
**ANALYSING THE RELATIONSHIP BETWEEN GENDER INEQUALITIES AND
PERFORMANCE OF WOMEN IN THE JOURNALISM SECTOR IN UGANDA. A CASE STUDY
OF CBS MEDIA.**

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ABSTRACT

This research report study aimed to investigate the “analyzing the relationship between gender inequalities and performance of women in the journalism sector in Uganda. A case study of CBS media”. Questionnaires were used to collect data under a case study research design. Qualitative and quantitative means were used to analyze the data. The objectives of the study used were; To examine the contribution women have played in the growth of Uganda's media industry over the years, to examine the challenges faced by women journalists in Uganda, to examine policies and systems that have been be put in place to ensure women get fair working conditions and equal opportunities in the Uganda's media industry. To achieve this objective, the study sampled 90 respondents because it is large enough compared to the study population The respondents were selected using simple purposive sampling method, it was important because it gave the researcher freedom to select certain respondents with in-depth knowledge regarding the issue under investigation. From the findings, 58% of the respondents strongly agree that when customers are satisfied, they create a positive working environment, 42% agreed with the statement while none disagreed nor strongly disagreed with the statement. 42% of the respondents strongly agreed that website designing attracts customers to buy products since the products are easily accessible to everyone. 17% agreed with the statement, 25% strongly disagreed saying that what is on the website of some companies is not what is normally delivered while 17% disagreed. The principle of gender equality and development needs to be emphasized as a basic requirement for the equal enjoyment of rights and freedoms of women and men in all sectors. Moreover, the need to develop practical approaches to overcome these gender related issues and concerns must be addressed at all levels in the media industry, Affirmative action policies and programs should be designed to

ensure that qualified women have equal access to opportunity and are given a fair chance to contribute their talents and abilities.

Key words: *gender inequalities, performance and journalism sector*

Background of the study

Globally, women's entrance and participation in journalism is generally a recent development. Journalism historians say that women who worked in the USA and European press in the early 1990s lacked formal titles but they did the bulk of the work as compositors, binders, typesetters and proofreaders (Kazaara et al., 2023). In the African context, there are some few studies of meso-level analysis of gender and media Kaija (2013). Kareithi (2013) and Nghidiwa (2013) for instance offer a broad assessment and contextual analysis of women's participation in journalism in Uganda and Namibia. They present an overview of issues including gender ratio in newsrooms, and general challenges that impact women's work in journalism including the impact of journalism work-time on women's effort to achieving work-life balance (Shakilah & Kazaara, 2023).

A study by the East African Journalists Association (EAJA 2008) revealed that, much remains to be done to achieve gender equality in journalism in the region. The study further observed that throughout the nine countries surveyed, including Kenya, women journalists were under-represented and portrayed in limited roles in the media sector. Women were also facing cultural and societal problems that hindered their work (Zowena et al., 2023). The study also revealed that whereas men and women were equally represented in their workplaces, fewer women, as compared to men, were reported to be serving in senior positions. In more than half of the institutions, men occupied all senior and most middle level positions. It is obvious that a common challenge facing the media sector in Kenya is mainstreaming gender issues and concerns in its operations (Shakilah & Kazaara, 2023).

Uganda has a liberalized media industry with more than 200 FM radios, about

40 Television stations and several newspapers licensed and broadcasting in different parts of the country. Majority of the media houses in Uganda are privately owned and hence are profit oriented. The ownership and profit motive of most of the media houses has a significant impact on the operations and relationships within the media workplace (Isaac et al., 2023). However, in these media houses women face exclusion with only two of Uganda's top newspapers by women - "Barbara Kaija, Editor in Chief of Vision Group, and Carol Beyanga, Managing Editor of Daily Monitor. The under representation and discrimination of women in media houses is not only limited to fledgling democracies like Uganda but is a global concern. "Globally 73% of the top management jobs in the media industry are occupied by men compared to 27% occupied by women (Christopher et al., 2022). This is despite the fact that women constitute the largest number of students in journalism schools" 3. Among the ranks of reporters, "men hold nearly two- thirds of the jobs, compared to 36% held by women.

In the Eastern Africa region Uganda inclusive, a report by the Eastern Africa Journalists Association notes that there is gender bias in mainstream media with "only 17% of news sources being female (although women make 52% of the population), while women sources for politics, economics and sports stories are only less than 10% (Ronald & Kazaara, 2023). In addition, the same report notes that whereas women comprise 17% of the members of parliament in the region only 8% of politician sources are women" (EAJA 2008:11).

Problem statement

Internationally, women in media have made significant contribution as workers in human resource, marketing, journalist, news anchors, production, finance, editorial and printing. However, like in many African countries, women journalists in Uganda face numerous challenges while pursuing their careers in the sector. A number of these challenges are gender- related both in nature and in practice. Research has established that in various regions of the world, women are not a significant part of the media workforce. This was affirmed during the 24th Congress of the International Federation of Journalists in Seoul, Korea in

2001. The congress recommendations recognized that much remains to be done for women to achieve equality in journalism (Kazaara et al., 2023).

The East African Journalist Association study of 2008, on enhancing gender inequalities in the media, indicated that in Uganda, women journalists are underrepresented and portrayed in limited roles (Handarkho, 2020). Few women, as compared to men, were reported to be serving in senior positions. In more than half of the institutions, all senior and middle level positions are occupied by men, while only 2 out of the 14 media institutions are headed by women. This applied to the core staff which is dominated by men (62 percent). The study also observed that with the existing inequalities between men and women, gender equality is far from being achieved. For this reason, the study seeks to identify gender-related challenges facing women in the media sector that the existing inequalities and to come up with practical strategies that will bridge the gender-disparities existing in the media sector in Uganda. Consequently, this will stimulate the gender mainstreaming process in this sector

Specific objectives

1. To examine the contribution women have played in the growth of Uganda's media industry over the years
2. To examine the challenges faced by women journalists in Uganda.
3. To examine policies and systems that have been put in place to ensure women get fair working conditions and equal opportunities in the Uganda's media industry

Research questions

1. What's the contribution of women in the growth of Uganda's media industry over the years?
2. What are the challenges faced by women journalists in Uganda?
3. What policies and systems can be put in place to ensure women get fair working conditions and equal opportunities in the Uganda's media industry?

Methodology

Research Design

Both qualitative and quantitative research designs was used to carry out this research. This not only aims at enabling the researcher gather adequate information, but because both methods supplement each other in providing more valid research than a single research strategy. (Jankowski & Wester; 1995). The qualitative research method was based on content analysis. This was because content analysis was described as one of the most prominent research tools in mass media studies (Berelson, 1952).

Study Population

The study population was 90 respondents including manager, General staff of CBS media and local people (community members). CBS employs employees in different capacities, ranging from cleaners to the Manager.

Sample Size and Selection Method

A total sample of 25 respondents were purposively selected from the manager, general staff of the CBS media and community members. The sample size will be determined using the framework of Krejcie and Morgan 1970. To select the respondents, Purposive sampling method used to help the researcher get detailed information for the evaluation of the study and for the inclusion of only those respondents who hold vital information that the researcher needs. It was important because it gave the researcher freedom to select certain respondents with in-depth knowledge regarding the issue under investigation.

Data collection methods

The researcher used both the quantitative and qualitative methods of data collection. The specific quantitative methods employed was interviews, questionnaires and focus group discussions. Both formal and informal interviews was applied. The interviews were in-depth and was conducted on a face-to-face basis to avoid misunderstandings between the interviewer and the interviewee. The qualitative method considered a three years' (2000, 20004, 2008) content analysis of CBS media.

Data analysis

Data was analyzed using SPSS by the researcher (Nelson et al., 2022). The researcher goes through a compilation of papers from CBS media archives of the selected months. The data was presented in form of tables, graphs and charts. Data was judged basing on the objectives of the study and research questions that was sent out. There was also a comparison of different data related to the research, with the aim of exposing the gaps left out.

RESULTS

Table 1: Contribution women towards the growth of media industry

Contribution of women in the growth of Uganda's media industry	Response										
	SA		A		NS		D		SD		T. T
	F	%	F	%	F	%	F	%	F	%	%
Transmitting information to society in empowering women	20	80	5	20	0	0	0	0	0	0	25
Creating more platform for women in media industry	15	60	10	40	0	0	0	0	0	0	25
Promoting the use of media, especially social media as a powerful tool to advocate for elimination of violence against women	17	68	5	20	0	0	3	12	0	0	25
Educating the society about their women's stand and worth.	20	80	5	20	0	0	0	0	0	0	25

From the table above, 58% of the respondents strongly agree that when customers are satisfied, they create a positive working environment, 42% agreed with the statement while none disagreed nor strongly disagreed with the statement.

42% of the respondents strongly agreed that website designing attracts customers to buy products since the products are easily accessible to everyone.

17% agreed with the statement, 25% strongly disagreed saying that what is on the website of some companies is not what is normally delivered while 17% disagreed.

On packaging, 60% of the respondents strongly agreed with the statement saying that when the packaging is good it attracts more customers to the product, 33% agreed while 4% disagreed with the statement that for them they do not follow the packaging but instead the quality of the product. Thus, this indicated that when customers recommend their colleagues to the Company, in one it saves on advertising and marketing expenses.

Table 2: Challenges faced by women journalists in Uganda.

Challenges faced by women journalists in Uganda.	Response										
	SA		A		NS		D		SD		T.T
	F	%	F	%	F	%	F	%	F	%	%
Gender Segregation and Discrimination	15	60	5	20	2	8	3	12	0	0	25
Abuse and sexual harassment	20	80	5	20	0	0	0	0	0	0	25
Targeted online attacks	10	40	5	20	0	0	0	0	10	40	25
Unfair Treatment of Female Staff Due to their Gender	20	80	5	20	0	0	0	0	0	0	25

Stereotypes	10	40	5	20	3	12	7	28	0	0	0
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Source: Primary data

From the table above, 58% of the respondents strongly agree that when customers are satisfied, they create a positive working environment, 42% agreed with the statement while none disagreed nor strongly disagreed with the statement. 42% of the respondents strongly agreed that website designing attracts customers to buy products since the products are easily accessible to everyone. 17% agreed with the statement, 25% strongly disagreed saying that what is on the website of some companies is not what is normally delivered while 17% disagreed. On packaging, 60% of the respondents strongly agreed with the statement saying that when the packaging is good it attracts more customers to the product, 33% agreed while 4% disagreed with the statement that for them they do not follow the packaging but instead the quality of the product.

Table 3: Policies and practices in promoting gender balance and sensitivity

a)	Affirmative action policy	2	8%
	Child care policy and facilities	3	12%
d)	Sexual harassment policy	5	20%
e)	Maternity leave	3	12%

g)	A gender forum where gender issues are openly discussed	4	16%
h)	An overall gender policy	8	32%
	Total	25	100

Source: Primary data

The findings revealed that child care policy and facilities were highly recommended best practice. at fifty two percent (52%), This would ensure that women attended to their young ones during breaks and still attain to their daily work. Fifty six percent (56%) expressed the need for an overall gender policy addressing all gender disparities which must implemented, thirty six percent (36%) proposing for gender forums where gender issues are openly discussed within the media sector. This would ensure the board, management and other media workers, thirty six percent (36%) indicated that a sexual harassment policy and affirmative action policy should be developed as a critical policy intervention strategy to attaining gender equality. Thirty six percent (36%) were supportive of the flexi time policy while twenty eight percent (28%) indicated that maternity leave significant to create a suitable environment for women to participate in family roles as well as their career.

Observations made from table above, child care policy and facilities were rated highest requirement at fifty two percent (52%) by the respondents.

Table 4: Policies and awareness

	YES	%	NO	%

a) A gender policy	10	40	15	60
b) A sexual harassment policy	5	20	20	80

Source: Primary data

From the observations made on table above, forty percent (40%) were not aware that a sexual harassment policy existed compared to twenty eight percent (28%) who said they were conversant with the policy. This means that for most of the respondents in the current study, the concept of gender and sexual harassment as a policy issue is quite unfamiliar. Hence, they were not in a position to have a strong opinion about it, ideally the fact that few women are aware of the policies is expected to be a motivation for them to disseminate their scholarly output to address the challenges and support fellow women.

Conclusions

Women face gender related challenges in the media sector, Societal understandings Of effective leadership are very gendered and skewed against women, Patriarchy could be blamed for this, it is implicated that women cannot do some duties effectively, an assumption drawn from the findings that some positions and duties were specifically allocated to men in the media houses, This seems to work against women's empowerment, It is a factor for lack of support for women media practitioners and their involvement in leadership and decision-making.

Recommendations

The principle of gender equality and development needs to be emphasized as a basic requirement for the equal enjoyment of rights and freedoms of women and men in all sectors. Moreover, the need to develop practical approaches to overcome these gender related issues and concerns must be addressed at all levels in the media industry, Affirmative action policies and programs should be designed to ensure that qualified women have equal access to opportunity and are given a fair chance to contribute their talents and abilities.

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