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

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**GENDER IN UGANDA'S MEDIA:**  
An Analysis of Print and Radio News/  
Television Talk Show Content

**May – July 2023**

# **FINDINGS REPORT**

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# LIST OF ACRONYMS

CBS	:	Central Broadcasting Service
CEDAW	:	Convention on the Elimination of All Forms of Discrimination Against Women
DGF	:	Democratic Governance Facility
EAJA	:	East African Journalists Association
FDC	:	Forum for Democratic Change
FM	:	Frequency Modulator
GMMP	:	Global Media Monitoring Project
GMMT	:	Gender Media Monitoring Team
MK	:	Muhoozi Kainerugaba
NBS	:	Next Broadcasting Services
NIJU	:	National Institute of Journalists of Uganda
NRM	:	National Resistance Movement
NTV	:	Nation Television
RDE	:	Royal Danish Embassy
TN	:	Trillion
TV	:	Television
UBC	:	Uganda Broadcasting Corporation
UMWA	:	Uganda Media Women's Association
UNESCO	:	United Nations Educational, Scientific and Cultural Organization
WACC	:	World Association for Christian Communication



# DEFINITION OF KEY TERMS

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**A News source:** The person(s) providing information on the news subject matter in the article / story. He/she could have been interviewed. The source can also be a piece of document on the subject matter.

**A News subject:** The person or issue the article is rotating around.

**An Article:** It is the text or content well packaged for publishing in the electronic or print media.

**A Story:** It is another name for an article.

**A Headline:** It is a title of the article.

**Byline:** It is a printed line or text accompanying an article giving the author's name. It is normally placed between the headline and the text of the article, or at the bottom of the article.

**Caption:** Captions are words shown on a movie, television or below a picture / diagram, either describing or adding value to the content.

**Circulation:** It is a count of how many copies of a particular publication has distributed, on a day.

**Femininity:** A trait of behaving in ways 'considered' typical of women. They are shaped by both social and cultural processes and not biology.

**Gender:** Is a social construct that refers to social relations between and among the sexes based on their relative roles. It encompasses economic, political and socio-cultural attributes, constraints and opportunities associated with being male or female.

**Gender analysis:** It is the variety of methods used to understand the relationships between men and women, their access to resources, their activities, and the constraints they face relative to each other. OR A systematic analytical process used to identify, understand, and describe gender differences and the relevance of gender roles and power dynamics in a specific context.

**Gender awareness:** It is the ability to view society from the perspective of gender roles and how this affects women's needs in comparison to the needs of men.

**Gender differences:** Are differences that result from the socially ascribed role of being male or female, i.e. masculinity and femininity.

**Gender issues:** Arise when there is inequality or differential treatment of an individual or group purely on basis of the social expectations and attributes of their sex. This is normally as a result of old attitudes persisting in situations where they are no longer valid.

**Gender lenses:** It is a tool that can be used to identify gaps and differences in any program from a gender perspective. (Taking men and women into equal consideration).

**Gender roles:** Roles classified by sex, in which the classification is social and not biological. Child rearing may be classified as a female role, but it is a female gender role rather than a female sex role as child rearing can be done by men or women.

**Gender sensitivity:** It is the ability of translating this awareness into action in the design of development policies, programs and budgets. OR It is the ability to recognize gender issues - particularly women's different perceptions and interests arising from their locations and gender roles.

If development programs do not take gender issues into account, they become gender insensitive or gender blind in as much as they fail to recognize the different needs of either women or men. If, on the other hand, a program takes gender issues into account, it becomes **gender responsive**.

**Gender stereotypes:** The generalized, simplistic and often exaggerated assumptions of masculinity and femininity in a given cultural context.

**Masculinity:** Is a description of gender identities, attributes, behaviors or roles generally associated with boys and men. They are shaped by socio-cultural processes and **not** biology.

**Newspaper pullout:** Is part of a newspaper that is designed to be removed and read separately.

**News / Sound byte:** A short audio or video clip taken from a 'speech' or press conference, and broadcast especially during a news report.

**Passive:** Denoting lack of active participation in the public domain.

**Readership:** It is the average estimate of how many people read a copy of an edition of a newspaper.

**Reinforce stereotypes:** Reinscribe the generalized, simplistic and often exaggerated assumptions of masculinity and femininity in a given cultural context.

**Sensitive:** Is to be emotionally aware, and responsive to the feelings, moods, reactions and needs of others.

**Sex differences:** Differences that can be observed between the biological categories, male and female.

**Sexism** is prejudice or discrimination based on one's gender and the attitudes, stereotypes, and the cultural elements that promote discrimination.

**Sexist language** is language which excludes one sex or the other, or which suggests that one sex is superior to the other. For example, using *he*, *him* and *his* to refer to both sexes, male and female while writing.

**Voxpop:** A tool used in many forms of media to provide a snapshot of public opinion. Random subjects / people are asked to give their views on a particular topic which responses are presented on radio, television, or the print media as part of population opinion.



# Acknowledgements



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

Uganda Media Women's Association, UMWA, wishes to appreciate the following organizations and individuals without whose input this research may not have been completed.

First, and foremost, we would like to register our sincere gratitude to the Royal Danish Embassy for funding the ten-month Project (March – December 2023) ***“Media for Gender Equality and Social Justice: Leaving No One Behind”***. The support built on the previous one from the Consortia Donor countries under the Democratic Governance Facility, DGF. The Consortia constituted: Austria, Denmark, Ireland, the Netherlands, Norway, Sweden, the United Kingdom and the European Union. We are indeed grateful to DGF for enabling us conduct gender media monitoring that has since facilitated positive changes in over 45 media houses that formed the Project.

We also take this opportunity to acknowledge the World Association for Christian Communication, WACC whose monitoring tool under the Global Media Monitoring Project, GMMP has been very useful, in shaping the data collection tool. In the same vein, we are also very appreciative to UNESCO whose gender sensitive media indicators have impacted the research tool too.

To the media houses from which news content that was monitored was got, (Print – Bukedde, Daily Monitor and New Vision; Radio – Central Broadcasting Service (CBS), Radio One, and Radio Simba; and Television – NBS, NTV and UBC TV), we can never thank you enough for your cooperation.

We are also grateful to Nankya Immaculate, for formatting this report, and Nyanzi Godfrey for tirelessly putting together Radio and Television news content that was monitored.

Lastly, we extend our appreciation to the Core Gender Media Monitoring Team at UMWA: Joseph Kalyebi Higenyi, the Principal Investigator; as well as Researchers Nankya Joanita Sanyu, and Kabali Paul Muwanguzi, for their efforts that have culminated into this Research Report.

# Foreword



*Dr. Patricia Kevine Litho*  
Board Chair,  
**Uganda Media Women's  
Association, UMWA**

It is with great pride that I introduce this seminal study on gender representation in media content, undertaken in collaboration with the Royal Danish Embassy. At UMWA, we have long been committed to advancing the visibility and portrayal of women within the media landscape of Uganda, and this project stands as a testament to our unwavering dedication to this cause.

The findings presented in this study underscore the pressing need for concerted action to address the pervasive gender disparities that persist within media narratives. Despite progress in various spheres, women continue to be marginalized and misrepresented in media content, perpetuating harmful stereotypes and limiting their visibility in public discourse.

Through rigorous gender media monitoring, this project has provided invaluable insights into the extent of gender inequality within media news content. From the underrepresentation of women as news subjects to the prevalence of gender biases in reporting, the findings highlight the urgent need for systemic change within the media industry.

Moreover, this study serves as a call to action for all stakeholders to prioritize gender equality in media representation. From media practitioners to policymakers, each of us has a role to play in dismantling the barriers that inhibit women's full participation and representation in the media.

The recommendations outlined in this study offer a roadmap for advancing gender equality within the media sphere. By adhering to principles of fairness, inclusivity, and gender sensitivity, we can create an environment where women's voices are heard, valued, and respected.

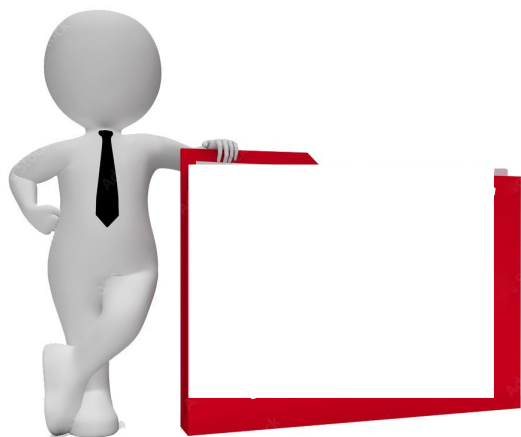
As we embark on this journey towards a more equitable media landscape, let us remain steadfast in our commitment to amplifying the voices of women and promoting gender equality in all its forms. Together, we can create a future where media content reflects the diversity and richness of our society, empowering women to fully participate in shaping the narratives that define us in Uganda and beyond.



## PROJECT CORE TEAM

- a) **Margaret B. Sentamu**, Research Coordinator. Margaret has wide experience in developing and managing communication strategies for social change. Been a lead trainer in human rights, gender sensitive reporting, and integrating reproductive health in media content. Skilled in Gender Mainstreaming, Strategic planning, Participatory methodologies, writing and editing for print, television, and radio. Has successfully managed and coordinated several regional and national donor Projects. She has since 2015 successfully coordinated Country GMMP Surveys. Participated in the GMMP 2015, in addition to taking lead roles in several research works including developing Training Manuals on development issues, for the Media. She holds a Masters Degree in Women and Gender Studies and a BA Political Science and Sociology, Makerere University, with Post Graduate Diploma in Mass Communication, University of Nairobi.
- b) **Joseph Kalyebi Higenyi**, Lead Researcher. Joseph holds a BA Degree in Political Science and a Masters Degree in Women and Gender Studies, Makerere University. Joseph has undertaken over twenty researches in different capacities (leading, co-investigating, and assisting) in various fields, largely in social sciences but mostly in gender, with an emphasis on Media and Gender. He is also skilled, and has participated in different gender mainstreaming projects. Joseph has also participated in the 2010, 2015, and 2020 GMMP. His passion is to contribute to efforts aimed at promoting gender equality and equity in all aspects.
- c) **Nankya Joanita Sanyu**, Co-Researcher. Joanita is currently the Project Officer – Gender Media Monitoring at Uganda Media Women’s Association, UMWA. Participated in GMMP 2015, and Audience Research for Mama FM. She holds a Masters in Ethics and Integrity, Makerere University. Has done research about communities through feedback analysis to identify radio information needs. An administrator and ethical philosopher by profession, Joan is passionate about human rights and gender equality.
- d) **Paul Kabali Muwanguzi**, Co-Researcher. Paul is a seasoned journalist with over five years of experience encompassing a diverse skillset including news writing, production, graphic design, website management, and photography. Paul holds a Diploma in Journalism and Mass Communication. Paul has a passion for social justice, therefore, committed to amplifying the voices of the marginalized communities. He has undertaken several short courses in Development Journalism including gender responsive reporting, elections and conflict resolution, sexual reproductive health reporting among others.

# EXECUTIVE SUMMARY



Uganda Media Women’s Association, UMWA, with support from the Royal Danish Embassy, implemented a project whose goal is to enhance women visibility and portrayal in media content and programming in Uganda, by among others, increasing women coverage as sources, and subjects in news media. The project purposed further at engendering the media with directed actions for accountability, towards improved representation and portrayal of women in the media.

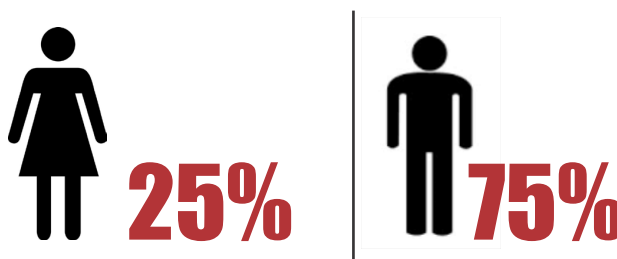
Gender media monitoring was one of the activities under this project. It purposed to generate evidence-based data to, among others, show the extent to which media content is gender sensitive by the start of the project, through to the end. The other purpose is to generate gender-segregated data to show the magnitude of gender inequality in newspaper and radio news as well as television talk show content, and to propose a way forward. The identified gaps / strengths in turn may not only help inform other project purposes, but also any initiatives geared towards promoting gender equality by other stakeholders such as government; media owners, managers, practitioners and training institutions; the general public; and development partners. Gender Media Monitoring (GMM) aims to articulate concerns about media and communication broadly, from a gender perspective. It involves conducting gender-focused media monitoring and engaging with

media professionals on gender issues in media policy and practice. Overall, the research and advocacy initiative seeks to advance gender equality in and through media news content.

This study was conducted based on previous research studies on the subject area that have shown not only that women’s representation in media news content is very low, but also demonstrated that their presentation is stereotyped, in comparison to that of men.

Employing both qualitative and quantitative methodologies, the survey covered the last two weeks of May up to the first two weeks of September 2023. The first ten (10) print and radio news stories were analyzed. For Television specifically, analysis was limited to Talk Shows.

Relative to men, women’s visibility in print news stories as well as radio and television talk shows was significantly lower. This was not only in terms of being read about as news subjects or being heard as news sources, but also being seen in images accompanying the news stories. The voices heard in media news, during the period under study, were overwhelmingly male while those of women were invariably invisible. As news subjects, women formed the minority (only 25%) as opposed to 75% for males. Additionally, the voices heard in media news, during the period under study, were overwhelmingly male. The proportion of female news subjects directly quoted was 25% as opposed to 75% for males. Indeed, by giving voice almost exclusively to males, these media stories and talk shows obliterate the fact that women have opinions and perspectives which should be reflected in and by the media.



Further still, among the news subjects whose photographs / images accompanied the news stories, a majority were males (66%), females having constituted only 34%. It should be noted that overall, female news subjects constituted 25% of those directly quoted, and yet those whose images accompanied news stories formed 34%. This suggests that in media news content, female news subjects are more likely to be seen than heard which is reflective of general social expectations about women and men.

Effort was made to establish whether or not, there is a relationship between socially defined gendered status and the level of visibility in media news. This was at the levels of family status of news subjects, among others. Evidence from the findings indicates that, indeed, there is a relationship between socially defined gendered status and the level of visibility in the media.

Emerging from the findings, for example, is that relative to their total number as news subjects, more females (10%) have been associated with **family status** (which family status has no bearing to the story at all) **as mothers, daughters or wives of somebody**, than male news subjects (only 3%) as **somebody's father, son or husband**. This suggests that female news subjects are three and a half times more likely than males to have a family relationship attached to them in news stories.

Findings of the study indicate further that gender dimensions also appear with regard to who (female or male journalist) delivered the news; or took photos that accompanied news stories; and those who hosted talk shows. In all the three cases combined, female journalists who delivered news stories/ hosted talk shows constituted only 18%, a majority (82%) having been. **Note: those whose sex was "Not Known" because they were referred to as 'Our Reporter(s)' and not by name(s) were discounted.** For talk shows, all hosts were male (100%; F – 0%).

Analysis of the implications of the reporters' sex on the gender dimensions of news content was also undertaken. **Note: This applies only to print media news, and in all cases analyzed below, any one story filed by Both Female and Male journalists, as well as those by reporters whose sex was "Not Known", were discounted.**

The findings indicate that there is a relationship between the sex of the reporter and the proportion of female and male news subjects appearing in print news stories. Overall, the stories by female reporters had a 17% representation of female news subjects and 83% male, while those by male reporters had a 13% representation of female news subjects and 73% male. Thus, female reporters covered more female news subjects (by a difference of 4% than their male counterparts).

Study findings show further that male reporters are more likely than their female counterparts to directly quote more female news sources.

Overall, the stories by female reporters had a 9% representation of female news sources and 91% male, while those by male reporters had a 15% representation of female news sources and 85% male.

Thus, male reporters covered more female news subjects than their female counterparts. This is a difference of 6% which suggests that male reporters are more likely to quote more female news sources than the females, implying that the likelihood of a female being quoted is higher in stories filed by male than female journalists.

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

In the last part of this report, an effort has been made to propose a way forward in terms of recommendations that can be used by the government, media training institutions, media houses and journalists, media rights and gender equality focused CSOs and media consumers, as well as the UN family and other international agencies, in an effort to promote fair and balanced representation and presentation of both women and men in and by the print media.

Among others, these recommendations include adhering to and enforcing policy and legal frameworks that guide media operations; respecting the principle of equality and fairness in respect to female and male news subjects and sources; avoiding the use of images and language that are sexist, derogatory, discriminative and stereotypical through development of appropriate gender-inclusive policies, resource materials and policy guidelines; imparting skills to journalists, in addition to offering both female and male journalists equal opportunities to cover all issues and the resources needed for doing so; and conducting periodic research in gender and media, to inform future decisions by all stakeholders. Media rights and gender equality focused civil society organizations, are also called upon to support, especially women, build knowledge and skills in effective utilization of the media.

# CHAPTER 1: INTRODUCTION

## ABOUT UGANDA MEDIA WOMEN'S ASSOCIATION (UMWA)

### Who We Are

#### *About Us*

The Uganda Media Women Association (UMWA) was founded in 1983 by a group of 48 female journalists as a membership association. The Association was formed after the realization that Uganda did not have any umbrella body to cater for the professional interests of media women as well as the information needs of the marginalized in society. Back then in the 1980s, the only umbrella Journalist Association available would not cater for, or recognize the concerns or contributions of female journalists. Female journalists were absent in the Association's leadership. Besides, the media was hugely gender insensitive, women's visibility and portrayal were highly wanting despite them forming over 50% of Uganda's population. The press did not make adequate acknowledgement of their achievements or aspirations. It was therefore felt that through access to media and possible ownership by the women themselves, women could impact on the development and direction of their country, thus the founding of UMWA.

UMWA is headed by a Board of Directors, while the day-to-day activities are spearheaded by a full-time Executive Director who works with men and women competent in their expertise. The organization was registered with the Registrar of Companies and also under the 1989 NGO Statute, with No. S.5914/1535. UMWA's headquarters are located 8 kilometres (Kisaasi), from Kampala capital city.

Over the years UMWA has grown into an organization that stands out of the rest because of combining two critical factors in their implementation approach: Media and Gender. *The Other Voice, TOV*, for example started in 1997, is one of UMWA's first innovations towards gender mainstreaming in the media. In its ten years or so, TOV proved an important resource to both Members of Parliament and Academicians on especially issues relating to women's empowerment;

and in addressing gender gaps in the then existing policies. TOV's writing approach provided analysis of the problem(s) and, proposed reform strategies that today's media rarely do.

Since UMWA became a human rights advocacy and service delivery NGO in 1997, it has since then purposed to see that Ugandan women make informed decisions by having access to the right information on rights, and to fight for the rights of women working in the media as well as against negative gender portrayal in the media.

UMWA believes that access to information is important to solving critical problems women face socially, economically, and politically. Through its rural outreach initiatives, UMWA has reached out to communities; and established radio listeners groups, and community activists, who mobilize grassroots people for social justice causes.

The use of the media and the experience UMWA has in working as a development media, forms the innovative strategy that has enabled her to transform lives for the last three decades making it one of the unique organizations that has stood out to engender the media in Uganda. To this end, UMWA has conducted capacity building in gender sensitive reporting for media practitioners; developed and shared content on gender and media especially in Media Training Institutions. UMWA further kept the gender debate alive in the media through her Gender Media Monitoring initiative started in 2015. The results of who or which media has performed best in gender sensitive reporting have been shared at least three times since this initiative started. UMWA also organized the first ever National Media Award to recognize the best performing Gender Sensitive Media or Personality, (2017).

In 2000 / 2001, UMWA embarked on a Community Media strategy, to increase access of the marginalized voices in the media. This encouraged diversity, creativity and participation. Community media is a

source of empowerment especially for the disenfranchised and marginalized groups in society. It provides media and information communication technology access, training and employment and is an exciting source of social innovation and practical 'joined up' outcomes. This thus brought about the inauguration of a women focused development-oriented radio - Mama FM, the first of its nature in Africa.

“Like a vaccine capable of reducing preventable disease, community radio is a simple, effective solution to achieve development goals...” *William Siemering, President of Development Radio Partners.*

### Key Milestones Over the Years

- Ownership of a number of a number of assets like: A one-acre plot of land on which the headquarters sit.
- A women-focused radio station, *101.7 Mama FM*, with a 60-metre mast. This has enjoyed uninterrupted broadcast for the past 18 years. Mama FM is the first women founded and managed radio station in Africa.
- Founding and managing a newspaper, *The Other Voice (TOV)*; It has since 1997 kept the gender debate alive in Uganda. Unlike other media outlets that are events-based / driven, TOV is a development-oriented newspaper whose stories provide analysis of issues accompanied by proposed situations to the problems addressed in the story. Gender responsiveness drives the TOV style of writing.
- Championing the Community Media Movement in Uganda. UMWA is the current Chair of the Community Media Network – Uganda Chapter.
- Mentoring and coaching hundreds of young people: female and male (about 300), who have since joined big establishments, community-based initiatives like: Uganda Broadcasting Corporation, Nile Basin Initiative, Private Sector Foundation, Parliament of Uganda, International NGOs, Vision Group, Nation Media Group, NBS TV, Rural Electrification Agency, The Association for the Rehabilitation and Re-orientation of Women for Development (*TERREWODE*), etc. Others have since founded and running initiatives similar to what UMWA does.
- Championed the mainstreaming of rights and concerns of the persons living with disabilities, in the media. In 2018, Mama FM was publically recognized for this role at the first ever Symposium on Media and Disability, held in Uganda.
- Championed the gender mainstreaming in the media through capacity building sessions for practitioners and managers, plus trainers. Developed a Course Unit on Gender and Media, awaiting approval by the *National Council for Higher Education (NCHE)*.
- UMWA has also produced Training Manuals for Media personnel including:
  - Rights Based Approach for Communicators / Journalists
  - Together We Can Communicate Equality and Fairness in the Media.
  - A Good Practice on Reporting Sexual and Reproductive Health.
  - Women in Leadership Enhance Capacity in Media Engagement: Tips for Women Politicians.
  - A Good Practice on Reporting about Gender Based Violence.
  - Towards a Fair Mass Media in Uganda.
  - Reporting on Sexual and Reproductive Health: Media Guide for Journalists.
  - Reporting and Packaging Human Rights Based Stories.
- UMWA has also published several studies on Gender and Media including:
  - A Situational Analysis: Online and Offline Violence, Abuses, and Related Safety Risks encountered by Female Journalists in Uganda, (2018).
  - Gender Dimensions in the Print Media - An Analysis of News Content on Peace, Security and Conflict (2017).
  - Gender Dimensions in Uganda’s Print Media, (2014).
  - Media Monitoring of Elections (2006).
  - The Role of the Mass Media in Creating Images of Women, (1997).
  - Challenges in Career Advancement in Uganda: A Case of Female Journalists in The New Vision & The Monitor Newspapers, (1997).
  - The Role of the Media in the Fight against AIDS, (1993).

- The Content Analysis of Media Coverage of Hardships of Single Parents.
- Role of Women Broadcasters in Emancipation of Women, (1993).
- Disseminating Adolescent Reproductive Health Radio Messages Using Group Media, (1993).
- Analysis of the Media Contribution towards Women Poverty Alleviation, (1993).
- UMWA has also developed and produced Gender Guidelines for the Media in Uganda.
- Uganda Media Women's Association is the National Focal Organization for the Global Organization in charge of the Global Media Monitoring Project, GMMP, based in Canada.
- UMWA is the initiator of the Annual Gender Media Awards, AGMA, unveiled in 2017.
- UMWA, its staff and members have also won Awards in recognition of their efforts towards gender or disability rights mainstreaming.
- UMWA boasts of the following key strengths including: The leadership and management of UMWA has unmatched ability in articulation of efforts towards gender mainstreaming in the media.
- They are development communicators.
- UMWA's ownership of assets (like land, buildings, and radio station) makes her an attractive partner as the fear of spending too much on rental costs are reduced.
- The varied resource (knowledge and skills) that lie within its current and potential members (500).
- UMWA's insistence on applying development approaches that leave no one behind makes her a great partner to both government, and the non-state actors.

### The 2019 – 2025 UMWA Strategy

The UMWA strategy has been developed from a performance review of the completed Strategic 2015-2018; the critical analysis of the existing challenges that affected the association over the past years as embedded in the lessons learnt and recommendations on the way forward; including an analysis of the internal and external stakeholders.

**Vision:** An engendered media where gender equality and women's empowerment are upheld for holistic sustainable development.

**Mission:** To engender media through information sharing, capacity-strengthening, networking and advocacy in order to enhance the visibility and status of women.

**Goal:** To strengthen the responsiveness of media towards gender equity and inclusion.

### Four Strategic Objectives:

- Institutional and Organizational Development
- Build a strong, vibrant and supportive membership
- Rights-based programming and interventions towards having a more gender responsive media
- Have Mama FM as the strong brand and voice that advocates for gender equality, women's empowerment, and social inclusion

### How Shall We Get There?

#### Activities

- Strengthen UMWA internal systems and structures for effective organizational development and growth.
- Enhance organizational internal capacity of UMWA to effectively and efficiently plan and implement programs and projects.
- Develop and diversify resources mobilization of UMWA for sustainable service delivery.
- Enhance Networking, collaboration and communication with other like-minded agencies and within UMWA for synergized organizational processes.
- Strengthen organizational capacity in Monitoring, Evaluation and Learning and reporting for effective service delivery.
- Develop and implement robust strategies to recruit and retain members.
- Develop and implement strategies to promote members' active involvement in the Association's activities.



- Recruit volunteers and enhance their participation in membership development efforts.
- Monitor, evaluate, and recommend activities and initiatives to support positive member relations and member satisfaction.
- Develop a Program on the safety and protection of female journalists.
- To develop and provide information that is geared towards gender equality and development.
- To advocate for the reinforcement of policies that are conducive to gender equality, women's empowerment, the freedoms and safety of the media, and social inclusion.
- To strengthen the women leaders' capacity to engage media and utilize it effectively.
- Equip media personnel: practitioners, managers, and Trainers with knowledge and skills in gender sensitive / responsive reporting.
- To conduct Gender media monitoring.
- To engender the existing Media Training Curricular / develop a course unit on gender sensitive reporting.
- Develop and train a pool of Trainers in Gender and Media.
- To develop an Advocacy Strategy to mainstream gender in the media.
- Develop and publish Radio Programs that promote women's empowerment, gender equality and social inclusion.
- Mobilize community radio listening groups to create awareness on citizens' rights and obligations.
- Conduct civic education.
- Generate and publish content that holds government accountable on issues of gender inequality, women's empowerment, and social justice.
- Develop a Business Plan for Mama FM.

### What Do We Need to Get There?

- a) *Resources: Human, Materials Funding locally and internationally generated, Space, and Technology.*
- b) *Collaborators / Partnerships*
- c) *Baseline data / comparative against which to evaluate progress towards the vision.*

### Who Will Take Us There?

- a) *Members + staff with a passion for the vision, 2019 – 2021, and succeeding is the norm.*
- b) *Members + staff with the energy, and forward-looking minds.*



## BACKGROUND TO THE STUDY

### INTRODUCTION

Uganda Media Women's Association, UMWA, with support from the Royal Danish Embassy, implemented a Project: *"Media for Gender Equality and Social Justice, Leaving No One Behind project"*, for the period February 2023 – December 2023. The Project sought to improve the portrayal of women politics and women at large, through promotion of gender responsive reporting and contributing to the elimination of stereotypes, in Uganda's media, by December 2023.

The Project specifically was geared towards the following outcomes:

1. Increased knowledge and skills in gender responsive reporting among the target media practitioners.
2. Increased generation of gender disaggregated data on portrayal of women politicians and women at large.
3. Increased capacity among women in politics in strategic engagement with the media.
4. Increased coverage of women in politics and women at large, on two women focused media platforms (Mama FM and The Other Voice), and
5. Increased engagement with relevant Government Agencies towards engendering media related laws in Uganda by 2023.

This research report responds to outcome number two above.

### GENDER MEDIA MONITORING (GMM): AN OVERVIEW

Gender Media Monitoring (GMM) is a research method for collecting data about the publishing trends in media content, with the aim of articulating concerns about media and communication, from a gender perspective.

The main objective of Gender Media Monitoring is to continuously monitor media so as to detect changes in media content over time. Such established trends can show whether or not, there have been improvements, and consequently, an interrogation of as to why. The

other objective is to generate evidence-based data, from a gender perspective. This gender segregated data is meant to show the representation and portrayal of women and men in media content and practice, including texts, images and audios. It is purposed to, among others, show the extent to which media content is gender sensitive; to show the magnitude of gender inequality in media content and practice; and, to propose a way forward. Effectively, it provides specific data and analysis that is presented to media actors and other stakeholders, highlighting professional gaps in media content, as well as specific examples of how the media violates its own principles of accuracy, fairness and balance.

Additionally, these researches usually have a component for dissemination of findings. The dissemination engagements bring together journalism students, journalism training institutions, journalists and owners of media houses, relevant government agencies and policy-makers, women's organizations and rights advocacy groups, and related advocacy groups. Networking with all these partners during dissemination engagements is purposed at not only raising awareness about the gender in media gap; providing a platform for serious reflection about women's exclusion from the media; and, creating commonality of purpose, but also to harmonize on how best the recommendations ensuing from the findings are implemented for gender inclusiveness.

The identified gaps / strengths in turn not only help inform increased media commitment to gender-ethical journalism, and the usage of gender sensitive language and images in reporting, but also any initiatives geared towards promoting gender equality by other stakeholders. These may be in form of commitments, policies and legal frameworks aimed at ensuring gender parity.

### How do the participating media houses benefit from the exercise?

They are provided with an opportunity of knowing how they fair in terms of gender sensitive reporting. The feedback is provided at no cost. Moreover, representatives of each of the participating media house get a chance to interact with other stakeholders during the Sharing sessions. The Project Team also offers technical support to the media houses.

## Gender Media Monitoring (GMM): The Benefits

1. GMM aims to articulate concerns about media and communication broadly, from a gender perspective.
2. GMM purposes to seek out and produce gender disaggregated data to inform not only increased media commitment to gender-ethical journalism, but also the usage of gender sensitive language in reporting.
3. Evidence-based research like Gender Media Monitoring (GMM) has facilitated:
  - ✓ Positive changes in some media houses; and
  - ✓ The formulation of gender and inclusive policies and laws – can result into inclusive development.

## POLICY AND LEGAL FRAMEWORKS

This research is anchored within several local and international policy and legal frameworks including, but not limited to:

- **Article 7 of the Convention on the Elimination of all forms of Discrimination against Women (CEDAW)** which calls upon States Parties to take all appropriate measures to eliminate discrimination against women in the political and public life of the country.
- **The 2030 Global Agenda on Sustainable Development (SDGs):** Goal 5 emphasizes achieving gender equality and empowering all women and girls.
- **The Beijing Platform for Action, (1995) Section J1 and J2:** calls for a fair representation and equal representation of women and men in the media.

- **Maputo Protocol:** The Protocol to the African Charter on Human and Peoples' Rights on the Rights of Women in Africa, better known as the Maputo Protocol, is an international human rights instrument established by the African Union that went into effect in 2005. It places a moral obligation on African Union Member States to promote equal opportunities for men and women to play meaningful roles in society.
- **Article 19: Universal Declaration of Human Rights 1948: Right to Expression:** Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers”.
- **The 1995 Constitution of Uganda;** Article 33 (4): “Women shall have the right to equal treatment with men.
- **Uganda Gender Policy 2007; Policy Objective 3** emphasizes strengthening women’s presence and capacities in decision making and calls on civil society to advocate for gender sensitive policy formulation and legislation.
- **National Development Plan (NDP) II (2020/21 – 2024/25)** acknowledges gender imbalances and states that “the attainment of gender equality and women empowerment is a prerequisite for accelerated socioeconomic transformation”.
- **Journalism Code of Ethics 19.1** prohibits media from publishing material that is intended to ridicule, or impute ridicule of persons on grounds of their gender or physical disabilities.



## MEDIA AND GENDER

In the recent past, there has been an upsurge in the number and growth of media houses and corresponding developments in technology that has witnessed communication transcending national boundaries and turning the world into an intricate web. This growth has widened the scope of the media's role from merely informing, educating and entertaining to mobilizing and agenda setting for individuals, communities, nations and the world at large. That the media plays a very important role in societal development is not an issue of debate, but of concern is the tremendous impact it has come to be associated with, i.e. it has an influence on public opinion, personal beliefs and preferences, tastes and outlook on a number of issues, including gender relations (EAJA, 2008; WACC, 2010).

Through different types of media, people come to adopt behaviors and lifestyles, assume attitudes, and build stereotypical images that affect their actions in daily life (Chyi and McCombs, 2004). Belief formation regarding groups of people, most often, occurs when any given characteristic of an individual is particularly obvious or salient such as sex. Given the salience of categorization by gender, it seems almost inevitable that people are perceived in terms of sex- role stereotypes.

According to Mattelart (1986), stereotypes in the media often encourage people to model their behaviour in stereotypical ways. White (2009), Eagly (1989), Blumer (1983), and Entman (1993) variously propounded that the media has a great influence on how people perceive issues and personalities. Moreover, an increase in salience and / or cumulation of the prominence of those elements in the news influences the prominence of those elements among the public (Carol and McCombs, 2003; Shaw, 1997).

A tremendous volume of research has been conducted about gender and the print media with regard to the coverage of women issues as well as access to and participation of women in the media vis-à-vis that of men.

While statistics vary from situation to situation, locality-to-locality and different special groups

of people, the underlying, obvious and common phenomenon to all is the negative portrayal of women across the board, as well as its failure to provide a balanced, accurate or realistic picture of women's diverse lives, multiple roles, and contributions to a changing world (UNESCO, 1995).

All studies appear to indicate that there is little space and air time allocated to women's issues which lends credence to the assertion that the media have failed to give recognition to women's contribution and concerns and reference to stories on women as not being news worthy and cannot, therefore, sell the newspapers. Also, articles featuring women are rarely given prominence by front or back page allocation, as most of them are relegated to inside pages. The few exceptions may include powerful politicians; those involved in, or are affected by, violence or those who exhibit what society deems degrading behaviour (Adagala, et al, 1993).

Additionally, a significant proportion of women who catch the public eye do so only when they do something extreme, especially if it is unpleasant. Many appear in the news largely in the context of love and marriage, of housewife and mother of the family, domestic life and raising of children (Ogundipe-Leslie, 1990; Longwe and Clarke, 1992; Mattelart, 1986; Muriel, 1987) and as socially and economically dependent like children with no other status than that of wife and mother, daughter or sister, or some other relation, which personal relationships often have no relevance to the story (Muriel, 1987; ISIS, 1981). Similarly, the media often defines women in terms of the men in their lives or by such men's absence (ISIS, 1981). Effectively then, women are visible in the media only when they are cast into stereotyped roles, but they remain invisible in relation to the socio-economic and political questions of the day. It should be noted that many newspaper articles are devoid of women's voices.

Women are rarely portrayed as rational, active or decisive (ISIS, 1981) or in positions of authority but rather as brainless, dependent and incompetent, as objects of men's pleasure (Gallagher, 1979; Newland, 1979). However, when they step out of their

traditional roles, the media often distorts and ridicules them. Their efforts are seen as ridiculous and inane (Bukhart, 1993) and, in many cases, such women are considered role deviants (UNESCO,

1994). The media also portrays women as objects of humour or disparagement, and as sex objects through sex appeal creations, beauty fronting, and image undressing. Men, on the other hand, are depicted by the media as dominant, independent, logical, objective, and as public figures (ISIS, 1981), and glorified as powerful and successful (WACC,

2010). The social imaginary views the public space as exclusive to men, where women are deemed to lack the knowledge, capacities and character to reside in (WACC, 2010).

Specifically, on photographs, studies done in the past show that there is a gendered use of visual imagery in journalism. While how many women and men portrayed appears to differ considerably, it has been argued that images of women are employed in media to titillate or excite and that photos in tandem with captions and page layouts more often than not serve to reinforce a variety of gender stereotypes to varying extents. Women are often sexualized, in some cases brutalized, are pictured as passive, domesticated, as victims or as subordinate to men (WACC, 2010). Indeed, while men are usually pictured either from the head up or fully clothed, the comparative frequency with which women's bodies are pictured in various states of undress is much higher. Front pages are populated by images of women in sexualized poses alongside lurid headlines, sexist catch phrases and suggestive titles.

Many photos often have no / little contextual information about the persons behind them. Even when captions or titles attempt to challenge stereotypes, they rely on the use of the sexualized female subject to draw attention to the story (WACC, 2010). Women are often portrayed in the background of landscape

shots where they appear passive, as part of the scenery. To that end, news imagery does not accurately and ethically depict the complex reality of gender and society, but serves only to distort reality rather than reflect it (WACC, 2010).

Evidence from a study: **Media and Elections in Uganda: A Gender Analysis of Print Media Coverage of the 2016 General Elections** revealed that the visibility of women (candidates or voters) during coverage of the 2016 general elections in Uganda was significantly low relative to that of men, not only in terms of being read about or being heard, but also being seen in pictures. The study findings show that the representation of women as news subjects was only 20% as opposed to 80% for men.

Emanating from the same study also is that there is a direct linkage between one's status in Ugandan society – sex, occupation, and family status – and the likelihood of being covered in election related stories and providing additional information, in the case of the role, news subjects or the source play in the news stories. The proportion of female news subjects directly quoted was 15% as opposed to 85% males. Considering that females comprised 20% of the total number of news subjects and yet only 15% of all those quoted were female means that the likelihood of a female news subject being quoted is reduced by at least 5%, the reverse being true for the males. It should be noted, however, that even in stories that focused on women, more men (73%) than the women themselves in those stories (27%) were quoted. The number of the news subjects or sources photographed was much higher (82%) for the males, females having constituted only eighteen (18) percent.

To improve on the presentation and portrayal of women in leadership, especially politicians and those leading other marginalized / minority groups, in and by the media.



## THE STUDY OBJECTIVE

### SUMMARY OBJECTIVE

To improve on the presentation and portrayal of women in leadership, especially politicians and those leading other marginalized / minority groups, in and by the media.

### SPECIFIC OBJECTIVES

1. To establish the visibility accorded to both women and men in news stories and Talk shows.
2. To analyze the portrayal of women and men in news stories and Talk shows.
3. Find out who, between female and male journalists, delivered which type of news stories.
4. Identify and point out some best or worst practices of coverage for learning or replication purposes.
5. Propose recommendations to address identified gaps in realizing gender sensitive reporting of news stories and delivering of talk shows.

### PURPOSE

The study purposed, as a long-term goal, to generate data which can inform efforts aimed at improving gender representation and portrayal in, and by, the media.

### RATIONALE / JUSTIFICATION

Aware that women constitute over 50% of the world's population, but account for less than 25% of the media content / space (which unfortunately, also includes distortions of their views, contributions and their bodies);

Also aware that the media commands significant authority in shaping public opinion;

Aware, too, of the major strides women have made in joining the public sphere while their efforts barely receive media coverage.

The justification for undertaking this study, therefore, was fourfold:

- The study findings will add onto the already existing data from studies previously done in this area.
- The study findings will contribute to the efforts aimed at Mainstreaming Gender in Uganda's Media.
- The project processes, part of which are platforms for sharing and engagement with stakeholders, will keep the gender debate alive while, at the same time, impacting media operations, and other sectors as well.
- The project is in line with the national and international legal instruments and regulatory frameworks which provide for fair and equal coverage of both genders in the media. These include CEDAW, the Beijing Platform for Action, (1995) Section J1 and J2 that call for a fair representation and equal representation of women and men in the media; and the Journalistic Code, among others.

# CHAPTER 2: METHODOLOGY



## THE TYPE AND NUMBER OF MEDIA ANALYZED

- Both the Print (Newspapers), and Electronic (Radio, and Television) were analyzed.
- The Newspapers were three: Bukedde, Daily Monitor and New Vision.
- The Radio stations were three: Central Broadcasting Service (CBS), Radio One, and Radio Simba.
- The Television stations were three: NBS, NTV, and UBC TV.

## SELECTION OF MEDIA FOR ANALYSIS

The monitored media houses were selected, among others, because they have a wide circulation / readership / listenership / viewership / audience, as the case may be; have a national character; and offer diversity in ownership.

For newspapers specifically, the selected outlets had to be dailies.

Bukedde Newspaper, CBS FM, and Radio Simba, were specifically selected for broadcasting in a local language to offer diversity. The rest are published in English, which are: Daily Monitor, New Vision, NBS TV, NTV and UBC TV).

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

## A Snap Shot of the Selected Media Houses

**New Vision:** Is part of the Vision Group incorporated as the New Vision Printing and Publishing Company Limited (NVPPCL), started business in March 1986.

Government owns 76% shares, the rest belonging to institutions and individuals.

*Vision is:* "To be a globally respected Africa Media powerhouse that advances society".

*Mission is:* "To be market focused, performance-driven organization managed on global financial and operational standards".

*Language:* English; *Circulation:* 27,367 (2016); *Average number of pages per edition:* 56.

**Bukedde:** Launched in 1994, Bukedde is a sister paper to New Vision sharing the same vision and mission, and managed by the same corporate body, institutions and individuals.

*Language:* Luganda; *Circulation:* 20,240; *Average number of pages per edition:* 36.

**Daily Monitor:** The newspaper was established in 1994 as The Monitor by local senior media personnel in the country, and relaunched as the Daily Monitor in June 2005. Its name is shared by the Saturday Monitor and Sunday Monitor, which are also published by **Monitor Publications Limited**. The paper asserts that its private ownership guarantees the independence of its editors and journalists.

Daily Monitor is now part of the *Nairobi*-based **Nation Media Group**, owners of the *Daily Nation* which owns 76.7% of shares in Monitor Publications Limited, with the remainder held by five other individual shareholders.

*Vision is:* "To be the content provider of choice for the people of Uganda and the world".

*Mission is:* "To provide the best quality content in a sustainable and profitable way on all our platforms while adding value to the society and shareholders".

*Language:* English; Average number of pages per edition: 42.

**NBS TV:** Next Media Services, including NBS Television, was founded with broadcasts commencing on June 16,

2008. The establishment of NBS Television marked the beginning of a media conglomerate that includes various

sister companies such as Sanyuka TV, Salaam TV, Nile Post, Next Radio, Next Conference Centre, Next Productions, and Next Communications.

The initiative behind the founding of Next Media Services was to provide a comprehensive media platform that covers various aspects of news, entertainment, and information dissemination. NBS Television, the flagship station, particularly focuses on politics, earning itself the slogan “The Political Command Centre.” This emphasis on politics is evident through programs like “Frontline” and “Barometer,” which gather political leaders from different parties for discussions.

The **Uganda Broadcasting Corporation (UBC)** was founded because of the “Uganda Broadcasting Corporation Act, 2004,” which merged the operations of Uganda Television (UTV) and Radio Uganda. It officially started broadcasting on November 16, 2005.

The establishment of UBC was aimed at consolidating and modernizing Uganda’s public broadcasting services, bringing together both radio and television under one entity. This move was part of broader efforts to streamline the country’s media landscape and provide a more comprehensive and efficient platform for information dissemination, entertainment, and cultural exchange.

UBC operates UBC TV channel along with five radio stations, serving as a vital public broadcaster in Uganda, disseminating news, educational content, and cultural programming to the Ugandan population and beyond.

**NTV:** NTV Uganda, a television station under the Nation Media Group (NMG), began broadcasting in 2006. The station is owned by Aga Khan IV and operates within East Africa. Its establishment was part of NMG’s expansion efforts to provide comprehensive news coverage and entertainment

programming to audiences in Uganda and the broader East African region.

The founding of NTV Uganda aimed to offer a platform for independent journalism, diverse viewpoints, and quality programming in Uganda.

**Central Broadcasting Service (CBS)**, also known as Radio Buganda, began on-air broadcasting on June 22, 1996. The most listened to station in the country, the establishment of CBS was motivated by the desire to provide services aimed at effectively transforming the lives of the people of Buganda and beyond. As a private commercial FM radio station owned by the Buganda Kingdom, CBS sought to serve as a communication hub, delivering relevant and culturally significant programming to its audience.

**Radio Simba:** Radio Simba began broadcasting on June 15, 1998. It is a private and commercial station.

The station aimed to offer diverse programming and engage listeners with its unique approach to broadcasting.

It also aimed the station aimed to capture the attention of sports enthusiasts and general listeners alike through its engaging commentary style and diverse programming offerings.

**Radio One:** Radio One FM 90 was established in 1997 to cater to the entertainment, sports, news, and music needs of its audience, primarily focusing on broadcasting old school songs from past decades in urban and peri-urban English.

The establishment of Radio One aimed to fill a niche in the radio broadcasting landscape of Uganda, providing listeners with a unique blend of nostalgic music, current affairs coverage, and engaging programming.

## **STUDY PERIOD AND SAMPLE**

The study was conducted for a period of five months from May to September 2023. It targeted:

3 Newspapers: (New Vision, Bukedde, and Daily Monitor),

3 Radio Stations: (CBS FM, Radio Simba, and Radio One), and

3 Television Stations: (NBS TV, Bukedde TV, and UBC TV).



For print, the first ten (10) news stories of the editions of the first and last Mondays of the target month were analyzed. In the case of radio, the first ten (10) news stories of the evening prime news bulletins of the first and last Mondays of the target months were analyzed. On the other hand, analysis of television content was limited to talk shows, one each first Monday of the month for every station (NBS - Frontline, Bukedde – Akabbinkano, UBC TV- Behind the Headlines).

## DATA COLLECTION AND ANALYSIS

Data collection and analysis employed both quantitative and qualitative methodologies.

### 1. Quantitative

Three survey tools were developed to collect and analyze data, one each for newspapers, radio and television. These tools enabled the collection and analysis of gender segregated information, which in turn offered an insight into the representations of women and men in and by the analyzed media.

### 2. Qualitative

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

## WHAT WAS ANALYZED

The analysis focused on two things:

### 1. General

Analysis of all media houses was geared towards identifying the representation (numbers) of women and men in the news story; the presentation (portrayal) of women and men in news stories; as well as the numbers of women and men who deliver the news.

### 2. Specific

Analysis of each Media house's news content was made under two broad categories, namely: The Story and the People. The "People" category included two types of people: Journalists – The ones who deliver the news, and news subjects (the ones whom the story was about).

### a) THE STORY

The "Story" part includes and captured such aspects as relating to:

#### The Topic:

Each story, be it in newspapers, radio, or television is based upon a particular topic. It may be about politics, for example, or the economy, the law, family, etc. A total of 32 topical areas was developed. While the topics may not be exhaustive, they were selected and in some cases grouped into broad categories to help fit the story into an appropriate topical area, for purposes of analysis.

The rationale for making an analysis made basing upon a topical area was to assess the extent to which female and male news subjects were stereotyped basing on social presumptions, and expectations about women's and men's abilities and role attributes. For example, whether a female subject appeared in a politics-related story or a male subject appeared in a family-related story, had a lot to say about what society expects of men and women in a given social context.

The topic of the story was also analyzed in relation to who had written or had broadcast the news story. Just like in the case of news subjects, writing about / presenting specific stories was based, to a large extent, upon social assumptions about women and men. For example, a female journalist covering and reporting about famine, or a male journalist covering and reporting about the massacre of a prominent politician, has connotations of societal expectations – Famine is about suffering relating to lack of food – and perhaps 'a woman's domain' – while a gruesome massacre of someone is associated with blood and death amidst of which women are considered not to be comfortable – and therefore can, be covered 'ably only by a male journalist'. This also pointed to deployment patterns in media houses as by editors determined.

### b) THE PEOPLE

Analysis of 'people' was done under two (2) sub-categories, namely:

i) **The News Subjects** – the people the story is about.

Salient issues looked out for include:

- Sex – the number of men and women appearing in the news story.
- Topic under which they were featured.
- Occupation / position in society.
- Family role as tagged onto them.
- Having been directly quoted, and on what topics.
- Visibility in terms of the images accompanying news stories.
- Contextual analysis of how they are portrayed in texts / language / visuals used in the story.

**ii) The Journalists / Reporters / Newscasters:**

- Their sex (numbers).
- Who reported on what / whom (female or male):
  - Quoting female / male sources.

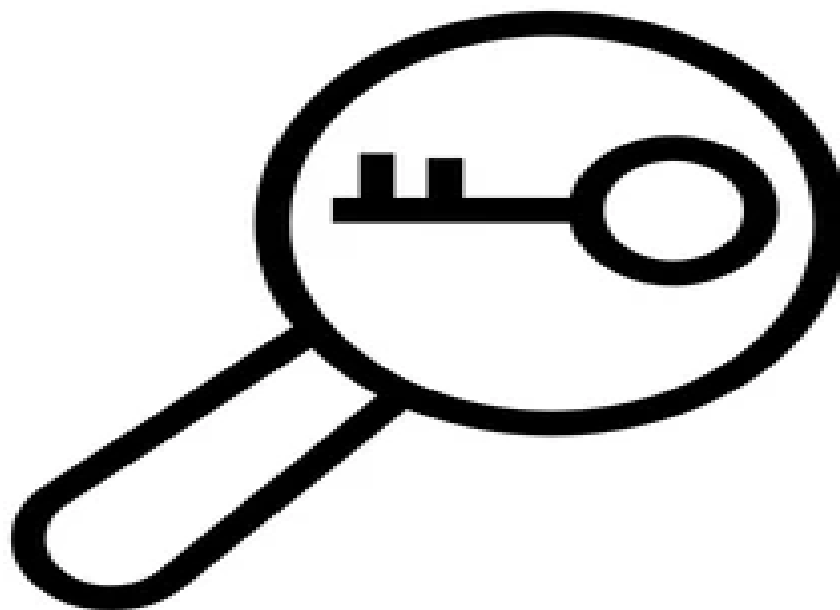
- Topical Areas Covered
- Attachment of Family Status to News Subjects.
- Numbers of female / male news subjects.
- Stories that give gender segregated statistics.

## **STUDY LIMITATIONS AND DELIMITATIONS**

Getting the correct interpretation of the texts and specific words / phrases, as well as of images was challenging, given the fact that it varies from one individual to another.

However, to minimize this, a three-day refresher training was organized for the Gender Media Monitoring Team, GMMT. The team was not only exposed to the theoretical but also practical aspects of gender and media research methodologies.

# CHAPTER 3: THE FINDINGS



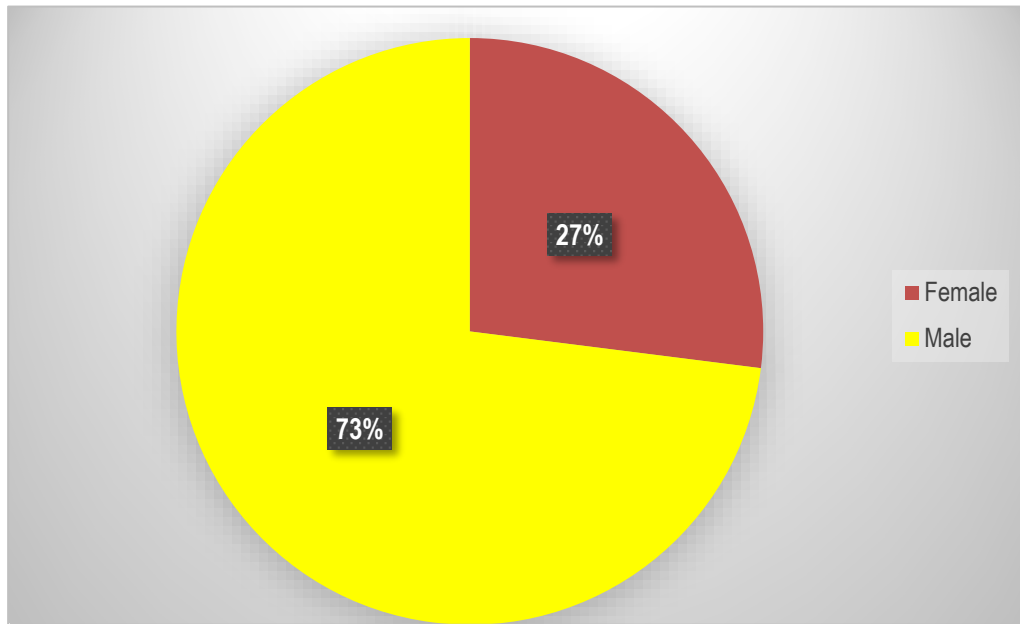
# PART 1: PRINT AND RADIO NEWS

## PRINT MEDIA NEWS

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

There was a total of 1,930 news subjects of whom 514 (27%) were female and a majority (1416- 73%) were males, as indicated in the Pie Chart exemplified in Table 2 below.

*Figure 1: Sex of News Subjects*



*For individual newspapers*, the highest representation of female news subjects was registered in New Vision (31%; M-69%) followed by Bukedde (26%; M-74) and Daily Monitor (23%; M-77%), as shown in the table below.

*Table 1: Sex of News Subjects by Newspaper*

Newspaper	Sex of News Subjects				Total
	Female		Male		
	F	%	F	%	
Bukedde	168	26	488	74	656
Daily Monitor	127	23	429	77	556
New Vision	219	31	499	69	718
<b>TOTAL</b>	<b>514</b>	<b>27</b>	<b>1416</b>	<b>73</b>	<b>1930</b>

## **MEDIA, GENDER AND STATUS IN SOCIETY**

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

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

### **Topical Area: Under which Topical Area do Men / Women Make News?**

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

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

According to the table below, the topical area under which news subjects (both Females and Males) featured most was Crime (19.7%) followed by Legal (10.5%); Disaster (6.1%); and Religion (5.9%). Representation of news subjects was least under topical areas of Science and Technology, as well as Child abuse (0.2%each); followed by Women's Movement (0.3%); as well as both banking and Gender Based Violence (0.4% each). Note that no single news subject featured under topical area relating to Transport, Migration, and Media (0% in each case).

#### **Key: Topical Areas**

1. Politics and Government
  - a) Politics and Government
  - b) Diplomacy, International Relations
  - c) National Security, Defence, Police, Army, Prisons, Militia
2. Economy
  - a) Economy general
  - b) Employment, Labour, Unionization, Social Security
  - c) Poverty, Housing. Social Welfare, Charity
  - d) Economic Policies, Strategies, Budgets, Audits
  - e) Banking, Insurance, Stock Markets
  - f) Agriculture, Fishing, Land issues, Water
  - g) Trade, Business, Investment, Procurement
  - h) Transport, Communications
3. Science and Technology
  - a) Science, Technology, Industry, Mining, Manufacturing, Petroleum, Electricity, Research
  - b) Health, Nutrition, Hygiene, Sanitation, Medical
  - c) Environment, Climate, Pollution, Tourism, Forestry
4. Social
  - a) Education – Higher, Secondary, Primary, Pre-Primary, Technical, Alternative
  - b) Women's Movement, Gender Equality

- c) Royalty, Culture, Tradition
  - d) Spirituality, Religion, Morality
  - e) Migration, Refugees, Racism, Xenophobia
  - f) Disaster, Drought, Floods, Famine, Earthquakes, Accident, Death, Sickness
5. Legal
- a) Human Rights
  - b) Legal, Judicial, Legislation
6. Crime and Violence
- a) Kidnapping, Robbery, Assault, Abduction, Murder, Violence, Corruption, Embezzlement, Theft, Trafficking
  - b) Riots, Demonstrations, Industrial action
  - c) War, Terrorism, Rebellion, Insurgence
  - d) Rape, Sexual Abuse / Harassment, Female Genital Mutilation, Gender Based Violence
  - e) Child – Abuse / Neglect / Sexual Abuse
7. Arts / Media / Sports / Entertainment
- a) Arts, Entertainment, Leisure, Celebrity
  - b) Fashion, Design, Beauty
  - c) Family, Relationships, Marriage
  - d) Media
  - e) Sports

According to the table below, the topical area under which news subjects (both Females and Males) featured most was Crime (19.7%) followed by Legal (10.5%); Disaster (6.1%); and Religion (5.9%). Representation of news subjects was least under topical areas of Science and Technology, as well as Child abuse (0.2%each); followed by Women’s Movement (0.3%); as well as both banking and Gender Based Violence (0.4% each). Note that no single news subject featured under topical area relating to Transport, Migration, and Media (0% in each case).

*Table 2: Topic by Sex of News Subjects*

Topic	Sex of news subjects					
	Female		Male		Total	
	F	%	F	%	F	%
Politics	15	2.9	88	6.2	103	5.3
Diplomacy	6	1.2	19	1.3	25	1.3
Security	9	1.8	71	5.0	80	4.1
Employment Issues	18	3.5	42	3.0	60	3.1
Poverty	6	1.2	30	2.1	36	1.9
Economic Policies	3	0.6	8	0.5	11	0.5
Banking	1	0.2	6	0.4	7	0.4
Agriculture	13	2.5	32	2.3	45	2.3
Trade	28	5.4	64	4.5	92	4.8
Transport	0	0.0	0	0.0	0	0.0
Science	0	0.0	4	0.3	4	0.2
Health/ Medicine	22	4.3	51	3.6	73	3.8
Environment	13	2.5	40	2.8	53	2.7
Education	22	4.3	42	3.0	64	3.3
Women Movement	1	0.2	4	0.3	5	0.3
Royalty	16	3.1	46	3.2	62	3.2
Religion	9	1.8	105	7.4	114	5.9
Migration	0	0.0	0	0.0	0	0.0
Disaster	31	6.0	87	6.1	118	6.1
Human rights	3	0.6	4	0.3	7	0.4
Legal	68	13.2	135	9.5	203	10.5
Crime	116	22.6	264	18.6	380	19.7
Riots	1	0.2	7	0.5	8	0.4
War	2	0.4	52	3.7	54	2.8
Gender Violence	3	0.6	4	0.3	7	0.4
Child Abuse	2	0.4	1	0.1	3	0.2
Arts	18	3.5	41	2.9	59	3.1
Fashion	3	0.6	12	0.8	15	0.8
Family	41	8.0	56	4.0	97	5.0
Media	0	0.0	0	0.0	0	0.0
Sports	30	5.8	66	4.7	96	5.0
<b>TOTAL</b>	<b>514</b>	<b>100</b>	<b>1416</b>	<b>100</b>	<b>1930</b>	<b>100</b>

A closer analysis of the findings shows a gender dimension that relates women and men with specific topical areas. It shows, for example, that male news subjects are more likely than females to be featured in topical areas related to the “public” sphere and more females than males to be associated with “private / domestic” sphere topical areas. For purposes of analysis, 4 public and 4 private topical areas in which most news subjects were featured have been considered and presented in the table below.

*Table 3: Female and Male Representation in 4 “Topmost Public” and 4 Topmost “Private / Domestic” Sphere Topical Areas*

“Public” Topical Areas			
Sex of News Subjects	Politics, Security, Religion, Crime		Total (News Sub- jects)
	F	%	
Female	149	29	514
Male	528	37	1416
“Domestic/ Private” Topical Areas			
Sex of News Subjects	Health / Medicine, Education, Disaster, Family		Total (News Sub- jects)
	F	%	
Female	116	23	514
Male	236	17	1416

The table above shows that relative to their total number (514), the representation of females in the “public” topical areas was 149 (29%), and for men 528 (37%) out of 1416, a difference of 8%. On the other hand, the representation of women under the “Private / Domestic” sphere topical areas was 116 (23%) out of 514 and that of men was 236 (17%), relative to their total of 1416, a difference of 6%.

The print media’s featuring of more men than women in the “Public” sphere topical areas and more women than men in “Domestic / Private” Topical Areas mirrors social notions of male dominance that associates them with what is considered “Public” while at the same time associating women with subservience, connected with the care giving, domestic and private domain.

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

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

Given the above scenario, the study sought to find out whether this is the ‘norm’. For purpose of analysis, effort was made to incorporate as many occupations as possible, the number coming to 27.

The table below shows that a majority of the news subjects featured in news stories were Politicians (24.5%) followed by Occupation Not Stated (10.5%); Lawyers (9.6%); and Security Personnel (8.1%). Least featured were Science professionals (0.1%) followed by Homemakers (0.2%) and Office/ Service worker (0.4%).

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



*Table 4: Occupation of News Subjects by Sex*

Occupation	Female		Male		Total	
	F	%	F	%	F	%
Not stated	86	16.7	118	8.3	204	10.5
Royalty	9	1.7	42	2.9	51	2.6
Politician	115	22.4	359	25.3	474	24.5
Government employee	44	8.6	83	5.9	127	6.6
Diplomat	8	1.8	32	2.3	40	2.1
Security Personnel	12	2.3	146	10.3	158	8.1
Academic Expert	6	1.2	33	2.3	39	2.0
Doctor	4	0.8	36	2.5	40	2.0
Health workers	3	0.6	5	0.4	8	0.4
Science professionals	0	0.0	2	0.1	2	0.1
Media person	3	0.6	13	0.9	16	0.8
Lawyer	75	14.6	110	7.8	185	9.6
Business person	13	2.5	40	2.8	53	2.7
Office/ Service worker	6	1.2	1	0.1	7	0.4
Trader	13	2.5	42	2.9	55	2.8
Agriculturalists	8	1.8	19	1.3	27	1.4
Religious figure	8	1.8	119	8.4	127	6.5
Activist	7	1.4	24	1.7	31	1.6
Sex workers	0	0.0	0	0.0	0	0.0
Celebrity	28	5.4	62	4.3	90	4.6
Sportsperson	21	4.1	49	3.4	70	3.6
Student/ Pupil	1	0.2	6	0.4	7	0.4
Homemakers	1	0.2	2	0.1	3	0.2
Child	17	3.3	6	0.4	23	1.2
Villager / Resident	21	4.0	17	1.2	38	1.9
Criminal Suspect	0	0.0	19	1.3	19	1.0
Unemployed	5	1.0	31	2.2	36	1.9
Traditional healer	0	0.0	0	0.0	0	0.0
<b>Total</b>	<b>514</b>	<b>100</b>	<b>1416</b>	<b>100</b>	<b>1930</b>	<b>100</b>

A closer scrutiny of the findings reveals some gender dimensions. The table below demonstrates.

*Table 5: Representation of Female and Male News Subjects in 4 “Public” and 4 “Private / Domestic” Occupations*

“Public” Occupations			
Sex of News Subjects	Politicians, Security personnel, Religious Figure, Royalty		Total (Number of News Subjects)
	F	%	
Female	144	28	514
Male	666	47	1416
“Private / Domestic” Occupations			
Sex of news subjects	Academic Expert, Doctor, Activist, Home Maker		Total (Number of News Subjects)
	F	%	
Female	26	5	514
Male	99	7	1416

For example, the representation of women for the four top most “Public” sphere Occupations, relative to their total number (514) was 28%; M- 47%, a difference of 9%. There was, however, no significant difference in the representation between women and men regarding the “Private/Domestic” Occupations (F – 5%; M- 7%).

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

### **Family Status and Social Identity: which Gender was identified with Family Ties?**

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

The study, therefore, purposed to find out the extent to which news content attaches such negative connotations to news subjects. The findings are summarized below.

While the survey shows that most news subjects (1825- 95%) out of a total of 1930 are not identified by their family relations, further analysis reveals that women are almost four times (11% out of a total 514 female news subjects) more likely to be identified by their family status as someone’s wife, mother, sister, daughter.... etc., than men (only 5% out of a total of 1416 male news subjects) being referred to as husbands, fathers, brothers, sons.... etc. of someone.

*Table 6: Sex of News Subjects identified by their Family Status*

Sex of News Subjects	Frequency	Percentage	Total (Number of News Subjects)
Female	56	11	514
Male	49	3	1416
<b>Total</b>	<b>105</b>	<b>5</b>	<b>1930</b>

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

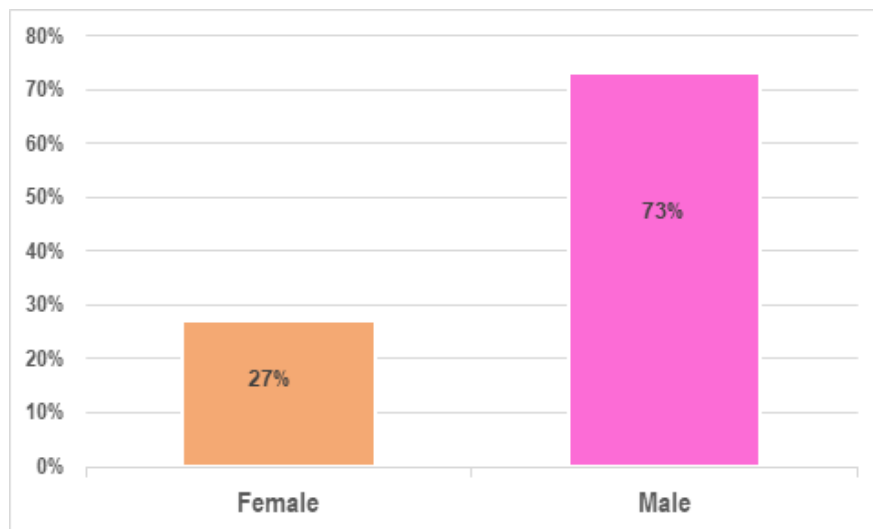
## WOMEN AND MEN'S OPINIONS IN PRINT MEDIA NEWS: Whose Views?

### Women and Men as News Sources

The study sought to find out the extent to which women and men are featured in media new stories as news sources. These are news subjects who were directly quoted in the analyzed news stories. The purpose of analyzing direct quotations is to gauge the extent to which direct female and male voices in news media content shape public opinion on a variety of issues, considering that the media plays a big role in shaping public opinion.

The findings show that there was a total of 554 (29%) news subjects out of 1930 who were directly quoted. Out of these, females constituted 27%, while a majority (73%) were male. The table below summarizes the findings.

*Figure 2: Sex of News Sources*



*Table 7: Sex of News Sources by Newspapers*

Newspaper	Sex of News Sources				Total
	Female		Male		
	F	%	F	%	
Bukedde	28	32	60	68	88
Daily Monitor	46	19	192	81	238
New Vision	75	33	153	67	228
<b>TOTAL</b>	<b>149</b>	<b>27</b>	<b>405</b>	<b>73</b>	<b>554</b>

The above table shows that the highest representation of female news sources was registered by New Vision (33%; M-67%), followed by Bukedde (32%; M-68%). Least was by Daily Monitor (19%; M-81%).



#### **SAMPLE NEWS STORIES ASSESSED**

- Of the ten stories analyzed, only two have voices of women.
- Even when the stories have a direct bearing on women and girls, their voices were not sought by the Reporter!
- Where women's names were mentioned..... they are only reported as, for example: *"The Notice was prepared by Stella Nabachwa..... and signed by Alice Kaddu"*.

(P)

By Martin Nsubiri

The presidential skills programmes, such as the Presidential Industrial Hubs, have gradually gained popularity from inception. Subsequently, the number of beneficiaries has more than doubled, from at least 2,000 beneficiaries last year, to 4,600 in 2023.

These will graduate this week from the 19 Presidential Industrial Hubs. The beneficiaries, who have undergone training facilitated by State House, will be assessed at the different sectoral industrial hubs spread across the country.

The beneficiaries will be assessed in tailoring, bakery, carpentry and joinery, welding, bookbinding and hairdressing. Eng. Raymond Kamugisha, the director of Industrial Hubs and Presidential Projects under State House, told *New Vision* that the group will be assessed from 19 hubs, down from 12 previously.

In addition, he said, the beneficiaries will be assessed in six employable skills that are in demand in the country.

"After assessment, the beneficiaries will be given certificates as well as equipment in form of machinery for the respective skills they trained in," he said.

Kamugisha told *New Vision* that State House will create common user facilities in each district, where the beneficiaries will work from after the assessment. The equipment, he said, will be stationed at the common user facilities for the beneficiaries to start production.

One of such hubs was commissioned by President Yoweri Museveni in Masaka

# 4,000 SET TO GRADUATE FROM STATE HOUSE INDUSTRIAL HUBS



President Museveni watches as carpentry students work at the Masaka industrial hub shortly after commissioning the youth skilling facility on May 24, 2023

in May. The facility for greater Masaka sub-region is located in Ntugeya village, in Bagakira parish.

During a visit to the centre, Katikira of Buganda Charles Peter Mayiga commended Museveni and the central government for introducing the life-changing skilling initiative among the youth which he said was a step in the right direction in as far as fighting unemployment in Uganda was concerned.

"It's an opportunity that

this industrial hub has been placed here in the greater Masaka area and the young people must take advantage of it. I always tell people that opportunity moves silently but you must have the nose to smell it, the ears to hear it, the eyes to see it and the tongue to taste it. It's a great opportunity being spearheaded by the State House counterpart. I urge all the youth to grab this opportunity," said Mayiga.

He urged beneficiaries to utilise these opportunities optimally, acquire professional and work to contribute to the growth of the country.

"I urged them (the beneficiaries) not to waste these funds invested in the programme. They have been trained in skills that are high in demand," he said.

He also said that this programme will support the government efforts to create employment for the youth.

"We are creating a skilled force for the world of work,"

Katikira Mayiga said

**QUALIFICATION**  
The beneficiaries will be granted a modular manuscript by the Directorate of Industrial Training (DIT), an assessment body under the education ministry.

DIT derives the power to assess and award the modular manuscript from the Section 14 of the Business, Technical, Vocational Education and Training (BTVEET) Act of 2008. The same section grants DIT powers to award certificates under the Uganda Vocational Qualifications Framework (UVQF).

Once one attains a modular manuscript, they can upgrade under the vocational conveyor, to a Level I certificate under UVQF.

Fred Wamukona, a senior qualifications officer at DIT explained that all is set for the exercise.

"We have prepared our teams for the exercise," he said.

Section 20 of the BTVEET Act, says, the UVQF was established to define the occupational standards in the world of work, assessment standards. It was also established to define vocational qualifications for learners who meet the set standards of the different studies and provide guidelines

## HOW TO BENEFIT

The beneficiaries of the skilling programme, are 4,600 from across all districts, under a district quota system. Under the system administered by State House, each district gets an equal number of slots. All applications are processed through the respective local government offices.

Each district has a hub committee comprising an elected district chairperson regardless of their political affiliation, the chairperson of the ruling party, the youth, persons with disabilities, and that for women of the district. The committee is also made of resident district commissioners (RDC), District Internal Security Officer (DISO), as well as the district technical team led by the chief administrative officer (CAO).

These, according to Kamugisha, are required to end the application, as well as select those to benefit.

However, he said, the slots must be evenly distributed across the sub-counties within the district.

The skills programme is open to all Ugandans between the age of 18 and 35.

"We do not consider anyone's academic qualifications. Those who have never gone to school as well as those who have acquired capacity," he added.

for modular training. Section 21 of the Act on Award and recognition of certificates under UVQF says,

"The certificates and diplomas awarded under subsection (1) shall be recognised in the Uganda education system and by the labour market."

By Luke Ruggie

A couple that has been claiming ownership of hundreds of acres of land in Mubende was yesterday smothered and killed by a mob that seized their of communal sets of fence and eviction.

Milly Nabagala Naava has been involved in wrangles with residents of Kiwasa and over eight other neighbouring villages, who accused her of evicting them and engaging in violent acts, with invention of succeeding a cousin.

The more than eight square miles of land is located in Kirurum village in Kirurum sub-county, while the other villages are spread across Butolongo and Mofutu sub-counties in Mubende district.

Naava, was in the company of her husband, Abdallah Kayizzi and two children, when she was attacked.

Rachael Kawala, the Police spokesperson for Woma's region, said Kayizzi and Naava were at the home of one Benjamin Tumutime when they were attacked.

# Wife, husband murdered in Mubende land row

"The violent attack occurred as they left the home of Tumutime. The mob hacked them to death while the children ran away, escaping with serious injuries," she said.

Kawala said they have arrested five people in connection with this murder incident.

For a long time, Naava has been entangled in wrangles with residents over the land, which has occasioned the arrest of several people and destruction of property.

Kawala said the Police were aware of the conflict, adding that last week, some people appeared in court on different charges resulting from this land dispute.

In the past few years, institutions have intervened in this land dispute to no avail. During one of the mediation meetings held by the Uganda Bwamba Holders Association and the office of lands minister Judith Nabukobwa, Naava was asked to prove ownership



Milly Naava (left) after appearing before the land probe at the land inquiry commission offices at Nakasero, Kampala before her death

of the land since she never presented any land title.

"She never had a land title yet there were also other relatives claiming

ownership of the land. We asked her to prove and warned her to stop destroying properties and evicting people," Abraham Luwatta, the

chairman Uganda Bwamba Holders Association, said.

Nabukobwa said she has for long followed this land dispute and was hopeful that it would end peacefully.

"In the first meeting, Naava never appeared although she had been invited and another time when she came, she never had land titles and were already in court," she said.

Following the acts of destruction of property, Nabukobwa, in the second meeting directed that the status quo remains until the cases were resolved by court.

A few months later, lands state minister Sam Mayanja visited these villages and asked them to first prove the genuine owner of the land before they could reach any resolution.

"We have been using all possible means to have these issues end and even mediations were going on well. I am so surprised to hear this," Nabukobwa said.

Scan

(8)

Scan

SCAN

2

By Charles Chakuma

The Inspector General of Government (IGG), Beti Kanya, has warned ministers to desist from pushing the digital number plates deal, saying she halted the project following complaints from different stakeholders.

In an exclusive interview with *New Vision* on Friday, Kanya said the ministers pushing the digital deal risk prosecution for defying her directive halting implementation of the project until further notice.

Kanya said she wrote to the Ministry of Works and Transport, Gen. Karumba Wamala, halting the digital number plates deal in last month.

"As far as I am concerned, we have not vacated the order and there are repercussions for holding the IGG's orders in contempt," Kanya said.

**CONSEQUENCES**

On Saturday, IGG spokesperson Ali Munira confirmed that there were consequences for defying the Inspectorate's directives, adding that this includes prosecution of those involved as stipulated under the Inspectorate of Government Act, 2002.

"They will be prosecuted if they continue with their preparations and they do not adhere to our directive. They risk serving a jail term or be fined or both," Munira said.

She referred *New Vision* to Section 35 of the Inspectorate of Government Act which states: "A person who without reasonable excuse refuses or fails to comply with any order or directive of the Inspectorate, commits an offence and is liable on conviction to a fine not exceeding one hundred fifty currency points (sh3m) or imprisonment not exceeding three years or both." One currency point is equivalent to sh20,000.

Munira also confirmed that M/S GM Tumpeco linked to businessman

# IGG WARNS MINISTERS OVER DIGITAL NUMBER PLATES DEAL



Karumba Wamala



Gordon Wavumunro



Beti Kanya

Gordon Wavumunro and M/S Arnold Brooklyn, which had been contracted by Uganda Revenue Authority to manufacture number plates, had petitioned the IGG over plans to terminate their contracts.

"It's true we received a complaint about government plans to terminate their contract on July 1, 2023, yet they claimed they had invested heavily and the material they had stocked could still sustain them until the end of the year," Munira said.

She said the IGG convened a meeting of all stakeholders and it was agreed that the digital number plates deal be halted.

"That was the position in July and it still remains the IGG's position," she said.

The IGG's warning comes in the wake of a probe by Parliament's Infrastructure Committee into the

## BACKGROUND

In July, the works ministry announced October 31 as the new deadline for the commencement of the exercise to introduce the new digital car number plates.

This was after the Russian firm contracted to supply the plates failed to deliver the first batch by July 1, as had been promised and a complaint was filed to the IGG by GM Tumpeco and Arnold Brooklyn.

But a letter dated June 30, 2023, signed

by Minister Byabakama said the purpose of amending the deadline was to give government enough time to prepare and sensitize the public about the importance and relevance of the service with regard to road safety and security.

Byabakama also announced that the Ministry of Works and Transport had extended the contracts for the current service providers; Arnold Brooklyn and GM Tumpeco, for four months from June 30, 2023, until October 31, 2023.

Byabakama said. However, Muhwezi did not respond to our repeated calls.

Early last week, Muhwezi told *New Vision* that implementation of the digital number plates project was still on and it would roll out in November this year.

Last Wednesday, Muhwezi defended the decision by government to award the multibillion shilling number plate tender to a Russian firm, Joint Stock Global Security and the involvement of the ministries of security and works and transport as the implementing agencies.

Muhwezi was responding to Internal Affairs Minister Maj. Gen. (M) Kahinda Otalire, who last Tuesday told legislators that he knew nothing about the deal. Otalire said he was unhappy about the increase of the cost of digital number plates from sh150,000 to sh714,300. He said neither the Police nor his ministry had had input in the pricing.

## OTALIRE KNOWS

In response, Muhwezi said: "I really don't know what to say because what I would say wouldn't be nice because, Gen. Otalire is a member of Cabinet. This project did not fall from heaven. It was discussed in Cabinet and approved and he is part of government and not in a small measure."

Muhwezi said the works ministry and his ministry were speaking with one voice, insisting that the project would start in November. Muhwezi signed a 10-year agreement between Uganda and the Russian firm.

Muhwezi said the digital number plates are aimed at implementing the intelligent transport monitoring system ordered by President Yoweri Museveni to curb crime.

Earlier, Muhwezi clarified that there had been misinformation on prices for digital number plates.

"They have been saying that every car is going to pay sh700,000 and a motorcycle is going to pay sh150,000. That is not true. (The owners of all vehicles already registered will pay sh150,000 and a motorcycle (owner) will pay sh50,000. It is the new vehicle that will pay sh700,000 and a new motorcycle sh150,000," Muhwezi stated.

**LANDS MINISTRY GIVEN GREEN LIGHT TO GET TITLES FOR FIVE PLOTS**

**Gerald Nanyava**  
 The National Forestry Authority (NFA) is on the spot for allegedly sanctioning the illegal giveaway of part of the National Tree Seed Centre at Kazinga-Namawee in Kira town council, Wakiso district.

New Vision has learnt that NFA has given the lands ministry the green light to process titles for five plots for private individuals or companies. The plots were carved out of the 22-hectare (51.89-acre) National Tree Seed Centre run by NFA at Kazinga-Namawee.

The land giveaway has affected about 49 hectares (120.95 acres), leaving only about the three hectares (7.4 acres), which now house the National Tree Seed Centre's offices and parking lot.

In correspondence seen by New Vision, the giveaway started as far back as 2017 and in May this year, some people proceeded to process a land title. The Ministry of Water and Environment officials have, however, indicated that they are not aware of the development.

According to a letter dated May 4, 2017, written by NFA executive director Ima Okello to the permanent secretary, Ministry of Lands, Housing and Urban Development, he called for the surveying of the different plots of land at Namawee.

The NFA operates the National Tree Seed Centre on the above-mentioned plots which are currently registered in the names of different individuals and entities. The entities are currently embroiled in boundary disputes on the above-mentioned parcels of land," the letter stated.

The letter added: "Pursuant to the foregoing, we request that you assign a surveyor from the esteemed department of surveys and mapping to open the boundaries of the mentioned plots to advise the institution on the rights of the respective parcel owners and the extent of encroachment on the National Tree Seed Centre if any."

The letter was copied to the chairperson NFA board of directors, director planning, development, director policy and planning and manager National Tree Seed Centre Namawee. However, the letter was not copied to the Forestry Sector Support Department (FSSD), which is the overseer of NFA and also in charge of forest regulation. FSSD is the supervisor of NFA and the District Forestry Services, which is in charge of local forest reserves in districts.

New Vision has also learnt that on May 26 this year, part of the 22-hectare National Tree Seed Centre was surveyed and plotted with mark stones. Sources said the survey took place late in the evening after NFA staff at the National Tree Seed Centre had left for home. The following morning the staff were quietly discussing the development for fear of reprisal.

**NURSERY PART OF RESERVE**  
 National Tree Seed Centre is part of Namawee Forest Reserve, which was partly designated two decades ago in favour of the development of an industrial park under the Uganda

**NFA ON THE SPOT OVER TREE SEED CENTRE LAND**



The National Tree Seed Centre at Namawee. The National Forestry Authority is on the spot for allegedly sanctioning an illegal give-away of part of the tree seed centre in Kira town council, Wakiso district

Investment Authority (UIA). Part of Namawee that contained as a forest reserve includes the National Tree Seed Centre. This is contained in the Forest Reserves (Dedication) Order, 1998, covering 680 hectares in Wakiso and 1,208 hectares in Mukono districts.

**RUNNING BATTLES**  
 The remaining area of the forest reserve includes areas that were left to avoid situation of Lake Vumiri. Also, parts of the reserve were allocated to private tree farmers. NFA has been fighting running battles with land grabbers, including vendors over the land in recent years.

Isangiro West Member of Parliament Rauben Atimwa recently raised the issue of Namawee Forest Reserve land grabbers on the floor of Parliament. Atimwa said he is a licensed private tree planter in compartment 14 of Namawee Forest Reserve, but some people claimed to have land titles for the area where he had planted trees

and had destroyed some of his trees. In response to Atimwa, the Ministry of Water and Environment highlighted the status of Namawee in a four-page document also seen by New Vision.

"Namawee Central Forest Reserve was gazetted by the Forest Ordinance Number 15 of 1917. In 1997, the Minister for Natural Resources by Statutory Instrument Number 1 of 1997 (The Central Reserves Namawee Revocation Order 1997) ceased of compartments Number 1, 2, 10, 13, 15 and part 16 with an approximate area of 1,006 hectares for establishment of Kampala Industrial Park under UIA," stated the ministry.

The water ministry added: "The UIA produced a master plan and demarcated land the land it excised with cornerstones and pillars. The area left after excision comprised of compartments 3, 4, 5, 6, 7, 8, 9, 11, 12, 14 and part of 16 (an hectares for the National Tree Seed Centre)."

The move to take over the National Tree Seed Centre started in 2007, but it was put on hold after findings of the Justice Catherine Barnabas/centre land probe commission exposed some of the land grabbers and their godfathers. After a lull of six years, the illegal giveaway of the National Tree Seed Centre has resumed.

In two different correspondences between January and February 2017, two private companies claimed ownership of land on Plot 1220, Block 242, Block 281 and 158 in Kyokondo in Wakiso district.

The two companies requested for boundary opening to ease their investments on the land.

The letters were addressed to the NFA executive director. One of the letters also indicated that they had met the board and wanted to exchange the land at Namawee with and elsewhere.

Sources said most parts of the forest reserve that were left after designating Namawee exist on paper, but they no longer exist on the ground. They have since been taken over by private developers.

**CENTRE AT LAND PROBE**  
 During Barnabas/centre's land probe, the then NFA executive director, Paul Musamali, opened the lid on the dirty deals in NFA by his predecessors.

He testified that in the one year he served in the position as the accounting officer of the Authority,

**WHAT BOSSES SAY**

The Minister of Water and Environment, Sam Cheptoris, was not available to comment as he was unreachable on his known mobile cell phone. But Charles Byaruhanga, the commissioner for environment in the Ministry of Water and Environment, said that he was not aware of the giveaway of the National Tree Seed Centre land, and that the ministry was not involved. "We are not aware and we are not involved," he told New Vision in an interview yesterday.

NFA boss (Okello) said: "It is true that there are land titles created in 2016 and 2017. We knew they were land titles but we wanted to establish whether they affected the tree seed sector or not. The tree seed sector is not part of the gazetted forest reserve because the entire compartment 16 was degazetted when the Ministry of Lands wrote that there were land titles created before I became executive director of NFA. So, we decided to open the boundaries and there were titles there."

He said NFA got a title for eight acres in favour of the tree seed centre in 2000, adding that land claimants went to court and that is why they opened up the boundaries.

Asked whether developers were encroaching on the land, Okello declined to call them encroachers pointing out that their land is overlapping with that under the tree seed centre.

On why he did not inform the Ministry of Water and Environment, Okello said that he has copied them in on several communications over the matter.

He discovered a number of dirty deals that were done by former NFA bosses without the knowledge of the authority's board.

The former NFA executive director, said he found out that there was constant communication between the bosses of NFA and private developers, who were applying to take the only national nursery seed centre in Namawee Forest Reserve. Musamali tabled letters to the commission as evidence to support his claim. He also told the commission that the former directors replied to the developers, promising them that he would convince the board to give them the land because he fully supported their move to take the Namawee nursery centre and relocate it.

**The land giveaway has affected about 19 hectares (46.95 acres), leaving only about three hectares (7.4 acres).**

# National News

## Anti-gay Act will trigger new HIV infections, claim activists

BY NOELINE NABUKENYA

**WAKISO.** Persons living with HIV/AIDS are concerned that the Anti-Homosexuality Act, assented to by President Museveni last month, will cause a spike in new infections.

Led by Rev Can Prof Gideon Byamugisha, the proprietor of the International Network of Religious Leaders living with HIV, they say new infections will arise because those living with the virus and are involved in same-sex relationships will, among others, fear to seek treatment.

"There are homosexuals living with HIV and with this strict law that calls for death penalty at some point, these people are likely to take an undercover which will deteriorate their access to the hospitals to pick ARVS," he said in a community homosexuality awareness workshop in Wakiso District last Friday.

On May 26, President Museveni assented to the Anti-homosexuality Bill, 2023, sparking mixed reactions. Some public figures including religious leaders have praised the law while the western world namely the US, Sweden, the Netherlands have criticised it.

However, Prof Byamugisha said his network is not challenging the law.

But they want certain provisions regarding penalties removed, especially for children and persons living with disabilities.

He said: "We are creating awareness among the vulnerable Ugandans starting with our area in Wamwala Ward, supporting the government goal of ending HIV by 2030. But for us we are very ambitious and we hope by 2025, HIV will be history in our parish," he added.

Revealing that he has lived with the virus for 31 years ago, is hopeful that if the act is revised, homosexuals can be reformed.

"Some people think they know God more than others. Like some religions that detour their followers from using health ministry directives and guidelines on how to control the spread and contracting HIV. People are not allowed to use Condoms, male circumcision and Pre-exposure Prophylaxis (PrEP) reasoning that it will stir adultery which is not right. Let's work towards saving people from dying," he said.

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# National News

## Don't arrest post-abortion care service providers, say experts

BY JANE NAFULA

**KAMPALA.** Researchers from Makerere University School of Public Health have said police officers should be sensitised about the need for post-abortion care.

Led by Dr Arthur Bagonza, researchers said some health workers were not recording data in the monthly registers as required, partly due to fear of being arrested and labelled as promoters of illegal abortion.

They made the remarks on Friday during a dissemination workshop of the findings of a study on the quality of post-abortion care undertaken in 80 health facilities in Uganda.

Dr Robert Mutumba, a principal medical officer from the Department of Reproductive and Child Health, at the Health ministry, said: "When a mother or girl shows up while bleeding following unsafe abortion, the health worker is mandated to provide a lifesaving intervention including blood transfusion."

The Executive Director at the Centre for Health, Human Rights and Development, Ms Fatia Kiyange, said there is need for the police to collaborate with health workers caught up in such scenarios.

Mr Fred Nantamu, the Deputy Commandant and Chief Instructor at CID Training School Kibuli, said he was not aware that his colleagues were arresting health workers providing post-abortion care.

Dr Charles Ayume, the chairperson of the parliamentary Health committee, stressed the need for scaling up access to contraceptives to curb about 500,000 abortions that occur in the country every year.

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# FRESH ROT EXPOSED IN DISTRICT LAND BOARDS

## THE LAW

The Land Act requires district land boards to produce and publish annual reports and have regard to any comments that the district councils make.

By **Umeshu Kashaka**

Leaked annual reports of several district land boards (DLBs) have exposed fresh rot involving corruption, forgery of titles, multiple court cases arising from previous transactions as well as poor storage and record keeping.

These DLBs include those of Tororo, Mukono, Mbarara, Kayunga, Masaka, Mubende, Kibale, Nakasongola, Kibuku, Lamwo, Yumbe, Kitagwinda, Lyantonde, Iganga and Manuwa. In one of the reports signed by Sobana Samali Epit and Cornelius Owar, the Tororo DLB secretary and chairperson respectively, non-remuneration of area landowners has discouraged some of them from working and/or caused some to charge exorbitant fees which sources say are not received.

"There is poor record keeping in the land office using manual methods with limited filing cabinets. There is lack of proper land inventory for government land in the district and this has led to the Uganda Land Commission allocating land housing government institutions to private individuals like the district works yard and houses on Lower Road," Epit and Owar said, without mentioning names.

In one of the suspected fraudulent transactions, the board in Tororo approved the application for a subdivision for land comprised in LRV 640, Jolo 10 on Plot 1-3 Tazone Road. In this case, one individual had applied for a conversion for the whole plot yet it is owned by four people (name withheld).

The contention on this land forced Epit to write to the registrar of the ministry's zonal office halting the process to enable a proper subdivision for all the four parties. She requested the board to defer the earlier decision of the conversion for this plot located in Tororo municipal council to enable others to do the subdivision. They also said their land office has no substantive officers such as staff surveyor, land officer and physical planner.

"This has greatly affected the functionality of the board that no board sitting has been held from April 16, 2012 to date," Epit and Owar said in their report. The DLBs submitted their 2012 reports to their chief administrative officers (CAOs) and their political heads, including mayors, who then forwarded them to the Ministry of Lands as required, lifting the lid on this rot.

Section 60(5) of the Land Act requires DLBs to produce and publish annual reports and have regard to any comments that the district councils may make on them. In one of their recommendations, Epit and Owar



Former Waikiso district councillor Lincoln Luwagga kneels before state minister for lands Sam Mayanja as he asks him to save his aunt, Maria Kabejja, from being evicted. This happened last month.

**In Masaka, there are undisclosed multiple court cases against the board arising from previous board transactions.**

said there was a need to computerise the land registry and furnishing so as to create a conducive working environment.

"The land office should be given a 10% give-back after revenue collection for proper operations and functionality and continuous registration of public land," they said.

## MBARARA CITY

In Mbarara city, Francis Barabanze, the board chairperson, said there were fraudsters in their land office but most of them had been detected at physical planning and land board level.

In Mbarara city, the chairperson of the board gets sh160,000 as sitting allowance while board members sh140,000 each, but many of them say this is inadequate given the "zeal workload".

Barabanze said the board has "instituted a number of safeguards that prevent fraudulent transactions" and these include ensuring that the chairpersons of the area land committees verify applications before they are considered by the board, carrying out inspections for doubtful applications and carrying out an extra meeting to verify survey of reports as provided in the Land Act.

New Vision also learns that the increasing number of land disputes had also impacted on the Mbarara DLB's ability to deliver land services.

Lucky Julius, the physical planner for Kibuku and acting land officer in Mbarara district, confirmed to New Vision that some people, especially surveyors used to forge the signature of his predecessor, Emmanuel Himbisa, who is now in charge of Mbarara city land board.

## WHAT THE MINISTER SAYS

When contacted, lands state minister Dr. Sam Mayanja declined to comment on the details in the DLB reports, but confirmed receiving the annual reports, which he had been demanding for since late last year.

"I can't tell you what is in these filed reports now but it is gratifying that the district land boards are finally complying with Section 60 (3) of the Land Act which makes it mandatory to prepare and publish an annual report and also makes it mandatory for the board to have regard to any comment that the district council may make on that annual report," he said.

"There is no challenge big enough to hinder district land boards from carrying out this mandatory requirement. If the board fails to prepare and publish an annual report, then it has no mandate to continue in office for the succeeding year," he told New Vision on Saturday.

"But that [forgery] used to happen when the municipality was still under the district before it was elevated to being a city. My predecessor [Himbisa] faced that challenge when some surveyors in town would forge his signature and some files I think were passing without his knowledge because he discovered about three or four," Lacey said.

He said the registrar of titles at the ministry zonal office gave Himbisa a mark where they used to know what he had signed and what he had not. "Even me when I joined the land office on June 12, this year I was given that mark," he said.

He stated that this rot involving forgeries is especially evident in towns and cities where individuals

## ROLES OF DLBS

DLBs are a creature of the Constitution whose functions are set out both in the Constitution and the Land Act.

These functions are to hold and allocate land in the district which is not owned by any person or authority, facilitate the registration and transfer of interests in land, take over the role and exercise the powers of the lessor in the case of a lease granted by a former controlling authority as well as cause surveys, plans, maps, drawings and estimates to be made by or through its officers or agents.

They are also mandated to compile and maintain a list of titles of compensation and review them, among others.

cash to acquire land allegedly for investment. Efforts to reach Himbisa were futile as he neither answered nor returned our repeated phone calls by press time.

## MULTIPLE COURT CASES

In Masaka, the acting secretary of the DLB, Juliet Najjemba, reported undisclosed multiple court cases against the board arising from previous board transactions, saying they had hindered most of their business. She also reported an administrative rift between the new city and the district over land records and operational jurisdiction.

Najjemba also said the board lacked basic tools for operations such as computers said a printer to facilitate land board activities, and a land inventory in respect to land it manages and controls.

She also reported that there was not enough logistical support to enable the board conduct site visits at some of the disputed pieces of land and those under litigation.

When New Vision contacted her, she declined to elaborate on her statement. David Kawoya, the Masaka CAO, said there were "many court cases" against the DLB arising from the previous transactions but referred us to the board for details because he was still new in the area.

In Kayunga, an increase in submission of fraudulent applications to the DLB was reported and "a lot of land disputes" in the district involving mostly land allocated by the board.

When New Vision contacted the secretary of the board, Deak Kaggwa, he declined to comment. "Just be official, you will get official communication. Write to the CAO, you will be responded to," he said.

In Mukono, the board does not have a valuer which makes compilation of district compensation rates difficult and expensive. The board also reported prolonged delays in processing deed plans and land titles.

The Mukono report also said there were no filing cabinets for safe custody of the records which are sensitive in nature and that the board does not have several tools such as a printer/photocopier which has hindered the effective running of their work and consequently caused delays in land transactions.

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# Courts to recruit 2,900 non-judicial employees

SCM

The permanent secretary of Judiciary says Cabinet approved the recruitment of the staff.

BY ANTHONY WESAKA

The Judicial Service Commission (JSC) is set to recruit 2,868 non-judicial staff to help judicial officers in settling legal cases, the Judiciary announced yesterday.

While addressing a press conference in Kampala, the Permanent Secretary of Judiciary, Mr Pius Bigirimana, said the exercise follows a Cabinet endorsement of the recruitment.

"Recently, Cabinet approved the structure of the non-judicial staff. We shall be recruiting them as we receive funds in the mid-term," Mr Bigirimana said.

The categories of the non-judicial staff to be recruited include court clerks, process servers, drivers, statisticians, IT staff, records officers, communication officers, and internal auditors, among others.

Previously, the non-judicial staff were recruited by the Public Service Commission but this reportedly made it difficult for Judiciary's top management to discipline the errant non-judicial staff.

But with the enactment of the Administration of the Judiciary Act, 2020, the Judicial Service Commission was given the power to recruit and discipline non-judicial staff.

In an interview with *Daily Monitor* yesterday, Dr Rose Nassali, the Permanent Secretary of JSC, said they have already started recruiting non-judicial staff.

"Even today (yesterday), we were carrying out the recruitment of Judiciary



The new Supreme Court building in Kampala yesterday. The building is set to be completed by the end of the year. PHOTO:ANTHONY WESAKA

drivers, process servers who were previously recruited by the Public Service Commission. So we shall continue recruiting them as and when the Judiciary declares to us the vacant positions," Dr Nassali said.

Mr Bigirimana also said the construction of the Supreme Court and

Court of Appeal buildings is almost complete.

He said the construction of the Supreme Court building is at 92 percent complete while that of the Court of Appeal is 85 percent.

He added that they hope to enter the seven-storey buildings by the end

## VIDEO CONFERENCING SYSTEMS

The Permanent Secretary of Judiciary, Mr Pius Bigirimana, said the Judiciary has stepped up the connection of more courts to the video conferencing systems. He said a total of 16 courts have been connected to the video conferencing system has also been connected in some prisons and will help in the hearing of cases without having to transport suspects. "This comes with a number of advantages like reduction in fuel costs that would have been used to transport suspects to courts from prison, less risks associated with the escape of suspects during the transportation as some of them have fled along the way," Mr Bigirimana said.

of the year.

The buildings contain modern courtrooms, chambers for the Justices and registrars, boardrooms, a gym, a restaurant, and two basement floor parking lots for 226 vehicles among others.

Once complete, the government is expected to save Shs9.9b which it has been spending on renting facilities for the courts.

Mr Bigirimana said the construction of Mukono High Court, and the Butambala and Mayunge Chief Magistrate courts have been completed.

He added that the courts in Alebtong, Lystonde and Budaka are still under construction.

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COURTESY PHOTO



Uganda's works and transport minister, Gen. Katumba Wamala (fourth-right), with Mombasa Port stakeholders after a meeting chaired by President William Ruto on Saturday

By Charles Ekwuri

# RUTO'S NEW DIRECTIVES ON MOMBASA PORT TO BOOST REGIONAL TRADE

Kenya's President William Ruto on Saturday issued a series of new directives aimed at hastening the movement of goods and services at Mombasa Port. If fully implemented, the measures would help ease non-tariff barriers to international trade and also act as a major boost for traders in Uganda and the entire East African region.

Uganda's works and transport minister Gen. Katumba Wamala on Sunday said in addition to the subject of the railway system, "on Saturday, we had a very productive meeting chaired by President Ruto at the port of Mombasa to address issues affecting smooth trade between the port, and he issued five immediate directives to resolve the issues affecting trade between Kenya and Ugandan traders."

The directives included: harmonising and automating different systems being employed at the port for clearing of goods; private players to provide scanners at the port instead of depending on the government and weighing of transit cargo to be done in two-points at the port and the border.

Others were to have all weighbridges and roadblocks removed along the transport corridor. These will be replaced by mobile police.

President Ruto also directed that there be no visa requirements for East African travellers, including the DR Congo personnel; Mombasa Port be operational 24 hours and seven days a week and the port's authority immediately put in place efficient export mechanisms for fresh products to support the export of fresh food.

The Kenyan head of state also directed that there will be no more auctioning or destruction of unclaimed goods without notifying

## Good news for sector

The minister noted that tea exporters were suffering delays caused by the multiple bonds. "Those have also been removed and there is going to be one bond for tea. So, that helps to reduce overheads because they were not actually making profits," Wamala noted.

Betty Mpologoma of the Uganda Tea Association (UTA) welcomed the decision on bonds that had greatly affected tea exporters, although she said it had not yet been communicated to them.

UTA chairperson Gregory Mugabe confirmed that tea traders had suffered a lot of delays and that the directive by Ruto would now make trading easy.

"We have been having challenges with delays at the port. They had also introduced an integrated customs system, which was also delaying the clearing of tea. KRA was trying to work on it and

we hope when the crop picks up in September and October, they will be clearing faster. The delays affect the turnaround for revenues to come," Mugabe said.

Rajesh Kumar, the director general of Indian business forum, welcomed the directives and urged for their full implementation urging Uganda to also adopt similar moves to ease trading.

"The biggest challenge is how they will handle the trucks and long queues at scanning. Are they going to increase the number of scanners at the border?" he asked.

Over the last 26 years, Kenya's exports to Uganda have increased at an annualised rate of 5.67%, from \$198m in 1995 to \$631m in 2021. In 2021, Uganda exported \$292m to Kenya. The main products exported from Uganda to Kenya were raw sugar (\$43.6m), milk (\$38.1m) and plywood (\$30.5m).

their owners. The Ugandan traders will be given the first opportunity during the auctioning process, he said.

The meeting also abolished the multiple bonds that had affected the sea traders, especially those from Uganda that were using Mombasa as a port of export. The directives will also extend to other traders within the East African region that are using the port of Mombasa.

Wamala noted that previously, whenever the goods were auctioned,

the proceeds would not go back to Uganda and they were being retained by Kenya.

### NEW DEVELOPMENT

"The practice was that Ugandan goods that had stayed for 21 days at the port were either auctioned or crushed if they are vehicles. If auctioned, the proceeds would not go back to Uganda and they were being retained by Kenya. We now have a new development. If the goods are to be auctioned, the Uganda business

community will be informed and they will bid and there will be a percentage that they will deduct to cater for the port's operations, but the goods will go back to Uganda," he said.

The works and transport minister said the decision to auction the goods without informing the Ugandan traders was unfair because they had spent their own money on purchasing them.

"It has now been rectified and the commissioners general of Uganda Revenue Authority and Kenya

Revenue Authority are now going to handle that," he said.

The meeting also agreed to cut arbitrary shipping line charges which affect competitiveness of the Northern Corridor compared to the Central Corridor (Dar-es-Salaam). It was agreed that there was a need to regulate the arbitrary charges.

The minister said both the government and private sector are to be involved in cargo clearance throughout the day (24/7) and over the weekend.

The meeting suggested that Kenya's National Transport and Safety Authority harmonise the operations of the key road transport departments and help in effectively managing the road transport sub-sector because not working over the weekend affects the clearing of vehicles.

President Ruto gave the technocrats 90 days to find solutions and provide a report on the progress after the period.

Wamala said the directives would greatly help address the non-tariff barriers in the Northern Corridor which runs through Mombasa-Malindi and Mombasa-Busia to Uganda and other countries.

"Those pronouncements made by President Ruto following 22 complaints by businesspersons using these corridors, immediately he gave those directives, he also said there are other impediments which he directed the technocrats to address," he added.

## TOPICAL AREAS ON WHICH FEMALE AND MALE SOURCES WERE QUOTED: WHICH GENDER SPOKE ON WHAT TOPIC?

Studies conducted in the past have shown that male voices are heard mostly on public sphere topical issues such as politics, economics, science and technology, sustainable development and sports among others. On the other hand, female voices are largely heard on topical areas relating to the domestic sphere (issues linked to the family and upbringing of children) or specific problematic gender issues (gender violence, sex trade etc.) and beauty related stories, as well as care-giving, such as provision of health, education, and charity as is the case with workers in some NGOs. By so doing, the media perpetuates the erroneous assumptions that some spheres are specifically for women and others for men only.

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

Topic	Sex of News Sources				Total	
	Female		Male			
	F	%	F	%	F	%
Politics	3	2.0	23	5.6	26	4.6
Diplomacy	2	1.3	5	1.2	7	1.2
Security	2	1.3	16	3.9	18	3.2
Employment	13	8.7	14	3.4	27	4.8
Poverty	1	0.6	20	4.9	21	3.7
Economic Policies	0	0.0	3	0.7	3	0.5
Banking	1	0.6	3	0.7	4	0.7
Agriculture	4	2.6	10	2.4	14	2.5
Trade	9	6.0	18	4.4	27	4.8
Transport	8	5.3	21	5.1	29	5.2
Science & Technology	0	0.0	1	0.2	1	0.1
Health/ Medicine	15	10.0	32	7.9	47	8.4
Environment	8	5.3	19	4.6	27	4.8
Education	13	8.7	22	5.4	35	6.3
Women Movement	0	0.0	3	0.7	3	0.5
Royalty	10	6.7	12	2.9	22	3.9
Religion	5	3.3	23	5.6	28	5.0
Migration	0	0.0	0	0.0	0	0.0
Disaster	7	4.6	26	6.4	33	5.9
Human rights	2	1.3	3	0.7	5	0.9
Legal	4	2.6	29	7.1	33	5.9
Crime	25	16.7	62	15.3	87	15.7
Riots	0	0.0	0	0.0	0	0.0
War/ Terrorism	1	0.6	5	1.2	6	1.0
Gender Violence	1	0.6	3	0.7	4	0.7
Child Abuse	0	0.0	0	0.0	0	0.0
Arts	3	0.0	11	2.7	14	2.5
Fashion	1	0.6	0	0.0	1	0.1
Family	5	3.3	13	3.2	18	3.2
Media	0	0.0	1	0.2	1	0.1
Sports	6	4.0	7	1.7	13	2.3
<b>TOTAL</b>	<b>149</b>	<b>100</b>	<b>405</b>	<b>100</b>	<b>554</b>	<b>100</b>

The above table shows that out of a total of 554 news sources, (F-149; M-405), a majority were quoted on topical areas relating to Crime (15.3%), followed by Health/ Medicine (8.4%); Education (6.3%) as well as Disaster and Legal (5.9% each). The least quoted topical areas were Science & Technology; War/ Terrorism; Fashion; and Media (0.1% in each case).

On a closer analysis, gender dimensions were observed, in relation to the “Public” and “Private” spheres. For example, under the four “Public” sphere topics on which most sources were quoted combined (Politics, Security, Religion and Royalty) women’s representation was 13% (relative to their total number of 149). On the other hand, men’s representation was 18% (relative to their total number of 405), a difference of 5%. The table below summarizes the findings.

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

“Public” Sphere			
Sex of News Sources	Politics, Security, Religion and Royalty		Total (News Sources)
	F	%	
Female	20	13	149
Male	74	18	405
“Private” Sphere			
Sex of news sources	Health, Education, Disaster and Family		Total (News Sources)
	F	%	
Female	40	27	149
Male	93	23	405

Under the four “Private” topical areas of Health, Education, Disaster and **Family**), women’s representation was 27% and men’s 23% (relative to their total number of **149** and **405** respectively quoted. A difference of 4%.

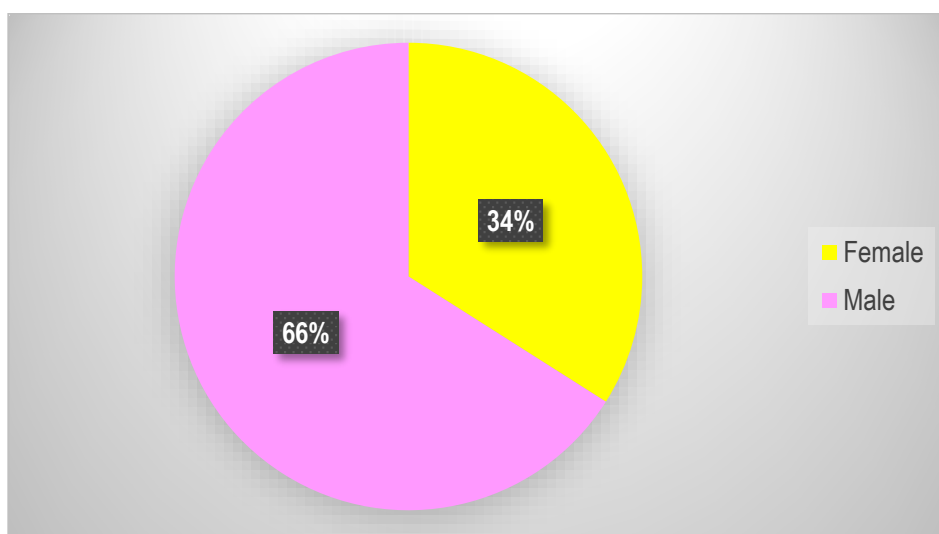
This suggests that the print media perpetuates the domestication of women by offering them opportunity to be quoted on private sphere topics more, relative to men, the reverse being true for the “Public” sphere topics.

## IMAGES IN THE PRINT MEDIA

Previous studies, as reviewed in the background to this study, have indicated that there is a gendered use of imagery in the media that does not reflect the true identities of women and men, some of which reinforces gender stereotypes. This study, therefore, purposed to find out whether or not the sampled media houses had an equitable representation and fair presentation of female and male news subjects in the images accompanying the news stories in which they appeared.

The findings show that out of the 1930 news subjects, 501 (26%) had their photographs accompanying news stories. However, out of the 501, the representation of females was 169 (34%) compared to 332 (66%) for males. These findings are summarized in the table below.

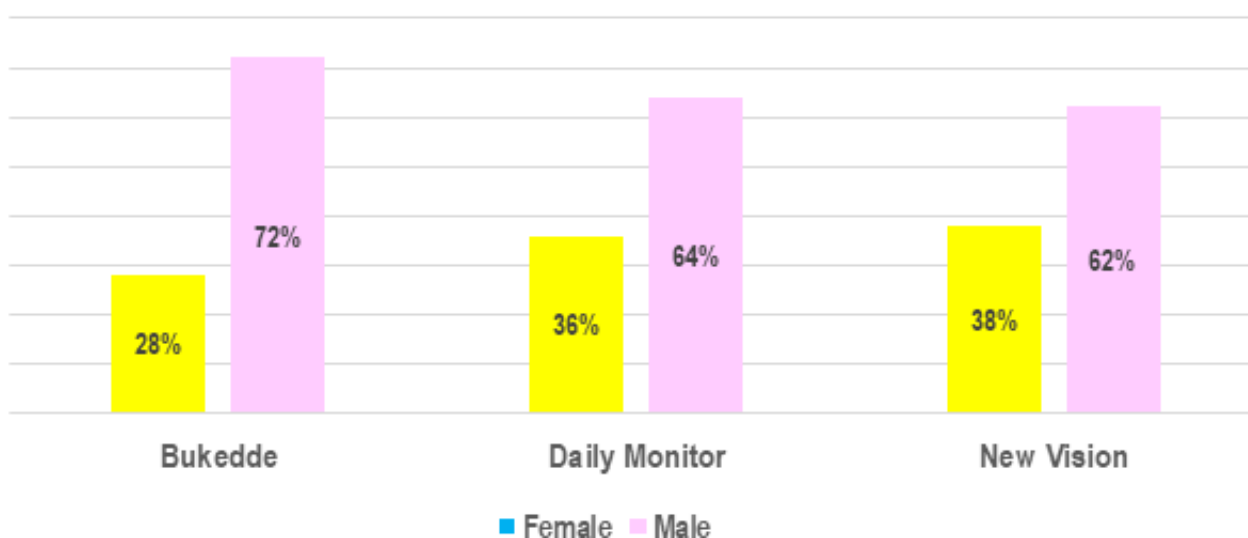
*Figure 3: News Subjects whose Photographs accompanied News Stories*



### News Subjects whose Images accompanied News Stories by Newspaper

The figure below shows that the highest representation of females whose photographs accompanied news stories was registered in New Vision (38%; M-62%) followed by Daily Monitor (36%; M-64%). Bukedde had the least (28%; M-72%).

*Figure 4: News Subjects whose Images accompanied News Stories by Newspaper*



It should be noted that women’s representation as news sources was 27% yet that for print media images was 34% a difference of 7%. By having more females appearing in photographs accompanying news stories than giving them a platform to express themselves, the media is perpetuating social beliefs that “women are to be seen, not to be heard”.

### SEX-DISAGGREGATED STATISTICS

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

### WHO DELIVERED THE NEWS

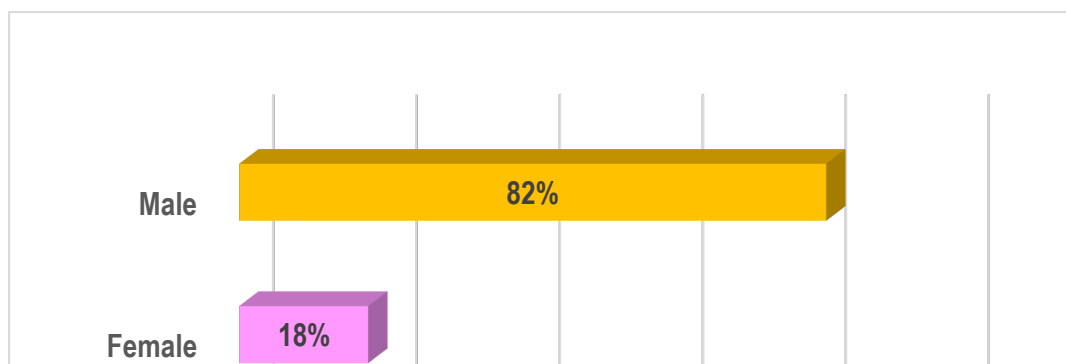
Under this section, effort was made to find out who (female or male) delivered the news or took the pictures accompanying the news stories.

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

### News Reporters

News stories were delivered by a total of 299 reporters of whom only 54 (18%) were female, while the majority (245- 82%) were male, as indicated in the Graph below and exemplified in Table 10.

*Figure 5: Sex of Reporters*



### Sex of Reporters by Newspaper

The highest representation of female news reporters was registered in Daily Monitor (29%; M-74%), followed by Bukedde (24%; M-76%). New Vision had the least (8%; M-92%), as the table below shows.

*Table 10: Sex of Reporters by Newspaper*

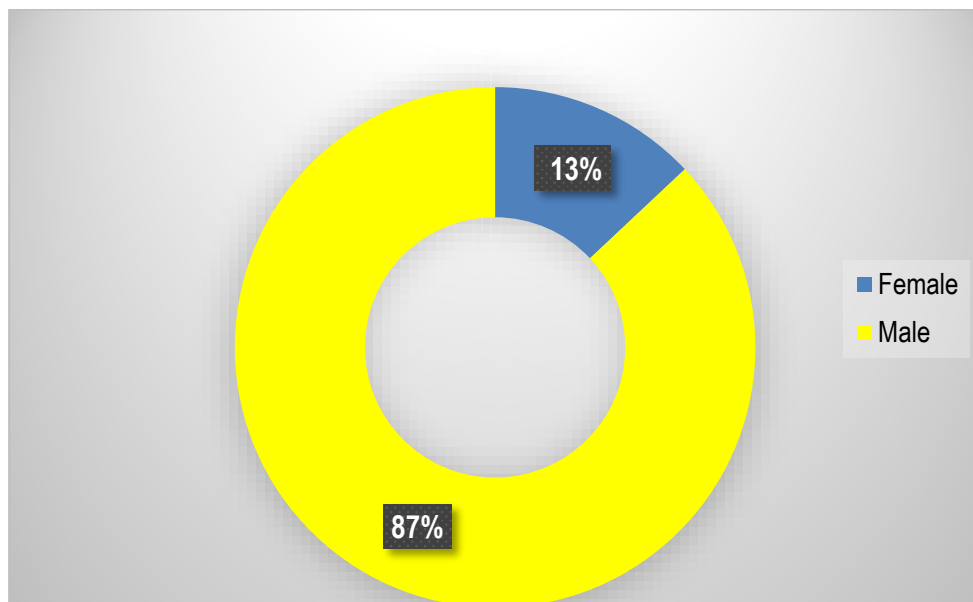
Newspaper	Sex of Reporters				Total
	Female		Male		
	F	%	F	%	
Bukedde	18	24	74	76	92
Daily Monitor	29	27	77	73	106
New Vision	7	8	94	92	101
<b>TOTAL</b>	<b>54</b>	<b>18</b>	<b>245</b>	<b>82</b>	<b>299</b>

## Photographers

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

Out of the 79 photographs that accompanied news stories, only 12 (13%) were by females while 80 (87%) were by males, as illustrated by the chart below.

*Figure 6: Sex of Photographers*



For the individual newspapers, the number of female photo journalists was highest in New Vision (23%; M-77%), followed by Daily Monitor (12%; M-88%) and Bukedde (8%; M-92%), as indicated in the table below.

*Table 11: Sex of Photographers by Newspaper*

Newspaper	Sex of Reporters				Totals
	Female		Male		
	F	%	F	%	
Bukedde	2	8	24	92	26
Daily Monitor	4	12	30	88	34
New Vision	6	23	26	77	32
<b>TOTAL</b>	<b>12</b>	<b>13</b>	<b>80</b>	<b>87</b>	<b>92</b>



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

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

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

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

The table below shows that both female and male reporters covered 256 news subjects of whom 35 (14%) were female, and 221 (86%) male.

*Table 12: Choice of Female and Male News Subjects by Sex of Reporters*

Reporters' Sex	Sex of News Subjects				Total (News Subjects)
	Female		Male		
	F	%	F	%	
Female	11	17	55	83	66
Male	24	13	166	87	190
<b>TOTAL</b>	<b>35</b>	<b>14</b>	<b>221</b>	<b>86</b>	<b>256</b>

The table reveals further that, overall, female reporters had 66 news subjects in their stories out of whom 11 (17%) were female and 55 (83%) male. Male reporters on the other hand, had 190 news subjects in their stories out of whom 24 (13%) were female and 166 (87%) male. This is a difference of 4%.

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

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

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

The table below shows that both female and male reporters quoted 136 news subjects of whom 31% were female, and 69% male.

*Table 13: Sex of News Subjects Quoted by Sex of Reporter*

Reporters' Sex	Sex of News Sources				Total (News Sources)
	Female		Male		
	F	%	F	%	
Female	3	9	30	91	33
Male	15	15	88	85	103
<b>TOTAL</b>	<b>18</b>	<b>13</b>	<b>118</b>	<b>87</b>	<b>136</b>

It shows further that, overall, female journalists quoted 33 news sources out of whom 3 (9%) were female (M-91%). Their male counterparts quoted 15 female news sources (15%; M-85%) out of a total of 103. This is a difference of 6% which suggests that male reporters are more likely to quote female news sources than the females. Thus, there is a relationship between the sex of the reporters and the sex of news subjects quoted.

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

The study purposed to find out who (female or Male reporters) is more likely to attach family relations to news subjects.

The table below shows that both female and male reporters covered 256 news subjects out of whom 9 (4%) were referred to by their family status.

*Table 14: Proportion of Female and Male News Subjects Tagged with a Family Relationship by Sex of*

Sex of Reporters	Sex of News Subjects		TOTAL (News Subjects)
	F	%	
Female	5	8	66
Male	4	2	190
Total	9	4	256

It shows further that the frequency with which female reporters referred to news subjects in terms of their family status was 8% out of a total of 66, while for males it was 2% out of a total of 190 news subjects they covered, a difference of 6%, which suggests that female reporters are four (4) times more likely to attach a family relationship to news subjects than their male counterparts.

Thus, there is a relationship between the sex of the reporters and attaching of a family relationship to news subjects.

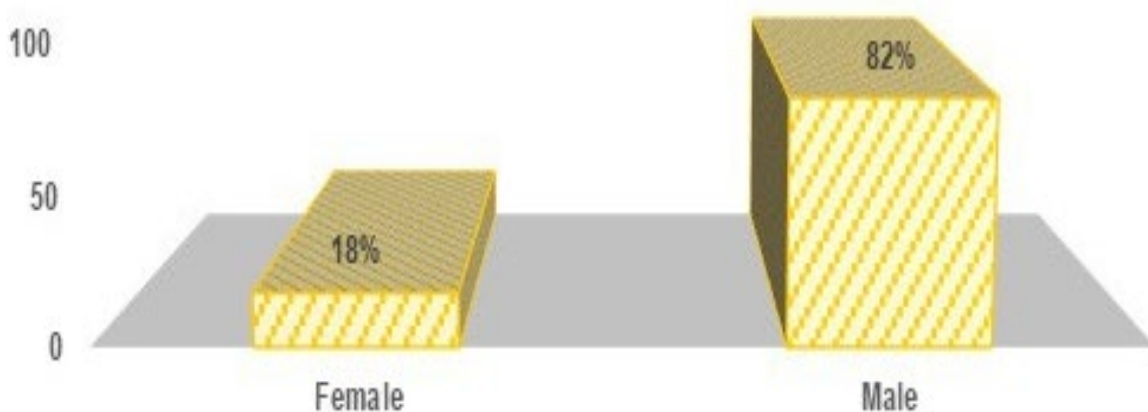


# RADIO NEWS

## WHO MADE THE NEWS?

There were a total of 446 news subjects, of whom only 79 (18%) were female, the majority (322-82%) having been male.

Figure 7: Sex of News Subjects



For individual stations, **Radio Simba** had the highest representation of female news subjects (23%; M-77%) followed by **Radio One** (16%; M-79%). CBS had the least (15%; M-85%).

Table 15: Proportion of Women and Men making News by Radio Station

Radio Station	Sex of News Subjects				Total
	Female		Male		
	F	%	F	%	
CBS FM	29	15	160	85	189
Radio One	21	16	108	84	129
Radio Simba	29	23	99	77	128
TOTAL	79	18	367	82	446

## Topical Areas under which News Subjects Were Featured

Table 16: Proportion of Men and Women Featured by Topical Area by Radio Station

Topic	Sex of News Subjects				Total	
	Female		Male			
	F	%	F	%	F	%
Politics	12	15.2	49	13.4	61	13.7
Diplomacy	0	0.0	3	0.8	3	0.7
Security	1	1.3	12	3.3	13	2.9
Informal work	1	1.3	2	0.5	3	0.7
Poverty	2	2.5	15	4.1	17	3.8
Economic Policies	1	1.3	5	1.4	6	1.3
Banking	0	0.0	0	0.0	0	0.0
Agriculture	1	1.3	5	1.4	6	1.3
Trade	1	1.3	3	0.8	4	0.9
Transport	0	0.0	3	0.8	3	0.7
Science	2	2.5	17	4.6	19	4.3
Health	5	6.3	9	2.5	14	3.1
Environment	3	3.8	7	1.9	10	2.2
Education	2	2.5	8	2.2	10	2.2
Women Movement	0	0.0	0	0.0	0	0.0
Royalty	2	2.5	10	2.7	12	2.7
Religion	3	3.8	13	3.5	16	3.6
Migration	0	0.0	0	0.0	0	0.0
Disaster	11	13.9	15	4.1	26	5.8
Human rights	1	1.3	1	0.3	2	0.4
Legal	8	10.1	43	11.7	51	11.4
Crime	9	11.4	74	20.2	83	18.6
Riots	4	5.1	10	2.7	14	3.1
War	0	0.0	23	6.3	23	5.2
Gender Violence	2	2.5	4	1.1	6	1.3
Child Abuse	0	0.0	0	0.0	0	0.0
Arts	0	0.0	0	0.0	0	0.0
Fashion	0	0.0	0	0.0	0	0.0
Family	0	0.0	1	0.3	1	0.2
Media	0	0.0	0	0.0	0	0.0
Sports	8	10.1	35	9.5	43	9.6
<b>TOTAL</b>	<b>79</b>	<b>100</b>	<b>367</b>	<b>100</b>	<b>446</b>	<b>100</b>

The above table shows that a majority of news subjects were featured under crime topical area (18.6%), followed by Politics and Government (13.7%), Legal (11.4%), and Sports (9.6%). They were least featured under Family (0.2%), followed by Human rights (0.4%), as well as Informal work and Transport (0.7% each).

Note that no single news subject featured under Banking, Women's Movement, Transport Arts, Fashion, and Media (0% in each case).

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

*Table 17: Representation of Female and Male News Subjects under Topmost 4 'Public' and 4 'Private' Sphere Topical Areas*

Public Sphere			
Sex of News Subjects	Politics / Science / Crime / War		Total (Number of News Subjects)
	F	%	
Female	23	29	79
Male	163	44	367
Sex of news subjects	Health / Education / Gender Violence / Disaster		Total (News Subjects)
	F	%	
Female	20	25	79
Male	36	10	367

The above table shows that relative to their totals as news subjects, female representation in “Public” sphere topical areas (Politics / Science / Crime / War) was 29% (Males- 44%). However, under “Private/ Domestic” Sphere topical areas (Health / Education / Gender Violence / Disaster), more women (25%) have been featured than males (10%) relative to their respective totals (79 and 367) as news subjects.

### Occupation of News Subjects

The table below shows that Politicians formed the largest proportion of news subjects (27.8%), followed by Security Personnel (12.6%), Gov’t employees (7.6%) and those whose occupations were Not Stated (6.5%). Meanwhile, the least representation was in relation to Diplomats, Non-management workers, Celebrities, and Unemployed (0.2% each).

Note that Sex Workers and Traditional healers had no (0%) representation at all.

*Table 18: Occupation of News Subjects by Sex*

Occupation	Female		Male		Total	
	F	%	F	%	F	%
Not stated	9	11.4	20	5.4	29	6.5
Royalty	3	3.8	15	4.1	18	4.0
Politician	25	31.6	99	27.0	124	27.8
Gov’t employee	8	10.1	26	7.1	34	7.6
Diplomat	0	0.0	1	0.3	1	0.2
Security	1	1.3	55	15.0	56	12.6
Academic expert	4	5.1	11	3.0	15	3.4
Doctor	0	0.0	3	0.8	3	0.7
Health worker	0	0.0	1	0.3	1	0.2
Science	0	0.0	4	1.1	4	0.9
Media person	0	0.0	3	0.8	3	0.7
Lawyer	3	3.8	16	4.4	19	4.3
Business	1	1.3	2	0.5	3	0.7
Non-management worker	0	0.0	1	0.3	1	0.2
Trader	3	3.8	10	2.7	13	2.9
Agriculture	1	1.3	11	3.0	12	2.7
Religious figure	1	1.3	15	4.1	16	3.6
Activist	3	3.8	10	2.7	13	2.9
Sex worker	0	0.0	0	0.0	0	0.0
Celebrity	0	0.0	1	0.3	1	0.2
Sports personality	7	8.9	30	8.2	37	8.3
Student	0	0.0	3	0.8	3	0.7
Homemaker	3	3.8	1	0.3	4	0.9
Child	4	5.1	0	0.0	4	0.9
Villager/ Resident	2	2.5	8	2.2	10	2.2
Criminal suspect	1	1.3	15	4.1	16	3.6
Unemployed	0	0.0	1	0.3	1	0.2
Traditional healer	0	0.0	0	0.0	0	0.0
<b>TOTAL</b>	<b>79</b>	<b>100</b>	<b>367</b>	<b>100</b>	<b>446</b>	<b>100</b>

The table also brings out some gender dimensions, on closer analysis. For example, under the four ‘public sphere’ occupations with the highest representation of news subjects combined (**Politicians/ Security Personnel, Royalty and Religious Leaders**) the representation of males is 50%, (females- 38%) which is a difference of 12%.

*Table 19: Representation of Female and Male News Subjects in Topmost 4 “Public” and 4 “Private / Domestic” Sphere Occupations*

Public Sphere			
Sex of News Subjects	Politicians / Security Personnel, Royalty and Religious Leaders		Total (Number of News Subjects)
	F	%	
Female	30	38	79
Male	184	50	367
Private/ Domestic Sphere			
Sex of news subjects	Health Personnel / Educationists / Activists and Home makers		Total (Number of News Subjects)
	F	%	
Female	10	13	79
Male	26	7	367

Conversely, under the four ‘private/ domestic sphere’ occupations with the highest representation of news subjects combined (**Health Personnel/ Educationists/ Activist in NGO’s and Home makers**), females are the majority (13%) while males constitute 7%, which is a difference of 6%. By the media featuring more males than females occupied in public sphere vocations and more females than males occupied in Vocations associated with care-giving, it is in essence echoing and mirroring societal notions about gender division of labour that has over the years been responsible for the domestication of women.

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

Out of a total of 446 news subjects only one (1%) was referred to in terms of family status as mothers / daughters /sisters etc. or as fathers/ sons/ brothers etc. of someone. The majority (99%) were not. However, closer analysis reveals that that single person was a female. The table below summarizes the findings.

*Table 20: Female and Male News Subjects Identified by their Family Status*

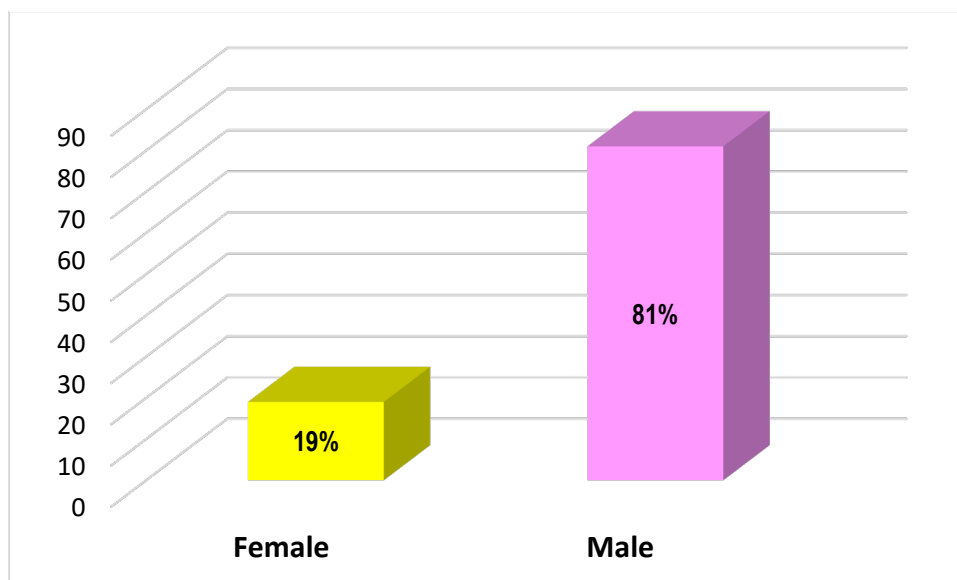
Sex of News Subjects	Count	Percentage	Total Number (News Subjects)
Female	1	1.2	79
Male	0	0.0	367
<b>TOTAL</b>	<b>1</b>	<b>0.2</b>	<b>446</b>

## WOMEN AND MEN'S OPINIONS IN RADIO NEWS

### Women and Men as News Sources

The table below shows that, overall, the proportion of female news sources was only 19%, that of males having been 81% out of a total of 196.

*Figure 8: Sex of News Sources*



### Women and Men as News Sources by Radio Station

The highest representation of female news sources was registered by Simba (23%; M-77%) followed by Radio One (19%; M-81%). The least number of female voices was on CBS (14%; M-86%).

*Table 21: Proportion of Women and Men as News Sources by Radio Station*

Radio Station	News Sources				Total
	Female		Male		
	F	%	F	%	F
CBS FM	9	14	56	86	65
Radio One	9	19	39	81	48
Radio Simba	20	23	63	77	86
TOTAL	38	19	158	81	196

### Topical Areas on which Female and Male Sources Were Quoted: On which Topic were the Female or Male Gender Quoted?

Findings indicate that out of the 188 news sources, most were quoted on Politics and Government (13.7) followed by Crime (9.1%), Legal (8.6%) and Religion (7.6%). The Least quoted topical areas. Note though that some topical areas were not quoted on. These are Employment, Banking, Women Movement, Migration, Child Abuse, Arts, Fashion and Media, Family, and Sports (0% in each case).

*Table 22: Topical Areas on which Female and Male Sources Were Quoted*

Topic	Sex of News Subjects				Total	
	Female		Male			
	F	%	F	%	F	%
Politics	7	18	20	12.6	27	13.7
Diplomacy	0	0.0	2	1.2	2	1.0
Security	1	2.6	6	3.6	7	3.5
Employment	0	0.0	0	0.0	0	0.0
Poverty	1	2.6	12	7.5	13	6.6
Economic Policies	1	2.6	5	3.1	6	3.0
Banking	0	0.0	0	0.0	0	0.0
Agriculture	1	2.6	2	1.2	3	1.5
Trade	1	2.6	1	0.6	2	1.0
Transport	0	0.0	2	1.2	2	1.0
Economy General	0	0.0	0	0.0	0	0.0
Science	1	2.6	9	5.6	10	5.1
Health	4	11	9	5.6	13	6.6
Environment	3	7.8	5	3.1	8	4.0
Education	1	2.6	7	4.4	8	4.0
Women Movement	0	0.0	0	0.0	0	0.0
Royalty	0	0.0	6	3.6	6	3.0
Religion	3	7.8	12	7.5	15	7.6
Migration	0	0.0	0	0.0	0	0.0
Disaster	4	11	6	3.6	10	5.1
Human rights	1	2.6	3	1.8	4	2.0
Legal	3	7.8	14	8.8	17	8.6
Crime	0	0.0	18	11.3	18	9.1
Riots	4	11	8	5.0	12	6.1
War	0	0.0	6	3.6	6	3.0
Gender Violence	0	0.0	1	0.6	1	0.5
Child Abuse	0	0.0	0	0.0	0	0.0
Arts	0	0.0	0	0.0	0	0.0
Fashion	0	0.0	0	0.0	0	0.0
Family	0	0.0	1	0.6	1	0.5
Media	0	0.0	0	0.0	0	0.0
Sports	1	2.6	3	1.8	3	1.5
<b>TOTAL</b>	<b>38</b>	<b>100</b>	<b>158</b>	<b>100</b>	<b>196</b>	<b>100</b>

Further analysis reveals some gender dimensions in reportage. For example, males than females were quoted on Four most quoted on “public” sphere topics (Politics, Science, Religion and Crime) combined (37% F-29%) a difference of 8%. conversely, females were more visible in quotes relating to “Private / domestic/ Care giving topical areas of Health, Education, Disaster and Family (24%) than males (15%) a difference of 9%. The findings are summarized in the table below.



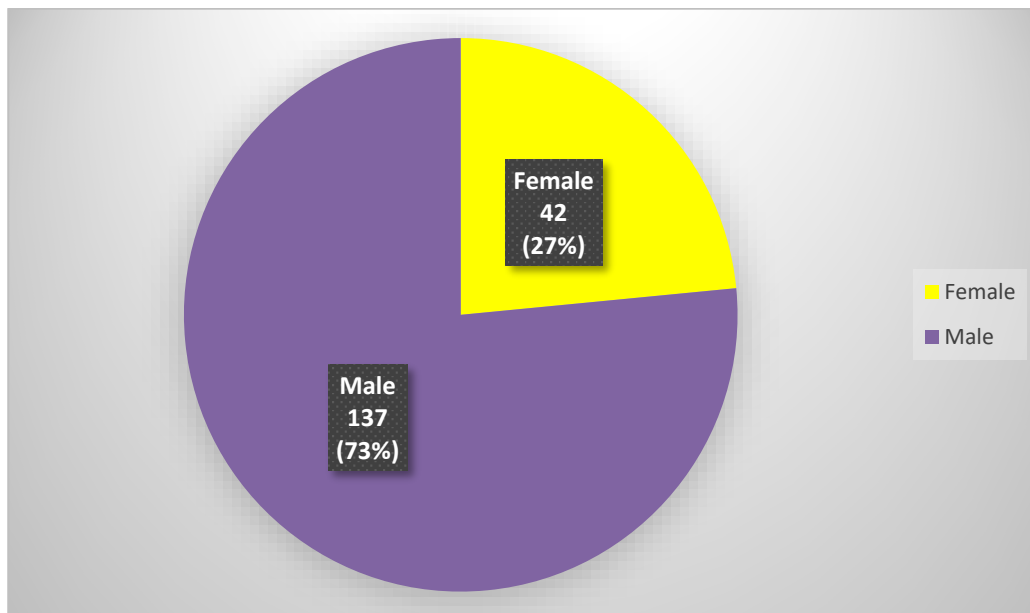
Table 23: “Public” and “Private / Domestic” Sphere Topics Quoted on by Sex of News Sources

“Public” Sphere			
Sex of News Sources	Politics, Science, Religion and Crime		Total (Number of News Sources)
	F	%	
Female	11	29	38
Male	59	37	158
“Private / Domestic” Sphere			
Sex of news Sources	Health, Education, Disaster and Family		Total (Number of News Sources)
	F	%	
Female	9	24	38
Male	23	15	158

## WHO AUTHORED NEWS FOR RADIO? (Who are Female or Male, Reported News on Radio?)

There were a total of 179 journalists who delivered the news either as anchors or reporters. Of these, 42 (23%) were female, a majority (137- 77%) having been male. The chart below summarizes the findings.

*Figure 9: Radio Reporters*



For individual radio stations, the table below shows that proportion of female journalists relative to males was highest on Radio One news (73%; M-27%) followed by CBS (10%; M-90%). Radio Simba never had any female (0%; M-100%).

*Table 24: Sex of Journalists by Radio Station*

Radio Station	Journalists' Sex				Total
	Female		Male		
	F	%	F	%	
CBS FM	6	10	55	90	61
Radio One	36	73	13	27	49
Radio Simba	0	0	69	100	69
TOTAL	42	23	137	77	179

## Capacity in which Journalists Delivered the News

Journalists usually deliver the news either as news casters/ Anchors / Presenters from within the studio or as reporters from outside the studio. The study sought to find out the proportion of female and male journalists delivering news from within and without the studio. The table below shows the findings.

*Table 25: Capacity in which News was delivered by Sex of Journalists*

Delivering Capacity	Journalist's Sex					
	Female		Male		Total	
	F	%	F	%	F	%
News Caster / Anchor / Reporter / (In studio)	42	25	129	75	171	96
Reporter (Outside studio)	0	0	8	100	8	4
TOTAL	42	23	137	77	179	100

The above table shows that out of the 179 radio news reporters, 171 (96%) did so in the capacity of News Casters within the studio while 8 (4%) reported from outside the studio. It shows further that out of the 171 news casters, 42 (25%) were females and 129 (75%) males. Thus, males formed the majority of news casters. On the other hand, there were 4 Journalists who reported outside the studio, all of whom (100%) were males.

That only males delivered news from outside the studio points to patterns of deployment that associate field reporting with masculinity because “it is considered a danger to women”.

## PART 2: TELEVISION TALK SHOWS

### BACKGROUND AND OBJECTIVES OF THE TALK SHOWS ASSESSED

The survey assessed three talk shows namely: Behind the Headlines (UBC TV), Akabbinkano (Bukedde TV), and The Frontline (NBS TV).

- **Akabbinkano** is a political talk show on Bukedde TV 1. It airs twice a week on Monday from 11 pm to midnight as a live program, and on Saturday 9 am to 10 am as **Akabbinkano Extra**. The objective of the program is to get people’s opinions on political, social, economic, and current affairs of the country. Guests on the show, are picked because they are considered authoritative on a topic and, appeals to the audience.
- **NBS Frontline** is a current affairs political show. It airs on NBS television every Thursday from 10 pm to midnight.
- **Behind the Headlines**, as the name suggests, is a talk show that seeks to give depth to topical and current affairs. Premiered on July 29<sup>th</sup>, 2020, it is a two-hour show that airs on UBC TV every Wednesday from 10 pm and is replayed every Thursday from 10 am. The criteria of who appears on the show, according to the producer is based on who is fit and articulate about the topic.

### TALK SHOW CONTENT

The talk shows reviewed rotated around topical issues including politics, like by-elections, disagreements within political parties, state of security in the country, succession politics, gun violence. The status of the national debt and the fight against corruption were also discussed. The Table below shows the name of the station, topic discussed, and date of broadcast.

*Table 26: Talk Shows Reviewed*

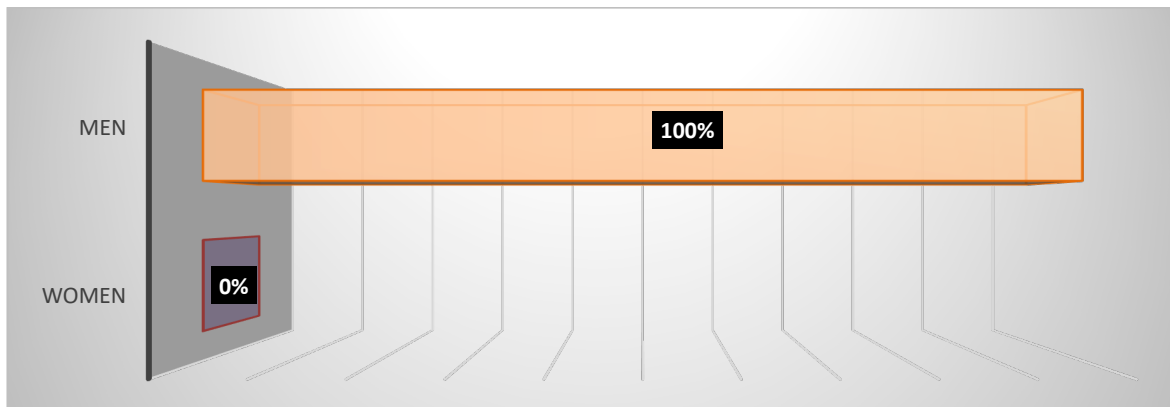
Date	Media Channel	Topic for Discussion
24 <sup>th</sup> May 2023	UBC TV	52.7 TN Shs Budget for FY 2023/2024: What impact will it have for the 39%
14 <sup>th</sup> June 2023		Pre-Budget Analysis: Debt sustainability Vs public investment
12 <sup>th</sup> July 2023		By Elections: The dynamics in the political space
25 <sup>th</sup> May 2023	NBS TV	The Government Mid-term performance: What is on the score card?
13 <sup>th</sup> July 2023		Are Ugandans done with succession politics?
17 <sup>th</sup> August 2023		NRM divided; Opposition, in Turmoil; MK Movement Vague
07 <sup>th</sup> September 2023		What are the security gaps; President addresses the state of security in the country
11 <sup>th</sup> October 2023		What lies between the FDC Troubles
22 <sup>nd</sup> May 2023	Bukedde TV	Who is responsible for the increased gun violence?
12 <sup>th</sup> June 2023		The Opposition Members of Parliament conduct a Retreat
10 <sup>th</sup> July 2023		LC1 Term in Office expires
14 <sup>th</sup> August 2023		World Bank stops loans to Uganda over the AHA Law
4 <sup>th</sup> September 2023		Fighting Corruption in Parliament

## TALK SHOW PARTICIPANTS

### Talk Show Hosts

There were 15 talk show hosts none of whom (0%) were women, all (100%) having been men.

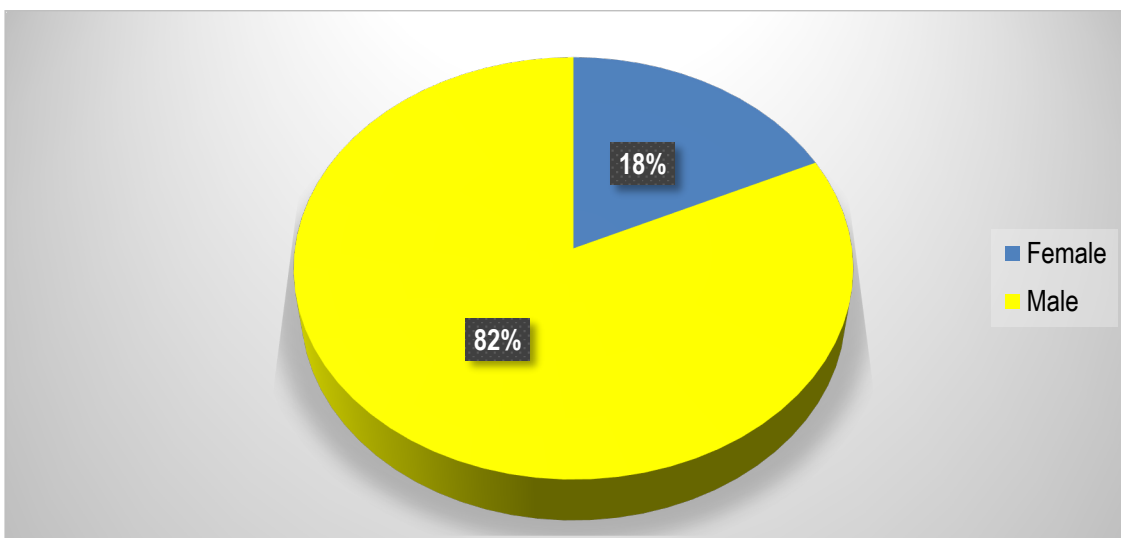
Figure 10: Talk Show Hosts



### Talk Show Guests

There was a total of 67 guests on television talk shows of whom 18% were female and 82% male.

Figure 11: Sex of Talk Show Guests



For individual T.V stations, UBC had the highest representation of females (21%) closely followed by Bukedde (20%). NBS had the least (13%). The findings are summarized in the table below.

Table 27: Talk Show Guests by Sex

Television Station	Show Guests' sex				Total
	Female		Male		
	F	%	F	%	
Bukedde	4	20	16	80	20
NBS	3	13	20	87	23
UBC	5	21	19	79	24
TOTAL	12	18	55	82	67

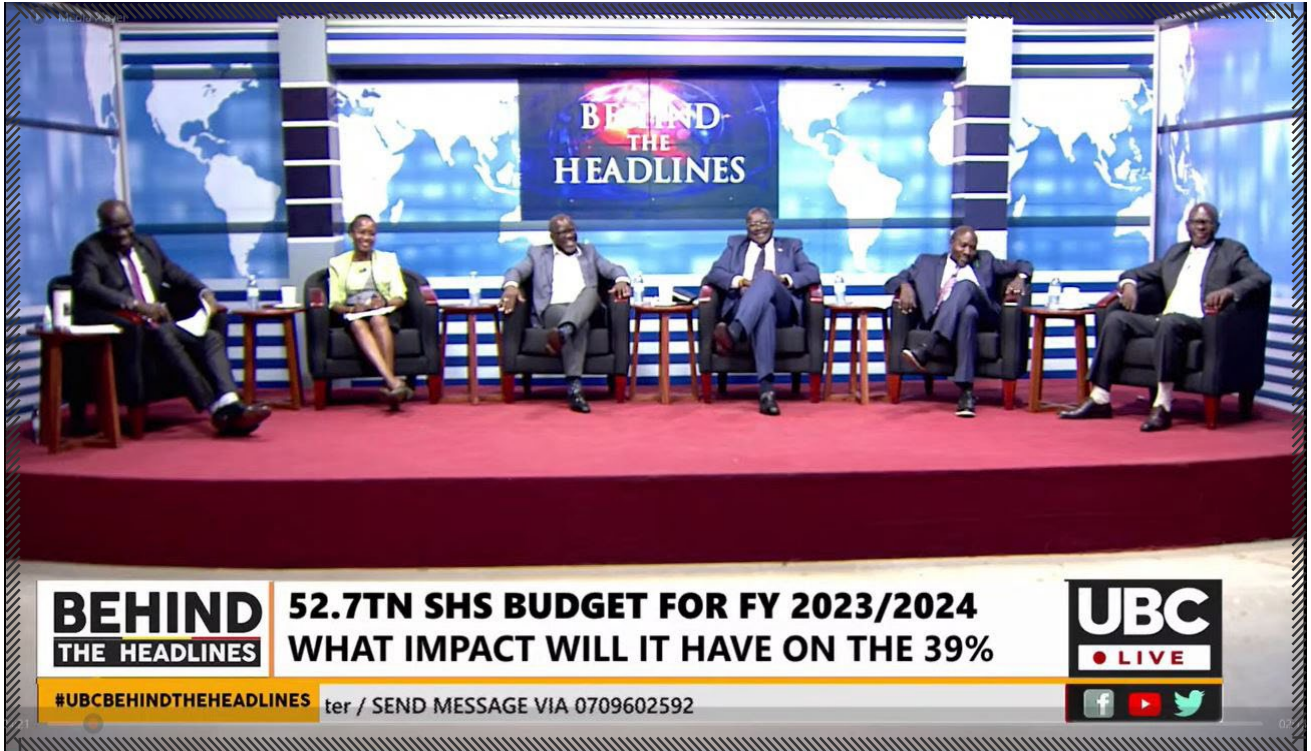
# TALK SHOWS!

- Total number of Talk Shows Analyzed were 12.
- All the 12 Talk Shows were hosted by men.
- Out of the 51 Guests on the Show, only 9 (18%) were women, the rest 42 (82%) being men.
- This brings a question: Doesn't Uganda have women who can speak about the topics that were under discussion?
- The Topics of Discussion were:

52.7 Tn Shs Budget for the Year 2023/2024.
Pre-Budget Analysis: Debt Sustainability Vs Public Investment.
By-Elections.
The Government Mid-Term Performance: What is the Score Card?
Are Ugandans done with Succession Politics?
NRM Divided; Opposition in Turmoil: MK Movement Vague!
What the Security Gaps? President addresses State of Security in the Country.
What lies between the FDC Troubles?
Who is Responsible for the Increased Gun Violence?
The Opposition Members of Parliament Conduct a Retreat.
Local Council 2 Terms of Office Expires.
World Bank Stops Loans to Uganda over Anti Homosexual Act.
Fighting Corruption in Parliament.

SCREENSHOTS OF THE TV SHOWS FEATURING THE NUMBER OF WOMEN AND MEN

(Copyright belongs to UBC, NBS TV, and Bukedde TV respectively).



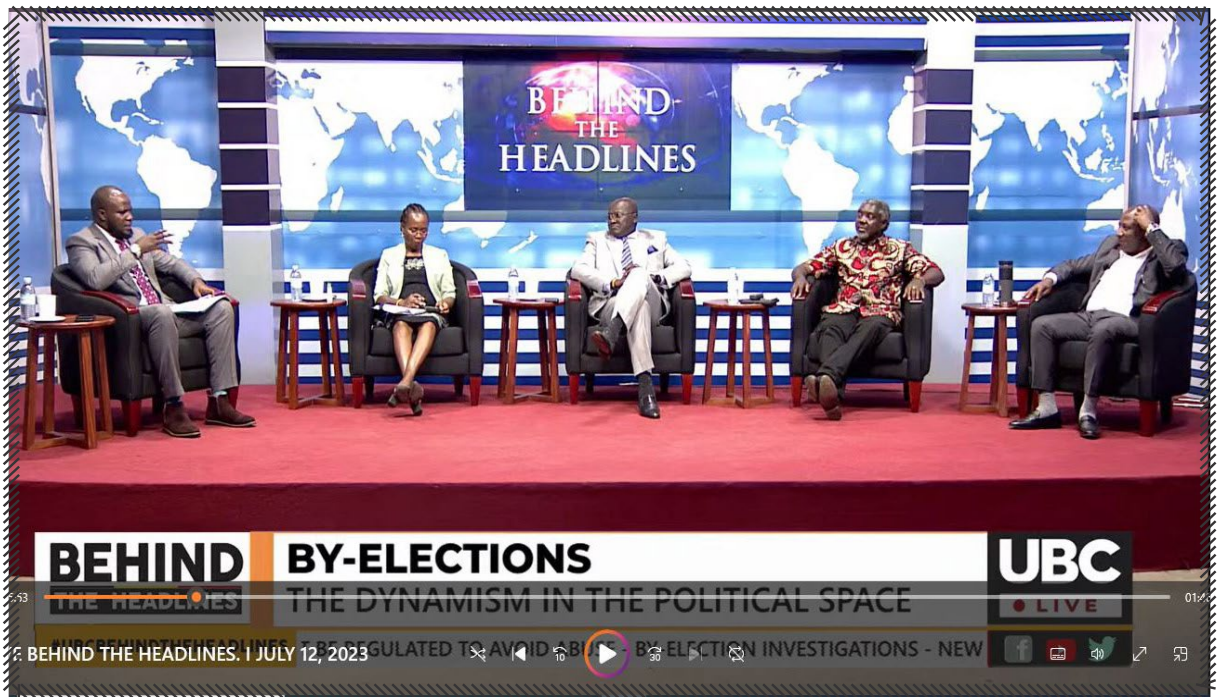
**UBC TV 24<sup>th</sup> May 2023: Behind The Headlines**

*Topic: 52.7 TN Shs Budget for FY 2023/2024: What impact will it have for the 39%*



**UBC TV 14<sup>th</sup> June 2023: Behind The Headlines**

*Topic: Pre-Budget Analysis; Debt Sustainability Vs Public Investment*

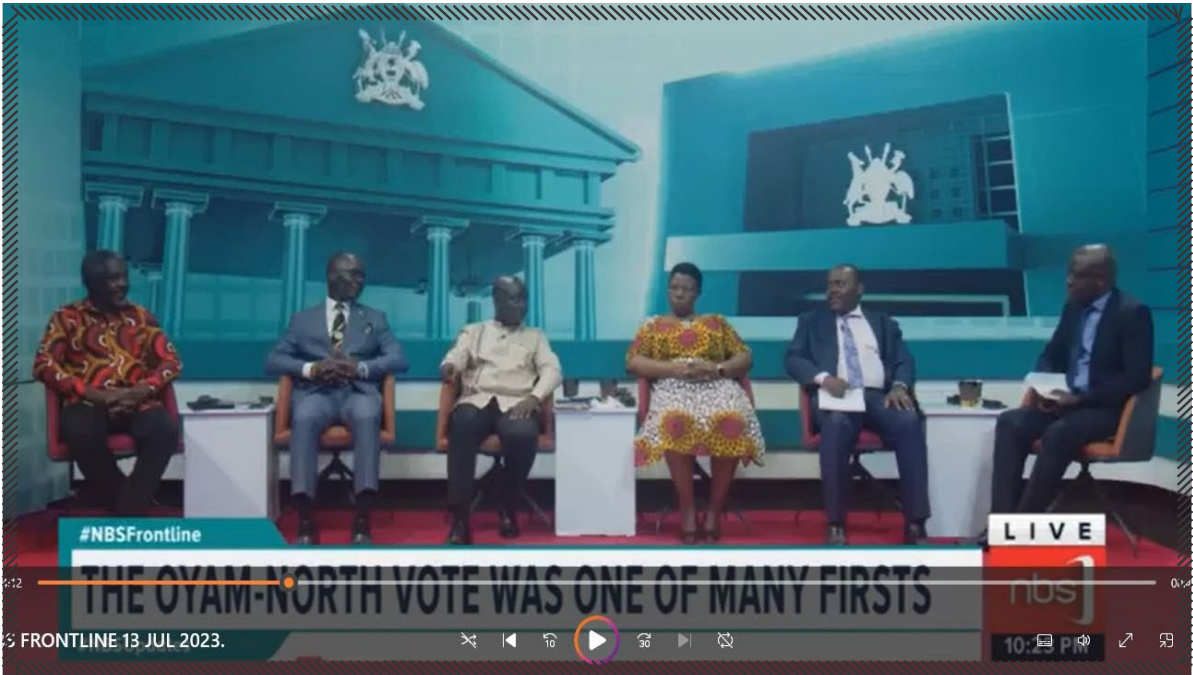


**NBS TV 25<sup>th</sup> May 2023: The Frontline**  
*Topic: The Government Mid-Term Performance: What Is on the Score Card?*

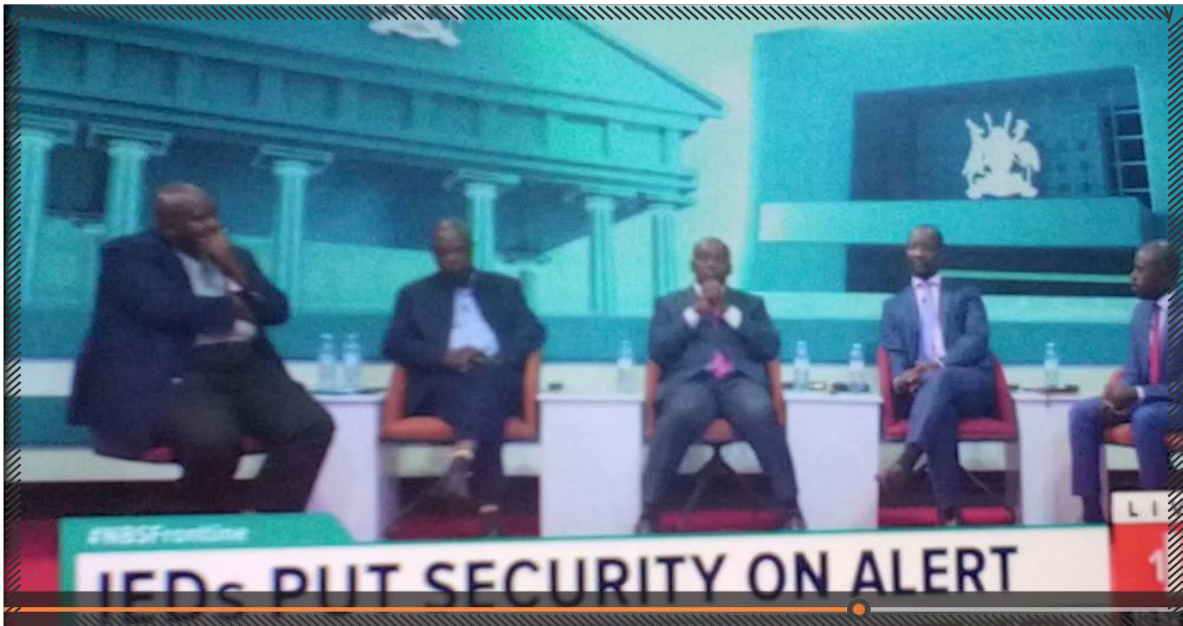


**NBS TV 13<sup>th</sup> July 2023: The Frontline**  
*Topic: Are Ugandans done with Succession Politics?*

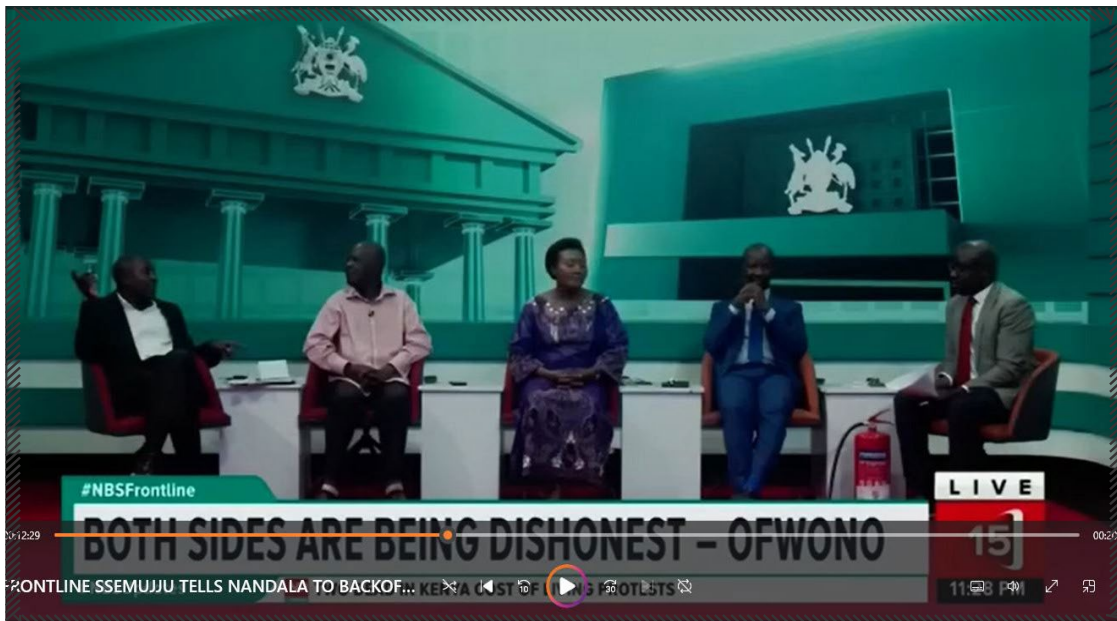




**NBS TV 17<sup>th</sup> August 2023: The Frontline**  
*Topic: NRM divided; Opposition, in Turmoil; MK Movement Vague*



**NBS TV 7<sup>th</sup> September 2023: The Frontline**  
*Topic: What are the Security Gaps? President Addresses State of Security in the Country*



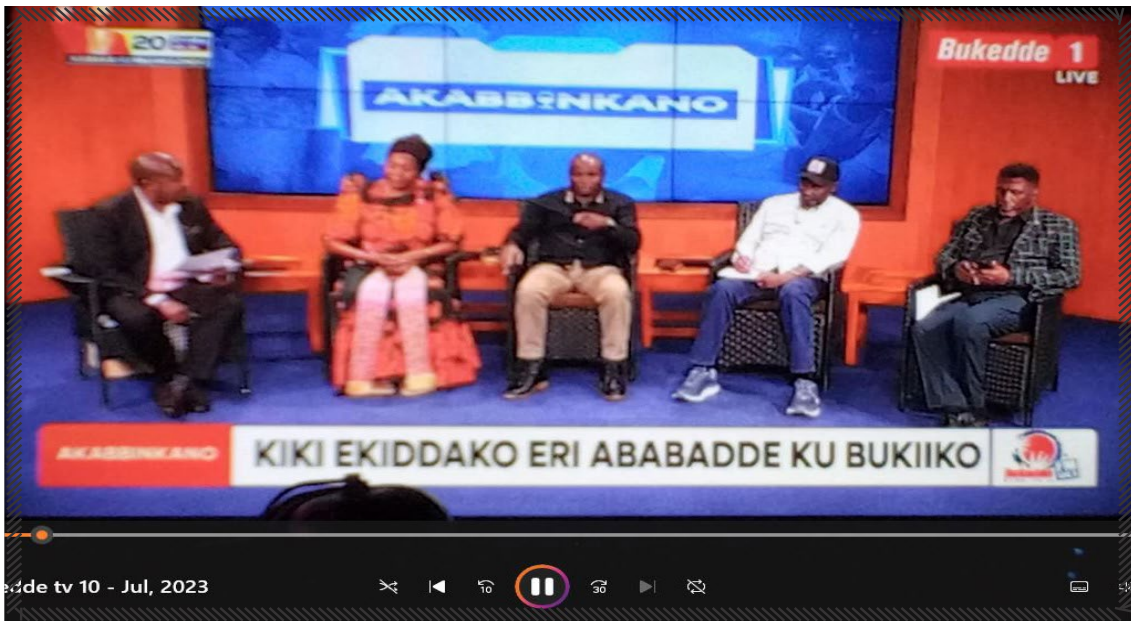
**NBS TV 11<sup>th</sup> October 2023: The Frontline**  
*Topic: What lies between the FDC Troubles*



**Bukedde TV 22<sup>nd</sup> May 2023: Akabbinkano**  
*Topic: Who is Responsible for the Increased Gun Violence?*



**Bukedde TV 12<sup>th</sup> June 2023: Akabbinkano**  
*Topic: The Opposition Members of Parliament conduct a Retreat*



**Bukedde TV 10<sup>th</sup> July 2023: Akabbinkano**  
*Topic: LC2 Term in Office Expires*



**Bukedde TV 14<sup>th</sup> August 2023: Akabbinkano**  
*Topic: World Bank Stops Loans to Uganda over the AHA Law*



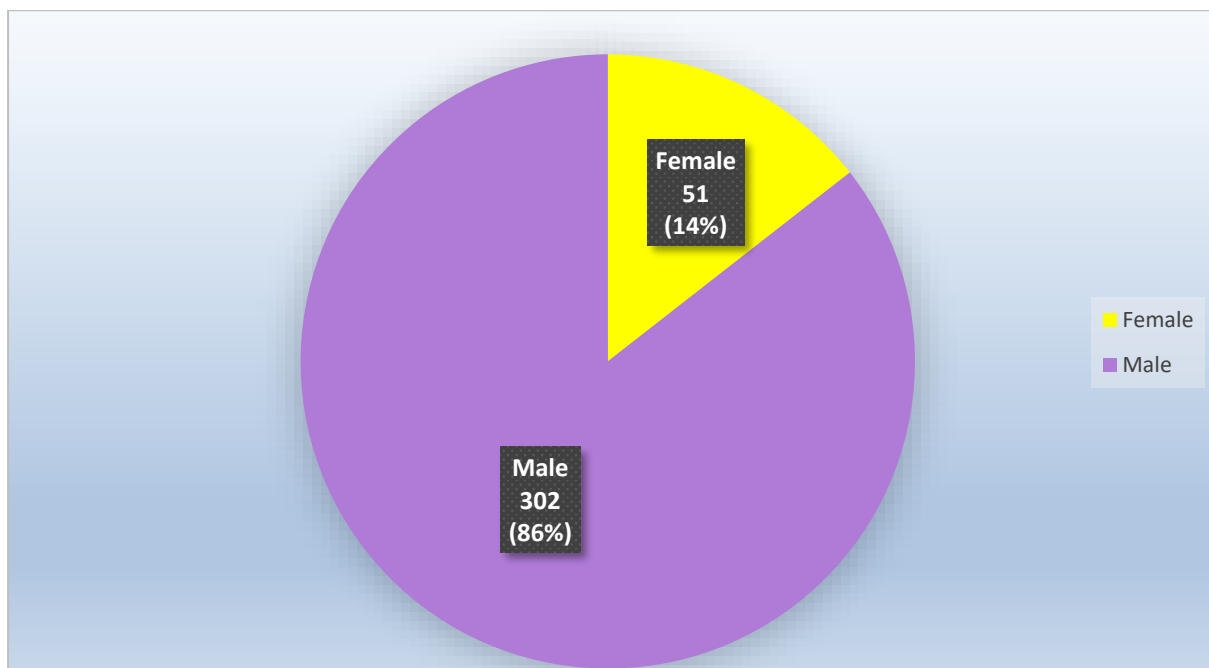
**Bukedde TV 4<sup>th</sup> September 2023: Akabbinkano**  
*Topic: Fighting Corruption in Parliament*

## NUMBER OF TIMES SPOKEN

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

During talk shows, guests spoke 353 times in total out of which representation for females was 51 times (14%) and that for males 302 (86%).

*Figure 12: Number of Times Guests Spoke on Talk Shows*



*Table 28: Number of Times spoken by Sex by Television Station*

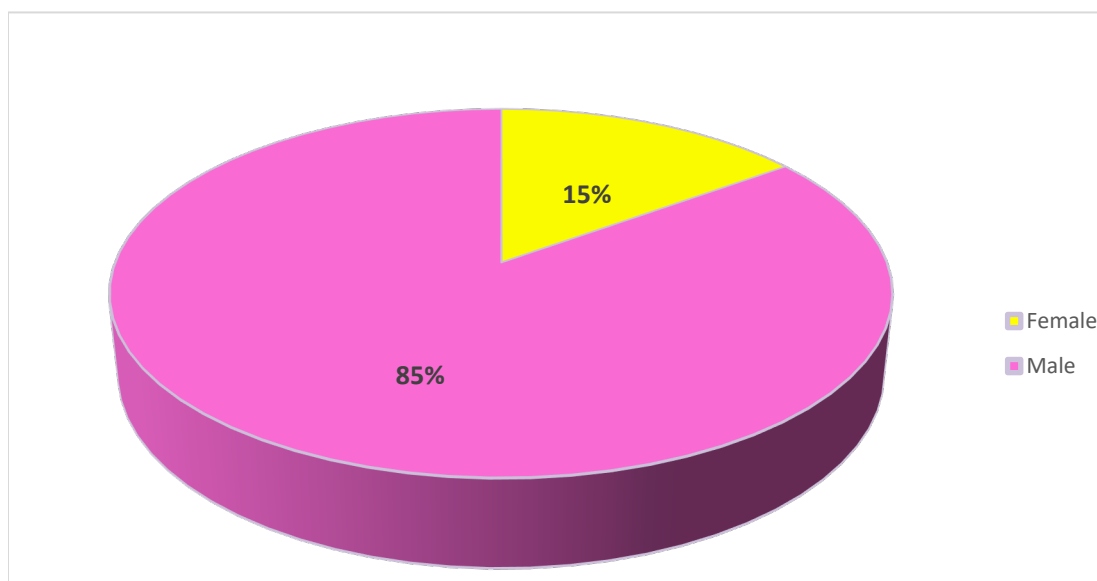
Television Station	Number of times spoken				Total
	Female		Male		
	F	%	F	%	
Bukedde	19	15	108	85	127
NBS	11	10	102	90	113
UBC	21	19	92	81	113
<b>TOTAL</b>	<b>51</b>	<b>14</b>	<b>302</b>	<b>86</b>	<b>353</b>

It shows further that the frequency with which females spoke was highest on UBC (19%; M – 81%) followed by Bukedde (15%; M – 85%). NBS had the least (10%; M – 90%).

## Duration spent by women and men talking

The study purposed to establish the amount of time that women and men spent talking throughout the entire duration of the talk shows for the period under analysis. In total, talk show duration was 22 hours, 22 minutes, and 29 seconds, out of which females spoke for 3 hours, 2 minutes and 26 seconds (15%) and males 18 hrs. 40 minutes and 3 seconds (85%). The chart below summarizes the findings.

Figure 13: Time Spent by Women and Men Talking



For individual T.V stations, the table below shows that the duration of speaking for females was longest on Bukedde and UBC (16%; M – 84% in each case). NBS had the shortest (13%; M – 87%).

Table 29: Duration of Speaking by Sex by TV Station

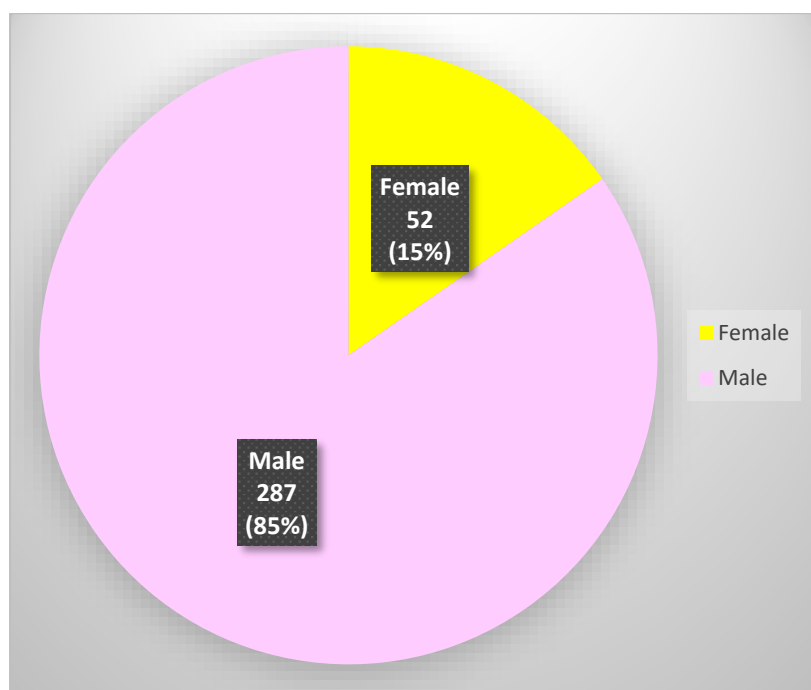
Television Station	Duration of speaking				Total
	Female		Male		
	F	%	F	%	
Bukedde	00:47:18	16	04:09:08	84	04:56:26
NBS	01:03:00	13	07:06:00	87	08:09:00
UBC	01:22:08	16	07:24:55	84	08:57:03
TOTAL	03:02:26	15	18:40:03	85	22:22.29

# VISUALS

The study purposed to establish the amount of time the video camera is focused on talk show participants to establish whether or not there are any underlying gender dimensions. The findings are presented in the charts below.

## Camera Focus by Sex While Speaking

Figure 14: Camera Focus on Guests while Speaking



Camera focus on guests (while speaking) was 339 times with focus on women being 52 times (15%) and 287 times (85%) on men.

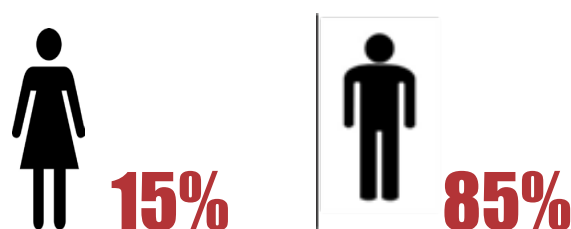
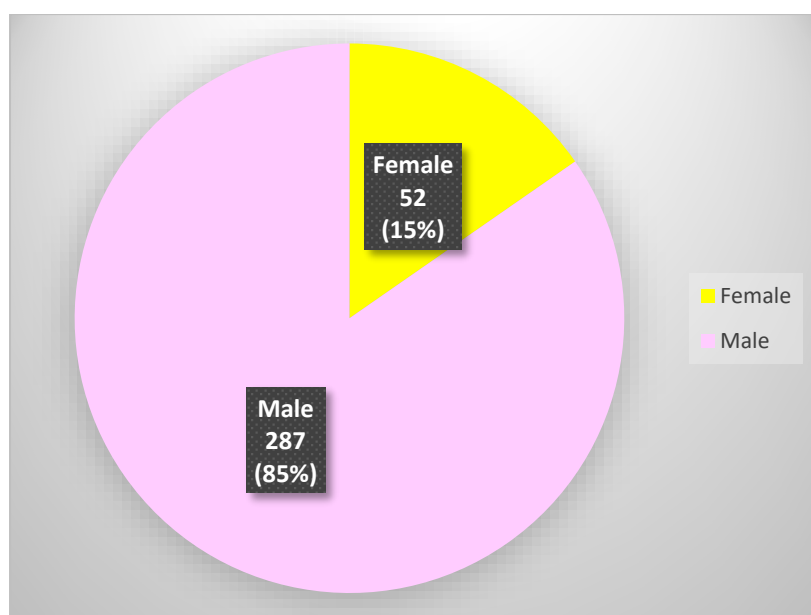
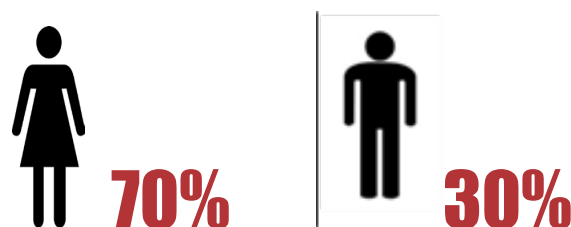


Figure 15: Camera Focus on Guests while Not Speaking



Camera focus on guests (while not speaking) was 166 times with focus on women being 116 times (70%) and 50 times (30%) on men.



### **Emphasis on Physical Attributes / Beauty**

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

### **Emphasis on Physical Attributes / Beauty**

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

### **Language (Evidence of):**

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

**STATISTICS** (gender segregated data used / given): None of the talk shows had gender segregated data



# A COMPARATIVE ANALYSIS OF KEY VARIABLES (Only Print) 2014 – 2023

- It was deemed important to do a comparative analysis of key variables to establish trends between researches conducted from 2014 and 2023 by UMWA.

*Table 30: A Comparative Analysis of Key Variables to establish trends between Researches conducted from 2014 and 2023 by UMWA*

No	Analysis Period / Year	News Subjects									Journalists / Reporters / Photographers			
		News Subjects		News Sources		Images / photos		Family Status			Journalists / Reporters		Photographers	
		F	M	F	M	F	M	F	M	AV	F	M	F	M
1	2014	24	76	20	80	28	72	-	-	-	-	-	-	-
2	2015	31	69	22	78	23	77	23	5	10	20	80	-	-
3	2016	20	80	15	85	18	82	7	1	2	11	89	-	-
4	2017(a)	19	81	21	79	25	75	13	3	5	18	82	-	-
5	2017(b)	20	80	14	89	23	77	5	6	6	13	87	-	-
6	2018 / 2019	21	79	23	77	26	74	14	2	5	13	87	13	87
7	2020	24	76	21	79	20	80	6	1	3	23	77	16	84
8	2022(a)	24	76	22	78	27	73	7	2	3	15	85	17	83
9	2022(b)	28	72	30	70	35	65	15	6	9	19	81	19	81
10	2023	27	73	27	73	26	74	11	3	5	18	82	13	87
<b>% Change</b>		+3	-3	+7	-7	-2	+2	-12	-2	-5	-7	+7	0	0
<b>AVG</b>		24	76	22	78	25	75	11	3	5	17	83	16	84

The above table shows that in most of the selected variables there has been a slight improvement in female coverage.

**Example:**

- News Subjects:** In 2016, Female formed 20% (M-80%) this figure increasing by 1% to 21% in 2019 and 26% (M-74%) in 2020. Over all there has been an increase of 4% between 2016 and 2023.
- Family Status:** Attaching a family status has no bearing on the story has remained at 10% for females though there was a more than 40% increase in the 2019 study to 19%. For men on the other hand there has been a steady increase over the years albeit in smaller proportions, from 1% in 2016 to 3% in 2019, 2020, and 2023.
- News sources:** there has been a 9% increase for female from 15% (M-85%) in 2016 through 23% (M-77%) in 2019 to 22% (M-78%) in 2020 and eventually increasing by 3% to 2% in 2023.
- Images:** the number of women whose images accompanied their stories rose by 16% (M-89%) from 18% in 2016 to 34% (M-66%) in 2023, having risen by 8% to 26% in 2019 and 11% (M-29%) in 2020.

**5. Delivering the news:** the number of female journalists has risen by 9% from 11% (M-89%) in 2016 to 20% (M-80%) in 2023, having increased in 2019, by 2% to 13% (M-87) and 12% (M-77%) in 2020.

**6. Photographers:** From 2019 to 2023, female phot journalists have remained constant at 13% (M-87%) in each case. In 2016 such analysis was not conducted.

A comparative analysis of the Global Media Monitoring Project done over the years, shows similar results.

Year	News Subjects (%)	
	F	M
1995	17	83
2000	18	82
2005	21	79
2010	24	76
2015	24	76
2020	25	75
% Change	+8	-8

*Table 31: GMMP 1995 – 2020: A Comparative Analysis*

# CHALLENGES

Below are some of the challenges of conducting Gender Media Monitoring:

- Unlike other forms of studies, Gender Media Monitoring requires more resources (time, funding, and a host of skilled personnel). UMWA has largely depended on a one-time funder despite the benefits that accrue from this kind of research.
- Interpreting and categorizing content based on gender can be subjective. What one person considers gender-neutral, another may perceive it as gender-biased. Establishing a clear criteria and training several analysts is essential to minimize bias.
- Translating and interpreting content accurately in multiple languages can be challenging, particularly when nuances in language and culture come into play.
- Resistance from some media houses for various reasons. While some of them view the monitoring efforts, as intrusive or potentially damaging to their reputation, others do not trust the Tool despite the fact that, it is applied worldwide.
- Evaluating the impact of media monitoring initiatives on promoting gender equality can be challenging.
- Determining whether changes in media content are a result of monitoring efforts or other factors requires careful analysis and longitudinal studies.

# CONCLUSIONS

The survey has demonstrated that the media's coverage of news stories is still centered on men, to the near exclusion of women, be they as news subjects or deliverers of the news. This is despite women's superior numerical strength to men. According to the 2002 National Census, women constitute 50.9% of Uganda's population, 49.1% being male.

It has demonstrated further that the media does not only stop at under-representing women but also goes on to misrepresent them. Survey findings have indicated that the media does so along lines that are socially defined, by portraying women in negative and stereotypical ways, in comparison to men. The mode of reinforcing those notions is images and language that are often sexist, judgmental, stereotypical, degrading and sometimes derogatory.

The study findings are, therefore, in conformity with other such similar ones conducted in the past (referenced in the background to this study), that came up with equally the same gender trends in media reportage.

It is imperative, then, that the media in Uganda begins to look at women and men as equals by offering them both the coverage they each deserve. It is not too late, nor impossible for this situation to change. This is more so if all stakeholders – government, media houses, individual reporters, civil society organizations, media regulators, media product consumers, development partners – adhere to internationally acceptable standards, as well as legal instruments and frameworks.

# WAY FORWARD: RECOMMENDATIONS

Based on the findings, it is clear that different stakeholders can contribute to realizing a gender equality media in Uganda. Below are proposed recommendations per each stakeholder:

## Government

- Enforce, and monitor the implementation of gender equality laws and policies in Media Training Institutions, Media Houses and Media products.
- Develop and implement a nationwide Education / awareness campaign to promote fair representation and presentation of both sexes by, and in, the media.
- Implement the National Strategy to Mainstream Gender in the Media (done by UMWA in conjunction with the Ministry of Gender, Labour and Social Development – 2015).
- Where appropriate, take action against noncompliance.

## Media Training Institutions

- Institutions offering media studies at all levels should mainstream gender in their day-to-day operations. From Board level, staffing to the curricular offered. In the latter case, adopting and operationalizing the Course Unit on Gender developed by UMWA is highly encouraged.

## Media Houses and Journalists

- Just like Media Training Institutions, Media Houses should mainstream gender in their day-to-day operations right from the board level, staffing training and exposure to presentation of a media product.
- In particular media managers and practitioners should adopt and apply the Advocacy Strategy for Mainstreaming Gender in the Media developed by UMWA as well as the Gender in Media Checklist (generated by UNESCO) during content generation and packaging, as well as presentation of media products. This way, the issue of negative stereotyping, derogatory language or disproportionate sourcing would be dealt with.
- Media managers should also allocate resources and assignments equitably to both female and male journalists while at the same time ensuring that all new 'staff' are oriented into gender equality ethos, and regular refresher sessions are done for the staff, already at work.

In particular, **Individual Journalists** should:

- Scrutinize how they write and present news stories so that they are devoid of language and images that are derogatory, sexist, discriminatory or stereotypical.
- Ensure that both female and male voices are heard in equal proportions, by sourcing information from both women and men
- Create an atmosphere / environment that is acceptable, comfortable, and conducive for both women and men who are potential sources of information so that they can freely say what they wish to say, without any undue reservations.

## **Media Rights and Gender Equality focused CSOs in particular, Uganda Media Women's Association, UMWA**

- Continuously engage media houses and other relevant stakeholders on the need and importance of gender mainstreaming in the media.
- Continuously facilitate capacity enhancement of media managers, owners and journalists in advancing the gender agenda in the media.
- Strengthen the capacity of women especially those seeking or already in leadership positions (at all levels) in effective media utilization, underlining the influence it can have on their lives and that of the communities they serve.
- Together with other stakeholders, organize functions to reward best practices and 'punish' worst scenarios in gender reporting.
- Advocate for laws that will ensure a gender inclusive media at all levels.

### **Media Consumers**

- Apply gender lenses at every media product, and when / where necessary, with the use of the law and international instruments, lodge a complaint to the media house or the relevant regulatory authority, such as Uganda Communications Commission.

### **Development Partners**

- Provide support to the relevant Government Agencies, and / or media rights / gender equality focused CSOs in mainstreaming gender in the media; and building capacity of women in its effective utilization.
- Facilitate Uganda Media Women's Association to among others:
  - Undertake regular Gender Media Monitoring (both Field Studies and Desk Reviews) and share results, to show the magnitude of gendered differences in media coverage, and to make recommendations for improved coverage.
  - Build a larger pool of researchers to respond to the ever-expanding field of, and evolving methodologies in Gender Media Monitoring.
  - Publish Gender Media Monitoring findings to not only enable the wider International Community access them, but also appreciate the status of Gender and Media, especially in Uganda.
  - Continuously train more journalists and media managers in gender responsive reporting; women in effective media engagement.
  - Strengthen the gender-founded focused media houses like Mama FM 101.7 and The Other Voice.

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## About Uganda Media Women's Association (UMWA)

Uganda Media Women's Association (UMWA) was founded in 1983 by a group of 48 female journalists as a membership association. The Association was formed after the realization that Uganda did not have any umbrella body to cater for the professional interests of media women as well as the information needs of the marginalized in society. Back then in the 1980s, the only umbrella Journalist Association available would not cater for, or recognize the concerns or contributions of female journalists. Female journalists were absent in the Association's leadership. Besides, the media was hugely gender insensitive, women's visibility and portrayal were highly wanting despite them forming over 50% of Uganda's population. The press did not make adequate acknowledgement of their achievements or aspirations. It was, therefore, felt that through access to media and possible ownership by the women themselves, women could impact on the development and direction of their country, thus the founding of UMWA.

UMWA's Strategic Vision 2019 / 2023 is: *An engendered media where gender equality and women's empowerment are upheld for holistic sustainable development;* while the Mission is: *To engender media through information sharing, capacity-strengthening, networking and advocacy in order to enhance the visibility and status of women.*

UMWA is headed by a Board of Directors, while the day-to-day activities are spearheaded by a full-time Executive Director who works with men and women competent in their expertise. The organization is registered with the Registrar of Companies and also under the 1989 NGO Statute, with No. S.5914/1535. UMWA's headquarters are located at Kisaasi, 8 kilometers from Kampala capital city centre.