

WHO MAKES THE NEWS?



GMMP

Global Media
Monitoring
Project

2020

UGANDA



GMMP

Global Media
Monitoring
Project

2020



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THE WORLD AT A GLANCE: GENDER GAP IN SUBJECTS, SOURCES AND REPORTERS IN THE NEWS

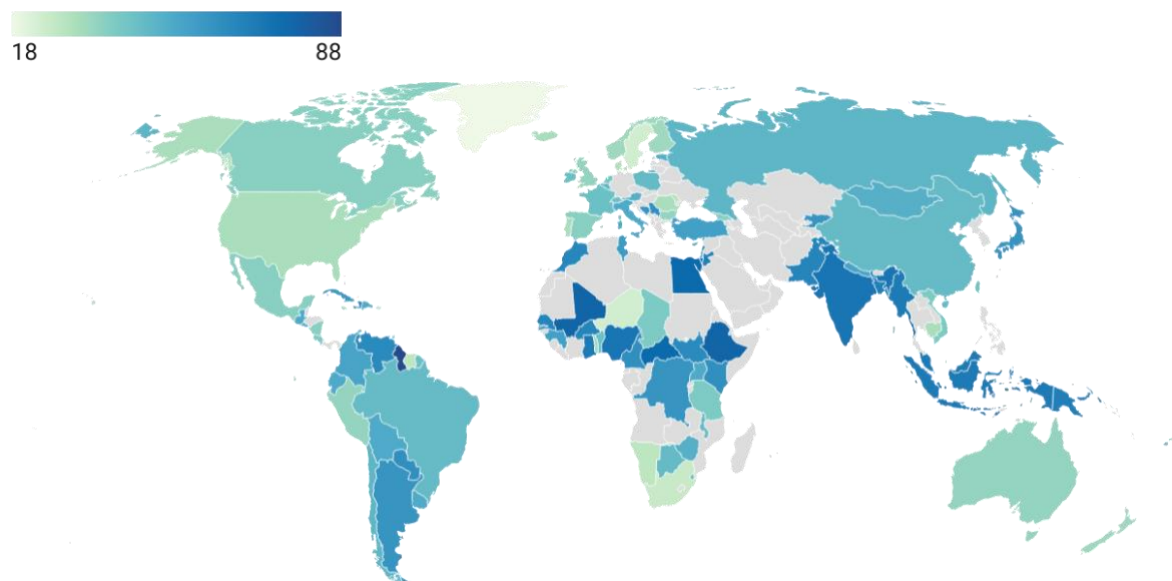


Figure 1. Gender Gap: News Subjects & Sources. Newspaper, radio and television news.

Data source: Global Media Monitoring Project, 2020

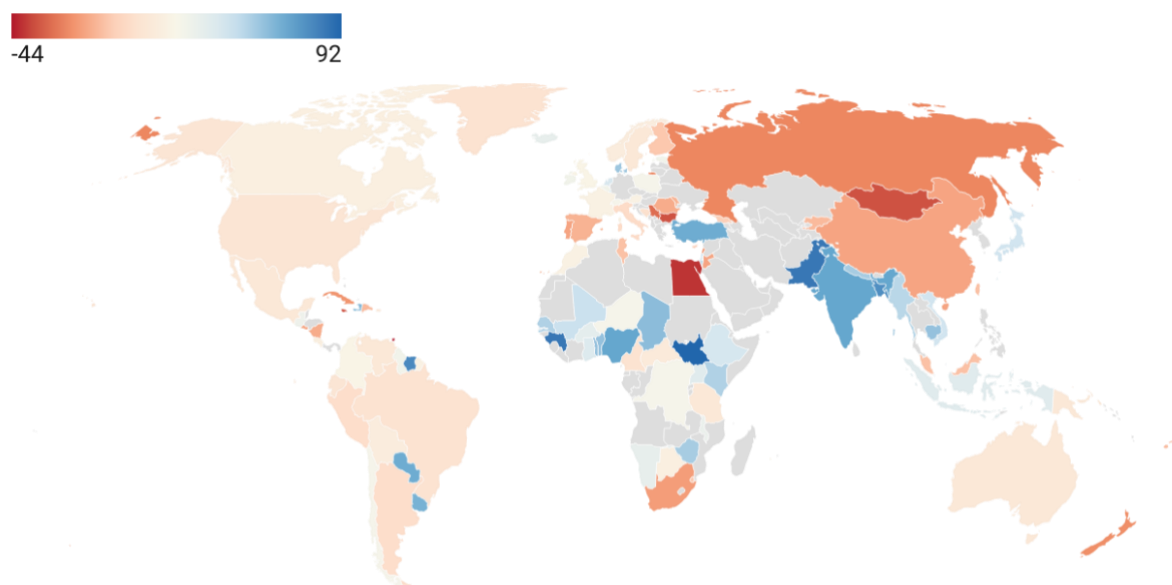


Figure 2. Gender gap: Reporters in the stories. Newspaper, radio and television news.

Data source: Global Media Monitoring Project, 2020

Global Context

The Global Media Monitoring Project (GMMP) is the world's longest-running and most extensive research on gender in the news media. The research was designed to capture a snapshot of gender on one 'ordinary' news day in the world news media. An ordinary news day is defined as one in which the news agenda contains the run-of-the-mill mix of stories, everyday articles on politics, economy, social issues, crime and other issues.

It began in 1995 when volunteers in 71 countries around the world monitored women's presence in their national radio, television and print news. The media monitoring has been repeated every five years since then, taking stock of change in the gender dimensions of news media content and collecting statistical data on new indicators.

The 1995 research revealed that only 17% of news subjects – the people who are interviewed or whom the news are about – were women. It found that gender parity was “a distant prospect in any region of the world. News [were] more often being presented by women but [they were] still rarely about women”.¹

The first noteworthy change in women's overall presence in the news was registered in 2005 in the third iteration of the research.² Women comprised 21% of news subjects, a three-percentage point increase over the period 2000 to 2005. Their near invisibility continued however, with only 10% of stories focusing centrally on women, underrepresentation in the major news topics and as voices in the news.

By the fifth GMMP in 2015, it was clear that “ordinary” news days could not be predicted or planned in advance: unexpected events take place that dominate the news, from the Kobe earthquake in 1995, to the Germanwings plane crash in the Alps in 2015.

The 2015 research in 114 countries revealed continued severe gender disparities in news media content. Findings on key indicators suggested that progress towards gender equality had lost traction; women remained only 24% of the persons heard, read about or seen in newspaper, television and radio news, exactly the same level found in the fourth wave of the research in 2010. Three editions of the research – in 2005, 2010 and 2015 – found no change on the indicator measuring women's participation in the news as reporters; only 37% of stories in legacy media were reported by women.

Women's relative invisibility in traditional news media had also crossed over into the digital news delivery platforms included in the GMMP monitoring for the first time. Only 26% of the people in stories on mainstream news websites and media news Tweets combined were women. The challenges of news media sexism, gender stereotyping and gender bias were apparently intractable across time, space and content delivery platforms.

UN Under-Secretary-General and UN Women Executive Director Phumzile Mlambo-Ngcuka underlined that the ways in which women are depicted in the media “have a profound effect on societal attitudes and reinforce traditional gender roles. Women and girls are half of humanity. Giving equal time and weight to their stories, featuring them as positive models not victims, plays an under-appreciated part in creating a better, freer world for all of us.”³

Events during the 2020 GMMP year were even more extraordinary; beginning in late 2019 and intensifying during the year, the world was ravaged by the novel coronavirus Covid-19. This sixth wave of the research offered an opportunity to scrutinize gender in media coverage during a global

¹ *Global Media Monitoring Project, Women's participation in the news*. National Watch on Images of Women in the Media (MediaWatch) Inc. 1995

² Gallagher, Margaret. *Who makes the news? Global Media Monitoring Project*, 2005. World Association for Christian Communication.

³ In *Who makes the news? The Global Media Monitoring Project report*, 2015

catastrophe, a time marked by a worldwide health crisis, and the intensified inequalities accompanying the crisis.

GMMP teams in 116 countries monitored 30172 stories published in newspapers, broadcast on radio and television, and disseminated on news websites and via news media tweets in 2251 news outlets. The number of participating nations increased by 63% since 1995 as baseline data was collected for eight countries joining the study for the first time. The number of news items monitored has doubled over the past 25 years and risen by over 8,000 since the 2015 edition.

Findings from the sixth GMMP reveal a mixed picture of progress, stagnation and regression. While some glass ceilings are clearly being edged upwards, others are setting in on certain important news media gender equality indicators, the past five years have seen small incremental changes towards parity, at the same time, the overall pace of change remains glacial.

National Context

Politics: The 2021 General Elections

The GMMP 2020, took place during the run up to the 2021 General Elections. September 29th, 2020 was four months away from the highly contested and unfortunately fairly violent elections.

The Election period, as it were, would mean that both the candidates and the voters are very interested in having their voices heard. The candidates would for example, wish to have their manifestoes heard, while the voters would wish to engage with the candidates – verbally, or through the Press. It therefore meant that the Press should be very keen at this time – to provide space but should also be a market place for well researched ideas, and equally representative of gender and other diversity.

Covid-19

The GMMP 2020, took place amidst the Covid-19 pandemic laying havoc on individuals, communities, and indeed the whole world. This was, and is still a panicky time but also, for looking for solutions – on how to cope with the situation. This therefore meant, that everybody, male or female beside other diversities, should equally be heard. The media, therefore had to be seen as part of their obligations, exercising objectivity, balance, fairness, and inclusiveness.

Gender and Media in Uganda: Efforts made to Mainstream Gender in the Media 2015 – 2020

After GMMP 2015, several efforts to further mainstream gender in the media were made in Uganda. It would therefore be interesting, if such efforts positively impacted the GMMP Result 2020, Uganda. The initiatives were led, and implemented by Uganda Media Women's Association, UMWA, with support from largely the Democratic Governance Facility, DGF. These included but not limited to:

- The development of: a Course Unit on Gender and Media; the Advocacy Strategy to Mainstream Gender in the Media (2019 / 2020); and a Training Guide on Gender Sensitive Reporting (2019).
- The Capacity Building of: over 400 Media Practitioners and Managers in Gender Sensitive Reporting; 220 Women Politicians in Effective Media Engagement.
- Conducting Strategic Engagements between Women in Politics and the Media with a view of not only increasing women's voices in the media, but also to facilitating mutual but professional working relationships (2019).
- Development of: Gender Guidelines for the Media, but also a Media Guide for Women Politicians (2018).
- Conducting periodic Gender Media Monitoring of the Media: at least 15 Media Houses have been monitored on a monthly basis, and results shared every quarter, since 2018.
- The Launch of the Annual Media Award in 2017.
- The Development of the National Strategy to Mainstream Gender in the Media, 2015.
- Conducting a Gender Critique of the Media Related Laws and Policies (2020).

These, and many more have been elaborated on pages 12 and 13.

Uganda and the Media

Before the liberalization policies of 1993, Ugandan news media was a monopoly of the state broadcasters, Uganda Television and Radio Uganda (now Uganda Broadcasting Corporation, UBC-TV and UBC-Radio respectively). Since then, there has been a proliferation of both public and private news media. Presently, there are over 10 print media

outlets, more than ten television stations, and over 300 radio stations.

The mainstream newspapers are: New Vision, Daily Monitor, the Red Pepper, the Observer, and Sunrise (all in English), and Bukedde in Luganda, the former, which has regionally based sister papers, publishing in the main regional dialects where located.

The major radio stations include: UBC Radio and its over eight affiliates (including Blue, Red and Green, Butebo, UBC FM, Karamoja Channels), the rest (all privately owned) are Simba, Capital, CBS, Sanyu, KFM, Bukedde, and Super. There are also 'smaller' regional, ethnic, and Faith based and community, and not for profit radio stations, like Nakaseke FM, Buwama FM, and the women focused radio, Mama FM.

Mainstream television and public stations are UBC-TV, Bukedde, TV West, Wan Luo TV (Public), while the private ones include NBS, BBS, Salt TV, Dream TV, Delta TV, and NTV, among others. There are also 'smaller' regional, ethnic, and religious or community based TV stations.

All television and radio stations, to some extent, broadcast in English with a mixture of regional / local dialects, sometimes with Swahili.

The news media remain the major and most influential source of information, ideas and opinion for most people around the world. It is a key element of the public and private space in which people, nations and societies live. A nation or society that does not fully know itself cannot respond to its citizens' aspirations. Who and what appears in the news and how people and events are portrayed matters. Who is left out and what is not covered are equally important? Across the world, the cultural underpinnings of gender inequality and discrimination against women are reinforced through the media.

Legal and Policy Framework for Gender Mainstreaming in Uganda

Uganda has a strong legal and policy framework for the observance and promotion of gender equality and human rights, as well as for the prosecution and punishment of perpetrators. It is a signatory to **International Human Rights Instruments** e.g. the United Nations Charter (1945); the Universal Declaration of Human Rights (1948), the CEDAW (1979) and its Optional Protocol (2000); International Covenant on Economic, Social and Cultural Rights (1987); Convention on the Rights of the Child (1990); UN Declaration on Violence Against Women (DEVAW, 1993); the International Conference on Population and Development (1994); the Beijing Declaration and Platform for Action (1995); International Convention on Civil and Political Rights (1995); UN Security Council Resolutions 1325 (2000), 1612 (2005), and 1820 (2008); the Rome Statute (2002); the Commonwealth Plan of Action on Gender and Development (2005 – 2010), the General Recommendation 19 on Violence Against Women; and the World Health Organization Ethical and Safety Recommendations for Researching, Documenting and Monitoring Sexual Violence in Emergencies.

Uganda's commitments at the regional level include: the African Charter on Human and People's Rights (1981); the East African Community Treaty (2000); the Protocol on the Rights of Women in Africa (2003); the Gender Policy and Strategy (2004); the Nairobi Protocol for the Prevention, Control and Reduction of Small Arms and Light Weapons (2004); the African Union Heads of State Solemn Declaration on Gender Equality (2004); the Protocol (Maputo), to the African Charter on Human and People's Rights on the Rights of Women in Africa (2003); the Protocol on the Prevention and Suppression of Sexual Violence Against Women and Children of the International Conference on the Great Lakes Region (2006); and the Goma Declaration on Eradicating Sexual Violence and Ending Impunity in the Great Lakes Region (2008).

At the national level, Uganda has enacted laws geared towards enhancing women's human rights and promoting gender equality among which are:

- The Constitution of the Republic of Uganda (1995) – is the supreme law of the land, and provides the broad legal framework for the respect of human and property rights; the equality between men and women; affirmative action to address any imbalances; equal opportunities for men and women to realize their full potential; and the foundation for the establishment of institutions to oversee or otherwise regulate the observance of fundamental rights and principles.
- Specific enactments include: the Penal Code Act (1996); the Children’s Statute (1996); the Local Governments Act (1997); the Land Act (1998); Employment Act No. 6 (2006); PWD Act (2006); Equal Opportunities Commission Act (2007); Domestic Violence Act (2010); the Prohibition of Female Genital Mutilation Act (2010); and the International Criminal Court Act (2010), among others.

Institutions established to ensure compliance include: the Ministry of Gender, Labour and Social Development; the Uganda Human Rights Commission; the Equal Opportunities Commission; Parliament of Uganda; Uganda People’s Defence Forces; the Police; Prisons; Directorate of Public Prosecutions; and the Local Government regime.

Uganda has also established National Policies, Plans and Programs to enhance women’s rights through the application of social development indicators, to ensure that all government policies and programs in all areas and at all levels are consistent with the long-term goal of eliminating gender inequalities: National Development Plan (NDP), National Action Plan (NAP), National Gender Policy (NGP), National Action Plan on Women (NAPW), National Healthy Policy and Strategic Plan Framework, Social Sector Development Strategic Investment Plan (SDIP), Poverty Eradication Action Plan (PEAP).

Gaps and Challenges in achieving Gender Equality and Promotion of Women’s Rights

While legislation, policies, programs and institutions have been put in place to promote women’s rights and enhance their empowerment, there is still a big gap between what is contained in the law and the various policies and what happens in practice:

- Many laws still require enactment or amendment to effectively address gender inequality.
- Some key legislations are inconsistent with gender equality.
- Women continue to suffer gross violations of their rights.
- A number of laws, legal processes and enforcement procedures continue to discriminate against specific categories of women.
- Gender differences still exist in men and women’s legal status, hence impacting on the women’s entitlement to enjoy their rights and accessing justice and protection under the law.
- Implementation continues to be problematic, uncoordinated and sometimes, non-existent in some cases because of existing gender barriers.
- Children continue to be abused and exploited because child welfare systems are largely non-functional.
- In the news media, too, Ugandan women are equally marginalized both in terms of delivering or managing the news, as news makers, or sources.

The above, their gaps and challenges notwithstanding, are complimented by legal and policy frameworks very specific to the media.

Legal and Policy Frameworks Very Specific to the Media

The media is one of the most powerful driving forces of modern society. The media industry plays a pivotal role in the mobilization of the masses for the socio-economic development of any country. In recognition of the central role the media plays in providing the public with information on which to base their decisions, facilitating public debate on the choices people make in the various spheres of life, the government of Uganda developed policies and enacted laws to guide and regulate the operations of actors in the media industry in the country. The media policy and legal framework in Uganda includes:

- The Broadcasting Policy (2006)
- Code of Practice for Broadcasting
- Government of Uganda Social Media Guide (2013)
- Media Guidelines for the 2016 General Elections
- Uganda Communications Act (2013)
- Advertising Standards Act
- Press and Journalist Act 1995
- Computer Misuse Act (2011)
- Copyright and Neighbouring Rights Act (2006)
- The Uganda Communications (Content) Regulations (2019).

Although the representation and portrayal of women in the media may have improved slightly, in Uganda in recent years, there has been concerns by female media practitioners and some umbrella organizations for media women practitioners such as Uganda Media Women Association that the media policy and legal regime in Uganda is not gender responsive and therefore, has not yet translated into gender equality. For example, while The National Gender Policy 2007 mandates all development actors in Uganda, the media industry inclusive, to mainstream gender into their operations, this has not yet been realized in and within the media industry.

In this regard, in June 2020, with support from the Democratic Governance Facility, DGF, UMWA commissioned a review of the above media related policies/ laws from a gender perspective, with a view of identifying gaps; and recommending reform proposals. The review concluded that:

- Despite the existence of this policy framework, several challenges in creating an enabling environment to effectively achieve gender responsiveness still abound, including inadequate content and ineffective implementation of policies.
- Most of the policies were general in description and lacked specific evidence of gender sensitivity and explicit content to demonstrate gender responsiveness.
- Some of the critical key indicators in action that foster gender equality within media organizations and gender portrayal in media content as recommended in Gender-Sensitive Indicators for Media (GSMI) by UNESCO, are largely absent.
- These institutional and policy guidelines do not primarily address gender responsiveness issues or challenge gendered power relations, a key objective of gender equality and women's empowerment.

The review, among others, recommended that more emphasis needs to be placed on addressing the underlying structural issues (such as improving gender balance in decision making levels; gender equality in unions, associations, clubs and organizations of journalists, other media professionals and media self-regulatory bodies; gender portrayal in advertisements and gender equality in institutional training) that drive inequality and impede women's empowerment.

- **Uganda Media Women's Association (UMWA) and GMMP**

- a) **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, media content was largely 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, and possible ownership, of the media by the women themselves, they could impact on the development and direction of their country, thus the founding of UMWA.

- b) **What UMWA has done in the Area of Gender and Media**

UMWA leads in the promotion of the gender agenda in Uganda's media having spearheaded / done several activities in that direction including training of both media managers and practitioners, in gender and media; conducting several studies in Gender and Media; and executing the first ever *Annual Gender Media Awards* in 2017. UMWA also is the National Focal Organization of the Global Media Monitoring Project (GMMP). UMWA for over 12 years ran a Gender focused newspaper, *The Other Voice*, and for the last 20 years, managed a developmental radio, *101.7 Mama FM* whose aim is to not only counter the negative portrayal of women but also to increase their voices on the airwaves to impact the development agenda. These two media outlets have kept the gender debate alive. Below are some of the works UMWA has done on Gender and Media:

- Conducted a Gender Critique on the Media related Laws and Policies (2020).
- Conducted and managed several Capacity building activities for Media Practitioners (both women and men) in gender sensitive reporting, as well as disability mainstreaming in the media.
- Developed an Advocacy Strategy to Mainstream Gender in the Media (2020).
- Developed a National Strategy to Mainstream Gender in Uganda's Media (2015).
- Conducted and managed Capacity building activities for:
 - Both women and men in Use of Media and how to Manage a Negative Media (2018 / 2020).
 - Persons with Disabilities (PWDs) especially Women with Disabilities (WWDs) in Media Strategies and Uses (2017 – 2020).
- Reviewed the Training Curriculum of Media Institutions (2019) and developed a Course Unit on Gender and Media for Institutions of Higher Learning (2019).
- Conducted several Studies on Gender and Media including the following:
 - Media and Elections in Uganda: A Gender Analysis of Print Media Coverage of the 2016 General Elections (2016) at www.umwamamafm.co.ug/wp-content/uploads/2016/03/AGender-Analysis-report-on-media-and-Elections.pdf, supported by UN-Women.
 - Gender Dimensions in the Print Media: An Analysis of News Content on Peace, Security and Conflict (2017), supported by WACC.

- Gender Dimensions in the Media: An Analysis of Newspapers, Radio and Television News Content - July 2018, May 2019, and March 2020, supported by the Democratic Governance Facility, DGF.
- Online and Offline Violence, Abuses, and Related Safety Risks encountered by Female Journalists in Uganda: A Situational Analysis (2018).
- Uganda Annual Gender Media Awards, 2017: Making Gender Sensitive Reporting a Standard Journalistic Practice (2017).
- Gender Dimensions in Uganda's Print Media: A Case for Engendering Practitioners (2014) at: www.umwamamafm.co.ug/wp-content/uploads/2016/03/Report-on-Gender-Dimensions-in-Ugandas-Print-Media-September-2014.pdf
- Media Monitoring of Elections (2006).
- The Role of the Mass Media in Creating Images of Women, (1997).
- Challenges in Career Advancement in Uganda: A Case of Female Journalists in The New Vision & The Monitor Newspapers, (1997).
- The Role of the Media in the Fight against AIDS, (1993).
- The Content Analysis of Media Coverage of Hardships of Single Parents.
- Role of Women Broadcasters in Emancipation of Women, (1993).
- Disseminating Adolescent Reproductive Health Radio Messages Using Group Media, (1993).
- Analysis of the Media Contribution towards Women Poverty Alleviation, (1993).
- Developed:
 - Gender Media Training Manuals / Guides:
 - Together We Can Communicate Equality and Fairness in the Media for Progress for All (2018).
 - Women in Leadership Enhance Capacity in Media Engagement (2018).
 - Good Practices on Reporting Sexual and Gender Based Violence (2019).
 - Communicating Sexual and Reproductive Health.
 - Gender Policy Guidelines for Media.
 - Effective Use of the Mass Media: Tips for Women Politicians.
 - Gender Media Guidelines: Tips for You.
 - Gender Responsive Reporting on Gender Based Violence, GBV: A Training Guide for Journalists (2021).

c) Why UMWA took part in the GMMP 2020

UMWA's participation is, hinged upon the following:

- Its *overall mission* of enhancing the visibility and status of women and other marginalized groups through advocacy, capacity strengthening, awareness creation and networking to realize gender equality, values of gender equality and equality for social justice. Because of this, UMWA strives and champions for the equal and fair representation of women (and men) in Ugandan media and society as a whole, which is well in line with the objectives of GMMP.
- Additionally, Gender Media Monitoring is well anchored in UMWA's Strategic Vision 2019 / 2023: *An engendered media where gender equality and women's empowerment are upheld for holistic sustainable development*, and Its Mission: *To engender media through information sharing, capacity-strengthening, networking and advocacy in order to enhance the visibility and status of women.*
- Gender Media Monitoring: while gender and media surveys have been previously conducted by UMWA and other bodies, in both cases, the results have rarely been published or shared among stakeholders. By participating, therefore, this gap will hopefully be addressed. It is also hoped that by participating, UMWA as an organization as well as the individual participants shall learn a lot not only through

sharing experiences with the wider world but also gain media monitoring skills techniques.

- UMWA has since 2014 intensified her efforts in Gender Media Monitoring. At least 16 media houses have been monitored, and results, quarterly shared with stakeholders. Moreover, it is the second time UMWA is participating in GMMP. This therefore gives UMWA an opportunity to compare the situation at the Country level, for the years in question, with the 2020 findings.

The studies mentioned on pages 12 and 13 were conducted with the aim of establishing the representation and portrayal of women, and coverage of issues salient to women in the media, and to recommend strategies for improving the situation. They were conducted using content-context methods of analyzing texts and images. The findings, seem to confirm other studies that have shown that the picture of the world provided by today's news media is one in which women barely exist because it is a world inhabited, structured, and defined by men. Therefore, it accords higher status to men and the masculine.

The above studies demonstrated that women's participation in the print media (as an average of statistics from all the three studies) is comparatively lower than that of men in terms of:

- News subjects (20%),
- Being Quoted (17%).
- Appearing in Photographs (22%)
- Delivering the news (20%),
- Photographers (13%). Thus, women's overall participation in mainstream media news was only 18%, men's having been 82%.

Established by the studies, too, was that when it comes to specific areas of news coverage, there is evidence of gender dimensions. Women, for example, are less likely to write about, appear in, or have their voices heard in 'hard' news stories such as Politics and government, Security and Defence, Spirituality, and the Economy. They are, however, more evident in 'soft' news areas such as Education / Health; and Agriculture, but more so in the Arts, Entertainment and Relationships.

Also emerging was that the few women who appear in the news tend to be represented differently from male news makers. These studies, just like others before them, found out that in both text and photographs, women have been depicted as sexual objects; referred to in terms of personal relationships; and in traditional role – stereotypes of mothers, home makers and care-givers lacking in meaningful vocations; and as victims than as persons of authority, more frequently than men. The latter were observed to be depicted in relation to power, dominance, and authority.

It should be noted that, overall, female news subjects constituted 18%, of those directly quoted, and yet those whose images accompanied news stories formed 23%. 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.

Evidently, the above scenario calls for further inquiry into media news content from a gender perspective, and as such, the rationale for gender in media monitoring in Uganda, and by UMWA in particular.

Executive Summary

- In Uganda, monitoring was done only for traditional media – newspapers, radio and television – encompassing a total of 111 news stories and 541 news subjects.
- The major news topic covered most was Politics (32%) followed by Social and Legal issues (23%), and the Economy (16%). The least covered was Celebrity / Arts / Media (7%), followed by Science / Health at 10%, and Crime / Violence (11%).
- Women's overall presence in the news, as news subjects, was only 24% against 76% for males.
- Whereas both women and men appeared in the news mostly under Politics and Government, men were more than women by at least 13% in this area. Secondly, women made news most in the topical areas traditionally associated with care giving such as health, and Social and Legal both of which accounted for 36%, as opposed to 25% for men, relative to their respective total numbers.
- Interestingly, it is these same topical areas that most female journalists covered as opposed to their male counterparts. For example, women's coverage of both Social and Legal, as well as Crime and Violence accounted for 44% as opposed to only 27% for males. The latter were more preponderant in the coverage of politics/ government, the Economy and Crime/ Violence which when combined accounted for 73% (Females – 55%), relative to their respective total numbers.
- While both women and men made news in stories at the national level, 60% and 61% respectively; at the sub-regional level at 1%; men more than women make news at international level at 6% against 4%. On the other hand, women more than men were found to make news at the local level 35% against 31%.

Position? Occupation?: Occupationally, women appeared as news makers most in fields associated with domesticity and care giving such as health / social / child care workers. Conversely, men featured mostly in the occupations *traditionally associated with power* such as royalty, business, religion, sports. Even politicians under which both men and women were featured most, the representation of women was 7% less than that of men.

- Analysis shows that women are more than two times (11%) more likely to be identified by their family status (Which relationship has nothing to do with the story at all). For example, as wives, mothers, daughters, aunties, etc., than men (5%) being referred to as husbands, sons, uncles, etc.

Constructing 'Victims' in the News?: The survey established that 6% of the news subjects were portrayed as victims of this or that. But female news subjects were found to be more likely to be featured as victims at 10%; and males at 5%). While both genders were predominantly victims of accidents, at 31% females, 67% males, women featured most as victims of domestic violence, sexual violence at 23% against 41% and 0% for men in both. Additionally, the former appeared victims of war, terrorism at 8% and discrimination against GBV at 8% while stories captured men as victims of these at only 2% and 0%.

- Among the 278 news subjects in the print media, who were accompanied by photographs, in the news stories, females constituted only 20% compared to 80% for men.
- The media's interest in covering women as a central focus; highlighting issues of gender equality; and those challenging gender stereotypes, was at best, lukewarm.

- Women's overall presence in the news, as reporters / anchors was only 47% against 53% for males. This relatively high female number is attributed to the overwhelming percentage of women who presented Television news.
- The sex of the reporter matters, to some extent, to the gender dimension of the story. Generally, male journalists were seen to be more likely to cover more female news subjects in their news stories than their female counterparts; and to quote female news sources than the female journalists. Conversely, male reporters were seen to be more likely to attach family relations to news subjects than their female counterparts.
- Of the 111 stories analyzed, 47% of them were delivered by females dominating the electronic media. Radio: 61%; Television: 54%; and least in the Print News at 23%.

Note: Females were predominantly News Anchors, as opposed to Field Reporters.

Conversely, the men were seen to deliver 53% of stories, dominating those from the Print Media at 77% followed by Television: 46% and least on Radio at 39%.

News Anchoring or On Location Reporting?

Of the 71 News Casters / Presenters / Anchors, a majority 61% were females while 39% were male. Conversely, of the 30 On Location Reporters, majority (57%) were male against the 43% for female journalists.

Does this pattern allude or is associated with Field Reporting..... with masculinity? Stamina??

Does this call for relevant training for female journalists so they are able to aim higher, or become more enterprising and self-driven?!

Reporters' Sex by Major Topical Area

Overall, the topical area most covered by both female and male reporters was Politics and Government at 38% followed by Social and Legal issues at 23%. But relative to their total numbers, the topical areas covered least by both genders was Science and Health at 7% followed by Crime and Violence at 13%. Legal and Social issues both at 20%.

However, further scrutiny establishes that there was male dominance in coverage of topical areas traditionally associated with masculinity (Politics and Government as well as Crime and Violence)..... but despite relative to their numbers, the female journalists, dominated beats associated with femininity (Science and Health as well as Social and Legal) which when combined are at 44% as opposed to 27% for male journalists.

Is such gendered coverage attributed to traditional patterns of deployment by media managers that exposes male journalists to public domain topical areas, the reverse being true for female journalists in relation to domestic / private domain topical areas?

Did any story challenge gender stereotypes or promoted gender equality, as what a change journalist would be expected of?

The survey found out that only three (2.7%) of the stories, clearly made reference to gender equality laws / policies, and only one (0.9%) clearly highlighted issues of gender inequality. On the whole, the survey established that no single story clearly challenged or reinforced gender stereotypes. But the survey established that most of the stories clear missed opportunities to promote gender equality or were totally gender blind. Take for example: a photo story:

Captioned "***Kampala Woman MP Nabilah Naggayi Sempala and her supporter after picking nomination papers from National Unity Platform (NUP) Party offices in***

Kamwokya, Kampala yesterday, to contest for Kampala Lord Mayoral seat. She replaces Kawempe North MP Latif Sebaggala who stepped down from the race on September 22, hardly two days after the Party endorsed him as their candidate.”

In the photograph, the said Nabilah Naggayi Sempala is seen atop an open roof vehicle, surrounded by her supporters. It should be noted that Kampala city as a consistency, has a Lord Mayor who is the political head of a city and Members of Parliament (MPs) one of whom is a female, thus the position of Woman MP for which Honourable Nabilah Naggayi Sempala is the incumbent. She is currently seeking to run for the office of Lord Mayor.

The story is a missed opportunity in as much as it doesn't have any details about the candidate or the consistency for which she is seeking office inside the inner pages of the edition, as is normally the case. In so doing, it does not only deny the female candidate a chance to show the readership her strength, but also denies her the chance to tell the public her worth in relation to that seat. For example, in the previous election (2015), she had won the parliamentary seat with over 50000 votes more than the incumbent had garnered for the position of Lord Mayor. Some of this information and details are very crucial especially for the public is to make informed decisions, as to who should be their next leader, in this case, their Lord Mayor.

GMMP FINDINGS

A DAY IN THE NEWS IN UGANDA

29 September, 2020:

- The news agenda of the day largely revolved around the preparations for the forthcoming General Elections slated for January 2021.
- There also were issues relating to the Covid-19 pandemic.
- Others were about the implications of the Covid-19 pandemic on the Economy as well as on other aspects of life.

THE CONTEXT

- **Country background:**

Uganda is located in East Africa and has a population of 41,531,425 (as projected from the 2014 Uganda National Population and Housing Census, 2014). While both women and men constitute 50% of that population, the number of women is slightly higher than that of men by 4,777.

Media in Uganda is largely owned privately – clearly have over 300 radio stations –three quarters owned by politicians leaning to the Ruling Party. Less than eight radio stations owned and managed by women, and less than four run on a not-for-profit basis, one of them being the women focused radio station – Mama FM.

Management especially of radio stations – by unprofessional staff – most of them run as family business. Recruitment largely done by relatives, attracting unprofessional staff. Several stations running without Editorial or other similar policies expected at a media house.

Many presenters, especially in radio, are recruited because of their “talent” and skill in comedy and performing art.

Media monitoring in Uganda, is relatively new! With gender media monitoring introduced in 2014. The little that has been done is rarely published or shared among the strategic stakeholders.

Uganda Communications Commission, UCC: One of the functions of UCC is to guide and monitor the electronic media especially on the content to be transmitted. But apart from warning those stations found broadcasting content that the powers that may find “negative”, UCC is yet to be seen bringing those media houses that are found wanting in terms of gender responsiveness, to book.

- **Media monitored:**

Newspapers: 3

1. New Vision – Is a public newspaper with government as a majority (80%) shareholder. It is a daily, publishes in English and has national coverage. Its circulation of 35,000 copies a day gives it the highest readership in the country.

2. Daily Monitor – Founded in 1992 by Ugandan journalists, is the oldest independent newspaper. It is a daily, and publishes in English, with the second highest circulation of 18,000 – 20,000 copies a day. Daily Monitor is now managed under the Nation Media Group.
3. Red Pepper – Is an independent paper founded in 2001 by professional journalists. It is a daily, publishes in English, and has a national coverage with a circulation of 15,000 – 20,000 copies a day. It started as a tabloid with a penchant for portraying women as sexual objects, though it has changed a bit of recent.

Television

Three Television stations were monitored:

1. Buganda Broadcasting Services (BBS) - is owned by the Buganda Kingdom. Founded 5 years ago with a mission; to provide education services aimed at transforming the lives of people of Buganda and beyond, BBS broadcasts mainly in Luganda one of the local languages, sometimes it runs some English news bulletins daily. It targets masses of age groups 10-45+ years.
2. Nation Television (NTV) Uganda - Is owned by the Nation Media Group operating in East Africa. It started broadcasting in 2006 with a mission; to create value for our stakeholders and positively influence society by providing media that informs, educates and entertains. It broadcasts mainly in English and has been rated among the best providers of news in the country.
3. Uganda Broadcasting Corporation (UBC) TV – Is a state broadcaster founded in 1963 with a national reach and whose coverage goes beyond national borders into some areas of neighbouring Tanzania, Kenya, South Sudan, Democratic Republic of Congo (DRC), and Rwanda. UBC-TV's goal is to provide relevant, diverse, exciting and uplifting programming geared towards the underserved urban multi-cultural market. It broadcasts mainly in English, but also in Luganda, and targets men and women of ages 14 to 55 years.

Radio

Six radio stations were monitored:

1. Central Broadcasting Service (CBS): Is owned by the Kingdom of Buganda. Founded in 1996, CBS covers Central, Eastern, Southern and portions of Western Uganda. One of the radio's objectives is to inform and educate the people of Buganda in particular and Ugandans generally about the social economic, cultural and political occurrences around them and the world at large. It broadcasts mainly in Luganda, one of the local languages, though it runs five (5) news bulletins in English, daily.
2. KFM: Is owned and operated by the Monitor Publications Limited (MPL). Founded in 1992, it targets English-speaking professionals and executives between 25 to 40 years. KFM is all about being local, relatable, entertaining and is famous for offering better information and playing the best music.
3. Radio Sanyu: Is owned by Ruparelia Group and was established in 1993. It broadcasts in English, but also has a few scheduled news bulletins that run in Luganda. Sanyu FM targets the 18-35-year-old age group. This target audience comprises people who are aspirational, seek balanced information, they actively

socialize, are politically aware, and are fully involved in making choices that affect their lives

4. Radio Sapientia: Is a Faith Based Radio under the Catholic Church, founded in 2001. Radio Sapientia advocates for peace, justice, integral development, political maturity, viable economic strategies, meaningful cultural heritage, human rights and duties, with special consideration for children, youths, women and the family. It mainly broadcasts in two languages, Luganda and English.
5. Radio Simba: It is a private radio station owned by Isaac Mulindwa Jr, a businessman and entrepreneur in Uganda. Founded in 1998, the station broadcasts in Luganda
6. UBC Radio – Is a state-owned channel whose coverage, like its kin UBC-TV, crosses national borders. Founded in 1953, UBC Radio does not only broadcast in English but also in most of the local languages. Therefore, it has national character.

Justification for picking the 12 Media Houses

The above 12 media houses were selected for monitoring, because they had a wider coverage and bigger readership, circulation, audience or listenership, as the case may be. They were also selected for having a national appeal, a strong reputation for news, reflection of diversity and balance (e.g. private or state-controlled, Faith based), had an appeal in form of quality and “popularity”, or a combination of any of the above. The newspapers specifically had to be national dailies.

• The Monitors:

There were seven monitors. While six of them participated in the 2015 GMMP, while all of them were oriented in the Gender Media Monitoring Tool for the 2020 Survey. Six of them also participated in previous studies mentioned earlier such as the Gender Dimensions in the Media, supported by WACC, (2017), and DGF 2018 / 2019 / 2020. Their briefs are as hereunder:

a) Margaret B. Sentamu:

Holds a MA. Women and Gender Studies, BA Hons. Political Science and Sociology, two Post Graduate Diploma in Mass Communication; and Journalism. She works as the Executive Director, UMWA, has played a lead role in the Association’s programs and project design, supervising their implementation and the overall delivery. She is one of the brains behind the establishment of Africa’s first women focused radio station *Mama FM* also managed by women. Also the initiator of the gender focused newspaper, *The other Voice*. Both media outlets have kept the gender debate alive. She has been the Lead Trainer in Gender and Media for most of the capacity building Projects. Coordinated several Studies, and developed Training Manuals on Gender and Media. Ms. Sentamu played the Coordination role of the GMMP 2020.

b) Joseph Kalyebi Higenyi:

Holds a MA. Women and Gender Studies, BA Hons, Political Science. He works as a Program Officer/ Gender in Media Analyst at UMWA, 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. His passion is to contribute to efforts aimed at promoting gender equality. Joseph played the Chief Investigator role, for the GMMP 2020.

c) Catherine Apalat:

Holds a BA. Mass Communication. She works as a Programs Director, Mama FM, a

twenty-year old women focused radio station, has vast experience in content development for awareness creation on women and children's rights, Coordinates and supervises all Mama FM content ensuring quality gender sensitive programming. She also reviews and analyses reports. She participated as a Coder.

d) **Nankya Joanita Sanyu Sempagala:**

Holds a BA. Arts. She works as a Program Officer, Gender Media Monitoring at UMWA, has skills and experience in Gender Media Monitoring, Research, and Project Design. Joan participated as a Coder.

e) **Annet N. Magada:**

Holds a Bachelor's Degrees in both Organizational Management and Public Relations. She works as an Administrator at UMWA, has skills and experience in financial reporting, accounting and Administrative management. She has also undertaken Research in Gender Mainstreaming and Gender Media Monitoring. Annet participated as a Coder.

f) **Ndagire Laila:**

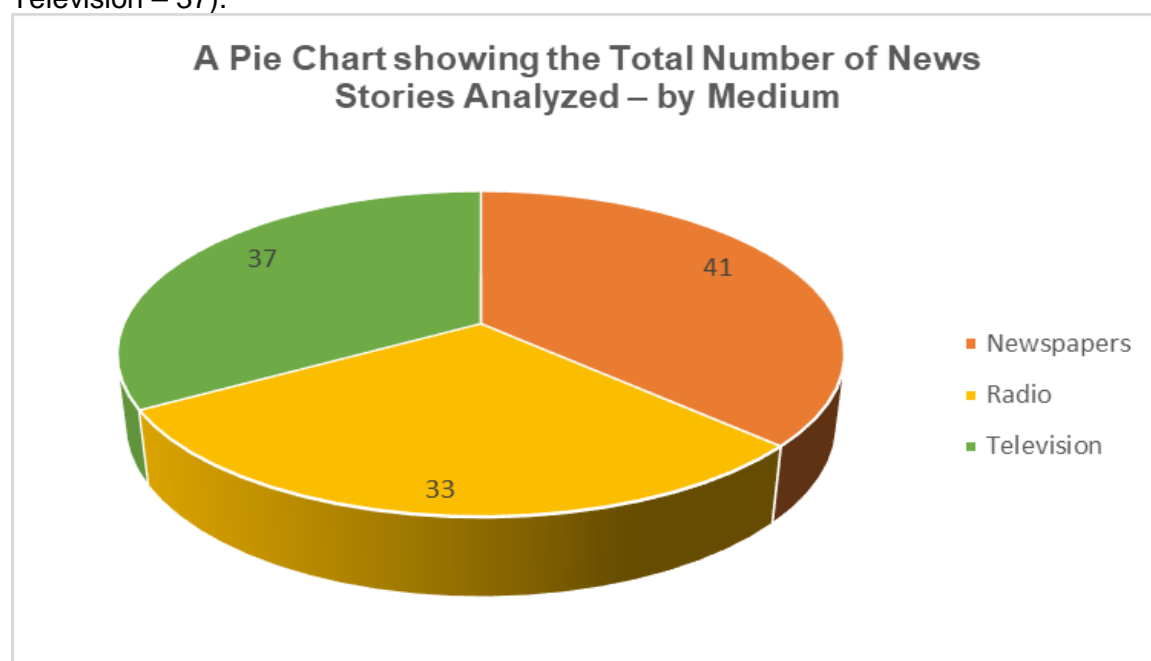
Holds a BA. Development Studies, Diploma in Journalism and Mass Communication. She works as an Assistant Administrator at UMWA, Producer / Presenter on Mama FM, has skills and experience in Gender Sensitive Reporting, Content development, Gender Media Monitoring, Compiling and analyzing of data. Laila participated as a Coder.

g) **Kabali Paul:**

Holds a Diploma in Journalism and Mass Communication. He works as a Producer/Presenter on Mama FM and also part of UMWAs Communication Department. Has skills and experience in Gender Sensitive Reporting, Content development and management, and Gender Media Monitoring. Paul participated as a Coder.

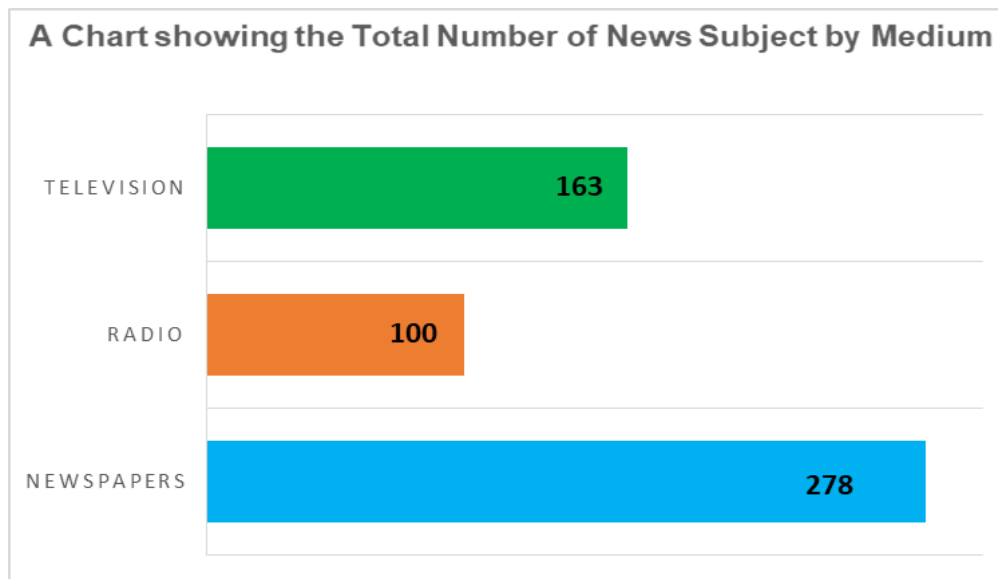
- **News Stories Analyzed**

A total of 111 news stories were reviewed / analyzed (Newspapers – 41; Radio – 33; and Television – 37).



- **News Subjects:**

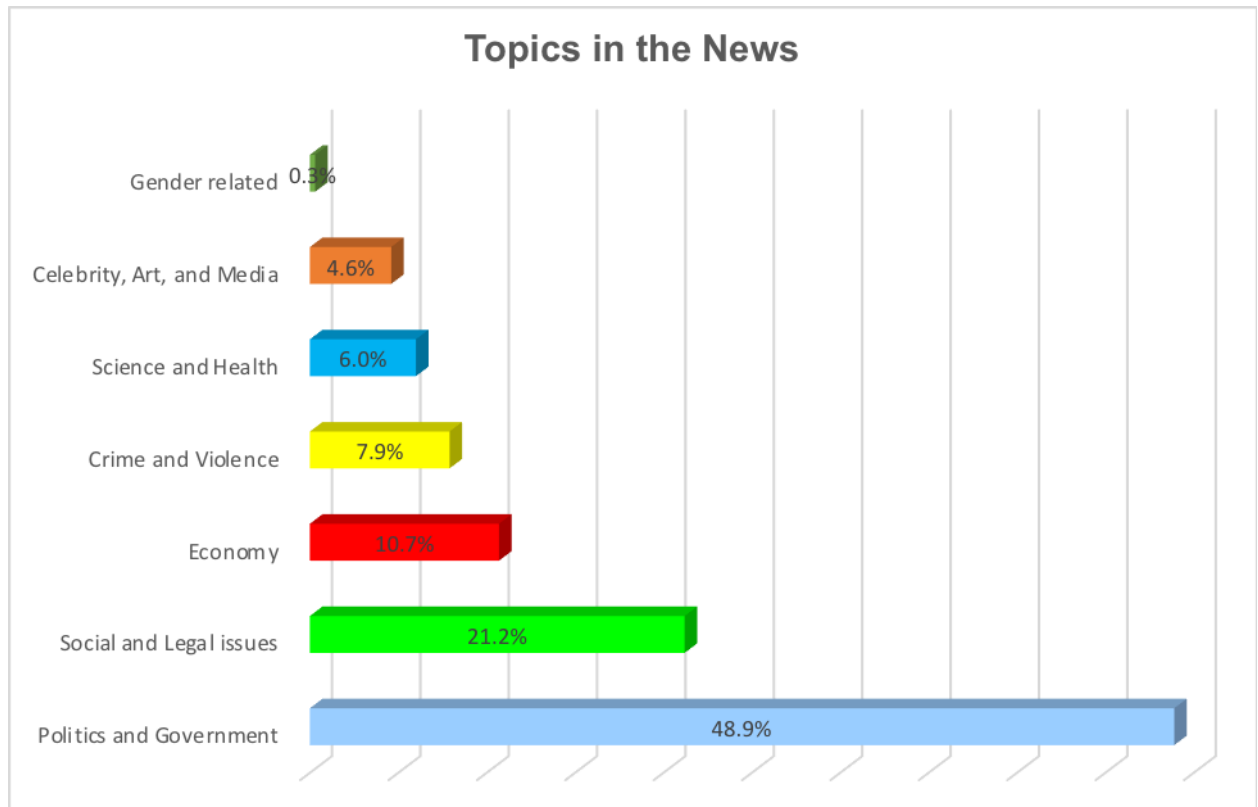
The number of people identified as news subjects were 541: (Newspapers – 278; Radio – 100; and Television – 163,) of whom only 24% were women and 76% male.



TOPICS IN THE NEWS

Topics in the News:

On the Monitoring day, news in Uganda was dominated by issues on Politics and Government at 48.9%, followed by Social and Legal issues at 21.2% and the Economy (10.7%). Other issues covered related to Crime and Violence accounting for 7.9%; Science and Health (6.0%); and Celebrity, Art, and Media (4.6%). Gender related (0.3%). This was out of a total of 111 news stories analyzed.



THE NEWS

Overall Presence of Women and Men in the News in Uganda as News Subjects

- The Overall Presence of Women in the News**

The GMMP Uganda 2020 data shows that overall, women constituted only 24% of news subjects, the majority (76%) having been male, out of a total of 541. The table below summarizes the findings.

Table 1: Overall Presence of News Subjects by Sex

News Subjects	F	%
Female	131	24
Male	410	76
Total	541	100

- Presence of Female and Male News subjects in Uganda by Medium**

Analysis of the presence of female and male news subjects by news medium – print, radio and television indicates that news subjects are overwhelmingly male for each individual medium. For example, women formed only 24% of the news subjects in print news compared to 76% for males while on radio, they formed only 25% as opposed to males (75%). Women featured least, as news subjects on television (23%), while most coverage (77%) having been accorded male news subjects, as indicated in the table below.

Table 2: Sex of News Subjects by Medium

News Subjects	Print		Radio		Television		TOTAL	
	F	%	F	%	F	%	F	%
Female	68	24	25	25	38	23	131	24
Male	210	76	75	75	125	77	410	76
Total	278	100	101	100	163	100	541	100

- Presence of Women and Men in the News in Uganda by Major Topical Area**

The findings indicate that overall, a majority of news subjects appeared in the news under topics relating to Politics and Government (48.9%), followed by Social and Legal at 21.2%. Others were the Economy (10.7%); Crime and Violence (7.9%), and Science and Health (6.0%). The least number of news subjects featured under topical areas relating to Gender (0.3%), followed by Celebrity, Arts and Media, Sports at 4.6%.

Indicated further is that women made news mostly in the area of Politics and Government (38.9%) followed by social and Legal (25.1%); the Economy with 14.5%; and Science / Health (10.6%). The topics where they made news least were Gender and Related (0.7%) followed by Celebrity / Arts / Media (2.2%) and Crime / Violence (7.6%). Men, too, were preponderant as news subjects in Politics / Government at 52.1% followed by Social / Legal (20%); the Economy with 9.5%; as well as Crime and Violence (8%). They featured least under Gender and Related (0.2%) followed by Science / Health (4.6%) as well as Celebrity / Arts / Media (5.3%).

Table 3: Overall Presence of Women in the News by Major Topical Area

Topical Area	Female		Male		TOTAL	
	F	%	F	%	F	%
Politics and Government	51	38.9	214	52.1	265	48.9
Economy	19	14.5	39	9.5	58	10.7
Science and Health	14	10.6	19	4.6	33	6.0
Social and Legal	33	25.1	82	20	115	21.2
Crime and Violence	10	7.6	33	8.0	43	7.9
Celebrity, Arts and Media, Sports	3	2.2	22	5.3	25	4.6
Gender and Related	1	0.7	1	0.2	2	0.3
Total	131	100	410	100	541	100

- Sex of News Subjects by Scope of Story (Local, National, Sub-Regional, International)**

Analysis indicates that out of a total of 541 female and male news subjects in Uganda's media, a majority (331 – 61%) were featured under stories which had a national dimension followed by those with a Local dimension (174 or 32%). Stories with Sub-Regional and Foreign/International dimension attracted the least number of news subjects (1% and 6% respectively)

Table 4: Sex of News Subjects by Scope of Story

Scope	Female		Male		TOTAL	
	F	%	F	%	F	%
Local	46	35	128	31	174	32
National	79	60	252	61	331	61
Sub-Regional	1	1	4	1	5	1
Foreign/International	5	4	26	6	31	6
Total	131	100	410	100	541	100

The study findings show further that, relative to their total number (131), females constituted 35% of news subjects in local stories compared to 31% (of 410) for men. At the National level, female representation was 60% (male, 61%); Sub-Regional had 1% each for females and males while Foreign/International news had female representation of 4% (males - 6%).

- News Sources: Direct Quotes from the News Subjects: Newspapers**

Analysis of the number of female and male news subjects quoted in newspapers, in Uganda, indicates that out of a total of 74 sources of information, females constituted only 28% compared to 72% for men. The table below summarizes the findings.

Table 5: News Subjects Sourced, by Sex

Sex of News Sources	Quoted directly	
	F	%
Female	21	28
Male	53	72
Total	74	100

- Occupation or Position of Newsmakers in Uganda: Who is more likely to Make News or i.e. being Written about?**

Overall, a majority of news subjects (57.1%) were Politicians, ministers, spokespersons, etc., followed by those whose occupation was Not Stated (7.5%); Government employee, public servant, etc. (4.6%); Academic expert, lecturer, teacher (4.4%); Doctor, dentist, health specialist (3.8%); as well as Royalty, monarch, deposed monarch, etc.,

and Lawyer, judge, magistrate, legal advocate, etc. (3.1% each). Others were Police, military, para-military, militia, fire officer; and Sportsperson, athlete, player, coach, referee each at 2.7%, while Activist or worker in civil society organization, NGO, trade union were at 2.7%.

Least represented were Health worker, social worker, childcare worker; Science/technology professional, engineer, etc.; and Tradesperson, artisan, labourer, truck driver, etc. each with 0.1%; followed by Media professional, journalist, film-maker, etc., and Child, young person, each at 0.3%; Villager or resident at 1.2% as well as Student, pupil, schoolchild at 1.6%.

Some occupations had no representation (0% in each case). These included Office or service worker, non-management worker; Agriculture, mining, fishing, forestry; Sex worker; Celebrity, artist, actor, writer, singer, TV personality; Homemaker, parent; Criminal, suspect; and Unemployed.

The highest representation of females, relative to their total number, was as Politicians (51.9%) as it was indeed for males at 58.7%. This was followed by occupation Not Stated (11.4%; Males – 6.3); Academic expert, lecturer, teacher (6.1%; Males –3.9%); as well as Doctor, dentist, health specialist, and Activist or worker in civil society organization, NGO, etc., each at 5.3%, (Males –3.4% and 1.7% respectively). Others were Government employee, public servant, etc. and Student, pupil, schoolchild at 4.5% each, (Males – 4.6% and 0.7% respectively). Royals and Business persons had 2.2% each, (Males – 3.4% and 2.1% respectively).

Least represented were among female news subjects were Health worker, social worker, childcare worker; Lawyer, judge, magistrate, legal advocate, etc.; and Child, young person, (0.7% each). These were followed by Police, military, para-military, militia, fire officer; Tradesperson, artisan, labourer, truck driver, etc., and Villager or resident at 1.5% each. At 2.2% each were Religious leaders, and Business person/ executive/ manager, stock broker etc.

While males were not represented (0%) under health workers, social workers, child care workers, females had no representation under Science / Technology professional, engineer, etc.; Media professional, journalist, film-maker, etc.; Sportsperson, athlete, player, coach, referee.....

The above notwithstanding, a closer analysis reveals some gender dimensions in representation. For example, the occupations traditionally associated with men such as politicians, security personnel, royals and sports personalities combined, had a female representation of 56% as opposed to 69% for males. This is a difference of 13%. Conversely, the fields traditionally associated with women such as Academicians, Doctors, Activist or worker in civil society organization, NGO, etc., and health workers, social workers, child care workers, combined, had a female representation of 18% as opposed to 9% for males, a difference of 9%.

Such representations mirror what happens in Ugandan society where public domain occupations are dominated by men while those associated with the domestic sphere are associated with women. Thus, by so doing the media is perpetuating such notions.

Table 6: Position / Occupation of News Sources, by Sex

Occupation	Female		Male		TOTAL	
	F	%	F	%	F	%
Not stated	15	11.4	26	6.3	41	7.5
Royalty, monarch, etc.	3	2.2	14	3.4	17	3.1
Politician, minister, spokesperson...	68	51.9	241	58.7	309	57.1
Government employee, public servant, etc.	6	4.5	19	4.6	25	4.6
Police, military, para-military, militia, fire officer	2	1.5	13	3.1	15	2.7
Academic expert, lecturer, teacher	8	6.1	16	3.9	24	4.4
Doctor, dentist, health specialist	7	5.3	14	3.4	21	3.8
Health worker, social worker, childcare worker	1	0.7	0	0	1	0.1
Science/ technology professional, engineer, etc.	0	0	1	0.2	1	0.1
Media professional, journalist, film-maker, etc.	0	0	2	0.4	2	0.3
Lawyer, judge, magistrate, advocate,	1	0.7	16	3.9	17	3.1
Business person, exec, manager, stock broker...	3	2.2	9	2.1	12	2.2
Office or service worker, non-management worker	0	0	0	0	0	0
Tradesperson, artisan, labourer, truck driver, etc.	2	1.5	4	0.9	6	1.1
Agriculture, mining, fishing, forestry	0	0	0	0	0	0
Religious figure, priest, monk, rabbi, mullah, nun	1	0.7	4	0.9	5	
Activist or worker in civil society organization, NGO, trade union	7	5.3	7	1.7	12	2.2
Sex worker	0	0	0	0	0	0
Celebrity, artist, actor, writer, singer, TV personality	0	0	0	0	0	0
Sportsperson, athlete, player, coach, referee	0	0	15	3.6	15	2.7
Student, pupil, schoolchild	6	4.5	3	0.7	9	1.6
Homemaker, parent (male or female)) only if no other occupation is given e.g. doctor/mother=code 6	0	0	0	0	0	0
Child, young person	1	0.7	1	0.2	2	0.3
Villager or resident	2	1.5	5	1.2	7	1.2
Criminal, suspect	0	0	0	0	0	0
Unemployed	0	0	0	0	0	0
Total	131	100	410	100	541	100

- Function of Female and Male News Subjects:**

The study findings show that a majority of news subjects (89%) appeared in the news as Subjects (the story is about this person, or about something the person has done, said, etc.), followed by Spokespersons (the person represents or speaks on behalf of another person, a group, or organization) at 4.9%. Experts or commentators (the person provides additional information, opinion or comment, based on specialist knowledge or expertise) came next at 2.9%. the function least represented was that of Personal Experience (the person provides opinion or comment, based on individual personal experience, the opinion is not necessarily meant to reflect the views of a wider group) and that of Eye Witness (the person gives testimony or comment, based on direct observation e.g. being present at an event) both at 0.7%, followed by that of Popular Opinion (the person's opinion is assumed to reflect that of the 'ordinary citizen' - e.g. in a street interview, vox populi, etc. - it is implied that the person's point of view is shared by a wider group of people) at 1.4%. The table below summarizes these findings.

Table 7: Functions of Female and Male News Subjects

Function in News Story	Female		Male		TOTAL	
	F	%	F	%	F	%
Subject: the story is about this person, or about something the person has done, said, etc.	116	88.5	366	89.2	482	89.0
Spokesperson: the person represents or speaks on behalf of another person, a group, or organization.	3	2.2	24	5.8	27	4.9
Expert or commentator: the person provides additional information, opinion or comment, based on specialist knowledge or expertise.	8	6.1	8	1.9	16	2.9
Personal Experience: the person provides opinion or comment, based on individual personal experience, the opinion is not necessarily meant to reflect the views of a wider group.	1	0.7	3	0.7	4	0.7
Eye Witness: the person gives testimony or comment, based on direct observation (e.g. being present at an event).	1	0.7	3	0.7	4	0.7
Popular Opinion: the person's opinion is assumed to reflect that of the 'ordinary citizen' (e.g. in a street interview, vox populi, etc), it is implied that the person's point of view is shared by a wider group of people	2	1.5	6	1.4	8	1.4
Total	131	100	410	100	541	100

Further analysis reveals that more than any other function, women are more likely to be heard in the news as subjects (88.5%, this being true for men as well – 89.2%) which is a difference of about 1%. It should be noted that both female and male representation was at par with regard to Personal Experience and Eye Witness (0.7% in each case). Expert or commentator, and Popular Opinion were almost at par as well (1.5% and 1.4% respectively). Under those circumstances, there were no observable gender dimensions.

However, gender dimensions emerge with persons whose opinions are based on specialist knowledge or expertise. Females had a representation of 6.1% while males had only 1.9%, a difference of 4.2%. This shows that women are more likely to be heard in the news as persons whose opinions are based on specialist knowledge or expertise than men.

- **Constructing ‘victims’ in the News:**

The survey established that in Ugandan news, only 6% of news subjects are portrayed as victims of one tragedy or another. However, a majority of those so portrayed (relative to their totals) are women (10%) as opposed to only 5% for the men. This means that women are two (2) times more likely than men to appear in the news as victims.

Table 8: News Subjects Identified as Victims, by Sex

Sex of News Subjects	Identified as Victims		Total (News Subjects)
	F	%	
Female	13	10	131
Male	21	5	410
Total	34	6	541

Of those portrayed as victims, a majority (18) were victims of an accident, natural disaster, poverty, disease, illness..., followed by victims of Domestic violence (6). Others were victims of Non-domestic violence; Other crime; and War, terrorism vigilantism, state-based violence..... (Each with 3). Discrimination had only 1 (one), while other violations were not represented.

Table 9: Type of Victimization, by Sex of News Subjects

Victim of	Female		Male		TOTAL
	F	%	F	%	
An accident, natural disaster, poverty, disease, illness....	4	31	14	67	18
Domestic violence (by husband / wife / partner / other family member)	3	23	3	14	6
Non-domestic violence or abuse, sexual harassment, rape, trafficking...	3	23	0	0	3
Other crime, robbery, assault, murder....	1	8	2	10	3
Violation based on religion, tradition, cultural belief, genital mutilation, bride burning.....	0	0	0	0	0
War, terrorism vigilantism, state-based violence.....	1	8	2	10	3
Discrimination based on gender, race, ethnicity, age, religion, ability....	1	8	0	0	1
Total	13	100	21	100	34

Further analysis, however, reveals that while both women and men are constructed mostly as victims of an accident, natural disaster, poverty, disease, etc. (31% and 67% respectively) they are victims of domestic violence more (23%) than men (14%). This is also true for Non-domestic violence or abuse, such as sexual harassment, rape, trafficking... (23%), and zero for men. However, for Other crimes such as robbery, assault, murder etc., and violation based on religion, tradition, cultural belief, genital

mutilation, bride burning etc., they were fewer than men.

- **Identity and family status in the news**

While the survey shows that most (94%) news subjects are not identified by their family status, (women – 89%; men – 95%), further analysis shows that women are more than two times (11%) more likely to be identified by their family status as wives, mothers, daughters, aunts, etc., than men (5%) being referred to as husbands, sons, uncles, etc.

Table 10: News Subjects who are Identified by Family Status, by Sex

Identified	Female		Male		TOTAL	
	F	%	F	%	F	%
Yes	15	11	19	5	34	6
No	116	89	391	95	507	94
Total	131	100	410	100	541	100

- **Images in the News**

The findings show that out of the 278 print news subjects, only 40 (14%) had their photographs accompanying news stories and 238 (86%) did not. However, out of the 40, the representation of females was only 8 (20%) compared to 32 (80%) for males. The table below summarizes the findings.

Table 11: News Subjects Photographed, by Sex

News Subjects' Sex	Photographed	
	F	%
Female	8	20
Male	32	80
Total	40	100

WHO DELIVERS THE NEWS?

- Overall Reporters and Presenters:**

The proportion of females and males, who presented the news in Uganda's media was analyzed and the findings indicate that overall, there were 140 news reporters, a majority of whom (53%) were males, while females accounted for 47%, as indicated in the table below.

Table 12: Who Delivers News, by Sex

Reporters' Sex	Female	Male
	F	%
Female	66	47
Male	74	53
Total	140	100

Further analysis of individual media reveals that for both Radio and Television, a majority of presenters were women (61%- males 39%) and (54%- males 46%), respectively. In contrast, men dominated print media news delivery at 77% as opposed to 23% for women. The table below summarizes the findings.

Table 13: Sex of Reporters by Media

Media	Female		Male		TOTAL
	F	%	F	%	
Print	9	23	30	77	39
Radio	20	61	13	39	33
Television	37	54	31	46	68
Total	66	(47)	74	(53)	140

- Capacity in which Journalists covered News: Where are the Genders Predominant? News Casting / held Reporting?**

The above journalists covered news in different capacities. Therefore, the study purposed to establish the capacity in which news reporters presented Radio and Television news. The table below summarizes female and male representation in two major capacities: In studio and On Location coverage. The table below shows that out of the 101 journalists delivering radio and TV news, a majority (71 - 70%) did so in the capacity of News Casters / Anchors (In - Studio) while (30 - 30%) were Reporters (Outside Studio)

Table 14: Sex of Journalists by Reporting Capacity

Reporting Capacity	Sex of News Reporter				Total	
	Females		Males			
	F	%	F	%	F	%
News Caster / Anchor Presenter	44	61	27	39	71	70
Reporter (Field)	13	39	17	57	30	30
Total	57	(56)	44	(44)	101	100

Shown further by the table is that out of the 71 News casters / Anchors/ Presenters (In Studio), a majority (61%) were Females while 39% were Male. Conversely, out of 30 Reporters (Field), the vast majority (57%) were male, females having constituted 43%. That fewer females than males delivered news from outside the Media House / On

Location reporting alludes to patterns of deployment that associate field reporting with masculinity, because it is considered a danger to women.

- **Age of Presenters (Television only)**

Findings of the study reveal that the television announcers fell in the age brackets 19 – 34 (54%); 35 – 49 (6%); while for some, their age could not be easily ascertained, accounting for 40%. There was no representation for 50 years of age and above. This means that the older one grows the less likely is one to be a Television news anchor.

Table 15: Age of Television Announcers

Age	Female		Male		TOTAL	
	F	%	F	%	F	%
Don't Know	12	32	15	48	27	40
19 – 34	24	65	13	42	37	54
35 – 49	1	3	3	10	4	6
50 – 64	0	0	0	0	0	0
65 and above	0	0	0	0	0	0
Total	37	100	31	100	68	100

The findings reveal further, that relative to their total number, a majority of female news casters (65%) were aged between 19 and 34 and 3% aged 35 – 49. However, those whose age could not be easily ascertained accounted for 32%. For males, those whose age could not be easily ascertained accounted for 48%, while those aged 19 – 34 accounted for 42%. Age bracket 35 – 49 had a representation of 10%, relative to their total number.

The findings reveal also that T.V stations are more likely to have more younger female than male news anchors, evidence of which is seen in the age difference of 23% for those aged 19 – 34. The reverse is also true for age bracket 35 – 49 where males are 7% more than females.

- **Reporters, by Scope**

The 2020 GMMP also analyzed coverage of domestic and international stories by female and male Print reporters. Emerging from the findings is that a majority (46%) of journalists covered stories with a National dimension, followed by Local (38%). Sub-Regional had 10%, while Foreign/International had a representation of 5%.

Table 16: Coverage of Domestic and Foreign Stories (scope), by Sex

Scope	Female		Male		TOTAL	
	F	%	F	%	F	%
Local	5	56	10	33	15	38
National	4	44	14	47	18	46
Sub-Regional	0	0	4	13	4	10
Foreign/International	0	0	2	7	2	5
Total	9	100	30	100	39	100

Also emerging from the findings is that, relative to their total number, more females (56%) than males (33%) are likely to cover local news, the reverse being true for national news which was covered by 47% of males as opposed to 44% by females. The sub-regional as well as the foreign / international news stories were all covered by men, whose contribution was 13% and 7% respectively.

Reporters by Major Topical Area

Further analyzed was the percentage of stories by female and male reporters by topic covered. The findings show that, overall, the topical area most covered by both female and male reporters was Politics and Government at 38%, followed by Social and Legal (23%), and the Economy (21%). Least covered was Science and Health (8%), followed by Crime and Violence at 10%. Both Celebrity, Art, Media, Sports, and Gender Related did not feature at all (0% in each case).

Table 17: Reporters' Sex by Major Topical Area

Topic	Female		Male		Total	
	F	%	F	%	F	%
Politics and Government	3	33	12	40	15	38
Economy	2	22	6	20	8	21
Science and Health	1	11	2	7	3	8
Social and Legal	3	33	6	20	9	23
Crime and Violence	0	0	4	13	4	10
Celebrity, Art, Media, Sports	0	0	0	0	0	0
Gender Related	0	0	0	0	0	0
TOTAL	9	100	30	100	39	100

The findings show further that, relative to their total number, the topical areas covered most by female journalists were Politics / Government, as well as Social and Legal at 33% each. Least was Science and Health at 11%, followed by the Economy at 22%. For males, too, relative to their total number, the topical areas covered most was Politics / Government at 40%, followed by the Economy, and Social / Legal, both at 20%. Least was Science and Health at 7%, followed by Crime and Violence (13%).

It should be noted, however that there was male dominance in coverage of topical areas traditionally associated with masculinity (Politics and Government, as well as Crime and Violence) which when combined are 53% as opposed to 33% for females. This gives a difference of 20%. On the other hand, females dominated in coverage of topical areas traditionally associated with femininity (Science and Health, as well as Social and Legal) which when combined are 44% as opposed to 27% for males. This gives a difference of 17%.

Such gendered coverage may be attributed to traditional patterns of deployment by media houses that exposes male journalists to public domain topical areas, the reverse being true for female journalists in relation to domestic/ private domain topical areas.

Focus on Covid-19 News

The GMMP 2020 took place amidst the Covid-19 pandemic laying havoc on individuals, communities, and indeed the whole world. Based upon this, the study purposed to find out if there were any remarkable differences between Covid-19 stories with those on the complete set of stories. Below are the findings.

Table 18: Is Story about Covid-19

Story About Covid-19	Print		Radio		Television		TOTAL	
	F	%	F	%	F	%	F	%
Yes	8	20	7	21	10	27	25	23
No	33	80	26	79	27	73	86	77
Total	41	100	33	100	37	100	111	100

The above table shows that there were a total of 111 news stories analysed out of which 25 (23%) were Covid-19 related and 86 (77%) were not. For the individual mediums, the highest representation of such stories was on Television news (27%) followed by Radio (21%) and Print with the least at 20%.

Table 19: Is Story about Covid-19 by Sex of News Subjects

News Subjects	Print		Radio		Television		TOTAL	
	F	%	F	%	F	%	F	%
Female	13	37	0	0	6	60	19	37
Male	22	63	7	100	4	40	33	63
Total	35	100	7	100	10	100	52	100

The above table shows that Covid-19 related stories had a total of 52 news subjects of whom 19 (37%) were female and 33 (63%) male. For the individual media, the highest representation of females was on T.V news (60%; Males – 40%), followed by print news at 37% (Males – 63%). Radio news had no female representation (0%), all (100%) having been male.

Table 20: Is Story about Covid-19 by Sex of News Sources (ONLY PRINT STORIES)

News Sources	F	%
Female	7	47
Male	8	53
Total	15	100

The above table shows that Covid-19 related stories had a total of 15 news sources of whom 7 (47%) were female and 8 (53%) male.

Table 21: Is Story about Covid-19 by Sex of News Subjects Photographed (ONLY PRINT STORIES)

News Subjects Photographed	F	%
Female	1	25
Male	3	75
Total	4	100

The above table shows that Covid-19 related stories had a total of 4 news subjects whose photographs accompanied news stories in which they featured. Of these, one story (25%) was female and 3(75%) were male.

Table 22: Is Story about Covid-19, by Sex of News Reporter (ONLY PRINT STORIES)

News Reporter	Story about Covid-19	
	F	%
Female	2	33
Male	4	67
Total	6	100

The above table indicates that Covid-19 related stories were delivered by a total of 6 journalists, out of whom 2 (33%) were female and 4 (67%) male.

A COMPARISON (IN ALL CASES, ONLY PRINT STORIES HAVE BEEN COMPARED)

1. The representation of females in the complete set of stories as news subjects was 24% while the males constituted 76%. In the Covid-19 related stories females constituted 37% news subjects against the 63% for males, an increase of 13% for females and a reduction of the same amount for males. This means that women are more likely to feature in Covid-19 related stories than in the complete set of stories.
2. The representation of females in the complete set of stories as news sources was 28% (Males – 72%), while in Covid-19 related stories it was 47% (Males – 53%), an increase of 19%. This means that women are more likely to be sourced in Covid-19 related stories than in the complete set of stories.

3. The representation of females in the complete set of stories as news subjects whose photographs accompanied news stories was 20% (Males – 80%), while in Covid-19 related stories it was 25% (Males – 75%), an increase of 5%. This means that Covid-19 related stories are more likely to feature women whose photographs accompany news stories than the complete set of stories.
4. The representation of females in the complete set of stories as news reporters was 23% (Males – 77%), while in Covid-19 related stories it was 33% (Males – 67%), an increase of 10%. This means that women are more likely to deliver Covid-19 related stories than the complete set of stories.

The above findings, in relation to Covid-19 related stories, and the corresponding comparison, go a long way in showing how the media perpetuates the domestication of women (considering that Covid-19 is a health-related issue), by featuring them a lot more in areas traditionally associated with the feminine/ domestic/ private sphere.

GENDER AND THE NEWS

- **Women's Centrality in the News**

The survey analyzed stories to find out the extent to which they had a central focus on women. Of the 111 news stories analyzed, only 14 (12.6%) had a central focus on women. Of the 14, only 10 (9.0%) were about a particular woman or women; 3 (2.7%) clearly made reference to gender equality laws/ policies; while only 1 (0.9%) clearly highlighted issues of gender equality. No single story (0%) was observed to have clearly challenged or reinforced gender stereotypes.

Table 23: Stories with Women as a Central Focus

Story Type	Representation		TOTAL
	F	%	
About a woman or women	10	9.0	111
Highlight gender equality	1	0.9	111
Make reference to gender equality laws / policies	3	2.7	111
Challenge or reinforce stereotypes	0	0	111
Total	14	12.6	111

IMPLICATIONS OF THE REPORTERS' SEX ON THE GENDER DIMENSIONS OF NEWS STORIES: Does the sex of the reporter make a difference for the gender dimensions of a story? - SELECTED CASE STUDIES

Note: 1. Only print media analyzed.
 2. 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 survey also sought to find out whether the sex of a reporter had implications for the gender dimensions of the story.

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

The table below shows that there is a relationship, though not significant enough, between the sex of the reporter and the proportion of female and male news subjects, appearing in news stories. The table below shows that both female and male reporters combined covered 166 news subjects in their stories out of whom 41 (25%) were female and 125 (75%) male.

Table 24: Choice of Female and Male News Subjects by Sex of Reporters

Reporters' Sex	Sex of News Subjects				Total (News Subjects)
	Female		Male		
	Frequency	%	Frequency	%	
Female	6	23	20	77	26
Male	35	25	105	75	140
Total	41	(25)	125	(75)	166

The table further reveals that, overall, female reporters had 26 news subjects in their stories out of whom 6 (23%) were female and 20 (77%) male. Male reporters on the other hand, had 140 news subjects in their stories out of whom 35 (25%) were female and 125 (75%) male (a difference of 2%). This suggests that generally, male journalists are likely to cover more female news subjects in their news stories than their female counterparts.

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

As the table below reveals, there is a relationship between the sex of the reporters and the sex of news sources.

Table 25: Sex of News Sources, by Sex of Reporter

Reporters' Sex	Sex of News Sources				Total (News Sources)
	Female		Male		
	F	%	F	%	
Female	2	14	12	86	14
Male	10	33	23	67	33

The table above shows that, overall, male journalists quoted 33 news sources out of whom 10 (33%) were female, and males being 67%. Their female counterparts quoted 2 female news sources (14%; M-86%) out of a total of 14. This is a difference of 19% which suggests that male reporters are more likely to quote female news sources than the female journalists.

c) Female and Male Reporters attaching Family Relationships to News Subjects

The study purposed to find out who (female or Male reporters) is more likely to attach family relations to news subjects. **The findings show that female reporters are over three (3) times more likely than males to do so as the table below shows.**

Table 26: Proportion of Female and Male News Subjects Tagged with a Family Relationship by Sex of Reporters

Sex of Reporters	Sex of News Subjects		TOTAL (News Subjects)
	F	%	
Female	0	0	26
Male	9	6	140
Total	9	6	166

The above Table shows that, together, female and male reporters covered 166 subjects out of whom 9 (5%) were referred to by their family status. However, female reporters attached a family relationship to no single news subjects (0%) out of a total of 26 they covered. On the other hand, male reporters had 9 such cases (6%) out of a total of 140 news subjects they covered. This suggests that male journalists are more likely to attach a family relationship to news subjects than their female counterparts.

GENDER AND JOURNALISTIC PRACTICE

Name of newspaper:

Title of article:

- An example of a story with blatant stereotyping
- An example of a story with subtle stereotyping

A story that conveys more subtle stereotypes

- An example of a story that is a missed opportunity

A story that is a missed opportunity or gender-blind

Name of Newspaper: Daily Monitor

Title of Article: ***“Mayoral race: Nabilah replaces Sebagala as NUP Lord Mayor candidate”***

This article is from the front page of the Tuesday September 29, 2020 edition of the Daily Monitor newspaper.

The story is about Kampala Woman MP Nabilah Naggayi Sempala, who has been endorsed by one of the political parties called National Unity Platform (NUP) to run as its party flag bearer for the position of Kampala Lord Mayor. In Uganda, the Lord Mayor is the political head of a city, in this case, Kampala city.

Unfortunately, it is in form of a photograph captioned ***“Kampala Woman MP Nabilah Naggayi Sempala and her supporter after picking nomination papers from National Unity Platform (NUP) party offices in Kamwokya, Kampala yesterday, to contest for Kampala lord mayoral seat. She replaces Kawempe North MP Latif Sebagala who stepped down from the race on September 22, hardly two days after the party endorsed him as their candidate.”***

In the photograph, the said Nabilah Naggayi Sempala is seen atop an open roof vehicle, surrounded by her supporters. It should be noted that Kampala city as a consistency, has a Lord Mayor who is the political head of a city and Members of Parliament (MPs) one of whom is a female, thus the position of Woman MP for which Honourable Nabilah Naggayi Sempala is the incumbent. She is currently seeking to run for the office of Lord Mayor.

The story is a missed opportunity in as much as it doesn't have any details about the candidate or the consistency for which she is seeking office inside the inner pages of the edition, as is normally the case. In so doing, it does not only deny the female candidate a chance to show the readership her strength, but also denies her the chance to tell the public her worth in relation to that seat. For example, in the previous election (2015), she had won the parliamentary seat with over 50,000 votes more than the incumbent had garnered for the position of Lord Mayor. Some of this information and details are very crucial especially for the public is to make informed decisions, as to who should be their next leader, in this case, their Lord Mayor.

A GOOD PRACTICE CASE

Name of Newspaper: New Vision

Title of Article: “*Regional Hospitals Get Blood Testing Equipment*”

This news story is from page six of the Tuesday September 29, 2020 edition of the New Vision newspaper.

The story is about a donation of 14 sysmex haematology blood analysers to the health ministry from Microhaem Scientifics and Medical Supplies Limited (MHS). The machines are used not only to perform full blood counts, but also detect various infections in the blood.

The story is a case study on good practice in as much as it gives women and men equal opportunity to express themselves as news sources. In this story, one female and one male news sources are directly quoted.

SUMMARY AND CONCLUSIONS

The findings are in conformity with those from previous studies, indicating that the representation of women in the news is still low; that women's presentation as subjects is still distorted and stereotypical; and that there is need to institute measures to address this negative trend.

ACTIONS IN THE POST-2020 ERA: A Five-Year Plan

In order to advance gender equality in and through the media, it is imperative that all stakeholders take concrete and appropriate measures.

Ugandan Government	UN Agencies	Media Houses	Civil Society Organizations
<ul style="list-style-type: none"> Enforce and monitor legislation on gender equality in general. Proclaim the gender and media policy that has been shelved. Incorporate gender into the education curricular at all levels and support its implementation in the Media Training Schools. Uganda media regulatory agencies to take a keen interest in media content. 	<ul style="list-style-type: none"> UNESCO in particular, support the application of the Gender Media Sensitive Indicators in Uganda. UN Women in particular, increase on the efforts to support the gender agenda in the media. All UN Agencies support the capacity building of journalists, in their respective thematic areas. 	<ul style="list-style-type: none"> Mainstream gender in their operations by developing gender policies, resource materials and policy guidelines. Ensure gender balanced reporting through imparting appropriate gender analytical and writing skills for journalists. Allocating assignments, resources and space equitably to both female and male journalists. Adopting universally acceptable and recommended strategies. 	<ul style="list-style-type: none"> Constantly engaging all stakeholders of the need and importance of gender and media mainstreaming. Support the capacity building of media houses, and organizations advancing gender equality such as Uganda Media Women's Association, UMWA / Mama FM towards that goal. Conduct / support gender and media sensitization campaigns. Conduct / support awareness and advocacy campaigns for gender mainstreaming in the media. Support / conduct training sessions for women, in effective media engagement. Periodically demand for accountability from Government, on their commitment to gender mainstreaming in the media, and the women's empowerment therein.
Uganda Media Women's Association, UMWA	All Stakeholders	Media Consumers	Media Training Institutions
<ul style="list-style-type: none"> Continue leading the push for the gender agenda in the media but also do the following to quicken the journey: Identify and work with likeminded organizations. Press harder on impacting the structures within the media. Proclaim, and implement the Advocacy Strategy to Mainstream Gender in the Media (2020). Strengthen capacity in lobbying and advocacy to impact the powers that be, and other stakeholders. 	<ul style="list-style-type: none"> To conduct further action-oriented research in gender and media, the results from which should be disseminated to create awareness about inherent misrepresentations. 	<ul style="list-style-type: none"> To be observant of inherent media stereotypes and frequently pointing them out to all those concerned. 	<ul style="list-style-type: none"> Incorporate Gender in the Training Curriculum. Roll out a Gender Responsive Curriculum in the Schools of Journalism.

ANNEX 1. METHODOLOGY

A key characteristic of longitudinal research is the assessment of change over time on the observed indicators. In the case of the 2020 Global Media Monitoring Project (GMMP), the methodology, indicators, approach to data collection and analysis are consistent with past editions of the research in order to allow for the usual historical comparisons.

Process

The global monitoring day scheduled initially for the first quarter of 2020 was postponed to later in the year due to the upheavals caused by the first coronavirus (Covid-19) wave worldwide. As the April monitoring day approached, it became quickly clear that proceeding as planned would result in a news sample that would be almost entirely focused on coronavirus stories. A new need emerged to address the practicalities of monitoring during the lockdowns and curfews imposed to contain the spread of the virus, as the regular sit-down communal coding sessions were now out of the question for most teams. The risks to health and livelihoods, the need to find ways of coping with everyday life, would shift the GMMP down on the ladder of priorities for the volunteers, potentially increasing the drop-out rate. These new challenges called for a pause on the plans to search for solutions and put in place the tools and resources necessary before monitoring could proceed.

The GMMP technical advisory group and the database development team Code for Africa worked to systematically address the issues. A new monitoring date was set for September, the coding tools were tweaked to capture Covid-19 stories without compromising on the ability to compare results across time based on story topics, exhaustive audio-visual training resources on how to code in a pandemic were put in place, electronic coding instruments were developed and the teams were re-trained in numerous webinars.

As with previous waves of the GMMP, the initial data capture was conducted offline by volunteer teams across the 116 participating countries. For the 2020 GMMP, a spreadsheet version of the coding sheets was provided, to allow for electronic recording of the observations.

In the period leading up to the monitoring day, a series of regional and national training sessions were organised to build a uniform understanding of the teams on the methodology and approach to coding. The teams received training on media selection, newscast and article selection, and the number of media to code.

For the 2020 GMMP, teams could choose from two possible options for the monitoring:

- **Full monitoring**, whose results provide a comprehensive picture of the status of gender equality dimensions in news media.
- **Short monitoring**, a shorter version which focuses on the key GMMP indicators, for teams who wished to participate but for various reasons could not implement the full monitoring.

To ensure accuracy in the coding process, radio and television bulletin were recorded, and copies of digital and print media items were collected. Across the different media types- both for the full and short monitoring-monitors captured information about the story, its main themes and the people in the story, as journalists, as story subjects and sources. Additionally, three optional special questions, unique to each country, allowed individual countries to analyse issues of national interest. For standardisation purposes, as well as the multilingual nature of this study, all responses were numerically coded from fixed lists.

To enable comparability of data gathered from a pandemic-heavy news agenda with the historical results, an additional question was included which asked whether the story was related to Covid-19. For such stories, monitors were requested to select the most relevant secondary topic. While global news stories had diversified to pre-pandemic levels by the global monitoring day in September 2020, the regional analysis demonstrated the significance of this question, particularly for North America and the Middle East, which recorded 37% and 36% of Covid-19-related stories respectively.

Media bands

The media bands system was introduced in 2005 to ensure a more even spread of data and also serve as each country's reference point on the minimum number of media to monitor. This system was retained for the 2020 GMMP and was updated with the input of the country coordinators.

Weighting

While the GMMP seeks to understand how gender is represented in media across the world, differences in media access and impact across the participating countries mean that a simple aggregation of the data would lead to biased results. For example, if a country like France submitted data from 100 media, the entries from a smaller country like Fiji would have little, if any, impact on the results. Additionally, while two countries may have similar numbers of newspapers, their impact, in terms of the number of people who read them, may be significantly different. To address these challenges, GMMP 2020 updated, re-tested and applied the weighting system first developed for the 2005 edition.

Accuracy

The GMMP involved several thousand people across 116 countries from diverse gender and media stakeholder groups, with different research abilities and working in a wide range of languages. For a study of this scale, it was crucial that accuracy was considered at each stage, to maintain the high levels achieved in previous years. Data entry and processing errors can have severe biasing effects on the data analysis, resulting in misrepresentation of the observed variables. To minimise this risk, we leveraged on a variety of automated processes, as well as the extensive media monitoring experience of the country coordinators.

Limitations

As with any study, great effort was made to ensure accuracy of the data. As observed in previous GMMPs, an exact error of measurement cannot be determined due to the study's magnitude. Conventional error measurement would involve different researchers coding the same story and then calculating a level of error from the differences between the results. Although this was not possible for GMMP, we followed best practice to make sure that there were minimal errors in the data capture and analysis generation process.

About Code for Africa

[Code for Africa](#) (CfA) is the continent's largest network of indigenous African civic technology and investigative data journalism laboratories, with over 70 staff in 19 countries, who build digital democracy solutions that are intended to give citizens unfettered access to actionable information that empowers them to make informed decisions and that strengthen civic engagement for improved public governance and accountability.

ANNEX 2. LIST OF MONITORS

The Monitoring Team was composed of:

1. Margaret B. Sentamu (National Coordinator)
2. Nankya Joanita
3. Catherine Apalat
4. Annet N. Magada
5. Ndagire Laila
6. Kabali Paul Joseph
7. Joseph Kalyebi Higenyi (National Report Writer)

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