

UGANDA

NATIONAL REPORT

Acknowledgements



GMMP+30

Global Media Monitoring Project

2025

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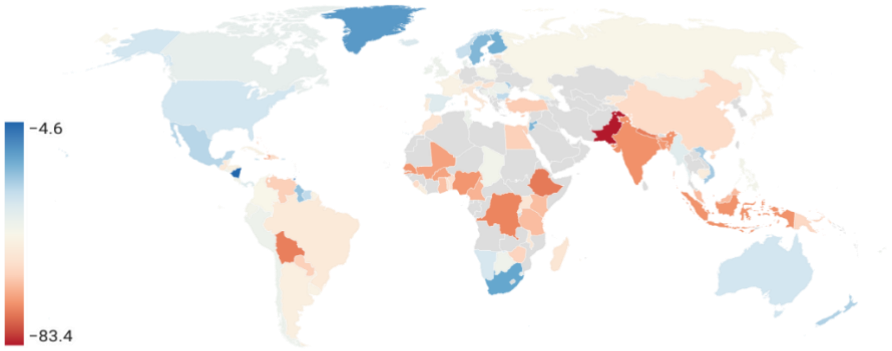
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Gender Equality in the News Media Index (GEM-I) 2025



1. The GEM-Index calculates the average gender gap in the news based on 6 GMMP indicators. A score of +100 means that all persons in the news (subjects, sources and reporters) are women. A score of -100 indicates that all persons in the news are men. 0 indicates gender equality. 2. The map is based on the latest GEM-I values for each country. GMMP 2020 values are applied for those that did not participate in the 2025 edition. 3. See the report for details on the calculation.

Map: GMMP • Source: Global Media Monitoring Project • Created with Datawrapper

PREFACE

GLOBAL CONTEXT

The Beijing Declaration and Platform for Action premised that "Women's empowerment and their full participation on the basis of equality in all spheres of society, including participation in the decision-making process and access to power, are fundamental for the achievement of equality, development and peace" (United Nations, 1995). Specifically, the Declaration in its Section "J" established the following objectives related to women and media: Strategic objective J1. "Increase the participation and access of women to expression and decision-making in and through the media and new technologies of communication. Strategic Objective J2. Promote a balanced and nonstereotyped portrayal of women in the media" (United Nations, 1995).

The first global monitoring was sparked by a need for empirical evidence on women's place, role and participation in the news.[1] The Beijing Platform for Action thereafter enshrined media monitoring as a strategy to achieve strategic objective J1. Non-governmental organizations and media professional associations were encouraged to establish "media watch groups that can monitor the media and consult with the media to ensure that women's needs and concerns are properly reflected" (para 242a)

The GMMP evolved into the largest and longest-running research and advocacy initiative for gender equality in and through the news media. In five-year spurts since 1995, the GMMP takes a snapshot of key gender equality dimensions in the news. Across thirty years to date, the GMMP has built the data from over 160 countries, with at least one observation for each variable and country.

The global news media landscape has changed profoundly, yet women's place within it has not. The evolution of women's encounters with the sector across the period has not been as

[1] Read more in the full text of the Bangkok Declaration, outcome of the 1994 "Women Empowering Communication" conference at which the idea of a GMMP was birthed. https://whomakesthenews.org/wp-content/uploads/who-makes-the-news/Imported/documents/bangkok%20declaration.pdf

dramatic. The GMMP reveals that, in many ways, the status quo of gross underrepresentation and misrepresentation in content has persisted.

Global Findings: The Highlights

The global findings are based on 29,935 news articles containing 58,321 people and 26,560 news personnel in 94 countries on the 7th global monitoring day, May 6, 2025.

1. **Thirty years ago, the report of the first GMMP called for a shift in coverage beyond the male-dominated realms of political and economic power. Not only has the hierarchy of "hard news" in legacy media persisted across time, it has also crossed over into digital outlets**

   Digitalization did not bring a radical break from the patriarchal norms of traditional journalism. Instead, it continues to reinforce and amplify a news hierarchy that privileges spheres and issues centred on power, namely, those dominated by men. The challenge is threefold. First, to dismantle the "hard news" bias, second, to integrate more intentionally spaces and issues of greater concern to women, and third, to enable visibility and voice to women present in traditionally male-dominated spaces.

2. **After a period of slow but steady improvement, progress toward gender parity in the news has flat-lined since around 2010, failing to reach 50% in any media type**

   Thirty years after Beijing, women are 26% of those seen, heard, or spoken about in legacy news (29% on news websites). The needle has shifted 9 points in legacy media since 1995, and 4 points in online news during the past 10 years.

   Minority groups are five points more likely to be present in digital news than in legacy media. The probability of minority women being featured in the news as the main protagonists or as interviewees is two in a hundred in traditional media (3% for men) and 4% on news websites (5% for men).

3. **Women's visibility in political and economic news has increased significantly – by 15 points each – over the past three decades**

   The severe underrepresentation noted in 1995 (7% in political news, 10% in economic news) has improved. Women's presence in sports news is abysmal, at only 15% of news subjects and sources.

4. **The proportion of women providing expert testimony has grown remarkably over the decades, showing the highest increase (+7 points) in digital news since 2015**

   In legacy media, the gender gap in authoritative roles as experts and spokespersons has closed at a slower pace than for persons providing testimony based on popular opinion and personal experience – ordinary roles that require no specialized knowledge.

5. **Patterns of gender-biased portrayal endure despite decades of change in women's roles in the physical world**

   Women have remained about twice as likely as men to be portrayed as victims since 2010. Historically, women were most often portrayed as victims of accidents or poverty. This pattern was overturned in 2025, with "other crime" and "domestic violence" (by intimate partners and family members) becoming the top victim categories.

Women depicted as survivors in legacy media were most likely to have survived "accidents, natural disasters, poverty, and disease" in previous GMMP studies. In 2025, they are most frequently portrayed as domestic violence survivors in equal proportion to accident / disaster survivors.

The over-representation of women as homemakers/parents decreased from 81% in 2000 to 73% in 2025, indicating progress although a persistent journalistic bias toward defining women by domestic roles, despite women's current unprecedented engagement in work outside the home. Underrepresentation in occupations and in positions of power has remained consistent.

The tendency to describe women by their age and physical attributes has also persisted. They have been photographed more often than men (a 7–9-point difference) over the past two decades, with qualitative analysis continuing to show patterns of sexualized portrayal.

6. Gender inequality in the news is much more acute than in the lived experience

Gender equality in the news, measured by the GEM Index, is moderately correlated with gender indices in other development sectors such as the Gender Social Norms Index. Between 65% to 75% of media gender inequality cannot be explained by reality, indicating the presence of other confounding factors at play that co-mingle to produce the prevailing gendered news narratives.

7. Women's share as reporters in stories published in newspapers and aired on television and radio has risen and stagnated in spurts since 1995

Globally, the proportion of women as reporters in legacy media rose 6 points from 2000 to 2005, stalling at 37% for 10 years until 2015, rising 3 points again between 2015 to 2020, and gaining just two points in the past five years. The regions approach and consistently fail to achieve parity, except for the Pacific and the Caribbean, exactly at equality, and North America just a single point below. The findings suggest most news systems are willing to absorb a certain proportion of female labor in the reporter role, but not to cede to full numerical gender equality.

In legacy news media, the gender gap in political reporting has narrowed the fastest (+13 points in 25 years) – outside the sports beat – yet it remains the topic least reported by women. For the first time in 25 years, women now constitute a majority (52%) of science and health reporters. The new tracking of sports news reveals a severely low proportion of female reporters (17%).

Women's share as reporters in national and international stories has seen significant long-term growth (+18 and +16 points, respectively).

8. The sex of the journalist influences the gender lens in stories

The gender lens has historically been found to be sharper in articles by women reporters. Across three decades, a consistent 5–6-point gender gap has existed in source selection, where female reporters feature more female sources than their male colleagues. This gap is even wider (9 points) in digital news. The gender-lens gap between female and male journalists is largest on the indicator regarding women's centrality in the news. The difference is just 1-2 points on other indicators measuring news quality from a gender perspective, but that it exists is an important finding.

9. Gender-based violence is a blind spot in the news. When GBV makes the news, however, the gender lens in reporting is sharper than in stories on all other topics.

Less than 2% of stories cover gender-based violence. This low count is at odds with the serious nature of GBV affecting one in three women and girls worldwide.

Stories on gender-based violence produced by female journalists are more likely to raise gender (in)equality issues than those by men.

While the gender lens is sharper in GBV stories compared to other major topics, there remains enormous room for improvement if news media are to participate in creating a society in which GBV is understood as deviant, criminal, and a violation of fundamental human rights.

10. The bulk of news stories remains deficient in the GMMP dimensions of quality from a gender perspective

The proportion of news stories that clearly challenge gender stereotypes rose from 3% (2005) to 6% (2010) but declined and has remained stagnant at 3-4% since 2015. This indicates an entrenchment of stereotypes in reporting and a consistent journalistic failure to produce content that disrupts stereotypical narratives.

The regional comparisons show significant variations. North American news is exceptional, clearly challenging gender stereotypes in 19% of stories, in sharp contrast to Middle Eastern news, where only 1% overturn simplistic narratives about the roles, attributes, and capabilities of people based on gender.

Gender stereotypes are most prevalent in stories about politics and the economy, both spheres where men are the majority power holders. Over time, challenging stereotypes remains largely confined to topics in which it is safer to challenge the skewed gender power relations status quo. These are celebrity/arts/media, and social/legal news. GBV stories challenge gender stereotypes more than any other news, at 17%. While commendable, this level is insufficient to transform the harmful norms that perpetuate such violence.

The likelihood of news stories to cite human rights or gender equality frameworks has fluctuated modestly, hovering between 7% and 11% over the 15 years that this indicator has been measured. A human rights lens is absent in approximately 9 out of 10 stories.

Online stories are less likely to integrate a human rights lens than those published in legacy media, but the probability of women being the central protagonists in a news story is higher in digital news (15%, compared to 10% in traditional news).

In all story topics except for GBV news, the sex of the reporter matters slightly for the integration of a gender lens. 3% of stories by women clearly challenge gender stereotypes, compared to 2% of those by men. 12% of stories by women highlight gender (in)equality issues, compared to 10% for men. 8% of articles by women adopt a human rights framing, compared to 7% of those by men. In the case of GBV stories, for instance, female reporters are more than 10 points more likely to call attention to gender inequality than those by men.

The GMMP message in 2025, thirty years post-Beijing, is a global news industry whose progress towards gender equality has reached a crossroads.

The almost standstill pace of change in the past 15 years, points to a need for a radical shift in strategies by all actors in the news ecosystem to break the inertia. Under the current

conditions and with the current tools, remarkable change towards gender equality is unlikely.

The negative impacts of digitalization on the news industry and gender relations online as a whole will undoubtedly make the task of securing women's rights in and through digital news more complex.

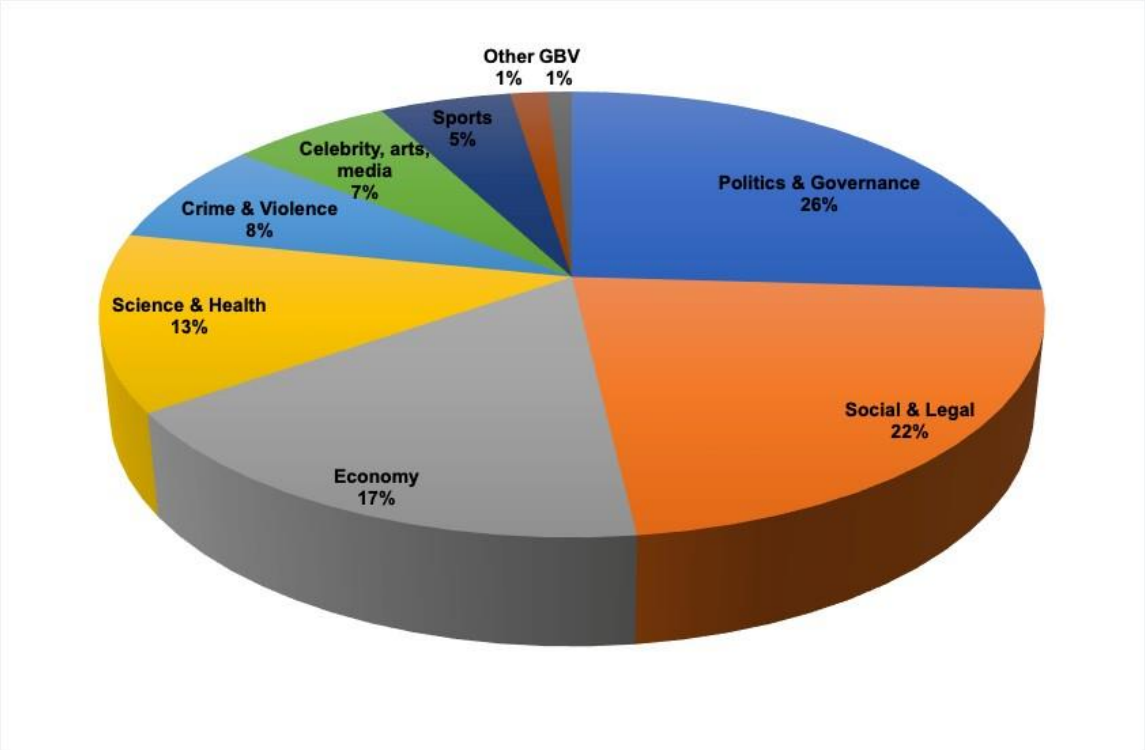
REGIONAL CONTEXT

The Global Media Monitoring Project (GMMP) 2025 research on gender in the news was conducted on 6 May 2025 across 20 countries in sub-Saharan Africa. The monitoring captured news content across print, radio, television, and internet-based platforms, providing a snapshot of the regional news agenda on the monitoring day.

Across all media platforms, the news agenda was dominated by “hard news” topics, primarily within three broad categories: Politics and Governance, Economy, and Social and Legal issues. This distribution was largely consistent across legacy media and digital platforms. However, internet-based news demonstrated an even stronger emphasis on Politics and Governance compared to print, radio, and television.

Of the nine news categories monitored, Politics and Governance accounted for the largest share of coverage, representing 36% of all news stories online. This concentration highlights the continued dominance of political content in the regional news agenda.

Figure 1: Overall distribution of issues in the News



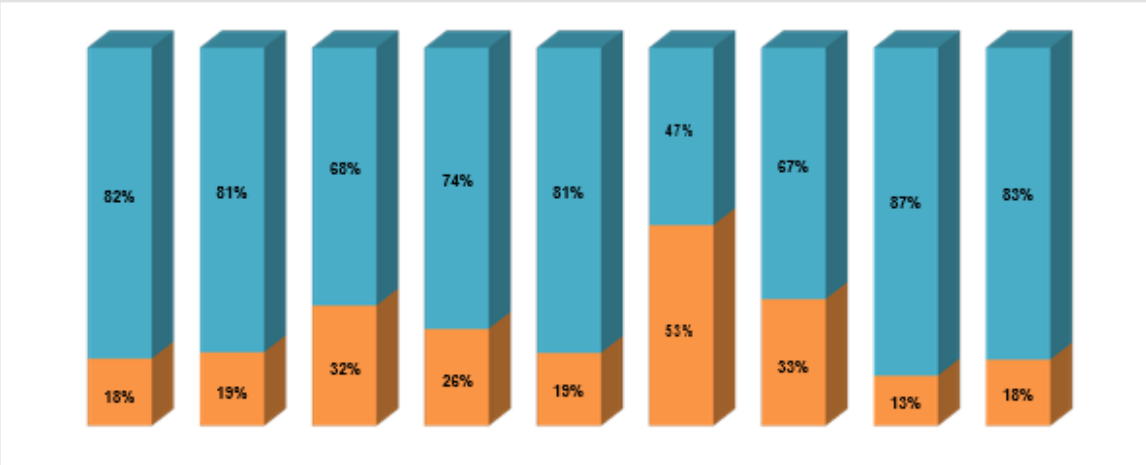
Gender Representation in the News

Women constitute 23% of all people who are seen, heard, or spoken about in the news in Africa, falling below the global average of 26% in 2025. This indicates a gender gap in news representation across the region.

The only news topic in which women outnumber men as news sources is gender-based violence (GBV), where women account for 53% of those featured. While this reflects women's centrality as subjects of GBV reporting, it also underscores a pattern in which women's visibility in the news is closely linked to experiences of victimization rather than authority or expertise.

Women are also more visible in news stories categorized as "softer beats," particularly Science and Health, as well as Celebrity, Arts, and Media. In contrast, women remain significantly underrepresented in hard news areas such as politics, economics, and security, where news agendas are more closely associated with power, decision-making, and influence.

Figure 2: Source distribution by Topic



Occupation of people represented in the news

The occupational distribution of news subjects reflects whose voices and perspectives dominate the news agenda. In 2025, the most visible occupational groups in the news are politicians or members of Parliament (25%) and government employees, public servants, and spokespersons (20%). These are positions associated with decision-making and institutional power. Within these highly visible categories, women are underrepresented, constituting only 17% of politicians and 23% of government employees appearing in the news.

Women's visibility in the news is concentrated in occupational categories that are either marginal to the news agenda or reinforce traditional gender roles. Women account for 61% of news subjects identified as homemakers or parents, compared to 39% of men, despite this category representing only 1% of all people featured in the news. Women also make up a higher proportion of news subjects among students, pupils, and schoolchildren (54%), a group that receives limited overall coverage. Near parity is observed in categories such as celebrities, artists, actors, writers, singers, health workers, and villagers or residents, although these groups are not among the most frequently featured in news content.

In contrast, women are least visible in occupational groups linked to authority, security, and moral leadership. Only 5% of news subjects identified as police or military personnel are women, and women similarly account for just 5% of religious figures appearing in the news.

Women's representation in science and technology professions also remains low, reflecting persistent gender gaps in the visibility of women in sectors central to innovation and

development.

Table 1: Highlights of occupations featured in the News

Most visible people in the news		Most visible women in the news		Least visible women in the news	
	%		%		%
Politician / member of parliament,	25	Homemaker / parent	61	Police / military etc	5
Government employee, public servant, spokesperson	20	Student / pupil / schoolchild	54	Religious figure	5
		Celebrity, artist, actor, writer, singer, TV personality	50	Science and technology professional	11

Key Trends

News content continues to be dominated by men, who are more likely to appear as authoritative sources and thus shape the news agenda.

- Women's presence in the news is most pronounced in caregiving and domestic roles, reinforcing gender stereotypes, despite these roles accounting for a very small share of overall news subjects.
- Women are least visible in security-related occupations and as religious leaders, underscoring structural barriers to women's participation and recognition in positions of power and influence.

Gender lens of stories by sex of reporter

Women journalists in African news are fewer than men regardless of the platform. Online media however has the most worrying trend as women reporters make up the lowest numbers at just 20% of reporters.

Across the categories monitored however, women reporters in African news are more likely than male reporters to feature women as news subjects. For example, in Politics and Governance, stories reported by women feature women as news subjects in 32% of cases, compared to 25% when the reporter is male. A similar pattern is evident in Sports, where women reporters include women as news subjects in 41% of stories, compared to 20% in stories reported by men.

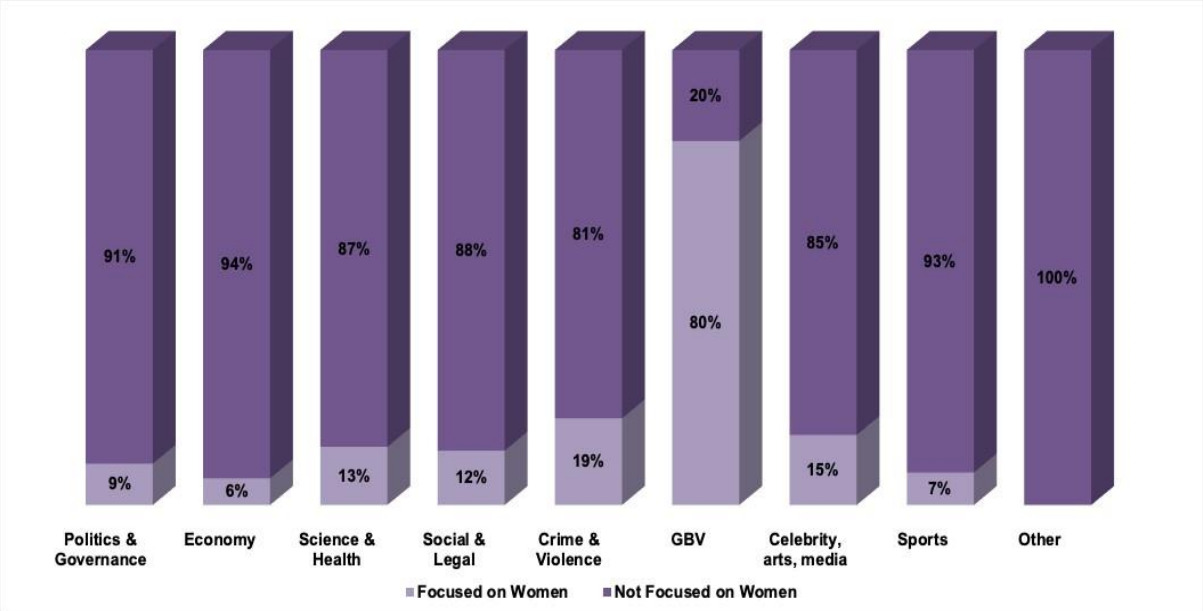
Despite this difference, men continue to dominate as news subjects regardless of the sex of the reporter. Even when women report on Politics and Governance, men still account for the majority of news subjects (68%). This suggests that the presence of women journalists alone does not substantially change sourcing patterns which are predominantly male.

An exception to this pattern is observed in coverage of Gender-Based Violence (GBV). In this category, women constitute the majority of news subjects irrespective of the reporter's sex: 56% when the reporter is female and 55% when the reporter is male. While this reflects women's centrality in GBV reporting, it also reinforces women's presence in the news in contexts of victimization rather than leadership, expertise, or decision-making.

Gender stereotypes in news reporting

Stories that focus specifically on women remain limited, accounting for just 11% of all news coverage. Where women-focused stories do appear, they are most prevalent in reporting on Gender-Based Violence (GBV), where women are central as subjects.

Figure 3: Distribution of stories that focused on women within specific issues



GBV stories are also the least likely to contain gender stereotypes, with only 1% reinforcing stereotypical portrayals. Notably, these stories challenge gender stereotypes in 46% of cases. This contrasts sharply with other news categories, where stereotypical representations are more common. Gender stereotypes are present in 27% of Politics and Government stories, 24% of Social and Legal stories, and 17% of Economy-related coverage.

Despite these variations across topics, African news content continues to reproduce gendered assumptions, particularly through references to women's family roles. Women's family status is mentioned in 8% of news stories, compared to just 2% for men, reinforcing traditional gender norms and expectations.

Reporting on Gender-Based Violence

In coverage of Gender-Based Violence (GBV), forms of violence occurring in intimate or private spaces are more likely to be framed through gender stereotypes. Stories reported in legacy media show gender stereotypes in 67% of cases, while 50% of online GBV stories reflect stereotypical portrayals. This contrasts sharply with reporting on intimate partner violence against men and gender-diverse persons, where all monitored stories (100%) contain gender stereotypes.

Conversely, GBV that occurs in more visible public or digital spaces is less likely to be reported through a stereotypical lens. No gender stereotypes were identified in stories on sexual harassment or technology-facilitated GBV. These patterns suggest that newsroom narratives continue to rely on traditional gender norms when reporting on violence in private spaces, while emerging and publicly visible forms of GBV are more likely to be framed in ways that avoid stereotypical assumptions.

Conclusion

Monitoring of the news in Africa on the monitoring day shows a persistence of gender gaps in news representation particularly in hard news. Women's voices, experiences and expertise continues to play a limited role in shaping public discourse. Women's visibility remains concentrated in stereotypical roles and narratives of victimization, rather than in positions of authority. Transforming these patterns requires deliberate and sustained action by news organizations, media regulators, journalism training institutions, and policy actors. Deliberate news room policies and investment in gender-sensitive journalism is necessary to translate commitments to practice.

NATIONAL CONTEXT

Status of Gender Equality in Uganda

Uganda's Gender Inequality Index (GII) score is approximately 0.524 to 0.531, which indicates persistent disparities between genders in reproductive health, empowerment, and the labor market. A higher score reflects greater inequality, and Uganda's ranking is 141st out of 172 countries, according to the latest Human Development Report. This score reflects challenges such as lower secondary education attainment for women and disparities in labor force participation.

- **Education:** Gender disparities exist in secondary and tertiary education attainment with only 24.6% female with secondary education
- **Empowerment:** Women hold 33.8% of parliamentary seats, a figure higher than the sub-Saharan African average.
- **Labor market:** Female labor force participation is lower than male participation.
- **Reproductive health:** The adolescent birth rate (107.9 per 1,000 women aged 15-19) is higher than the Sub-Saharan African average.

Legal and Policy Framework for Gender Mainstreaming

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 Uganda Human Rights Commission; the Equal Opportunities Commission; Parliament; Uganda People's Defence Forces; the Police; Prisons; Directorate of Public Prosecutions; the Local Government regime; and the Ministry of Gender, Labour and Social Development.

  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 the news, and as news makers.

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,
- Communications Act 2013,
- Advertising Standards Act,
- Press and Journalist Act 1995,
- Computer Misuse Act 2011 (and as Amended, 2022)
- Copyright and Neighbouring Rights Act, 2006 and,
- The Uganda Communications (Content) Regulations 2019.

Although the portrayal of women in the media has improved 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 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's National Action Plan on Section J "women and the media" of the Beijing Platform for Action

Uganda's National Action Plan (NAP) aligns with the Beijing Platform for Action's Section J on "Women and Media," which has two strategic objectives: increasing women's participation in media and decision-making, and promoting non-stereotyped portrayals of women. The Ugandan government, guided by its Constitution and the Beijing Platform, has sought to achieve these objectives through initiatives like the National Gender Policy, gender-sensitive laws, and promoting women's media networks. However, implementing these objectives requires addressing skill gaps, mainstreaming gender across sectors, and addressing specific constraints faced by women in media and society.

Strategic Objectives for Women and Media

- **Strategic objective J.1: Increase women's participation and access to media**
  This involves increasing women's expression and access to decision-making roles within media organizations and new communication technologies.

- **Strategic objective J.2: Promote balanced and non-stereotyped portrayal of women in media**
  This aims to ensure that media representations of women are balanced and avoid harmful stereotypes.

  Uganda's actions and progress

- **Legislative and policy framework:**
  The Ugandan Constitution guarantees gender equality, and the National Gender Policy (1997) requires all government sectors to address gender issues.

- **Promotion of women's media networks:**
  The government promotes and recognizes women's media networks, such as the Uganda Media Women's Association.

- **Capacity building:**
  There is recognition of the need to address skill gaps by training and equipping individuals in gender analysis and planning to effectively mainstream gender across different sectors.

- **Addressing specific constraints:**
  Action plans focus on specific challenges faced by women, such as high dropout rates in education and high maternal mortality, with the media playing a role in highlighting these issues and promoting solutions.

  Challenges and ongoing work

- **Gender mainstreaming:**
  While required by policy, gender equality issues do not always get addressed spontaneously, requiring the national machinery for women to "push" for action across all sectors.

- **Skill gaps:**
  A persistent skills gap in gender analysis and planning needs to be addressed to ensure effective implementation of gender-sensitive policies.
- **Continued effort:**
  Continued collaboration between the government and civil society is crucial to accelerate progress in achieving the objectives outlined in the Beijing Platform for Action and the related national action plans.

History of Uganda's Participation in the GMMP

Uganda is participating in the GMMP exercise for the 6th time (2025). Before this Uganda participated in versions of 2000, 2005, 2010, 2015 and 2020. Some of the GMMP Uganda National reports are available through Uganda Media Women's Association and openAFRICA repository. Uganda Media Women's Association (UMWA) is the primary local partner for the GMMP.

About Uganda Media Women's Association (UMWA)

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

UMWA's Strategic Vision 2019 / 2026 is: *An engendered media where gender equality and women's empowerment are upheld for holistic sustainable development*; while the Mission is: *To engender media through information sharing, capacity-strengthening, networking and advocacy in order to enhance the visibility and status of women*.

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

What UMWA has Done in the Area of 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 in Uganda, the same year UMWA received a Medal from the President of Uganda, in recognition of her outstanding work in mainstreaming gender in the media. In 2012, UN Women recognized UMWA for the outstanding work they do in the media. UMWA also is the National Focal Organization of the Global Media Monitoring Project (GMMP). UMWA for over 14 years ran a Gender focused newspaper, *The Other Voice*, and for the last 24 years, managed a developmental radio, *101.7 Mama FM* whose aim is to not only counter the negative portrayal of women but also to increase their voices on the airwaves to impact the development agenda.

1. Founded and runs 2 media outlets to keep the gender debate alive:
   - 101.7 Mama FM – Radio Station (2001)
   - The Other Voice – Newspaper Pullout (1997)

2. Conducted several Capacity building sessions for Media Practitioners (men + women) in gender responsive reporting.

3. Conducted several Training sessions for:
   - Women in the Use of Media and how to Manage Negative Publicity.
   - Persons with Disabilities (PWDs) especially Women with Disabilities (WWDs) in Media Engagement.

4. UMWA has conducted several studies on Gender and Media some of which have been published. Among these are:

   - Gender Analysis of the Draft Principles 2022 Uganda Information and Communications Bill (2023)

   - A Gender Critique of Existing Media Related Policies and Laws in Uganda and Proposals for Reform (2020)

   - Gender in Uganda's Media: An Analysis of Print and Radio News / Television Talk Show Content (May – October 2023)

   - Gender in Uganda's Media: An Analysis of Print News and Radio/ Television Talk Show Content (2022)

   - Gender Dimensions in the Media: An Analysis of Newspaper, Radio and Television News Content (Apr. 2018 – Oct. 2022)

   - Gender Dimensions in the Media: An Analysis of Newspaper, Radio and Television News Content (July 2018 – May 2019)

   - A Situational Analysis: Online and Offline Violence, Abuses, and Related Safety Risks encountered by Female Journalists in Uganda (2018)

   - Gender Dimensions in the Print Media: An Analysis of News Content on Peace, Security, and Conflict (May – June 2017)

   - Media and Elections in Uganda: A Gender Analysis of Print Media Coverage of the 2016 General Elections (2016) at: www.umwamamafm.co.ug/wp-content/uploads/2016/03/AGender-Analysis-report-on-media-and-Elections.pdf

   - Gender Dimensions in Uganda's Print Media, (2014) at: www.umwamamafm.co.ug/wp-content/uploads/2016/03/Report-on-Gender-Dimensions-in-Ugandas-Print-Media-September-2014.pdf

   - Who Makes the News? (GMMP) – Country Report 2015

- Who Makes the News on Peace and Security? Global Media Monitoring Project (GMMP) – Country Report 2015

- Print Media Reporting About Women's Day: An Analysis of Gender Coverage Patterns (2015)

- Mama FM Programming: Audience Perspectives for Improvement (2014)

- Media Women's Perceptions of UMWA: A Case for Organizational Reinvigoration (2014)

- Gender Dimensions in the Print Media: A Case for Engendering Practitioners (2014)

- Coverage of Child Sexual Abuse issues in the Print Media: The Case of The Monitor, New Vision, and Bukedde: 2003 and 2008 (2010)

- Who Makes the News? (GMMP) – Country Report 2010

- One Year of *The Other Voice*: What Next? (2001)

- Media Reports on Gender Violence: Characteristics and Trends in Newspapers and Alternative Media: 1965 – 1999 (2000)

- The Status of Women Journalists in Uganda (1997)

- The Role of the Mass Media in Creating Images of Women (1997)

- Disseminating Adolescent Reproductive Health Radio Messages Using Group Media, (1993)

- Analysis of the Media Contribution towards Women Poverty Alleviation (1993)

- 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).

- Content Analysis of Media Coverage of the Hardships of Single Parents.

- The Role of Women Broadcasters in Emancipation of Women, (1993).

- Disseminating Adolescent Reproductive Health Radio Messages Using Group Media, (1993).

- Analysis of the Media Contribution towards Women Poverty Alleviation, (1993).

5. Developed several Training Manuals / Guides on Gender and Media including:
    - Together We Can Communicate Equality and Fairness in the Media for Progress for All
    - Good Practices on Reporting Sexual and Gender Based Violence.
    - Effective Use of the Mass Media: Tips for Women Politicians.
    - Gender Media Guidelines: Tips for you.
    - Reporting about GBV? Try the Survivors' Centred Approach (2024).

Media and Gender

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

Through different types of media, people come to adopt behaviors and lifestyles, assume attitudes, and build stereotypical images that affect their actions in daily life **(Chyi and McCombs, 2004)**. Belief formation regarding groups of people, most often, occurs when any given characteristic of an individual is particularly obvious or salient such as sex. Given the salience of categorization by gender, it seems almost inevitable that people are perceived in terms of sex-role stereotypes. According to **Mattelart (1986)**, stereotypes in the media often encourage people to model their behaviour in stereotypical ways. **White (2009), Eagly (1989), Blumer (1983), and Entman (1993)** variously propounded that the media has a great influence on how people perceive issues and personalities. Moreover, an increase in salience and / or cumulation of the prominence of those elements in the news influences the prominence of those elements among the public **(Carol and McCombs, 2003; Shaw, 1997)**.

A tremendous volume of research has been conducted about gender and the print media with regard to the coverage of women issues as well as access to and participation of women in the media vis-à-vis that of men. While statistics vary from situation to situation, locality-to-locality and different special groups of people, the underlying, obvious and common phenomenon to all is the negative portrayal of women across the board, as well as its failure to provide a balanced, accurate or realistic picture of women's diverse lives, multiple roles, and contributions to a changing world **(UNESCO, 1995)**.

All studies appear to indicate that there is little space and air time allocated to women's issues which lends credence to the assertion that the media have failed to give recognition to women's contribution and concerns and reference to stories on women as not being news worthy and cannot, therefore, sell the newspapers. Also, articles featuring women are rarely given prominence by front or back page allocation, as most of them are relegated to inside pages. The few exceptions may include powerful politicians; those involved in, or are affected by, violence or those who exhibit what society deems degrading behaviour **(Adagala, et al, 1993)**. Additionally, a significant proportion of women who catch the public eye do so only when they do something extreme, especially if it is unpleasant. Many appear in the news largely in the context of love and marriage, of housewife and mother of the family, domestic

life and raising of children **(Ogundipe-Leslie, 1990; Longwe and Clarke, 1992; Mattelart, 1986; Muriel, 1987)** and as socially and economically dependent like children with no other status than that of wife and mother, daughter or sister, or some other relation, which personal relationships often have no relevance to the story **(Muriel, 1987; ISIS, 1981)**. Similarly, the media often defines women in terms of the men in their lives or by such men's absence **(ISIS, 1981)**. Effectively then, women are visible in the media only when they are cast into stereotyped roles, but they remain invisible in relation to the socio-economic and political questions of the day. It should be noted that many newspaper articles are devoid of women's voices.

Women are rarely portrayed as rational, active or decisive **(ISIS, 1981)** or in positions of authority but rather as brainless, dependent and incompetent, as objects of men's pleasure **(Gallagher, 1979; Newland, 1979)**. However, when they step out of their traditional roles, the media often distorts and ridicules them. Their efforts are seen as ridiculous and inane **(Bukhart, 1993)** and, in many cases, such women are considered role deviants **(UNESCO, 1994)**. The media also portrays women as objects of humour or disparagement, and as sex objects through sex appeal creations, beauty fronting, and image undressing. Men, on the other hand, are depicted by the media as dominant, independent, logical, objective, and as public figures **(ISIS, 1981)**, and glorified as powerful and successful **(WACC, 2010)**. The social imaginary views the public space as exclusive to men, where women are deemed to lack the knowledge, capacities and character to reside in **(WACC, 2010)**.

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

Many photos often have no / little contextual information about the persons behind them. Even when captions or titles attempt to challenge stereotypes, they rely on the use of the sexualized female subject to draw attention to the story **(WACC, 2010)**. Women are often portrayed in the background of landscape shots where they appear passive, as part of the scenery. To that end, news imagery does not accurately and ethically depict the complex reality of gender and society, but serves only to distort reality rather than reflect it **(WACC, 2010)**.

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

Emanating from the same study also is that there is a direct linkage between one's status in Ugandan society – sex, occupation, and family status – and the likelihood of being covered in election related stories and providing additional information, in the case of the role, news

subjects or the source play in the news stories. The proportion of female news subjects directly quoted was 15% as opposed to 85% males. Considering that females comprised 20% of the total number of news subjects and yet only 15% of all those quoted were female means that the likelihood of a female news subject being quoted is reduced by at least 5%, the reverse being true for the males. It should be noted, however, that even in stories that focused on women, more men (73%) than the women themselves in those stories (27%) were quoted. The number of the news subjects or sources photographed was much higher (82%) for the males, females having constituted only eighteen (18) percent.

EXECUTIVE SUMMARY

- Monitoring was done for traditional media – newspapers, radio and television, as well as online media on **6th May 2025.**

- **Media monitored** included Newspapers (The New Vision and Daily Monitor); Television (Buganda Broadcasting Services - BBS, NBS, Nation Television - NTV and Uganda Broadcasting Corporation - UBC TV); Radio (Capital FM, Central Broadcasting Service - CBS, KFM, and Radio Simba); and Online media (ChimpReports and Nile Post).

- **Methods of data collection and analysis:** The study involved both qualitative and quantitative methodologies to analyze news content in terms of the texts and images.

- The news agenda of the day largely revolved around preparations for the forthcoming:
  - National Resistance Movement (NRM) Party primaries slated for June/ July 2025
  - General Elections slated for January 2026.

- There was a total of 120 news stories and 575 news subjects (F - 134; M - 441).
  The news topical area under which news subjects (both Females and Males) featured most was Other domestic politics/government (45.9%) followed by Legal system, judiciary, legislation (8.5%); Disasters (7.7%) Medicine/ health (6.3%). Conversely, representation of news subjects was least under topical areas of Economic crises; Riots; War/ terrorism; and Intimate partner violence against women (0.2% in each case).

- Women's overall presence in the news, as news subjects, was only 23% against 77% for males.

- Whereas both women and men appeared in the news mostly under Politics and Government, men were more than women in the topical areas traditionally associated with the public sphere - Politics, Culture, Crime and Sports (M - 56%; F - 52%) by at least 4%. Inversely, women made news most in the topical areas traditionally associated with care giving such as Health, Education, Disaster, GBV which accounted for 18%, as opposed to 14% for men, a difference of 4%, relative to their respective total numbers.

- Unfortunately, it is these same topical areas that most female journalists covered as opposed to their male counterparts. For example, journalists covered topical areas - Medicine, health, hygiene; Education, literacy; and Disaster, Accidents (33.3 % in each case, relative to their total number of 3). It should be noted that those are the only topical areas they covered and also that they are areas usually associated with care giving and the domestic domain. For males, too, relative to their total number of 17, the topical areas covered most were National defence; Transport, traffic, roads; Legal system, legislation, family/ property law; Non-violent crime, bribery, theft, drugs, corruption; and Violent crime, murder, abduction, assault, etc. (11.8% in each case). It should be noted, also, that these are topical areas traditionally associated with the public domain.

  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.

- Occupationally, women appeared as news makers most in fields associated with domesticity and care giving while men featured mostly in the occupations traditionally associated with power and the public sphere. For example, under the four highest represented public occupations (Politicians, Security personnel, Royalty and Religious

figures), women had a representation of 51% as opposed to 62% for men – a difference of 11%. Conversely, under the four highest represented private/ domestic sphere occupations (Academic Experts, Health Professionals, Activists, Home Makers), women had a representation of 9% as opposed to 3% for men – a difference of 6%, relative to their respective total numbers of 134 and 441.

By the media covering news subjects based upon socially defined gender role stereotypes, it is perpetrating erroneous notions and perceptions about the assumed higher status and superiority of men, and women's inferiority which has, among others, been the cause for the domestication of women over the years.

- Analysis shows that women are more than three times (10%) more likely to be identified by their family status (Which relationship has nothing to do with the story at all) as wives, mothers, daughters, aunties, etc., than men (3%) being referred to as husbands, fathers, sons, uncles, etc.

- Female news subjects were found to be more likely (4%) to be featured as victims than Males (3%), relative to their total numbers of 134 and 441. respectively. However, Female news subjects were found to be less likely (1%) to be featured as survivors than Males (2%), relative to their total numbers of 134 and 441. respectively.

- Women's presence in the news as news sources was only 29% against 71% for males.

- Among print news subjects, the representation of females whose photographs accompanied news stories was only 27% compared to 73% for males.

- 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. For example, out of the 120 news stories, only 17 (14%) were about a woman/ women; and those challenging gender stereotypes were only 5 (4%) There were no stories that clearly made reference to gender equality just as was the case with stories that clearly highlight issues of inequality between women and men.

  NOTE: Gendered distortions by the media are glaringly observed even in stories about a woman/ women. For example:
  - Out of the 69 news subjects in such stories, a majority (55%) were men, while the women about whom these stories were constituted 45%.
  - While a majority of news sources in such stories (55%) were women, men whom these stories were not about constituted 45% out of42 news sources in total.

- Women's overall presence in the news, as reporters was only 30% against 70% for males. This relatively high female number is attributed to a relatively higher percentage of women who presented Radio and Television news.

- For print photojournalists, women accounted for 25% and men 75%.

- The sex of the reporter matters to some extent, to the gender dimension of the story. Generally, female journalists were seen to be more likely to cover more female news subjects (37% of the news subjects they covered; M – 63%) in their news stories than their male counterparts (Female news subjects - 19%; M- 81%). They also quoted more female news sources (40%; M - 60%) than their male counterparts (F - 26%; M - 74%). Conversely, male reporters were seen to be more likely to attach family relations to news subjects than their female counterparts (F - 0% M - 10%).

A DAY IN THE NEWS IN UGANDA – May 6th, 2025

The news agenda of the day largely revolved around preparations for the forthcoming:

- National Resistance Movement (NRM) Party primaries slated for June/ July 2025
- General Elections slated for January 2026.

THE CONTEXT

Uganda's Media Landscape

Before the liberalization policies of 1997, 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 10 television stations, and over 200 radio stations.

The mainstream newspapers are the New Vision, the Daily Monitor, the Red Pepper, the Observer, and Bukedde. The first four publish in English while the former, like its regionally based sister papers, publishes in the main regional dialects where it is located.

The major radio stations include UBC-Radio and its affiliates (Blue, Red and Green Channels), the rest (all privately owned) are Simba, Capital, CBS, Sanyu, Beat, Radio One and Super. There are also 'smaller' regional, ethnic, and religious or community-based radio stations.

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

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

In the recent past, there also has been a proliferation of online media. Among others, these include: Nile Post, The Fast Observer, Nile Chronicles, PML Daily, ChimpReports, Vanguard News Uganda, Globe News, The Kampala Dispatch, and Newslex Point Ltd.

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.

Media Monitored

In Uganda, monitoring was done for traditional media – newspapers, radio and television, as well as online media.

Newspapers - The New Vision and Daily Monitor;

Television - Buganda Broadcasting Services (BBS), NBS, Nation Television (NTV) and Uganda Broadcasting Corporation (UBC);

Radio – Capital FM, Central Broadcasting Service (CBS), KFM, and Radio Simba; and

Online media - ChimpReports and Nile Post.

Rationale for the Sampling

All media (print, electronic, and online) were selected, among others, because they have a wide circulation / readership / listenership / viewership / audience, as the case may be; have a national character; and offer diversity in ownership. Also, they have a strong reputation for news, reflection of diversity and balance (e.g. private or state-controlled), had an appeal in form of quality and popularity, or a combination of any of the above. For newspapers specifically, the selected outlets had to be dailies.

The Monitoring Team

Margaret B. Sentamu, Research Coordinator



Margaret has wide experience in developing and managing communication strategies for social change. Been a lead trainer in human rights, gender sensitive reporting, and integrating reproductive health in media content. Skilled in Gender Mainstreaming, Strategic planning, Participatory methodologies, writing and editing for print, television, and radio. Has successfully managed and coordinated several regional and national donor Projects. She has since 2015 successfully coordinated Country GMMP Surveys. Participated in the GMMP 2015, in addition to taking lead roles in several research works including developing Training Manuals on development issues, for the Media. She holds a Masters Degree in Women and Gender Studies and a BA Political Science and Sociology, Makerere University, with Post Graduate Diploma in Mass Communication, University of Nairobi.

Joseph Kalyebi Higenyi, Lead Researcher



Joseph holds a BA Degree in Political Science and a Masters Degree in Women and Gender Studies, Makerere University. Joseph has undertaken over twenty researches in different capacities (leading, co-investigating, and assisting) in various fields, largely in social sciences but mostly in gender, with an emphasis on Media and Gender. He is also skilled, and has participated in different gender mainstreaming projects. Joseph has also participated in the 2010, 2015, and 2020 GMMP. His passion is to contribute to efforts aimed at promoting gender equality and equity in all aspects.

Nankya Joanita Sanyu, Co-Researcher



Joanita is currently the Project Officer – Gender Media Monitoring at Uganda Media Women's Association, UMWA. Participated in GMMP 2015, and Audience Research for Mama FM. She holds a Masters in Ethics and Integrity, Makerere University. Has done research about communities through feedback analysis to identify radio information needs. An administrator and ethical philosopher by profession, Joan is passionate about human rights and gender equality.

Paul Kabali Muwanguzi, Co-Researcher



Paul is a seasoned journalist with over five years of experience encompassing a diverse skillset including news writing, production, graphic design, website management, and photography. Paul holds a Diploma in Journalism and Mass Communication. Paul has a passion for social justice, therefore, committed to amplifying the voices of the marginalized communities. He has undertaken several short courses in Development Journalism including gender responsive reporting, elections and conflict resolution, sexual reproductive health reporting among others.

Doreen Sampa, Co-Researcher



Doreen is a professional Human Rights advocate with over 10 years' experience in women's rights, disability and child rights advocacy. She has vast skills in media and gender issues, Rights Based Approaches, information management and documentation, customer care as well as lobbying and advocacy. She has experience of working with both International and National Non-Governmental Organization and coordination of donor projects, regional and local level. She is committed and hardworking worker with ability to effectively multitask and meet critical deadlines. She holds a Bachelor's Degree in Urban Planning and a Master of Arts Degree in Human Rights, Makerere University.

Catherine Apalat, Co-Researcher



Catherine is a highly self-driven person who is proficient in reporting development issues for community media. Mama FM. She has skills in radio and television / film production and social media platforms. She has skills in mass media programming, reproductive health, domestic violence, people with disabilities, as well as networking and partnership building. Has skills in radio management, video shooting, and editing as well as scripting. Radio programming, news collection and editing. Skills in blogging, message development and producing jingles. Photography and photo documentary skills as well as Adobe audition, Premier pro and Avid video editing. She holds a Bachelor's Degree in Mass Communication, Makerere University.

Laila Ndagire, Co-Researcher



Laila Ndagire holds a first-class Bachelor's Degree in Development Studies from Kampala International University. She holds a First class Diploma in Journalism and Mass Communication from United Media Consultants and Trainers (UMCAT). She has undertaken courses like a Training of Trainers course on Gender Responsive Reporting and Communication from the Aga Khan University Graduate School of Media and Communications and Development of Communication Strategies for CSOs GFA/GIZ. She has acquired vast skills in Rights Based Approach, Gender and Media for Radio DJs, Gender Mainstreaming for Media, and Audience research which skills she acquired through the several trainings she participated in. Laila is a dedicated, self-confident, eloquent, and can deliver quality work with minimum supervision.

Media, Gender and Status in Society

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

TOPICAL AREA AND OCCUPATION

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

TOPICAL AREA: Under which topical areas were women and men featured?

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

In that regard, a list of possible topical areas was compiled, totaling to 65 (sixty-five). These have been placed under seven major categories as indicated below.

Politics and Governance

1. Women politicians, women electoral candidates
2. Peace, negotiations, treaties
3. Other domestic politics/government
4. Global partnerships Foreign/international politics, UN, peacekeeping
5. Foreign international politics UN peace keeping
6. National defence, military spending, internal security, etc.
7. Other stories on politics & government

Economy

8. Economic policies, strategies, modules, indicators, stock market
9. Economic crisis, state bailouts of companies, company takeovers
10. Poverty, housing, social welfare, aid, etc
11. participation in economic processes
12. Employment
13. Informal work, street vending, etc
14. Other labour issues (strikes, trade unions, etc.)
15. Rural economy, agriculture, farming, land rights
16. Consumer issues, consumer protection, …
17. Transport, traffic, roads…
18. Income inequality between women and men
19. Other stories on economy (specify in 'comments')

Science and Health

20. Science, technology, research, discoveries
21. Medicine, health, hygiene, safety, (not Cancer, Polio, or HIV/AIDS
22. Cancer treatment, policy...
23. Polio vaccine, treatment, …

24. HIV and AIDS, policy, treatment, etc.
25. Other epidemics, viruses, contagions, Influenza, BSE, SARS, Ebola
26. Birth control, fertility, abortion, sterilization, termination
27. Climate change, climate action, climate finance, carbon credits, global warming
28. Environment, pollution, tourism
29. Artificial intelligence, technology innovation…
30. Other stories on science & health (specify in 'comments')
31. Post 2015 agenda, Agenda 2030, Pact for the Future
32. Family relations, inter-generational conflict, parents
33. Human rights, women's rights, rights of sexual and other minorities
34. Religion, culture, tradition, controversies…
35. Migration, refugees, xenophobia, ethnic conflict…
36. Other development issues, sustainability, etc.
37. Education, childcare, nursery, university, literacy
38. Women's movement, gender-related demonstrations, feminist activism etc
39. Changing gender relations (outside the home), gender inequality
40. Legal system, judiciary, legislation, family law, family codes, property law etc
41. Disaster, accident, famine, flood, plane crash, etc.
42. Riots, demonstrations, public disorder, etc
43. Other stories on social/legal (specify in 'comments')

Crime and violence (excluding gender-based violence)

44. Non-violent crime, bribery, theft, drugs, corruption
45. Corruption (incl. political corruption)
46. Violent crime, murder, abduction, assault, etc.
47. Child abuse, sexual violence against children, neglect
48. War in the Middle East including Gaza
49. War, civil war, terrorism, other state-based violence
50. Other crime/violence (specify in 'comments')

Gender-based violence

51. Sexual harassment against women, rape, sexual assault
52. Intimate partner violence against women
53. Intimate partner violence against men
54. Intimate partner violence against gender diverse p
55. Technology-facilitated GBV incl. revenge porn, online stalking, online misogyny
56. Other gender violence such as feminicide, trafficking

Celebrity and arts

57. Celebrity news, births, marriages, royalty, etc.
58. Arts, entertainment, leisure, cinema, books, dance
59. Media, (including internet, social networks), portrayal
60. Fake news, mis-information, dis-information, mal-info
61. Beauty contests, models, fashion, cosmetic surgery
62. Other celebrity/arts/media news (specify in 'comment

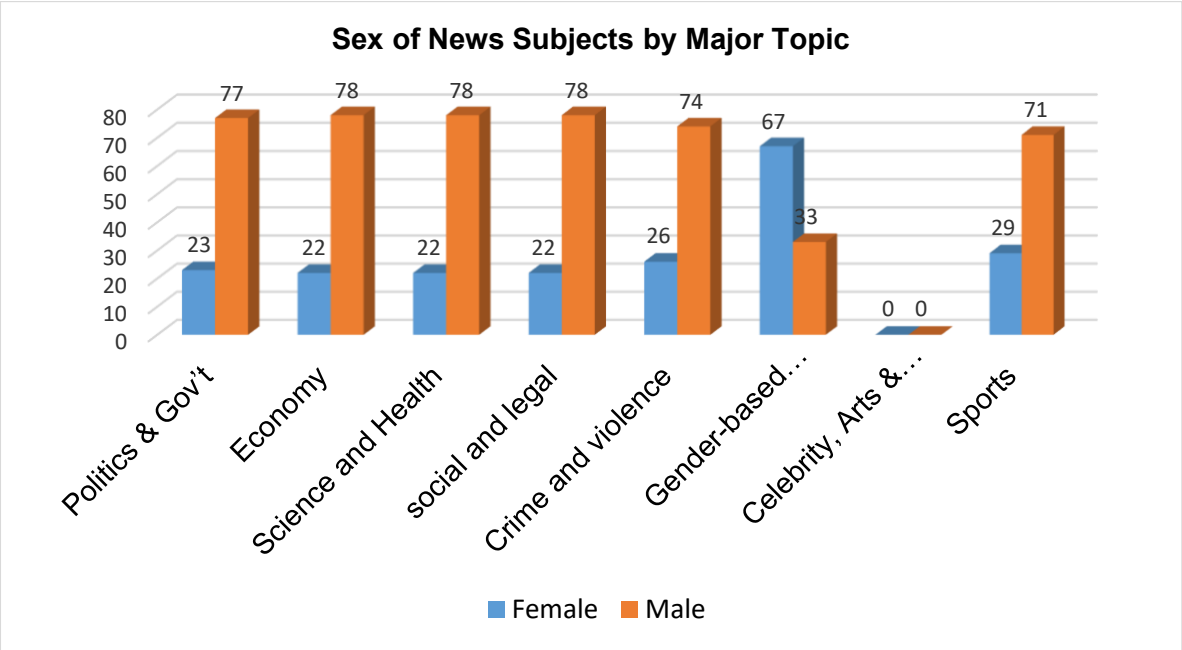
Sports

63. Team sports (soccer, football, basketball, handball, hockey, etc)
64. Individual sports (boxing, cycling, golf, running, swimming, etc)
65. Other sports (specify in 'comments')
66. Use only as a last resort & explain

News Subjects by Major Topical Area

The major topical area under which female news subjects featured most (relative to males) was Gender-based violence at 65 out of 278 (67%; M-33%) followed by Sports with 4 out of 14 (29%; M-71%); Crime and violence (26%; M-74%) out of 31; Politics and Government (23%; M-77%) out of 278. Economy; Science and Health as well as Social and Legal had 22% each (M-78) out of 58, 50, and 141 respectively. Celebrity, Arts and Media had no (0%) representation at all. The graph below summarizes.

Figure 4: Sex of News Subjects by Major Topic



Sex of News Subjects by Minor Topic

According to the table below, the topical area under which news subjects (both Females and Males) featured most was Other domestic politics/government (45.9%) followed by Legal system, judiciary, legislation (8.5%); Disasters (7.7%) Medicine/ health (6.3%). Conversely, representation of news subjects was least under topical areas of Economic crises; Riots; War/ terrorism; and Intimate partner violence against women (0.2% in each case). Note that no single news subject featured under topical areas relating to Poverty; Global partnerships; Treatment of/ policies on-Cancer, Polio HIV and AIDS, Influenza, SARS, Ebola and Birth control; Family relations; and Media (0% in each case), among others.

Table 2: Sex of News Subjects by Minor Topic

Topic	Sex of News Subjects					
	Female		Male		Total	
	F	%	F	%	F	%
Women politicians, women electoral candidates	2	1.5	1	0.2	3	0.5
Peace, negotiations, treaties	0	0	3	0.7	3	0.5
Other domestic politics/government	62	46.3	202	45.8	264	45.9
Global partnerships	0	0	0	0	0	0
Foreign/international politics, UN, peacekeeping	1	0.8	4	0.9	5	0.9
National defence, military spending, internal security, etc.	0	0	3	0.7	3	0.5
Other stories on politics & government	0	0	0	0	0	0
Economic policies, strategies, indicators, stock market	4	3	10	2.3	14	2.4
Economic crisis, state bailouts of companies, takeovers	0	0	1	0.2	1	0.2
Poverty, housing, social welfare, aid, etc.	0	0	0	0	0	0
Women's participation in economic processes	0	0	0	0	0	0
Employment	1	0.8	6	1.4	7	1.2
Informal work, street vending, etc.	2	1.5	1	0.2	3	0.5
Other labour issues (strikes, trade unions, etc.)	0	0	0	0	0	0
Rural economy, agriculture, farming, land rights	4	3	15	3.4	19	3.3
Consumer issues, consumer protection, …	0	0	2	0.5	2	0.3
Transport, traffic, roads…	2	1.5	10	2.3	12	2.1
Income inequality between women and men	0	0	0	0	0	0
Other stories on economy (specify in 'comments')	0	0	0	0	0	0
Science, technology, research, discoveries	4	3	5	1.1	9	1.6
Medicine, health, hygiene, safety, (not Cancer, HIV/AIDS)	6	4.5	30	6.8	36	6.3
Cancer treatment, policy.	0	0	0	0	0	0
Polio vaccine, treatment etc.	0	0	0	0	0	0
HIV and AIDS, policy, treatment, etc.	0	0	0	0	0	0
Other epidemics, viruses, contagions, Influenza, Ebola etc	0	0	0	0	0	0
Birth control, fertility, abortion, sterilization, termination…	0	0	0	0	0	0
Climate change, climate action, global warming etc.	1	0.8	2	0.5	3	0.5
Environment, pollution, tourism	0	0	2	0.5	2	0.3
Artificial intelligence, technology innovation…	0	0	0	0	0	0
Other stories on science & health (specify in 'comments')	0	0	0	0	0	0
Post 2015 agenda, Agenda 2030, Pact for the Future	0	0	0	0	0	0
Family relations, inter-generational conflict, parents	0	0	0	0	0	0
Human rights, women's rights, rights of minorities	1	0.8	28	6.3	29	5.0
Religion, culture, tradition, controversies…	0	0	10	2.3	10	1.7
Migration, refugees, xenophobia, ethnic conflict…	0	0	0	0	0	0
Other development issues, sustainability, etc.	0	0	0	0	0	0
Education, childcare, nursery, university, literacy	3	2.2	6	1.4	9	1.6
Women's movement, gender demonstrations, activism etc.	0	0	0	0	0	0
Changing gender relations/ inequality (outside the home)	0	0	0	0	0	0
Legal system, judiciary, legislation, family/ property law	10	7.4	39	8.8	49	8.5
Disaster, accident, famine, flood, plane crash, etc.	17	12.6	27	6.1	44	7.7
Riots, demonstrations, public disorder, etc.	0	0	1	0.2	1	0.2
Other stories on social/legal (specify in 'comments')	0	0	0	0	0	0
Non-violent crime, bribery, theft, drugs, corruption	2	1.5	5	1.1	7	1.2
Corruption (incl. political corruption)	0	0	0	0	0	0
Violent crime, murder, abduction, assault, etc.	6	4.5	16	3.6	22	3.8
Child abuse, sexual violence against children, neglect	0	0	0	0	0	0
War in the Middle East including Gaza	0	0	0	0	0	0
War, civil war, terrorism, other state-based violence	0	0	1	0.2	1	0.2
Other crime/violence (specify in 'comments')	0	0	0	0	0	0
Sexual harassment against women, rape, sexual assault	2	1.5	0	0	2	0.3
Intimate partner violence against women	0	0	1	0.2	1	0.2
Intimate partner violence against men	0	0	0	0	0	0
Intimate partner violence against gender diverse persons	0	0	0	0	0	0
TFGBV. revenge porn, online stalking, online misogyny	0	0	0	0	0	0
Other gender violence such as feminicide, trafficking o	0	0	0	0	0	0
Celebrity news, births, marriages, royalty, etc.	0	0	0	0	0	0
Arts, entertainment, leisure, cinema, books, dance	0	0	0	0	0	0
Media, (including internet, social networks), portrayal	0	0	0	0	0	0
Fake news, mis-information, dis-information, mal-info	0	0	0	0	0	0
Beauty contests, models, fashion, cosmetic surgery	0	0	0	0	0	0
Other celebrity/arts/media news (specify in 'comment)	0	0	0	0	0	0
Team sports (football, basketball, handball, hockey, etc.)	3	2.2	8	1.8	11	1.9
Individual sports (boxing, cycling, running, swimming, etc.)	1	0.8	2	0.5	3	0.5
Other sports (specify in 'comments')	0	0	0	0	0	0
Total	**134**	**100**	**441**	**100**	**575**	**100**

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

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

"Public" Topical Areas			
	Politics, Culture, Crime and Sports		Total
Sex of news subjects	**F**	**%**	**(News Subjects)**
Female	70	52	**134**
Male	245	56	**441**
"Domestic/ Private" Topical Areas			
Sex of news subjects	**Health, Education, Disaster and GBV**		**Total**
	F	**%**	**(News Subjects)**
Female	24	18	**134**
Male	63	14	**441**

The table above shows that relative to their total number (134) the representation of females in the "public" topical areas was 70 (52%) and for men 245 (56%) out of 441, a difference of 4%. With such a difference, it means that the media can do better by covering more women on topical areas related to the public sphere. On the other hand, the representation of women under the "Private /Domestic" sphere topical areas was 24 (18%) out of 134 and that of men was 63 (14%), relative to their total of 441 a difference of 4%.

The media's featuring of women preponderantly in the "Private /Domestic" sphere topical areas shows that the media's coverage of news subjects mirrors social notions of male dominance that associates them with what is considered "Public" while at the same time associating women with subservience, connected with care giving, domestic and private domains.

News Subjects by Scope of Story

Analysis indicates that out of a total of 575 female and male news subjects, a majority (492 – 86%) were featured under stories which had a national dimension followed by those with a Local dimension (55 - 9%). Stories with Sub-Regional and Foreign/International dimension attracted the least number of news subjects (2% and 3% respectively).

Table 4: Sex of News Subjects by Scope of Story

Scope	**Female**		**Male**		**TOTAL**	
	F	**%**	**F**	**%**	**F**	**%**
Local	12	40	43	60	**55**	**9**
National	118	24	374	76	**492**	**86**
Sub-Regional	1	10	9	90	**10**	**2**
Foreign/International	3	17	15	83	**18**	**3**
Total	**134**	**(23)**	**441**	**(77)**	**575**	**100**

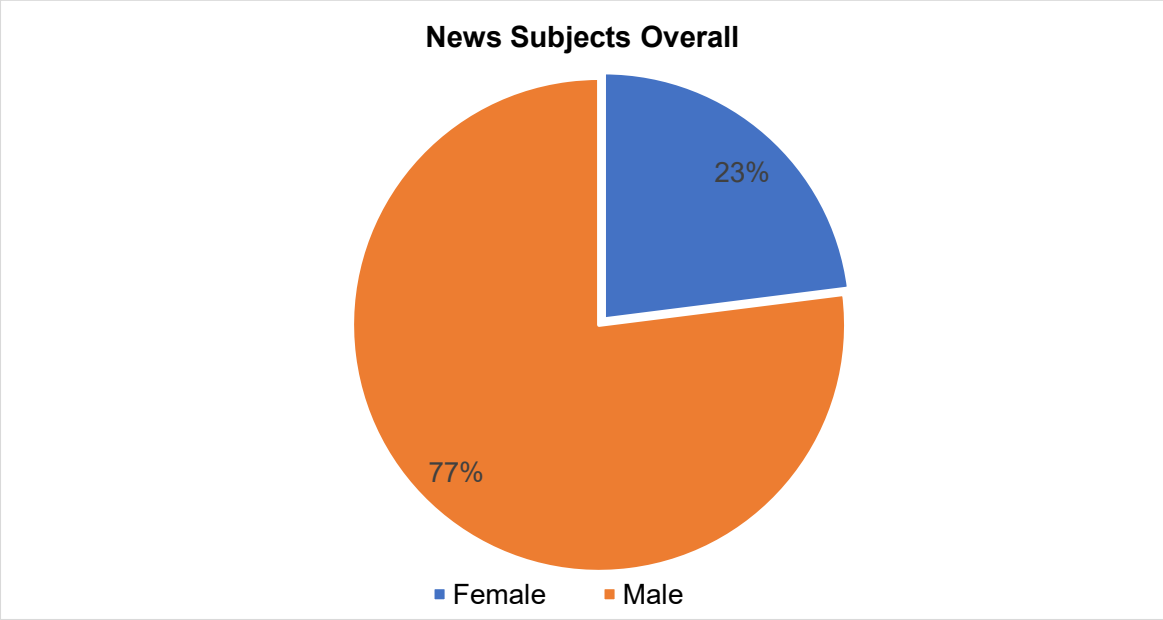
The study findings show further that, relative to males, females constituted 12% of news subjects in local stories compared to 15% for men. At the National level, female representation was 24% (Male, 7680%); Sub-Regional had 10% for females (Males – 90%); while Foreign/International news had 17% for females (M - 83%).

NEWS SUBJECTS AND SOURCES

News Subjects

The total number of news subjects was 575 out of whom 134 (23%) were female (M -77%). These findings are presented in the graph below

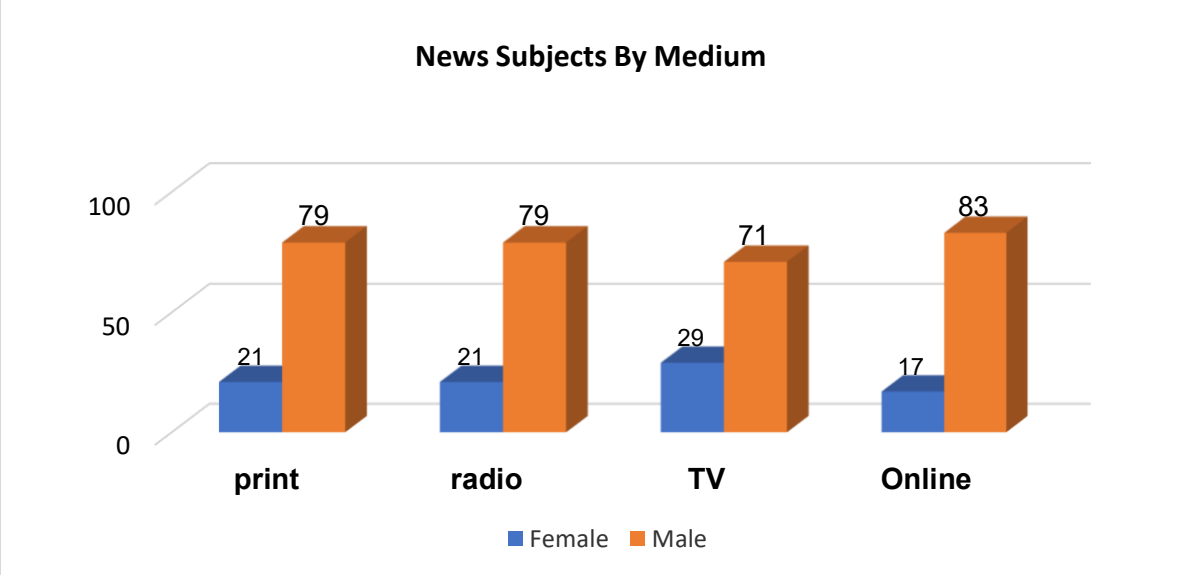
Figure 5: News Subjects Overall



News Subjects by Media Type

Effort was made to find out the representation of women, relative to men, by each media type under study. The findings are summarised in the graph below.

Figure 6: News Subjects by Medium



The above bar graph shows that the highest representation of female news subjects was registered on Television news (29%; M-71%) out of a total of 200, followed by both Print and Radio news (each 21%; M-7) out of a total of 217 and 77 respectively. Least was in Online news (17%; M-83%) out of a total of 81.

Function of News Subjects by Sex

The study sought to find out the capacity in which they appear in the news. According to the table below, out of 575, most appeared as news subjects (93%), followed by those who offered Personal Experiences at 3%. Spokespersons formed 2%, while Eye Witnesses and those who offered Popular Opinion each had 1%.

Table 5: Functions of Female and Male News Subjects

Function in News Story	Female		Male		TOTAL	
	F	%	F	%	F	%
Subject	117	22	417	78	534	93
Spokesperson	2	22	7	78	9	2
Expert or commentator	1	33	2	67	3	1
Personal Experience	11	65	6	35	17	3
Eye Witness	1	20	4	80	5	1
Popular Opinion	2	29	5	71	7	1
Total	**134**	**23**	**441**	**77**	**575**	**100**

The table shows further that out of the 534 news subjects, 117 (22%) were female and 417 (78%) male. As spokespersons, females constituted 22% (M-78%), while for eye witnesses, they formed 20% (M-80%). Among the 7 who offered popular opinion, females constituted 29% (M-71%). The only category where females were more (65%) than men (35%) was that of those appearing because of personal experience.

Position / Occupation of News Subjects

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

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

The table below shows that a majority of the news subjects featured in news stories were Politicians (47.1%) followed by Government employees (7.5%), Business persons (6.8%), and Security Personnel (4.9%). Females featured most were Politicians (45.5%) followed by Government employees, as well as Villager or resident (each 7.5%) and Occupation Not Stated (6.0%). Males featured most were Politicians (47.6%) followed by Government employees (7.5%), Business persons (7.3%), and Security Personnel (5.9%).

Some occupations, however, were not represented at all (Agriculture/ fishing/ forestry as well as Sex workers – 0% in each case).

Table 6: Position / Occupation of News Subjects by Sex

Occupation	Female		Male		TOTAL	
	F	%	F	%	F	%
Not stated	8	6.0	12	2.7	20	3.5
Royalty, monarch, etc.	6	4.5	20	4.5	26	4.5
Politician, minister, Political Party Official	61	45.5	210	47.6	271	47.1
Government employee, public servant, etc.	10	7.5	33	7.5	43	7.5
Security Police, military, para-military, militia	2	1.5	26	5.9	28	4.9
Academic expert, lecturer, teacher	3	2.2	4	0.9	7	1.2
Doctor, dentist, health specialist	0	0.0	5	1.1	5	0.9
Health worker, social worker, childcare worker	2	1.5	0	0.0	2	0.3
Science/ technology professional, engineer, etc.	0	0.0	1	0.2	1	0.2
Media professional, journalist, film-maker, etc.	2	1.5	5	1.1	7	1.2
Lawyer, judge, magistrate, advocate,	4	3.0	18	4.1	22	3.8
Business person, exec, manager, stock broker...	7	5.2	32	7.3	39	6.8
Office or service worker, non-management worker	0	0.0	0	0.0	0	0.0
Tradesperson, artisan, labourer, truck driver, etc.	1	0.7	2	0.5	3	0.5
Agriculture, fishing, forestry	0	0.0	0	0.0	0	0.0
Religious figure, priest, monk, rabbi, mullah, nun	0	0.0	19	4.3	19	3.3
Activist / worker in CSO, NGO, trade union	4	3.0	3	0.7	7	1.2
Sex worker	0	0.0	0	0.0	0	0.0
Celebrity, artist, actor, writer, singer	0	0.0	3	0.7	3	0.5
Sportsperson, athlete, player, coach, referee	3	2.2	8	1.8	11	1.9
Student, pupil, schoolchild	2	1.5	2	0.5	4	0.7
Homemaker, parent	3	2.2	1	0.2	4	0.7
Child, young person	3	2.2	0	0.0	3	0.5
Villager or resident	10	7.5	12	2.7	22	3.8
Retired Person, pensioner	2	1.5	5	1.1	7	1.2
Criminal, suspect	1	0.7	17	3.9	18	3.1
Other only as last resort	0	0.0	3	0.7	3	0.5
Total	**134**	**100**	**441**	**100**	**575**	**100**

Closer scrutiny of the findings reveals some gender dimensions, however. For example, there is a gendered representation in print media news based upon one's calling in life and what work (Public or Domestic/ Caregiving) associated with women and men by society as the table below demonstrates.

Table 7: Representation of female and male news subjects in 4 "Public" and 4 "Private / Domestic" Occupations

"Public" Occupations			
Sex of News Subjects	**Politicians, Security personnel, Religious Figure, Royalty**		**Total (Number of News Subjects)**
	F	**%**	
Female	69	51	**134**
Male	274	62	**441**
"Private/Domestic" Occupations			
Sex of News Subjects	**Academic Expert, Doctor / Health, Activist, Home Maker**		**Total (Number of News Subjects)**
	F	**%**	
Female	12	9	**134**
Male	13	3	**441**

The above table shows that the percentage representation of male news subjects (in relation to their total number - 441) in 4 selected "public" sphere occupations was 62% while that for females was 51% out of a female total of 134. The variance of 11% is quite big. The implication is that males occupied in public sphere vocations are more likely to be featured as news subjects in print media news stories than their female counterparts.

Conversely the table shows that relative to their total number of 134, females are more likely (9%) than males (only 3%) out of a total of 441 to feature in news stories if they are occupied in Domestic/ caregiving vocations.

By the media covering news subjects based upon socially defined gender role stereotypes, it is perpetrating erroneous notions and perceptions about the assumed higher status and superiority of men, and women's inferiority which has, among others, been the cause for the domestication of women over the years.

News Subjects as Victims

The study sought to assess who, between men and women, is more likely to be depicted as victims in news stories.

Table 8: News Subjects Identified as Victims, by Sex

Sex of News Subjects	Identified as Victims		Total (News Subjects)
	F	%	
Female	6	4	134
Male	19	3	441
Total	**25**	**4**	**575**

The above table shows that out of the 575 news subjects, only 25 (4%) were depicted as victims. It shows further that females are more likely (4%) to be so depicted than males (3%) relative to their total number of 134 and 441 respectively.

Table 9: Victim Type, by Sex of News Subjects

Victim of	Female		Male		TOTAL	
	F	%	F	%	F	%
An accident, natural disaster, poverty, disease, illness….	1	25	4	75	5	20
Domestic violence (by husband / wife / partner / other family member)	1	50	1	50	2	8
Non-domestic violence or abuse, sexual harassment, rape, trafficking…	0	0	1	100	1	4
Vitim of non-domestic crime	2	25	6	75	8	32
War, terrorism, vigilantism, state-based violence...	0	0	7	100	7	28
Violation based on religion, tradition, cultural belief, genital mutilation, bride burning….	2	100	0	0	2	8
Total	**6**	**24**	**19**	**76**	**25**	**100**

The highest representation of victims was in the category of Non-domestic crime (32%); followed by War, terrorism, vigilantism, state-based violence... (28%); and an accident, natural disaster, poverty, disease, illness…. (20%). Least was Non-domestic violence or abuse, sexual harassment, rape, trafficking… (4%).

Survivors

The study also sought to assess who, between men and women, is more likely to be depicted as survivors in news stories.

Table 10: News Subjects Identified as Survivors, by Sex

Sex of News Subjects	Identified as Victims		Total (News Subjects)
	F	%	
Female	2	1	134
Male	8	2	441
Total	**10**	**2**	**575**

The above table shows that out of the 575 news subjects, only 10 (2%) were depicted as survivors. It shows further that females are less likely (1%) to be so depicted than males (2%), relative to their total number of 134 and 441 respectively.

Survivor Type

Depiction of news subjects as survivors was highest under the category of Other non-domestic crime, robbery, etc. (50%) followed by War, terrorism, vigilantism, state violence... (40%); and Non-domestic sexual violence, rape, assault (10%). The remaining categories had no (0% in each case) representation at all.

Table 11: Survivor Type

Survivor of	Female		Male		TOTAL	
	F	%	F	%	F	%
An accident, natural disaster, poverty	0	0	0	0	**0**	0
Domestic violence, rape, murder, etc.	0	0	0	0	**0**	0
Non-domestic sexual violence, rape, assault,	0	0	1	100	**1**	10
Other non-domestic crime, robbery, etc.	2	40	3	60	**5**	50
War, terrorism, vigilantism, state violence...	0	0	5	100	**4**	40
Discrimination based on gender, race, ethnicity, age, religion, ability, etc.	0	0	0	0	**0**	0
TOTAL	**2**	**20**	**8**	**80**	**10**	**100**

Perpetrators *(Special Question)*

The study also sought to assess who, between men and women, is more likely to be depicted as Perpetrators in news stories.

Table 12: News Subjects Identified as Perpetrators, by Sex

Sex of News Subjects	Identified as Victims		Total (News Subjects)
	F	%	
Female	0	0	134
Male	12	3	441
Total	**12**	**2**	**575**

The table above shows that out of the 575 news subjects, only 12 (2%) were depicted as perpetrators. It shows further that females were not (0%) represented. Only males (3%), relative to their total number of 441 were so depicted.

Perpetration Type

Perpetration of victimhood was highest under the category of Other non-domestic crime, robbery, etc. (50%) followed by Domestic violence, rape, murder, etc. (25%); Non-domestic sexual violence, rape, assault (17%), and an accident, natural disaster, poverty (8%). There was no (0% in each case) representation for War, terrorism, vigilantism, state violence...; as well as Discrimination based on gender, race, ethnicity, age, religion, ability, etc.

Table 13: Perpetration Type

Perpetrator of	Female		Male		TOTAL	
	F	%	F	%	F	%
An accident, natural disaster, poverty	0	0	1	100	**1**	8
Domestic violence, rape, murder, etc.	0	0	3	100	**3**	25
Non-domestic sexual violence, rape, assault,	0	0	2	100	**2**	17
Other non-domestic crime, robbery, etc.	0	0	6	100	**6**	50
War, terrorism, vigilantism, state violence...	0	0	0	0	**0**	0
Discrimination based on gender, race, ethnicity, age, religion, ability, etc.	0	0	0	0	**0**	0
TOTAL	**0**	**0**	**12**	**100**	**12**	**100**

Family Status and Social Identity

Media content identifies men and women according to the status society has attached to them. However, a vast majority of those identified by their 'low' status are women, the reverse being true for men. For example, there are times when women are defined, by the media, in terms of their family relationships such as mother / wife / daughter of--- etc. Men sometimes, too, are defined along those lines as father, husband, son of-- etc. However, the likelihood of men being identified by a personal tag (father, husband, son, grandfather, grandson, uncle, etc.) is far much less than that of women. These are mostly attached to the fame and achievements (or their lack) of husbands, sons, fathers, etc., instead of as people in their own right, with their own abilities, capacities, achievements, talents or rights

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

While the survey shows that most news subjects (95%) are not identified by their family relations, further analysis reveals that women are more than three times (10% out of a total 134 female news subjects) more likely to be identified by their family status as someone's wife, mother, sister, daughter…. etc., than men (only 3% out of a total of 441 male news subjects) being referred to as husbands, fathers, brothers, sons…. etc. of someone.

Table 14: Sex of News Subjects identified by their Family Status

Sex of News Subjects	Frequency	Percentage	Total (Number of News Subjects)
Female	14	10	**134**
Male	12	3	**441**
Total	**26**	**5**	**575**

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

News Sources

The study sought to find out the extent to which women and men are featured in media new stories as news sources. These are news subjects who were directly quoted in the analyzed news stories.

The findings show that there were a total of 318 (55%) news sources out of 575 news subjects who were directly quoted. Out of the 318, females constituted only 29% while a majority (71%) were males.

Figure 7: News Sources (Overall)

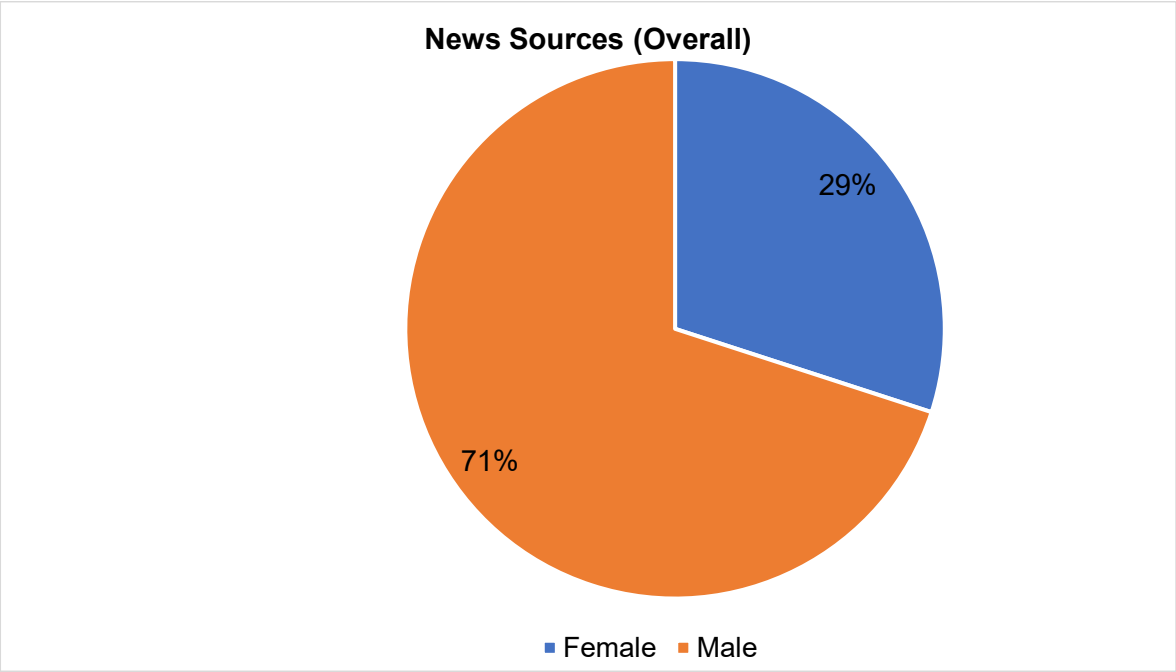
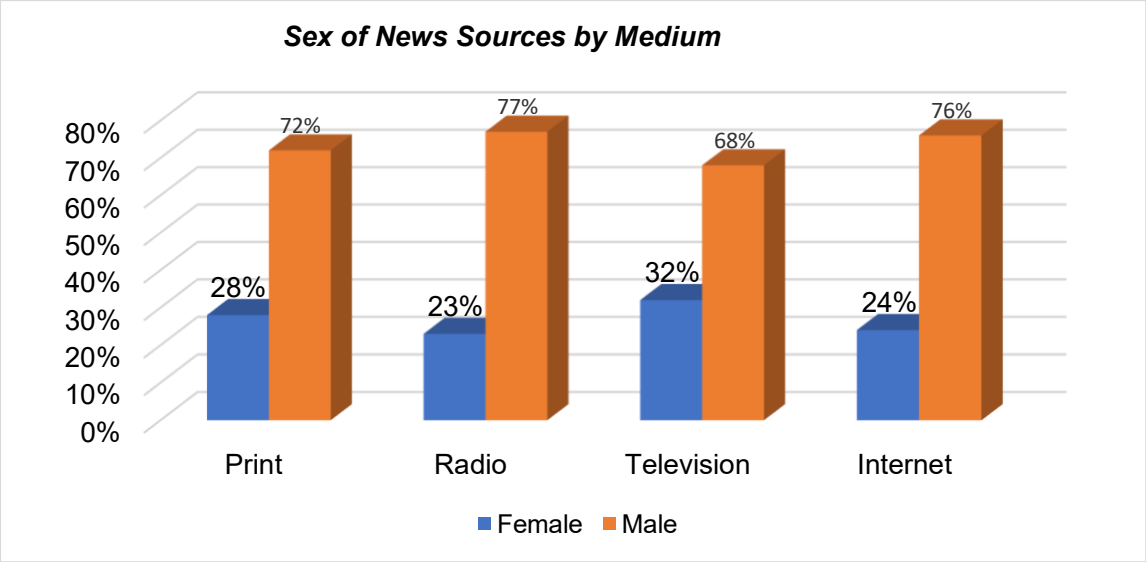


Figure 8: Sex of News Sources by Medium



The table shows further that the highest representation of female news sources was registered on Television news - 53 (32%); M -114 (68%) followed by Print – 24 (28%); M – 63 (72%) and Online - 6 (24%); M – 19 (76%). Least was by Radio – 9 (23%); M – 30 (77%).

Sex of News Sources by Story Scope

Analysis indicates that out of a total of 318 female and male news sources in Uganda's media, a majority (270 – 85%) were featured under stories which had a national dimension followed by those with a Local dimension (39 or 12%), and Foreign/International Stories (2%). Sub-Regional dimension attracted the least number of news subjects (1%).

Table 15: Sex of News Sources by Story Scope

Scope	Female		Male		TOTAL	
	F	%	F	%	F	%
Local	12	13	27	12	39	12
National	77	84	193	85	270	85
Sub-Regional	0	0	4	2	4	1
Foreign / International	3	3	2	1	5	2
Total	**92**	**100**	**226**	**100**	**318**	**100**

The study findings show further that, relative to their total number, females constituted 13% of news subjects in local stories compared to 12% for men. At the National level, female representation was 84% (male, 85%); Sub-Regional had 0% for females (Males - 2%); while Foreign/International news had a representation of 3% for females and 1% for males.

News Sources by Major Topic

The table below shows that, overall, a majority of news sources were quoted on the major topical area of Politics and Government (51.5%) of whom 48.9% followed by Social and Legal (16.6%); Economy (12.8%); and Science and Health (11.9%). The least was GBV (0.6%) followed by Crime and Violence (excluding GBV) at 2.8% and sports (3.4%). Celebrity, arts, media had no (0%) representation at all.

Table 16: News Sources by Major Topic

Major Topic	Female		Male		Total	
	F	%	F	%	F	%
Politics and Government	45	48.9	119	52.6	**164**	**51.5**
Economy	11	11.9	30	13.2	**41**	**12.8**
Science and Health	9	9.7	29	12.6	**38**	**11.9**
Social and Legal	18	19.5	35	15.4	**53**	**16.6**
Crime and Violence (excluding GBV)	3	3.2	6	2.6	**9**	**2.8**
Gender-based violence	2	2.1	0	0	**2**	**0.6**
Celebrity, arts, media	0	0	0	0	**0**	**0.0**
Sports	4	4.3	7	3	**11**	**3.4**
TOTAL	**92**	**100**	**226**	**100**	**318**	**100**

News Sources by Minor Topic

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

Table 17: News Sources by Minor Topic

Topic	Sex of News Subjects					
	Female		Male		Total	
	F	%	F	%	F	%
Women politicians, women electoral candidates	1	1	0	0.0	1	0.3
Peace, negotiations, treaties	0	0	0	0.0	0	0
Other domestic politics/government	43	46.7	115	50.9	158	49.6
Global partnerships	0	0	0	0.0	0	0
Foreign/international politics, UN, peacekeeping	1	1	1	0.4	2	0.4
National defence, military spending, security, etc.	0	0	3	1.3	3	0.9
Other stories on politics & government	0	0	0	0.0	0	0
Economic policies, strategies, stock market	3	3.2	3	1.3	6	1.8
Economic crisis, state bailouts of companies, etc.	0	0	1	0.4	1	0.3
Poverty, housing, social welfare, aid, etc.	0	0	0	0.0	0	0
Women's participation in economic processes	0	0	0	0.0	0	0
Employment	0	0	3	1.3	3	0.9
Informal work, street vending, etc.	2	2.1	0	0.0	2	0.6
Other labour issues (strikes, trade unions, etc.)	0	0	0	0.0	0	0
Rural economy, agriculture, farming, land rights	4	4.3	14	6.2	18	5.6
Consumer issues, consumer protection, …	0	0	2	0.9	2	0.6
Transport, traffic, roads…	2	2.1	7	3.0	9	2.8
Income inequality between women and men	0	0	0	0.0	0	0
Other stories on economy (specify in 'comments')	0	0	0	0.0	0	0
Science, technology, research, discoveries	4	4.3	4	1.8	8	2.5
Medicine, health, hygiene, safety, (not Cancer etc.)	4	4.3	22	9.7	26	8.1
Cancer treatment, policy.	0	0	0	0.0	0	0
Polio vaccine, treatment,	0	0	0	0.0	0	0
HIV and AIDS, policy, treatment, etc.	0	0	0	0.0	0	0
Other epidemics, viruses, Influenza, SARS, Ebola	0	0	0	0.0	0	0
Birth control, fertility, abortion, termination…	0	0	0	0.0	0	0
Climate change, climate action, global warming	1	1	2	0.9	3	0.9
Environment, pollution, tourism	0	0	1	0.4	1	0.3
Artificial intelligence, technology innovation…	0	0	0	0.0	0	0
Other stories on science & health (comments')	0	0	0	0.0	0	0
Post 2015 agenda, Agenda 2030,	0	0	0	0.0	0	0
Family relations, inter-generational conflict, parents	0	0	1	0.4	1	0.3
Human rights, women's rights, rights of minorities	0	0	2	0.9	2	0.6
Religion, culture, tradition, controversies…	0	0	2	0.9	2	0.6
Migration, refugees, xenophobia, ethnic conflict…	0	0	0	0.0	0	0
Other development issues, sustainability, etc.	0	0	0	0.0	0	0
Education, childcare, nursery, university, literacy	3	3.2	3	1.3	6	1.8
Women's movement, gender/feminist activism etc.	0	0	0	0.0	0	0
Changing gender relations /gender inequality	0	0	0	0.0	0	0
Legal system, legislation, family/ property law	7	7.6	13	5.8	20	6.2
Disaster, accident, famine, flood, plane crash, etc.	8	8.6	14	6.2	22	6.9
Riots, demonstrations, public disorder, etc.	0	0	0	0.0	0	0
Other stories on social/legal (specify in 'comments')	0	0	0	0.0	0	0
Non-violent crime, bribery, theft, drugs, corruption	0	0	2	0.9	2	0.6
Corruption (incl. political corruption)	0	0	0	0.0	0	0
Violent crime, murder, abduction, assault, etc. (NOT	2	2.1	3	1.3	5	1.7
Child abuse, sexual violence against children, neglect	0	0	0	0.0	0	0
War in the Middle East including Gaza	0	0	0	0.0	0	0
War, civil war, terrorism, other state-based violence	1	1	1	0.4	2	0.6
Other crime/violence (specify in 'comments')	0	0	0	0.0	0	0
Sexual harassment against women, rape, etc.	0	0	0	0.0	0	0
Intimate partner violence against women	0	0	0	0.0	0	0
Intimate partner violence against men	0	0	0	0.0	0	0
Intimate partner violence against gender diverse p	0	0	0	0.0	0	0
TFGBV, revenge porn, online stalking, misogyny	2	2.1	0	0.0	2	0.6
Other gender violence such as trafficking o	0	0	0	0.0	0	0
Celebrity news, births, marriages, royalty, etc.	0	0	0	0.0	0	0
Arts, entertainment, leisure, cinema, books, dance	0	0	0	0.0	0	0
Media, (including internet, social networks)	0	0	0	0.0	0	0
Fake news, mis-information, dis-information, etc.	0	0	0	0.0	0	0
Beauty contests, models, fashion, cosmetic surgery	0	0	0	0.0	0	0
Other celebrity/arts/media news (comment)	0	0	0	0.0	0	0
Team sports (soccer, football, basketball, etc.)	3	3.2	5	2.2	8	2.5
Individual sports (boxing, cycling, swimming, etc.)	1	1	2	0.9	3	0.9
Other sports (specify in 'comments')	0	0	0	0.0	0	0
TOTAL	**92**	**100**	**226**	**100**	**318**	**100**

According to the table above, the most quoted topic was Other domestic politics / government (49.6%), followed by Medicine, health, hygiene, safety (8.1%); Disasters (69%); and Legal system, legislation (6.2%). The least quoted were women politicians; Economic policies; Environment; and Family/ Parenting (0.3% in each case).

Some topics were not quoted on (0% in each case) such as treatment of/ policies on-Cancer, Polio HIV and AIDS, Influenza, SARS, Ebola and Birth control.

0n a closer analysis, gender dimensions were observed, in relation to the "Public" and "Private'' spheres. For example, under the four "Public" sphere topics on which most sources were quoted combined (Politics, National defence, Transport and Religion) women's representation was 49% (relative to their total number of 92). On the other hand, men's representation was 56% (relative to their total number of 226), a difference of 7%. The table below summarizes the findings.

Table 18: "Public" and "Private/ Domestic" Sphere Topics Quoted on by Sex of News Sources

"Public" Sphere			
Sex of News Sources	**Politics, Security, Religion and Royalty**		**Total (News Sources)**
	F	%	
Female	45	49	**92**
Male	127	56	**226**
"Private" Sphere			
Sex of news sources	**Health, Education, Disaster and Family**		**Total (News Sources)**
	F	%	
Female	19	21	**92**
Male	39	17	**226**

Under the four "Private" topical areas of Medicine/Health, Education, Disaster and TFGVB), women's representation was 21% and men's 17% (relative to their total number of 92 and 226 respectively quoted. A difference of 4%.

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

Images in Print Media News

The findings show that out of the 217 print news subjects, only 33 (15%) had their photographs accompanying news stories and 184 (85%) did not. However, out of the 33, the representation of females was only 9 (27%) compared to 3 4 (73%) for males. The table below summarises the findings.

News Subjects Whose Photographs Accompanied News Stories

News subjects whose photographs accompanied news stories were 33 out of whom females constituted 27% and males 73 %.

Table 19: News Subjects Whose Photographs Accompanied News Stories, by Sex

News Subjects' Sex	Photographed	
	F	%
Female	9	27
Male	24	73
Total	**33**	**100**

JOURNALISTS AND REPORTERS

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 185 news reporters, a majority of whom (70%) were males, while females accounted for 30%, as indicated in the table below.

Table 20: Reporters Overall by Sex

Sex of Reporter	F	%
Female	56	30
Male	129	70
Total	**185**	**100**

Sex of Reporters by Media

Further analysis of individual media reveals that with the exception of Radio where representation of females was the same as that of males (50% each), men dominated in all media news delivery, the highest being Online (91%; F - 9%), Print (87%; F – 13%), and T.V (59%; F – 41%). The table below summarizes the findings.

Table 21: Sex of Reporters by Media

Media	Female		Male		TOTAL
	F	%	F	%	
Print	7	13	45	87	52
Radio	12	50	12	50	24
Television	35	41	51	59	86
Online	2	9	21	91	23
Total	**56**	**30**	**129**	**70**	**185**

Journalists by Reporting Capacity

The study also purposed to find out who, between women and men, is more likely to either anchor news (within the studio), or report from the field (Outside Studio), in the case of radio and television. The table below shows that, overall, there were 110 radio and television reporters a majority of whom (63%) were News Casters/ Anchors/ Presenters (In Studio), while 37% were Reporters (Outside Studio).

Table 22: Sex of Journalists by Reporting Capacity

Reporting Capacity	Sex of News Reporter				Total	
	Females		Males			
	F	%	F	%	F	%
News Caster / Anchor Presenter (In Studio)	34	49	35	51	**69**	**63**
Reporter (Outside Studio)	13	38	28	62	**41**	**37**
Total	**47**	**43**	**63**	**57**	**110**	**100**

Shown further by the table is that there was a near proportionate representation of Female and Male News casters / Anchors/ Presenters (Females - 49%; Males – 69%) out of 69. Conversely, out of the 41 Reporters (outside the studio), the vast majority (62%) were male, females having constituted 38%. That fewer females than males delivered news from outside the studio 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 a majority of the television announcers fell in the age bracket 31-50 (41%); followed by 20-30 (13%); and 51-64 (8%); while for some, their age could not be easily ascertained, accounting for 38%. There was no representation for Older adult (65-79) and Elderly (80+). This means that the older one grows the less likely is one to be a Television news anchor, the reverse being true for Child (12 and under), and Teenager (13-19).

Table 23: Age the Person appears (Only TV Reporters)

Age	Female		Male		TOTAL	
	F	%	F	%	F	%
Don't Know	10	29	23	45	33	38
Child (12 and under)	0	0	0	0	0	0
Teenager (13-19)	0	0	0	0	0	0
Young adult (20-30)	11	31	0	0	11	13
Middle age (31-50)	14	40	21	41	35	41
Young old (51-64)	0	0	7	14	7	8
Older adult (65-79)	0	0	0	0	0	0
Elderly (80+)	0	0	0	0	0	0
Total	**35**	**100**	**51**	**100**	**86**	**100**

The findings reveal further, that relative to their total number of 35, a majority of female news casters (40%) were aged between 31 and 50 and 31% aged 20 – 30. However, those whose age could not be easily ascertained accounted for 29%. For males, those whose age could not be easily ascertained accounted for 45%, while those aged 31 – 50 accounted for 41%. Age bracket 51 – 64 had a representation of 14%, relative to their total number of 51.

The findings reveal also that T.V stations are more likely to have much younger female than male news anchors, evidence of which is seen in those aged 20-30 where there was no male representation. The reverse is also true for age bracket 51 – 64 which had only males were with no female representation.

Photographers: Who Took Photos Accompanying Print News Stories

There were 12 Photo Journalists in total, 25% of whom were female, the majority (75%) having been male. The findings indicate further that both newspapers had an equal representation of the genders (F – 25%; M - 75% in each case).

Table 24: Photographers by Sex

Sex of Photo Journalists	Female		Male		TOTAL
	F	%	F	%	
Daily Monitor	2	25	6	75	8
New Vision	1	25	3	75	4
Total	**3**	**25**	**9**	**75**	**12**

Reporters, by Scope

The 2025 GMMP also analyzed coverage of domestic and international stories by female and male print reporters. Emerging from the findings is that a majority (85%) of the journalists covered stories with a National dimension, followed by Local (10%). Sub-Regional had 5%, while Foreign/International had no representation (0%).

Table 25: Coverage of Domestic and Foreign Stories (scope), by Sex of Reporters

Scope	Female		Male		TOTAL	
	F	%	F	%	F	%
Local	0	0	2	100	2	10
National	3	18	14	82	17	85
Sub-Regional	0	0	1	100	1	5
Foreign/International	0	0	0	0	0	0
Total	**3**	**15**	**17**	**85**	**20**	**100**

Also merging from the findings is that more males (82%) than females (18%) covered national news. All the local as well as the sub-regional news stories were covered by men (100 in each case%)

Reporters by Topical Area

Further analyzed was the percentage of stories by female and male reporters by topic covered. The findings show that, overall, the topical areas most covered were National defence, military spending, security, Transport, traffic, road, Medicine, health, hygiene, safety, Education, childcare, nursery, university, literacy, Legal system, legislation, Violent crime, murder, abduction, assault, etc. (10% in each case). Least covered were Other domestic politics/government; Economic policies, strategies, stock market; Informal work, street vending, etc.; Rural economy, agriculture, farming, land rights; Science, technology, research; Human rights, women's rights, rights of minorities; and Disaster, accident, famine, flood, plane crash, etc. (5% in each case).

The rest, such as Women politicians, women electoral candidates; Foreign/international politics, UN, peacekeeping; Environment, Climate; Women's Movement, Gender Equality; Royalty, Culture, Tradition; Spirituality, Religion; Migration, Refugees, Racism; Riots, Demonstrations; War, Terrorism; Gender Based Violence; Child – Abuse / Neglect / Sexual; Arts, Entertainment, Celebrity; Fashion, Design, Beauty; Family, Relationships; Media; Sports did not feature at all (0% in each case).

Table 26: Reporters' Sex by Minor Topical Area

Topic	Sex of news subjects					
	Female		Male		Total	
	F	%	F	%	F	%
Women politicians, women electoral candidates	0	0	0	0	0	0
Peace, negotiations, treaties	0	0	0	0	0	0
Other domestic politics/government	0		1	5.9	1	5.0
Global partnerships	0	0	0	0	0	0
Foreign/international politics, UN, peacekeeping	0	0	0	0	0	0
National defence, military spending, security, etc.	0		2	11.8	2	10
Other stories on politics & government	0	0	0	0	0	0
Economic policies, strategies, stock market	0		1	5.9	1	5.0
Economic crisis, state bailouts of companies, etc.	0	0	0	0	0	0
Poverty, housing, social welfare, aid, etc.	0	0	0	0	0	0
Women's participation in economic processes	0	0	0	0	0	0
Employment	0	0	0	0	0	0
Informal work, street vending, etc.	0		1	5.9	1	5.0
Other labour issues (strikes, trade unions, etc.)	0	0	0	0	0	0
Rural economy, agriculture, farming, land rights	0		1	5.9	1	5.0
Consumer issues, consumer protection, …	0	0	0	0	0	0
Transport, traffic, roads…	0		2	11.8	2	10
Income inequality between women and men	0	0	0	0	0	0
Other stories on economy (specify in 'comments')	0	0	0	0	0	0
Science, technology, research, discoveries	0		1	5.9	1	5.0
Medicine, health, hygiene, safety, (not Cancer etc.)	1	33.3	1	5.9	2	10
Cancer treatment, policy.	0	0	0	0	0	0
Polio vaccine, treatment,	0	0	0	0	0	0
HIV and AIDS, policy, treatment, etc.	0	0	0	0	0	0
Other epidemics, viruses, Influenza, SARS, Ebola	0	0	0	0	0	0
Birth control, fertility, abortion, termination…	0	0	0	0	0	0
Climate change, climate action, global warming	0	0	0	0	0	0
Environment, pollution, tourism	0	0	0	0	0	0
Artificial intelligence, technology innovation…	0	0	0	0	0	0
Other stories on science & health (comments')	0	0	0	0	0	0
Post 2015 agenda, Agenda 2030,	0	0	0	0	0	0
Family relations, inter-generational conflict, parents	0	0	0	0	0	0
Human rights, women's rights, rights of minorities	0		1	5.9	1	5.0
Religion, culture, tradition, controversies…	0	0	0	0	0	0
Migration, refugees, xenophobia, ethnic conflict…	0	0	0	0	0	0
Other development issues, sustainability, etc.	0	0	0	0	0	0
Education, childcare, nursery, university, literacy	1	33.3	1	5.9	2	10
Women's movement, gender/feminist activism etc.	0	0	0	0	0	0
Changing gender relations /gender inequality	0	0	0	0	0	0
Legal system, legislation, family/ property law	0		2	11.8	2	10
Disaster, accident, famine, flood, plane crash, etc.	1	33.3	0	0	1	5.0
Riots, demonstrations, public disorder, etc.	0	0	0	0	0	0
Other stories on social/legal (specify in 'comments')	0	0	0	0	0	0
Non-violent crime, bribery, theft, drugs, corruption	0		2	11.8	2	10
Corruption (incl. political corruption)	0	0	0	0	0	0
Violent crime, murder, abduction, assault, etc.	0		2	11.8	2	10
Child abuse, sexual violence against children, neglect	0	0	0	0	0	0
War in the Middle East including Gaza	0	0	0	0	0	0
War, civil war, terrorism, other state-based violence	0	0	0	0	0	0
Other crime/violence (specify in 'comments')	0	0	0	0	0	0
Sexual harassment against women, rape, etc.	0	0	0	0	0	0
Intimate partner violence against women	0	0	0	0	0	0
Intimate partner violence against men	0	0	0	0	0	0
Intimate partner violence against gender diverse p	0	0	0	0	0	0
TFGBV, revenge porn, online stalking, misogyny	0	0	0	0	0	0
Other gender violence such as trafficking o	0	0	0	0	0	0
Celebrity news, births, marriages, royalty, etc.	0	0	0	0	0	0
Arts, entertainment, leisure, cinema, books, dance	0	0	0	0	0	0
Media, (including internet, social networks)	0	0	0	0	0	0
Fake news, mis-information, dis-information, etc.	0	0	0	0	0	0
Beauty contests, models, fashion, cosmetic surgery	0	0	0	0	0	0
Other celebrity/arts/media news (comment)	0	0	0	0	0	0
Team sports (soccer, football, basketball, etc.)	0	0	0	0	0	0
Individual sports (boxing, cycling, swimming, etc.)	0	0	0	0	0	0
Other sports (specify in 'comments')	0	0	0	0	0	0
Use only as a last resort & explain	0	0	0	0	0	0
Total	**3**	**100**	**17**	**100**	**20**	**100**

The findings show further that female journalists covered topical areas - Medicine, health, hygiene; Education, literacy; and Disaster, Accidents (33.3 % in each case, relative to their total number of 3). It should be noted that those are the only topical areas they covered and also that they are areas usually associated with care giving and the domestic domain. For males, too, relative to their total number 17, the topical areas covered most were National defence; Transport, traffic, roads; Legal system, legislation, family/ property law; Non-violent crime, bribery, theft, drugs, corruption; and Violent crime, murder, abduction, assault, etc. (11.8% in each case). It should be noted, also, that these are topical areas traditionally associated with the public domain.

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.

JOURNALISTIC PRACTICE: ON WOMEN'S CENTRALITY, GENDER STEREOTYPES AND RIGHTS-BASED REPORTING

Implications of the Reporters' Sex on the Gender Dimensions of News Stories

The survey also sought to find out whether the sex of a reporter had implications for the gender dimensions of the story.

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.***

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

The study also intended to find out if there is a relationship 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 141 news subjects in their stories out of whom 30 (21%) were female and 111 (79%) male.

Table 27: Choice of Female and Male News Subjects by Sex of Reporters

Reporters' Sex	Sex of News Subjects				Total (News Subjects)
	Female		Male		
	F	%	F	%	
Female	7	37	12	63	**19**
Male	23	19	99	81	**122**
Total	**30**	**21**	**111**	**79**	**141**

The table further reveals that, overall, female reporters had 19 news subjects in their stories out of whom 7 (37%) were female and 12 (63%) male. Male reporters on the other hand, had 122 news subjects in their stories out of whom 23 (19%) were female and 99 (81%) male (a difference of 18%). This suggests that generally, female journalists are likely to cover more female news subjects in their news stories than their male counterparts.

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

The study also intended to find out if there is a relationship between the sex of the reporter and the proportion of female and male news sources, appearing in news stories. The table below shows that both female and male reporters combined covered 53 news sources in their stories out of whom 15 (28%) were female and 38 (72%) male.

Table 28: Sex of News Sources, by Sex of Reporter

Reporters' Sex	Sex of News Sources				Total (News Sources)
	Female		Male		
	F	%	F	%	
Female	4	40	6	60	**10**
Male	11	26	32	74	**43**
Total	**15**	**28**	**38**	**72**	**53**

It shows further that female journalists quoted 10 news sources out of whom 4 (40%) were female (M-60%). Their male counterparts quoted 11 female news sources (26%; M-74%) out of a total of 43. This is a difference of 14% which suggests that female reporters are likely to quote more female news sources than the male journalists.

Female and Male Reporters attaching Family Relationships to News Subjects

The study purposed to find out who (female or Male reporters) is more likely to attach family relations to news subjects. The table below shows that, together, female and male reporters covered 141 news subjects out of whom 7 (5%) were referred to by their family status.

Table 29: 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	**19**
Male	7	6	**122**
Total	**7**	**5**	**141**

However, female reporters didn't attach a family relationship to any news subjects (0%) out of a total of 19 they covered. On the other hand, male reporters had 7 such cases (6%) out of a total of 122 news subjects they covered. This suggests that male journalists are more likely to attach a family relationship to news subjects than their female counterparts.

FOCUS ON GENDER BASED VIOLENCE

Women's Centrality in the News

The survey analyzed stories to find out the extent to which they had a central focus on women.

a) Stories About a Woman / Women

These are stories which were about a particular woman or women, in as much as they dwelt on what a woman/ women had said; what had been said about her/ them; what they had done, or what had been done to her/ them. Also, it may have been a story about something that regards an issue specific to women such as pregnancy, affirmative action for women or laws / policies that protect women, etc.

Overall, there were 120 news stories. Of these, only 17 (14%) were about a woman / women.

Table 30: Is Story About a Woman / Women by Media

Media	Representation				TOTAL	
	Yes		N0			
	F	%	F	%	F	%
Print	2	8	24	92	**26**	**100**
Radio	3	14	18	86	**21**	**100**
Television	9	19	39	81	**48**	**100**
Online	3	8	22	92	**25**	**100**
Total	**17**	**14**	**103**	**86**	**120**	**100**

The above table also shows that, relative to their total numbers, most stories about women were registered on T.V news (19%), followed by Radio (14%). Least was in Online and Print news, each at 8%.

News Subjects in Stories About Women

The study sought to find out the representation of women and men as news subjects in stories about a woman/ women. The findings show that there were 69 news subjects in such stories, out of whom a majority (55%) were men, while the women about whom these stories were constituted 45%. The table below summarizes.

Table 31: Story About a Woman / Women by Sex of News Subjects

News Subjects	F	%
Female	31	45
Male	38	55
Total	**69**	**100**

News Sources in Stories About Women

The study also sought to find out the representation of women and men as news sources in stories about a woman/ women. The findings show that there were 42 news sources in such stories, out of whom a majority (55%) were women, while men constituted 45%. The table below summarizes.

Table 32: Story About a Woman/ Women by Sex of News Sources

News Sources	F	%
Female	23	55
Male	19	45
Total	**42**	**100**

b) Stories that Challenge Gender Stereotypes

Out of the 120 news stories, only 5 clearly challenged gender stereotypes. Of these, a majority were from TV news (6%), followed by Radio (5%), and Online (4%). Non (0%) was registered in Print News.

Table 33: Does Story Challenge Gender Stereotypes by Media

Media	Representation				TOTAL	
	Agree		Disagree			
	F	%	F	%	F	%
Print	0	0	26	100	**26**	**100**
Radio	1	5	20	95	**21**	**100**
Television	3	6	45	94	**48**	**100**
Online	1	4	24	96	**25**	**100**
Total	**5**	**4**	**115**	**96**	**120**	**100**

c) Reference to Gender Equality / Human Rights Legislation / Policy

There were no stories that clearly made reference to gender equality just as was the case with stories that clearly highlight issues of inequality between women and men.

A COMPARATIVE ANALYSIS OF KEY VARIABLES (ONLY PRINT)

So as to put the GMMP 2025 findings in perspective, it has been deemed appropriate to compare them with findings for GMMP 2015 and GMMP 2020. Below is a summary.

Table 34: Key Findings

Analysis Period / Year	VARIABLES (% Representation)																	
	News Subjects									Journalists/ Reporters/ Photographers								
	News Subjects		News Sources		Images/ photos		Family Status			Journalists/ Reporters		Photo Journalists		Choice of Female N/Subjects		Choice of Female N/Sources	
	F	M	F	M	F	M	F	M	OV	F	M	F	M	F	M	F	M
2015	31	69	22	78	23	77	23	5	10	20	80	-	-	41	27	-	-
2020	24	76	21	79	20	80	6	1	3	23	77	16	84	31	19	33	20
2025	23	77	29	71	27	73	10	3	5	30	70	25	75	37	19	40	26
% Change	-8	+8	+7	-7	+4	+1	-13	-2	-5	+10	-10	+9	-9	-4	-8	+7	+6
AVG	**26**	**74**	**24**	**76**	**23**	**77**	**13**	**3**	**6**	**24**	**76**	**21**	**80**	**36**	**22**	**37**	**23**

OV = Overall
AVG = Average
F = Female
M = Male

KEY:
1. ***2015 -*** *Global Media Monitoring Project 2015, Uganda National Report*
2. ***2020*** *- Global Media Monitoring Project 2020, Uganda National Report*
3. ***2025*** *- Global Media Monitoring Project 2025, Uganda National Report*

News Subjects – the above table shows that between 2015 and 2025, on average, the representation of females as news subjects was 26% with a peak in 2015 at 31%, this diving by 8% to only 23% in 2025.

News Sources – it also shows that between 2015 and 2025, on average, the representation of females as news sources was 24% with a peak in 2025 at 29%, this having rose from 21% in 2020. Overall, there was an increase of 7% from 22% in 2015 to 28% in 2025.

Images/ photos – similarly, between 2015 and 2025, on average, the representation of females whose images accompanied news stories was 23% with a peak in 2025 at 27%. Overall, there was an increase of 4% from 23% in 2015.

Family Status – in the same way, between 2015 and 2025, the overall number of news subjects referred to by family status constituted 6% on overage, with a peak in 2015 (10%), diving to 5% in 2025. Overall, there was a decline of 5% from 10% in 2015 to 5% in 2025. On average, the representation of female news subjects referred to in terms of family status was 13% with a peak in 2015 at 23%, (Males - 3%, with a peak in 2015 at 5%). Overall, there was a decline of 13% from 23% in 2015 to 10% in 2025; (males by 2% from 5% for the same period).

Journalists / Reporters - Between 2015 and 2025, on average, the representation of females as Journalists/ Reporters was 24%, peaking in 2025 at 30%. Overall, there was an increase of 10% from 20% in 2015.

Photo Journalists – Females constituted 21% overall, the highest having been in 2025 at 25%, a rise of 9% from 2020. Note that this variable was not analyzed under GMMP 2015.

Choice of Female News Subjects – the above table also shows that between 2015 and 2025, on average, of all news subjects covered by female journalists 36% were female, while those covered by male journalists was 22%. – a difference of 14%. It shows further that the number of female news subjects covered by female journalists dwindled by 4% from 41% in 2015 to 37% in 2025., while the number of female news subjects covered by male journalists dwindled by 8% from 27% in 2015 to 19% in 2025.

Choice of Female News Sources – further shown is that between 2020 and 2025, on average, of all news subjects sourced by female journalists 37% were female, while those sourced by male journalists was 23%. – a difference of 14%. It shows further that the number of female news subjects sourced by female journalists increased by 7% from 33% in 2015 to 40% in 2025., while the number of female news subjects covered by male journalists increased by 6% from 20% in 2020 to 26% in 2025.

The latter two cases imply that news stories filed by female journalists are likely to have more female news subject and news sources than those filed by male journalists.

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. While gains have been made in some areas, there seems to be a situation of one step ahead and one step behind. This calls for collective effort to ensure that the gains made are not, subsequently, lost.

RECOMMENDATIONS AND ACTION PLAN 2026 – 2031

Recommendations

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
• 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.	• 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.	• 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.	• 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**
• 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.	• To conduct further action-oriented research in gender and media, the results from which should be disseminated to create awareness about inherent misrepresentations.	• To be observant of inherent media stereotypes and frequently pointing them out to all those concerned.	• Incorporate Gender in the Training Curriculum. • Roll out a Gender Responsive Curriculum in the Schools of Journalism.

Actions in the Post-2025 Era: A Five-Year Plan

1. **Strengthen Media Capacity in Gender-Sensitive Reporting**
   - Continue training journalists and media personnel on gender-responsive reporting
   - Continuous research on gender sensitive report focusing on different research areas like misogyny, GBV, Elections etc.
   - Incorporate GMMP findings into newsroom training manuals and editorial policies.
   - Review and update media training curricula in collaboration with journalism schools to integrate gender.

2. **Enhance Capacity of Women in Media Skills**
   - Establish a structured Training Program for Effective Media Use targeting women in leadership
   - Enhance women's confidence and visibility in the media.
   - Publish media engagement guidelines for women professionals.

3. **Promote Gender Awareness and Media Literacy in Schools and Local Communities**
   - Create and support Gender Clubs in schools and universities to promote equality.
   - Engage young people as champions of gender balance in media representation.

4. **Enhance Dialogue Between Media, Women Leaders and other Stakeholders**
   - Conduct Interactive Dialogues between women leaders, and media practitioners to build mutual understanding; and use these platforms to address challenges in women's visibility and voice in media.
   - Hold Media Annual Conventions to identify; and share research findings, best practices, and progress.
   - Use conventions to recognize gender-sensitive journalism and promote accountability.

5. **Strategy to Mainstream Gender in the Media**
   - Update the 2015 National Strategy to Mainstream Gender in the Media; and also design one to advocate for its implementation.
   - Likewise, UMWA plans to design and implement a Multimedia Campaign aimed at enabling society to recognize the importance of providing / according equal treatment / opportunities to both men and women while being responsive to their differences.

6. **Gender Policy / Guidelines / Gender Desks**
   - Work with the Ministry of Gender, Labour and Social Development, to conclude the process of developing a Gender Policy for the Media, meanwhile the UMWA Team shall support at least 30 media houses to adopt gender guidelines / checklists developed by UMWA, in 2019. Likewise, the UMWA Team shall work with selected media houses to establish gender desks.

7. **Continuously Monitor the Media and Share Results**
   - UMWA shall use various forms of monitoring the media including those that will seek immediate or rapid response. UMWA for example, plans to commit a Media Team to scan the media, on a daily basis, look out for outstanding flaws. The UMWA Team shall then call out those found on the wrong side.

8. **Gender Responsive Laws**
   - UMWA shall continue to engage the responsible Committees of Parliament to quicken the process of reforming the media laws. In 2023, UMWA conducted a gender analysis of the media laws, submitted and engaged the Parliamentary Committees, on the proposed recommendations.

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ANNEX 1: METHODOLOGY

Over a full 24-hour cycle, thousands of volunteers from the Pacific to the Caribbean monitored their news media, adding their countries' voices to this important pulse-check on gender representation in the news media. The seventh edition of the GMMP was marked by many firsts, highlighting the enhancements introduced to this study over the years. Marking a first for the GMMP, 2025 relied entirely on electronic data capture, with no handwritten forms used; coding sheets were submitted to the technical team either directly through the platform or using the spreadsheet version of the familiar coding template. This was also the first time that the majority of the online data capture was done by in-country teams, who were responsible for over 12,000 entries. Another first was the prominence of internet news items, which surpassed radio entries at the global level and in six of the eight regions, reflecting the ongoing shift toward digital news sources.

Despite these evolutions, the fundamental GMMP methodology has remained consistent over the decades, preserving the comparability of findings across survey rounds.

How the monitoring took place?

The GMMP monitoring day brought together a vast global network of volunteers, all committed to answering the question, *how is gender portrayed on an ordinary news day?* The GMMP country networks, ranging from university research teams to media advocacy groups, brought with them deep expertise in local media ecosystems, ensuring that the data captured was contextually grounded, accurately capturing the nuances of news coverage across the world. In some regions, collaboration crossed borders; teams in Latin America and Asia supported neighbouring countries with data entry, ensuring that knowledge and effort were shared wherever needed.

In the lead-up to the monitoring day, the WACC team and regional coordinators ran a series of training sessions on the GMMP methodology. Country teams received refresher training on the sampling methodology and monitoring procedures, along with an introduction to the updated topic breakdowns. Teams had a choice of two monitoring options: full monitoring, which provided a detailed view of gender representation across news media, or short monitoring, which captured only the key GMMP indicators.

The training sessions also covered the use of the GMMP's custom data capture platform, which has been used since 2015. Available in English, French, and Spanish, the platform serves as the central system for consolidating responses from country teams after the monitoring day. On the monitoring day itself, teams carry out the initial data capture offline, as discussion and reflection are a key part of the monitoring process. These collaborative sessions allow teams to review findings, compare interpretations and ensure consistency. To maintain accuracy, radio and television bulletins were recorded, and copies of digital and print media were collected for reference.

The GMMP questions capture quantitative data on four key dimensions of each news item: i) About the story: the topic, story placement and scope; ii) About the people in the story - subjects and sources; iii) About the news personnel - announcers, presenters and reporters - in the story; and, iv) The quality of the story from a gender perspective -gender stereotypes, women's centrality, rights- and gender equality angles. Country teams can also include up to three additional questions about the people in the story, to explore concerns of specific national interest. Additionally, teams provide qualitative context to aid interpretation, describing the news agenda on the monitoring day, their reasons for selecting particular media outlets, and key features of their national media system. Teams also conduct a structured

qualitative analysis following the GMMP's standard framework, complementing the quantitative data with insights that help explain patterns and trends in gender representation in the media.

While teams were not limited in the number of outlets they could monitor, guidance was provided on the recommended minimum through the GMMP media bands chart. The media bands system, first introduced in 2005, was designed to promote a more balanced distribution of data and to provide each country with guidance on the minimum number of media outlets to monitor. The bands were determined by the overall number of each type of media in each country. Over the years, desktop research has formed the basis for compiling these numbers, which were then validated with country teams. For this edition, many of the media research databases previously relied upon were outdated, prompting us to turn inward and draw on historical GMMP databases as a reference for nationally relevant outlets. This list was reviewed and confirmed by country and regional coordinators.

In several countries, the number of media outlets relevant to this study has declined since 2020, reflecting shifts in the media landscape. Subsequently, the number of media bands was reduced; for instance, broadcast media bands were scaled down from five to three. For internet news, countries were ranked according to internet usage rates published by the International Telecommunication Union (ITU) and grouped into corresponding media bands.

Conclusion

From classrooms and offices to shared virtual spaces, the GMMP network turned a single ordinary news day into a globally representative snapshot of gender in the media. This achievement would not have been possible without the dedication of thousands of volunteers, whose careful and diligent monitoring of media outlets worldwide sustains this important tradition of media monitoring.

ANNEX 2: LIST OF MONITORS

1. Kalyebi Joseph Higenyi
2. Nankya Joanita Sanyu
3. Apalat Catherine
4. Ndagire Laila
5. Kabali Paul Muwanguzi
6. Sampa Doreen

WACC
80 Hayden Street
Toronto
ON M4Y 3G2
Canada
Tel: +1 416 691 1999
gmmp@waccglobal.org
www.whomakesthenews.org
FB @Global.Media.Monitoring.Project
X @whomakesthenews
Instagram @gmmpglobal

Uganda Media Women's Association (UMWA)
Plot 226 Kisaasi
P.O. Box 7263, Kampala
Tel: +256 393 113 848 / +256 772 469 363
/ +256 772 366 695
Email: umwa@infocom.co.ug /
umwa@umwamamafm.co.ug
Website: www.umwamamafm.co.ug