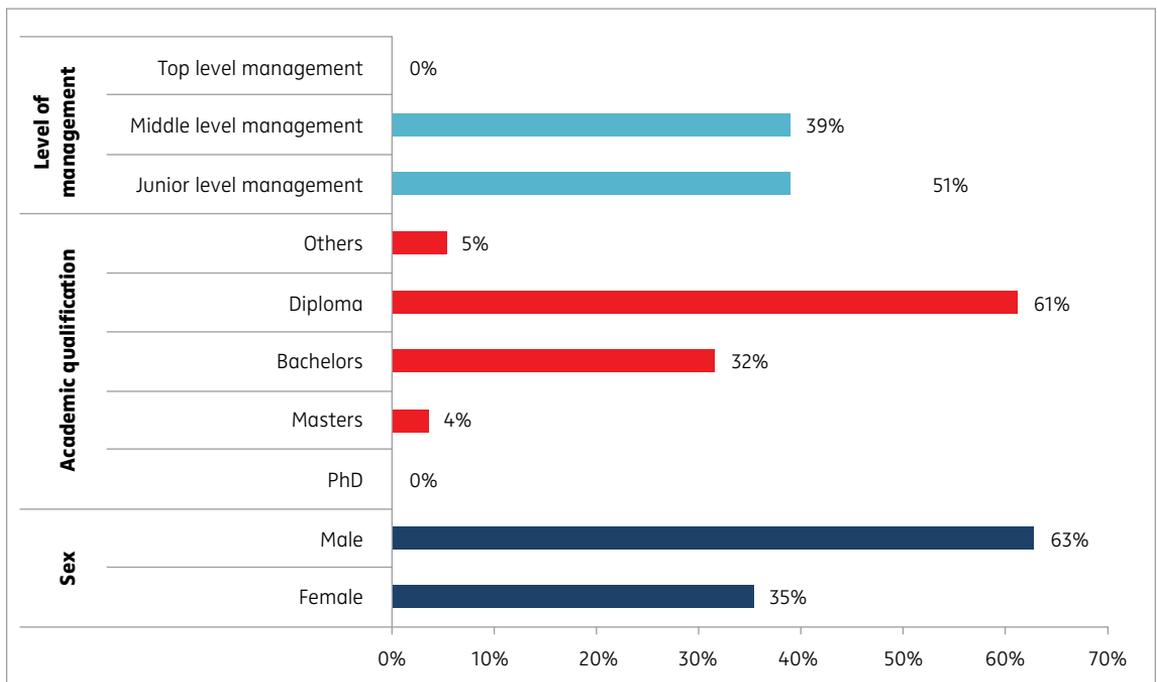
The findings presented in this section is based on 113 (75%) of the total questionnaires sent to journalists in eight regions – Rift Valley, Nairobi, Central, Nyanza, Western, Coast, North Eastern and Eastern – Formerly provinces.

The journalists who participated in this study included 71 (63% male and 40 (35%), most of who had diploma 61% followed by those with bachelor’s degrees 32%, masters degrees 47% and others including certificate courses constituting only 5% of the total respondents. And to ensure all levels of persons working in the media were included in the study, they were categorized into three management levels: top, middle and junior.

For example in figure 3 below, junior level management comprised 51% while middle level management were 39% and top management were not considered for questionnaires but they were interviewed alongside senior members of KUJ, AMWIK etc. Among respondents who participated in this survey included studio supervisors, bureau senior reporters, reporters, correspondents, editors, human resources and other target group working in different media outlets. It is surprising to note that there were people who had worked in the same position for a long period without being considered for promotions. It is clear from the findings, that promotions are based on one’s relationship to the managers.

For example, one respondent during the field study noted, “I am a reporter though I feel I should have been promoted long time ago to a senior reporter’s position or to Beat Leader”. Another respondent during FGD corroborated and argued that ‘promotion is done on a ‘do you know anybody’ basis”.

Figure 4: Demographic information

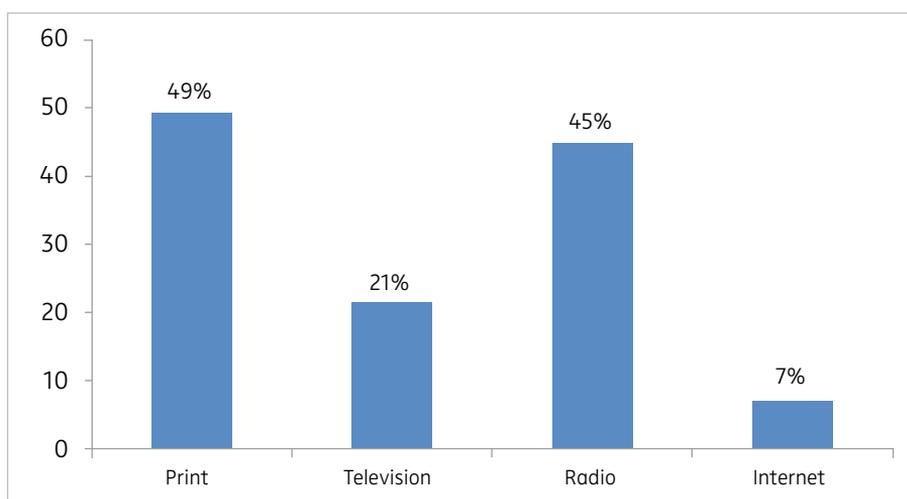


A significant 96% of those interviewed were practicing journalists with only 4% not practicing but former journalists who had joined other organizations as communication or Public Relation officers. Out of 113 respondents who had responded to the questions, 55 (49%) specialized in print, to 50 (45%) in radio, 24 (21%) in television and internet 8 (7%).

Table 3: Are you a practicing journalist currently?

| | | Frequency | Percent Percent | Valid Percent | Cumulative |
|----------------|--------|-----------|-----------------|---------------|------------|
| Valid | Yes | 106 | 93.8 | 96.4 | 96.4 |
| | No | 4 | 3.5 | 3.6 | 100.0 |
| | Total | 110 | 97.3 | 100.0 | |
| Missing | System | 3 | 2.7 | | |
| Total | | 113 | 100.0 | | |

Figure 5: Media type



4.2.2 Experience of the journalists

All the respondents interviewed or who participated in this study were considered due to their experience in the media sector. For example majority about 24% had worked in the media industry for over 8 years and 28% for between 3-5 years. Similarly, others 19% had worked for between 6-8 years and 17% (1-2 years) with recently or newly employed personnel constituting nearly 5%. Furthermore this study explored the diversity in journalist’s interest areas. As such, very few only 15% of the journalists were interested or covered science stories. Similarly sports stories are among the least (at 19%) focused topics by the journalists. And an interesting 45% were interested in covering health, with majority (56%) interested in covering politics. Other areas mentioned by the journalists were security 39%, education 44% business 23% agriculture 43% and others 7%.

Indeed, gender stories are not new to Kenyan journalists. The findings illustrate that an overwhelming 86.4% of the journalists, who participated in the study had reported gender stories with only 13.6% saying they had not at any one point covered gender in their reporting.

Table 4: For how long have you worked in the media sector

| | Frequency | Percent Percent | Valid Percent | Cumulative |
|-------------------|------------|-----------------|---------------|------------|
| Valid | 3 | 2.7 | 2.7 | 2.7 |
| less than 1 year | 11 | 9.7 | 9.7 | 12.4 |
| 1-2 years | 19 | 16.8 | 16.8 | 29.2 |
| 3-5 years | 32 | 28.3 | 28.3 | 57.5 |
| 6-8 years | 21 | 18.6 | 18.6 | 76.1 |
| 8 years and above | 27 | 23.9 | 23.9 | 100.0 |
| Total | 113 | 100.0 | 100.0 | |

Table 5: Journalists' area or field of coverage

| Answer | Count | Percentage |
|-------------|-------|------------|
| Business | 25 | 23% |
| Sports | 20 | 19% |
| Security | 42 | 39% |
| Education | 48 | 44% |
| Politics | 59 | 55% |
| Agriculture | 46 | 43% |
| Science | 16 | 15% |
| Health | 49 | 45% |
| Others | 8 | 7% |

Table 6 Have you ever covered or reported gender stories in the media?

| | Frequency | Percent Percent | Valid Percent | Cumulative |
|--------------|------------|-----------------|---------------|------------|
| Valid | | | | |
| Yes | 95 | 84.1 | 86.4 | 86.4 |
| No | 15 | 13.3 | 13.6 | 100.0 |
| Total | 110 | 97.3 | 100.0 | |
| Missing | System | 2.7 | | |
| Total | 113 | 100.0 | | |

4.2.3 Proportion of Men and Women in the Media

Despite the fact that media organizations implementing gender equality policies and measures are more likely to have a higher proportion of women in strategic decision-making positions, there exists a wide gap in the representation of women in the media compared to men. The findings from this study shows that even though about one-eighth of the journalists think that men and women are fairly represented, a significant 75% don't believe so (see table 4 below). Furthermore, the lack of women in the media is paralleled by the scarcity of women in charge of media. As noted during FGD and in-depth interviews, women's position is not felt:

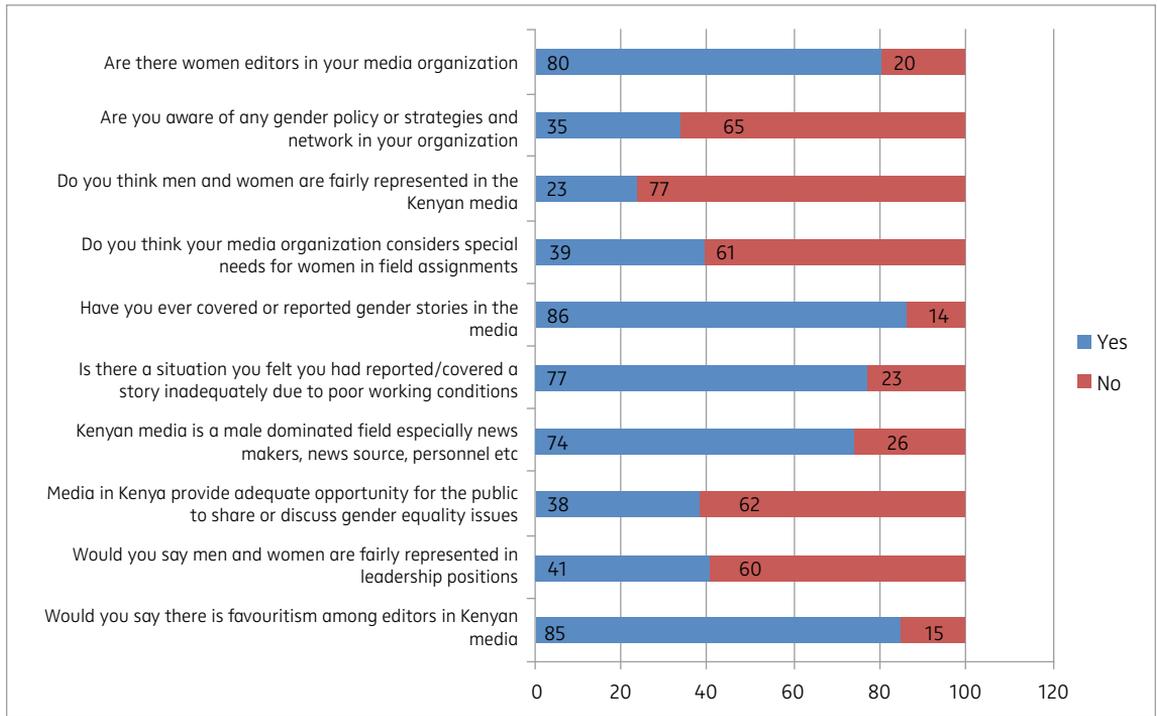
"In media industry in Kenya the balance is not towards female, we have more men than women in Kenyan media houses and that happens almost in all media houses in Kenya. For example in The Standard we have only one lady who is a Deputy Management Editor. The others are managing editors and all of them are men, most in managerial positions are occupied by men"
(In-depth Interviews, 24th June 2015)

Equally interesting is the fact that women are unable to identify their strengths in the media industry and hence they are disadvantaged; on the other hand men are aggressive and can easily take up roles including the difficult ones, in the hardship areas making them the preferred candidates to hire in the media field. Study during FGD observed that:

"The reason why there are more men than women in most cases is perception that the hard work is culturally male, especially for camera and rough or territorial function is physically fit for male journalists, "*Hii Kazi ni ya Wanaume* (this job is for men)".
(FGD, 5th June 2015)

According to 74% journalists interviewed (see figure 4 below), Kenyan media is male dominated as seen from those who provide or act as news sources, news makers or even employees. Such results tend to support previous studies which have found that globally, the top positions (producers, executives, chief editors and publishers) are still very male dominated (White, 2009). Moreover men were 10 times more likely to be a news source actor. But more importantly and as shown in figure 4 below, in the current society both men and women are likely to be a news source/actors according to 54% of the respondents.

Figure 6: Representation of both men and women in the media



4.2.4: Genders Policies /Strategies

During the study it was established that majority 65% of the journalists were not aware of any gender policy or strategies and network in their organizations (see figure 5 above). Furthermore only 35% were aware on some gender issues suggesting some media houses have either the gender policy or strategies that guide operations in the organization (see figure 4 above).

There is no specific gender policy but we try to get a gender balance in terms of recruitment with minimum qualification. For example the category of pullouts is dedicated to ladies. Any gender can write a good story and we don't look at gender issues.

(In-depth Interviews, 24/06/2015)

During the survey, it was established that some media outlets have a gender policy which seems to guide them only on recruitment and promotions.

4.2.5: Special Needs of Women

Women’s strong attachment to family and household responsibilities means that they have fewer opportunities to assume public roles in the society. The findings show that there were some journalists nearly 35% observed that few media organization consider special needs of women especially during field assignments.

However majority about 64% said most of the media houses does not put into consideration women’s issues. Women often put in more work than men, but many of these hours are unpaid or are not counted in most of the organizations.

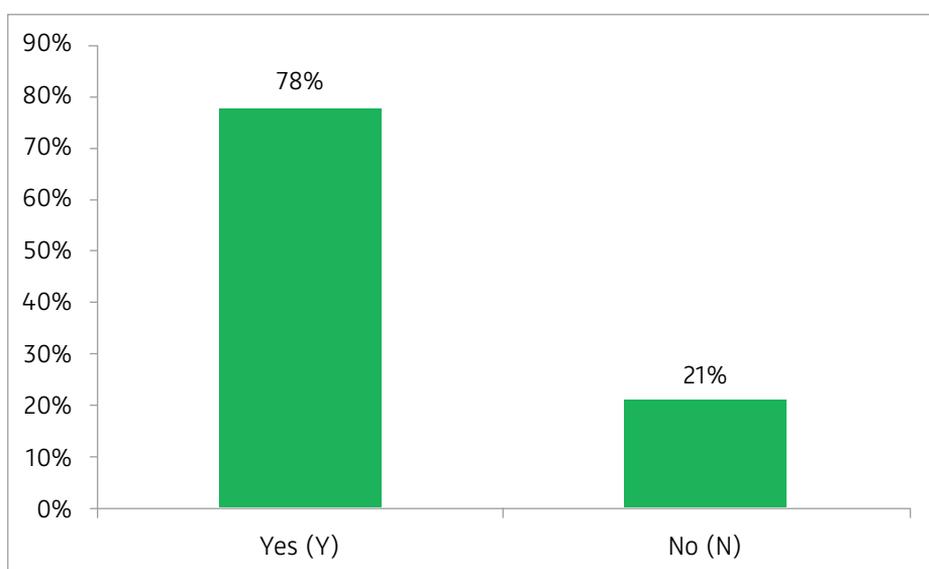
In fact there was general consensus among the journalists on the effects of poor working conditions on their reporting. For example a significant 78% indicated that in recent months, they had experienced situations and reported or covered stories inadequately due to poor working conditions. Only 21% had not encountered any challenge and were able to cover stories well.

It is only through putting in place strong legal and policy framework that issues affecting women in the media can be addressed. It is true this has been given attention at all levels (international, regional and locally) and respondents acknowledged the need to develop mechanisms that ensure there is gender equality in the media:

“There must be gender policies for women journalists in the media houses, these policies should provide for a broad range of things such as the conditions in which the women should work, the protection that the women have when working in media houses in terms of personal security whether in the field or at work, this is because there are a lot of sexual harassment issues. There should also be one that addresses sexual harassment at the media houses because a lot of women exit because of sexual harassment”.

(In-depth Interviews, 29/06/2015)

Table 7: Working conditions in the media



4.2.6 Journalist’s level of satisfaction on how editors handle stories

For many, the problem confronting journalists and reporters are directly tied to the influence from editor. According to an overwhelming 85% of the journalists surveyed, there is high favoritism among editors in Kenya while only 15.3% don’t think so.

In such a case unless an editor knows the journalists personally, their stories are unlikely to be aired or can be mutilated.

For instance one journalist noted that “you spend too much time working on a story but because you don’t know a particular editor, your story gets killed and instead other higher stories are fitted on the pages”. Another journalist corroborated and argued that “a story will only get airtime if the editors are pleased with it i.e. a political story that might have influence from politicians will only get airtime as the editors wish, brown envelope determines”.

Table 10: Favouritism among editors in Kenyan media

| | | Frequency | Percent Percent | Valid Percent | Cumulative |
|----------------|------------|--------------|-----------------|---------------|------------|
| Valid | Yes | 94 | 83.2 | 84.7 | 84.7 |
| | No | 17 | 15.0 | 15.3 | 100.0 |
| | Total | 111 | 98.2 | 100.0 | |
| Missing | System | 2 | 1.8 | | |
| Total | 113 | 100.0 | | | |

Nevertheless for those who indicated editors don't favour one side, they felt editors call them to confirm or seek more clarity on a certain story before releasing or publishing.

It is interesting to note from table 11 below that, majority almost 65% demonstrated high level of satisfaction on how editors handle their story.

For example *"I have good working relation with the editor as she can give you detailed report on your story if she is not satisfied on what you submitted to her"*. Nearly 30% were not satisfied while only five journalists were undecided on this question.

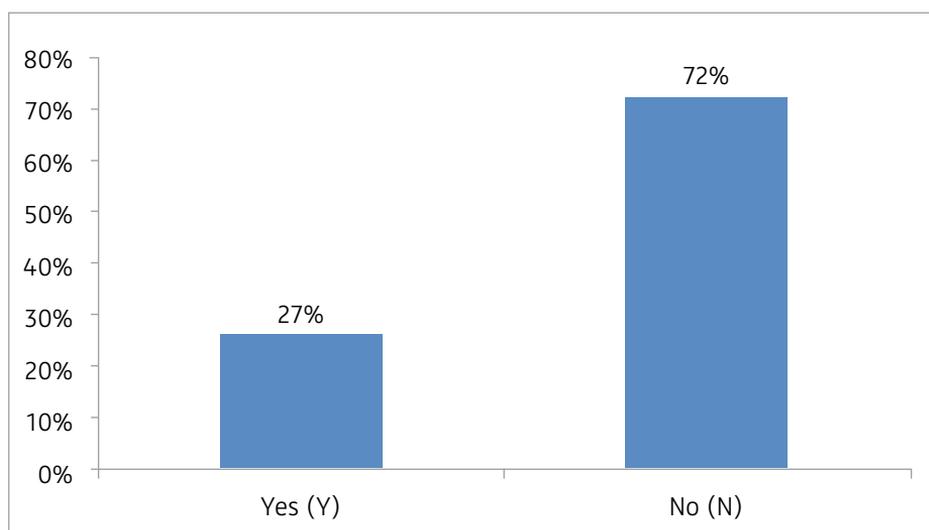
Table 11: How satisfied/dissatisfied are you with the way editors handles your story?

| | | Frequency | Percent Percent | Valid Percent | Cumulative |
|--------------|-------------------|--------------|-----------------|---------------|------------|
| Valid | | 1 | .9 | .9 | .9 |
| | Very satisfied | 9 | 8.0 | 8.0 | 8.8 |
| | Satisfied | 64 | 56.6 | 56.6 | 65.5 |
| | Dissatisfied | 30 | 26.5 | 26.5 | 92.0 |
| | Very dissatisfied | 4 | 3.5 | 3.5 | 95.6 |
| | Undecided | 5 | 4.4 | 4.4 | 100.0 |
| Total | 113 | 100.0 | 100.0 | | |

4.2.7: Gender Sensitization

There has been increased pressure for the media to take a lead in sensitizing the public on issues affecting women – Anti Female Genital Mutilation, wife battering etc. However it becomes difficult when the media organizations do not have internal gender awareness/workshops. On the question whether journalist's organization had gender awareness/workshop for sensitization purposes, a significant almost 72% observed that media houses do not have such programs while 27% indicating their organizations have such programmes.

Table 12: Gender Sensitization



As illustrated by table 13 below, most of the people working in Kenyan media at different levels were not aware of any gender/diversity policy. In fact respondents called for sensitization for the society to change perceptions and get away from stereotypes. For instance when asked whether all media personnel including media managers were aware of gender/diversity policy, 12% strongly agree 29.63% agree, about 36% neutral, 6% strongly disagree and 17.28% disagree.

Table 13: Gender Sensitization

| Answer | Count | Percentage |
|-------------------|-------|------------|
| Strongly agree | 10 | 12.35% |
| Agree | 24 | 29.63% |
| Neutral | 29 | 35.80% |
| Strongly disagree | 5 | 6.17% |
| Disagree | 14 | 17.28% |

4.2.8: Orientation of New Members of Staff

At this point, we sought to understand whether new members of staff were oriented on gender policy documents. And as illustrated by table 14, below, some journalists were careful in providing responses to this question because majority about 38% remained neutral or non – committal. Moreover, by indicating disagree 31.65% and strongly disagree (10%) suggests a greater disconnect on gender issues in Kenyan media. Other documents put those who strongly agree at about 4% and those who agree at nearly 18%. Gender equality can be described as breaking down barriers, eliminating discrimination and ensuring equal opportunity and if any organization ensures that new members of staff are oriented on such important gender issue, it becomes essential as it guides the individual in approaching gender issues within and outside the organization.

Table 14: Orientation of New Members of Staff

| Answer | Count | Percentage |
|-------------------|-------|------------|
| Strongly agree | 3 | 3.80% |
| Agree | 14 | 17.72% |
| Neutral | 30 | 37.97% |
| Strongly disagree | 8 | 10.13% |
| Disagree | 25 | 31.65% |

4.2.9: Monitoring Strategies

Developing gender policies in itself isn't adequate but there should be strategies for ensuring their implementation in the organization. Majority about 30% of journalists interviewed remained neutral on whether their media organizations had internal monitoring mechanisms for media content especially on gender issues. In addition 24.69% i disagreed, about 10% strongly disagreed and 28.40% and 7.41% agreed and strongly agreed respectively.

Table 15: Monitoring Strategies

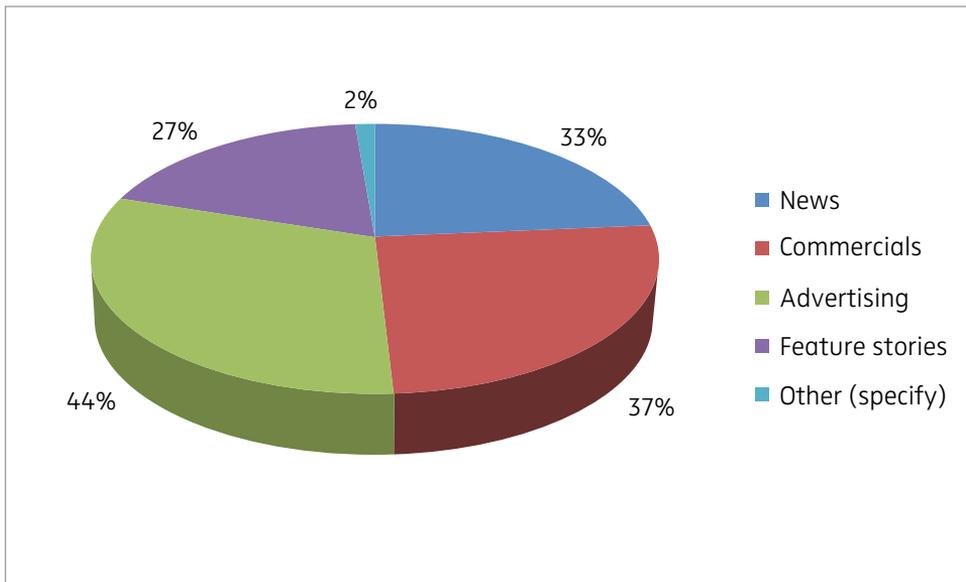
| Answer | Count | Percentage |
|-------------------|-------|------------|
| Strongly agree | 6 | 7.41% |
| Agree | 23 | 28.40% |
| Neutral | 24 | 29.63% |
| Strongly disagree | 8 | 9.88% |
| Disagree | 20 | 24.69% |

4.2.10: Gender stereotypes in the media

It is clear from figure 5 below that stereotypes are prevalent in everyday media. Often women are portrayed solely as caregivers of the family, dependent on men, or as objects of male attention. According to journalists interviewed, majority of these stereotypes are found in advertising (44%) and commercials (37%) as well as news reports (33%). Feature stories had the least stereotypes. For example stereotypes such as dressing code for women, hard stories and political beats is exceptionally for the male folks, male supervisors or managers making sexual advances to the female journalists, female journalists handling lifestyle stories especially, those related to beauties, fashions trends etc. were cited as some of the gender related stereotypes present in the newsrooms.

It was also established from the interviews conducted that stereotypes in the media remain largely inherent and women are the most recipients of gender discrimination yet media managers were aware. In fact previous reports such as The Global Media Monitoring Project (GMMP) indicates that throughout the world, female journalists are more likely to be assigned 'soft' subjects such as family, lifestyle, fashion and arts. The reports further demonstrates that the 'hard' news e.g. politics and the economy, is much less likely to be written or covered by women. In short given these media's stereotypical portrayals of women and men, we shouldn't be surprised when the relationships between women and men are similarly depicted in ways that reinforce stereotypes within the media.

Figure 7: Distribution of stereotypes by genre



4.2.11: Level of Awareness Regarding Legislative Framework on Gender Equality in Kenya

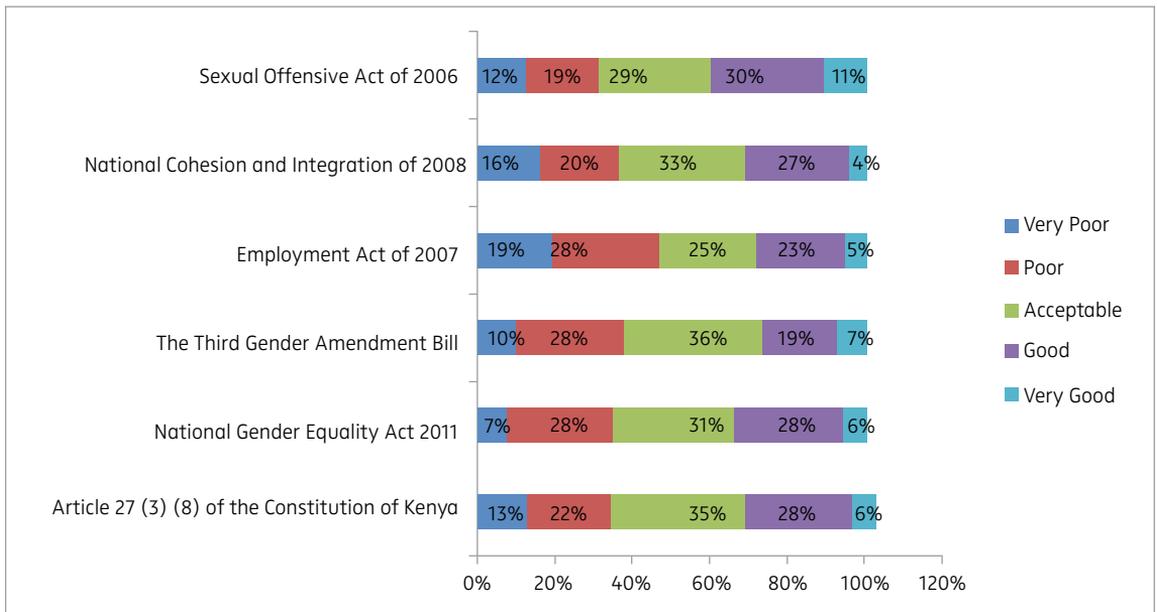
In this section, we provided an opportunity to the journalists to evaluate themselves on the existing legislative or policy documents that address gender equality in Kenya. In a scale of 1-5, nearly 13% rated their knowledge and level of awareness on article 27 (3) (8) of the constitution of Kenya very poor, with about 22% poor.

A total of 35% indicated that their level of awareness and knowledge were basically acceptable with 28% and 6% good and very good respectively.

Meanwhile even though about 6% of the journalists interviewed rated their knowledge and level of awareness on National Gender and Equality Act 2011 very good and subsequently 28% good, about 28% indicated very poor and 7% poor.

This study was conducted at a time when debate on the two third gender amendment bill was on. Indeed majority nearly 36% indicated acceptable, about 10% very poor, 28% poor, nearly 19% good and about 7% very good. The Sexual Offense Act of 2007 were rated high among the journalists, for example, as illustrated in figure 5 below, majority had good (30%) and very good (11%).

Figure 8: Level of Awareness Regarding Legislative Framework



When asked to state whether media in Kenya provide adequate opportunity for the public to share or discuss gender equality issues which affects them, a vast majority 64.20% said they do not think so while 35% said it was possible.

CHAPTER 5

5 CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

Results from the study show that despite progress made in gender representation in the media, men still dominate the media in Kenya – as reporters/journalists and as news sources/actors. Based on the data presented above, this study concludes that many media outlets operate without gender policies. This was evident when majority of the members said that they are not aware of gender policies in their media houses, and where they exist, they have not been sensitized. Although there were stereotypes on men, this affected women more and presented itself in various forums: sexual exploitation, female journalists are weak and cannot cover/report politics or economy etc.

5.2 Recommendations

Media Houses

1. There is need to have gender policies in place and if available, sensitize all employees including journalists.
2. Special needs of women especially those in field assignment should be considered and taken care of so as to provide them with conducive environment to operate.

Other stakeholders

1. Engage the media on the importance of considering gender equality as essential element within and outside media.
2. Actively support initiatives that can increase the space of men and women in the media.

5.3 Further studies

This study broadly looked at the gender equality in the media and in order to understand specific number of women and men working in the media, further research should be done on proportion of women and men studying journalism in relation to those entering the field. In addition, the current study selected few of the UNESCO's Gender-Sensitive Indicators for Media (GSIM) but further research would increase the number of indicators.

Bibliography

Anyanwu J. C. and Augustine D. (2013). Gender Equality in Employment in Africa: Empirical Analysis and Policy Implications. *African Development Review*, Vol. 25, No. 4, 400–42.

Communication Authority of Kenya 2012. Competition Study –the broadcasting industry in Kenya. Dissemination Workshop. <http://ca.go.ke/images/downloads/RESEARCH/Competition%20Study%20on%20the%20Broadcasting%20Industry.pdf>

Cox, G. (2012). Where do all the female journalists go? <http://thatgracecox.tumblr.com/post/34109797037/where-do-all-the-female-journalists-go>. Accessed on 9th June 2015.

Franks S (2013). *Feminization of journalism education*. New York: I.B Tauris & Co. Ltd.

Hemmings C. (2005). Telling feminist stories. *Feminist Theory*. DOI: 10.1177/1464700105053690. http://www.femst.ucsb.edu/projects/crwsj/conversations/archive/20082009/may_2009_workshop/hemmings_telling_feminist_stories.pdf. Accessed on 30th May 2015.

Hoare, J. (2007). Gender and Development, Media. Vol. 15, No.3 pp.357-368

Inter Press Service, 1998. Gender policy of Inter Press Service. Rome: IPS.

International Women's Media Foundation, 2011, Global Report on the Status of Women in the News Media. <http://www.iwmf.org/wp-content/uploads/2013/09/IWMF-Global-Report-Summary.pdf>. Accessed on 26th May 2015.

Joseph A. (2013). Media pluralism and gender: Not just a question of numbers in World Association for Christian Communication, 2013, Media and Development: Building alliances for gender and media. http://cdn.agilitycms.com/who-makes-the-news/Resources/Media-Development-2013-Vol-4_Building-alliances-for-gender-and-media.pdf. Accessed on 28th May 2015.

Koutselini, M., Papastephanou, M., Papaioannou, M. (2006) Gender mainstreaming in the mass media: European and global gender profile, in Ross, A. (ed) Citizenship Education: Europe and the World. London: CiCe, pp 665-678.

Morley, L., 2007. Syster-matic: gender mainstreaming in higher education. Teaching in Higher Education, 12 (5-6), pp.607- 620.

Mutua, K., & Sunal, C. S. (2004). Research on Education in Africa, the Caribbean, and the Middle East: An Historic Overview. USA: Information Age Publishing Inc.

Neuhouser, F., & Neuhouser, F. (2009). Foundations of Hegel's social theory: Actualizing freedom. United States of America: Harvard University Press.

Republic of Kenya (2015). Economic Survey 2015, KNBS.

United Nations (1995). The United Nations Fourth World Conference on Women, Platform For Action. Beijing, China - September

Women in Journalism (2012). Seen but not heard: How women make front page news. http://womeninjournalism.co.uk/wp-content/uploads/2012/10/Seen_but_not_heard.pdf. Accessed on 9th June 2015.

World Economic Forum (2012). The Global Gender Gap Report. Insight Report, Switzerland, http://www3.weforum.org/docs/WEF_GenderGap_Report_2012.pdf. Accessed on 26th May 2015.

Media Council of Kenya (2011). The performance of vernacular radio stations, September/October, Monitoring Report.

Media Council of Kenya (2012). The pre-election coverage by Kenyan newspapers. March, Monitoring Report.

Appendix I: Study Regions

| Regions | Officers | Duration (Days) |
|---------------|----------|-----------------|
| Nyanza | 2 | 1 |
| Western | 2 | 1 |
| Rift Valley | 2 | 1 |
| North Eastern | 2 | 1 |
| Central | 2 | 1 |
| Coast | 2 | 1 |
| Eastern | 2 | 1 |
| Nairobi | 2 | 1 |
| | | 21 days |

Appendix II: Timeline

| Activity | MAY | | | | JUNE | | | |
|---|-------|-------|-------|-------|-------|-------|-------|-------|
| | Week1 | Week2 | Week3 | Week4 | Week1 | Week2 | Week3 | Week4 |
| Develop research tools | | | | | | | | |
| Review and revise items with office staff | | | | | | | | |
| Pretest items with representative sample | | | | | | | | |
| Prepare study sites | | | | | | | | |
| Administer survey in 8 regions | | | | | | | | |
| Statistical analysis of data | | | | | | | | |
| Preparation of first draft report | | | | | | | | |
| Preparation of final report | | | | | | | | |



