

**WHO  
MAKES THE  
NEWS?**



# Kenya Country Report

**Global Media Monitoring**

**Project 2010**

**National Report**



## Acknowledgements



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GMMP 2010 is co-ordinated by the World Association for Christian Communication (WACC), an international NGO which promotes communication for social change, in collaboration with data analyst, Media Monitoring Africa (MMA), South Africa.

The data for GMMP 2010 was collected through the collective voluntary effort of hundreds of organizations including gender and media activists, grassroots communication groups, academics and students of communication, media professionals, journalists associations, alternative media networks and church groups.



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## Preface

### Global Context

- 10 November 2009 was an ordinary day at work for newsroom staff around the world. It was however a special day for groups in over 100 countries who gathered to monitor their news media. After months of planning, preparations and training, they brought the Fourth Global Media Monitoring Project (GMMP) to life.
- The Global Media Monitoring Project (GMMP) is the world's longest-running and most extensive research on gender in the news media. It began in 1995 when volunteers in 71 countries around the world monitored women's presence in their national radio, television and print news. The research revealed that only 17% of news subjects – the people who are interviewed or whom the news is about – were women. It found that gender parity was 'a distant prospect in any region of the world. News [was] more often being presented by women but it [was] still rarely about women.'<sup>1</sup>
- Seventy countries participated in the Second GMMP in 2000. This and all subsequent GMMPs were coordinated by the World Association for Christian Communication (WACC). The research found a relatively static picture: only 18% of news subject were women, a statistically insignificant change over the 5-year period.<sup>2</sup>
- The Third GMMP in 2005 attracted the participation of 76 countries. Some progress in women's presence in the news was evident. 21% of news subjects were female. This 3% increase in the preceding five years was statistically significant. However, the overwhelming finding was women's continued near invisibility in the news. Very little news – just under 10% of all stories – focussed specifically on women. Women were rarely central in stories that comprised the bulk of the news agenda. Women were outnumbered by men as newsmakers in every major news topic. Expert opinion was overwhelmingly male with women comprising only 17% of experts who appeared in news stories. As newsmakers, women were under-represented in professional categories. The third GMMP found that the sex of the journalist made a difference in whether or not women made the news: there were more female news subjects in stories reported by female journalists (25%) than in stories reported by male journalists (20%).
- The First GMMP, and as will be seen, the Fourth GMMP reveal that the world reported in the news is mostly male. Overall, news stories were twice as likely to reinforce gender stereotypes rather than challenging them. News stories on gender (in) equality were almost non-existent.

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

<sup>2</sup> Spears, George and Kasia Seydegart, Erin Research. with additional analysis by Margaret Gallagher. *Who makes the news? Global Media Monitoring Project*. 2000

## Executive Summary

This report presents the findings of Kenya Global Media Monitoring Project (GMMP) country 2010 report, as part of the Global Media Monitoring Project. The GMMP is the world's longest-running and most extensive research on gender in the news media. It began in 1995 when volunteers in 71 countries around the world monitored women's presence in their national radio, television and print news. GMMP has since then spread to more 100 countries globally. 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.

The findings of the Kenya GMMP country study are based on data collected from print, radio and television on the 10<sup>th</sup> November 2010. The information was collected using qualitative and quantitative research approaches and was analyzed by the Media Monitoring Africa (MMA) of South Africa, the GMMP data-analysis partners.

### Key Study Findings

The Kenya GMMP country report shows that there is poor presence of women in both print and electronic media. Only 16% of news subjects in Kenya are female, compared to 84% male. The distribution of female news subjects across the three mediums are: print 9% of all news subjects, radio 0% and TV 25%.

Further, women's voices in Kenya news media are relatively absent, accounting for only 15% of news sources, compared to 85% males heard in the news.

The percentage of female news subjects quoted as sources of information in stories in the local, national, and international affairs in the newspapers varies greatly; women contribute only 17% of the national, 29% of local and 18% of international news.

Main topical issues covered by the mainstream media in Kenya are politics and government (29%), social and legal issues (26%), crime and violence (21%), celebrity, arts and media (10%), economy (8%) and science and health (6%). The percentage of stories assigned to female and male reporters in Kenya by topics shows that female reporters are most likely to be found in the "soft options" such as celebrity, arts, media and sports (100%). Women report crime and violence in 43% of stories, politics and government (38%), social and legal issues (36%), science and health (36%) and economy (19%).

Female news subjects by news topic are found in science and health news (23%), politics and government (19%), social and legal matters (15%) crime and violence (15%), media, arts, sports and celebrity (15%) with economy.

Men are the newsmakers in Kenya. Such men are most likely to be serving as leaders in their capacities as president, government officials, politicians, government ministers, political leaders, political party staff, spokespersons, police, paramilitary, intelligence officers etc.

#### Representation of Women in media in Kenya

1. Women voices in Kenyan media is relatively absent "low" at 19% compared to 81% for men
2. Women contribute to only 16% of news items in Kenya compared to 84% for men.
3. Women constitute only 33% of news reporters compared to 67% for men
4. Gender stereotyping characterise the media houses as 76% of female reporters are assigned to cover stories on women compared to 24% of female reporters who cover male new sources

## **Conclusions and Recommendations**

The Kenyan GMMP 2010 report shows that currently, there is a huge gender gap in the representation of women in news media (both print and electronic) in terms of their contribution to news sources as well as in reporting news. Women were found to be significantly less likely than men to contribute or make news within the national, local and international scene. The challenge therefore is to come up with affirmative policy targeting media houses (both print and electronic) to promote and deliberately put women in positions of authority and be involved in covering the hard / tough beats such as politics, government, investigative journalism, crime, violence and technical news in science, health and technology.

### **Kenya GMMP 2010 Country Recommendations**

Immediate review of prohibitive laws / policies and administrative procedures (in both print and electronic media) that to date impede women's advancement in news carrier development. Media houses in Kenya should encourage women's equal and full participation in gathering, writing and producing hard news (such as in politics, crime, violence and science and technology). The media houses should put in place gender responsive policies that will see more women employed as new casters / reporters in technical areas. Media houses in Kenya should do away with the societal stereotypes and perceptions that see women as a weaker sex and are therefore put to handle the soft beats.

The media houses should generate comprehensive data on gender representation and publish them in the print and electronic media on a quarterly basis. Such data will help the country to identify gender irresponsible media houses and also assist in determining what barriers exist if any. Specifically, media houses should:

1. Increase access and participation of women in media reporting and coverage through strengthening the capacity and training of women.
2. Sensitize media houses on gender balanced reporting and fair coverage. GMMP should therefore address the existing gaps and issues identified in the Kenya 2010 report.
3. Apply and adopt gender parity policies in the media. Media houses in Kenya should ensure policies on gender parity in terms of employment and assignment / engagement including reporting are implemented and adhered to.
4. Expand and build a fair and gender balanced reporting on women issues including women's and girl-child rights.

# GMMP FINDINGS

## 1. A Day in the News in Kenya

The date 10<sup>th</sup> November 2009 provided the platform on which the news agenda in Kenya were monitored. The Kenya country data was collected based on the following GMMP listed indicators:

1. **Select newscasts only.** Newscasts are the bulletins or programmes whose exclusive purpose is to deliver 'the news'. In many countries such bulletins are simply titled 'The News', 'The One O'clock News' etc.
2. **Do not select** current affairs magazines, documentaries, infotainment programmes, programmes that are mainly about sports, etc.
3. **Select newscasts from your own country.** Choose newscasts that are produced in your own country. They may contain stories from other countries, but the newscasts themselves should be produced within your own country.
4. **Select the most important radio newscasts,** for example: Those that seem to have the biggest audiences and those that have the strongest reputation for news.
5. **Select newscasts that reflect diversity and balance.** You should aim for a range of newscasts that reflects the diversity of your media system. Consider factors such as: ownership: e.g. private, public, state-controlled. Political position: e.g. channels that support/oppose particular political parties, government. Target audience: e.g. young, middle-aged, old, élite, popular. Language: newscasts in different official languages in Kenya.

## 2. The Country Background: Media and Gender Issues

Kenya is situated in the eastern part of the African continent. The country is divided into 8 provinces and has about 158 districts (as at the 2009 Population and Housing Census). It has a total area of 582,646 square kilometres of which 571,466 square kilometres form the land area. According the Kenya National Bureau of Statistics, (KNBS 2009), the population of Kenya has been projected to reach 40.4 million by 2010.

The growth of media in Kenya dates back to 1902 when the *African Standard*, the first newspaper was established by A.M Jeevanjee as a monthly paper in Mombasa. Since then, Kenyan media has grown in volume and space. The mass media as they are known today refers to those channels that are accessible to the population because of the commodity of their professional pursuits. For a long time, the mainstream media in Kenya has grouped together the English and Kiswahili language newspapers, radio and television stations with a national reach. Liberalization of the information and communication sector has blurred the lines between the different media components.

Today, mainstream media includes the Nation Media Group's newspapers (*Daily Nation and Sunday Nation, Taifa Leo and Taifa Jumapili, Daily Metro, Business Daily and The East African*), radio stations (Easy FM and Q FM) and television KTN. It also includes the national broadcaster Kenya Broadcasting Corporation (KBC) television and radio services in English and Kiswahili and Radio Africa Group's newspaper, *Nairobi Star*, and its radio station KISS 100 FM and Classic 105 FM, and Royal Media Services' Citizen Television and Radio Citizen and the Kenya Times Media Trust's *Kenya Times* and Kalamba Publications' *The People* newspaper.

The liberalization of the airwaves and the subsequent entry into the market of private and ethnic based FM radio stations has seen increased rapid development in the media sector which sets the agenda for various sectors of the economy. Today, there are numerous local language radio stations, some of them owned by companies that also run the mainstream



media outlets and others by community groups “community radio”. Individually, the local radio stations may only reach pockets of the population but combined, they command up to 62 percent national listenership (Steadman, 2008). The sheer bulk and the diversity they represent qualify them into loose classifications of mainstream media.

The media in Kenya have consistently enjoyed a great deal of public trust, as evidenced by opinion poll findings, which found that majority of Kenyans relied on radio, television and newspapers for information to make political decisions (Strategic Public Relations and Research, 2007 and Steadman, 2008).

The coverage of elections for example has provided one of the toughest ethical tests for the media in Kenya. A free, objective press can stand the Kenyan society in good stead. It can sustain, if not entrench, the nascent democratic culture, and enhance accountability in public affairs by putting the political leadership and governance institutions to account. It can also empower the citizenry to make informed electoral decisions. However, for the media to play the watchdog role, it must as a matter of necessity remain professional, non-partisan and credible. For the media to play this critical role, they have to conduct themselves in a responsible and professional manner by adhering to their ethical codes of conduct as well as media guidelines for responsible reporting. The GMMP media monitored all the mainstream print newspapers, radio and Television media houses in Kenya on the 10<sup>th</sup> November 2009.

On the gender front, Kenya recognizes the importance of international and regional treaties, conventions and agreements/instruments and their role in promoting gender equality. In 1984, Kenya signed and ratified the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW). Kenya has also adopted the *Nairobi Forward Looking Strategies for the Advancement of Women* (NFLS) and committed to the Beijing Platform for Action (BPFA) of 1995 and in 1996, the National Assembly adopted a motion for the implementation of BPFA. Other commitments include the MDGs which was signed in September 2000; the Declaration on Gender Equality in Africa made during the African Union Summit (July 2004) on employment creation and poverty alleviation; the Convention on the Rights of the Child (CRC, 1989); the United Nations Declarations on Violence against Women (1993); and the Programme of Action adopted at the International Conference on Population and Development held in Cairo in 1994 (GoK, 2008). The Government of Kenya is also committed to mainstreaming gender into national development for equitable growth and poverty reduction evidenced by the establishment of different national machineries e.g. the Ministry of Gender, Sports, Culture and Social Services in 2003; the National Commission on Gender and Development (NCGD) of 2003.

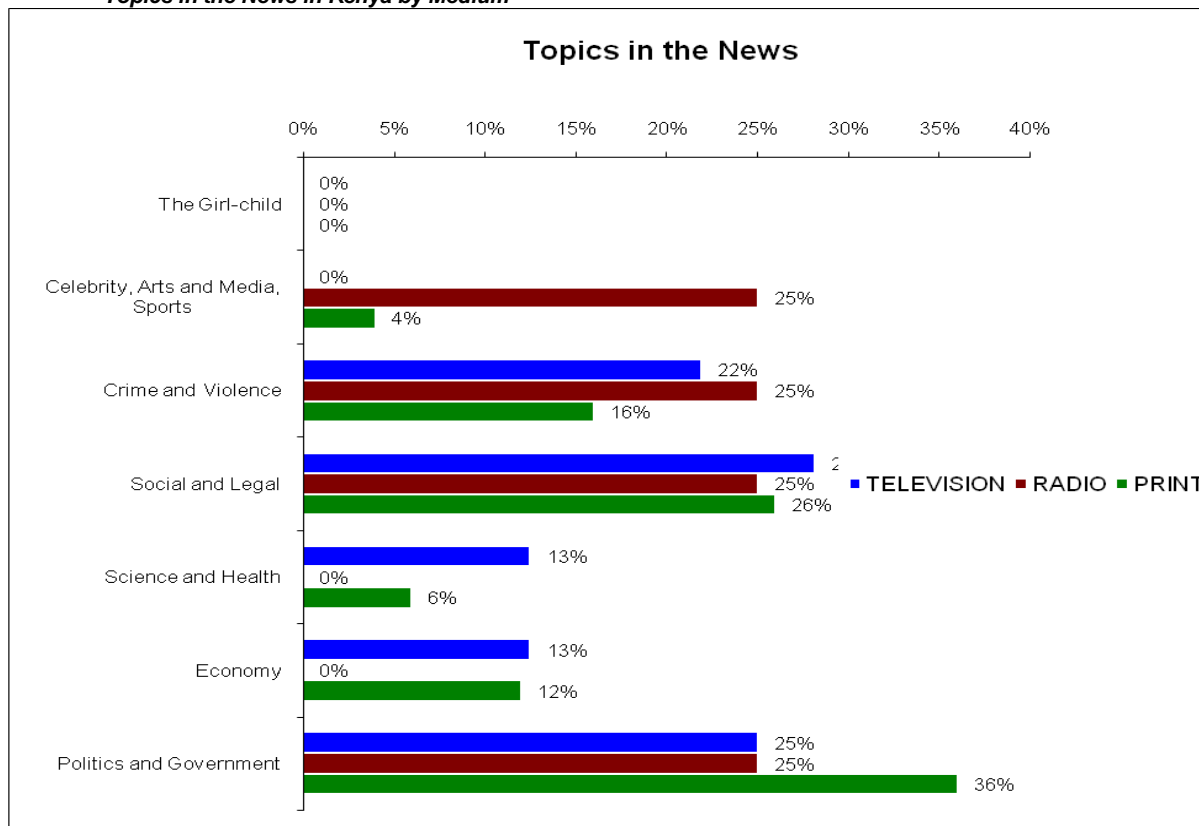
In addition to the national machineries, several policy documents relating to gender have been developed and adopted. Among these are the National Policy on Gender and Development of 2000; its plan of action for 2008-2012; *Sessional Paper No.2* of 2006 on Gender Equality and Development and the Monitoring and Evaluation Framework for Gender Mainstreaming (GoK, 2009b) amongst others.

### 3. Topics in the News

This component describes the major topics that formed the news on the monitoring day in Kenya. The GMMP methodology classified news stories under seven major news subjects namely: Politics/government, Economy, Social/legal, Science/health, Crime/violence, Celebrity/Arts/Media/Sports and the girl-child. The GMMP Kenya country data shows that politics and governance issues dominated the news in Kenyan print at 36% compared to 25% in both radio and TV. Social and legal issues were the second dominant news on the day of monitoring as captured by 28% of the TV news, 26% in the print and 25 % in radio.

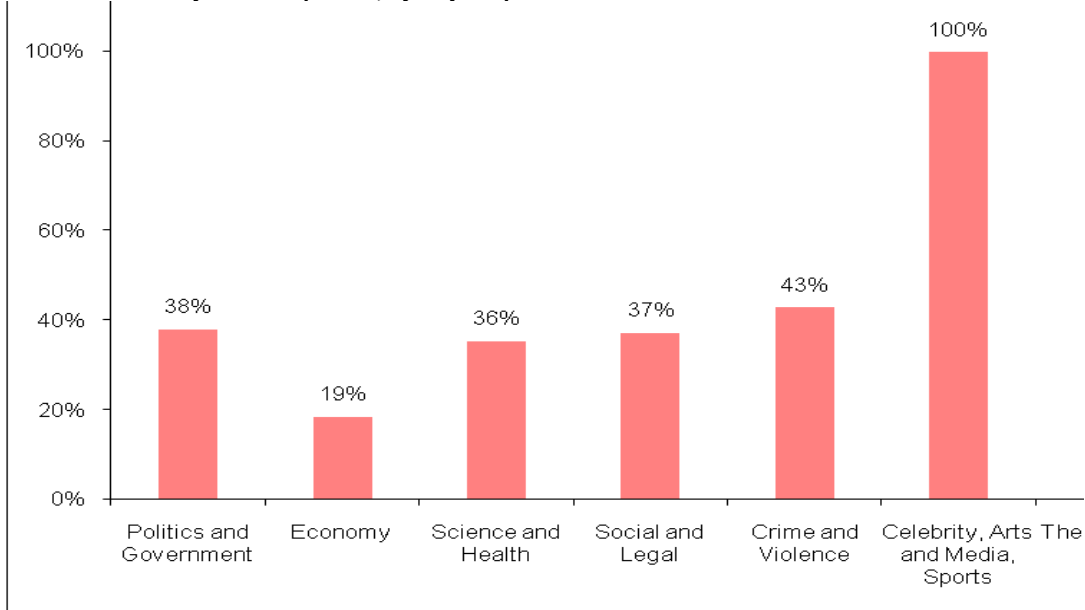
Incidences of crime and violence were reported by radio 25 %, TV 22% and print at 16%. Other news were celebrity, arts and media including sports accounting for 25 % in the radio news, science and health 13% of TV news with a similar percentage (13%) news on economy captured on TV and 12% of the same news content on radio. Girl-child issues got no media coverage in any of the news medium illustrating the low prominence given to issues affecting the girl-child in Kenya.

**Topics in the News in Kenya by Medium**



The study further analyzed the percentage of stories contributed by female and male reporters in Kenya. It emerged that higher proportion of female reporters covered mostly what is referred to as “soft beats” that captured issues on celebrities, arts, media and sports (100%). Other news topics captured by female reporters were crime and violence (43%), politics and government (38%), social and legal issues (37%), science and health (36%) and the economy (19%). The male reporters were mainly involved in covering topics on the economy (81%), science and health (64%), social and legal (63%), politics and government (62%) and crime and violence (57%).

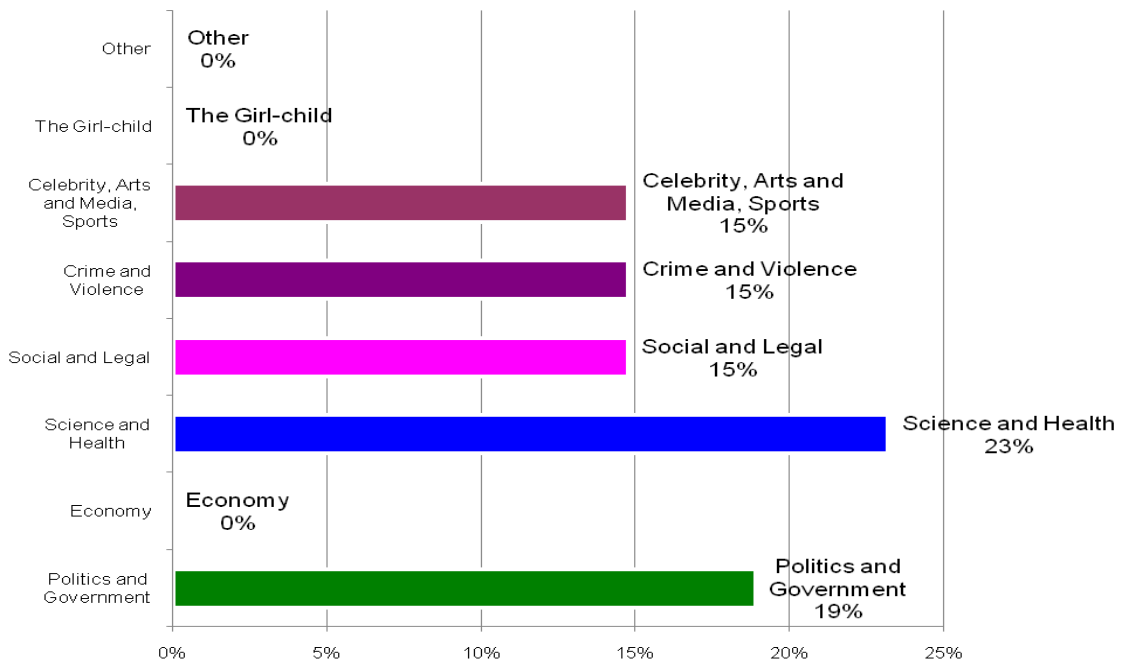
**Stories by female reporters, by major topic**



## 4. The News

According to the GMMP Kenya 2010 data, the presence of women and men in the news in Kenya as news subjects indicate women made news mostly on science and health (23%), politics and government (19%) social and legal, crime and violence, celebrity, arts, media and sports all at (15%).

**Overall presence of women in the news in Kenya**



## 5. The Presence of Female and Male News Subjects in Kenya

The study also analyzed the presence of female and male news subjects in Kenya by news medium – radio, TV and newspapers. Only 16% of news subjects in Kenya are female, compared to 84% male. The findings indicate that female in Kenya hardly formed news subjects across the entire news medium. They only formed 9% of the news subjects on print compared to 91% for male while on TV, the female formed 25% of news subjects to 75% for male thus yielding a ratio of 1:3. The survey further revealed women in Kenya are given black out over the radio with (0%) of their voices reaching this platform.

**Sex of News subjects**

	PRINT	RADIO	TELEVISION
Female	9%	0%	25%
Male	91%	100%	75%

Analysis of the number of female and male news subjects quoted as sources of information showed that females constituted only 17% of sources in local stories, compared to 83% male (female 29%, male 71%), national (female 17%, male 83%), and international affairs (female 18%, male 82%) in newspapers in Kenya.

**Sex of news subjects (sources), by scope of story.**

Scope	Female %F	Male %M
Local	29%	71%
National	17%	83%
National and other	0%	100%
International	18%	82%
Total	16%	84%

An analysis of the presence of female and male news subjects in Kenya indicates that a number of issues were touched on both the male and female news subjects. Women in Kenya were most likely to feature on news touching on children related issues (Child abuse, sexual violence against children, trafficking, neglect at 100%; women involvement in political power and decision-making (75% all at local, regional, national levels), celebrity news, births, marriages, deaths, obituaries, famous people and royalty (37%), reproductive health issues covering birth control, fertility, sterilization, amniocentesis, termination of pregnancy (33%), education, child care, nurseries, pre-school to university, adult education, literacy (22%). On the other hand, men news subjects mainly dwelt on peace, negotiations and treaties at local, regional and national levels. Other subjects involving men included foreign affairs and international politics, national defence and military matters, economic policies and strategies, medicine and general health including HIV/AIDS, violent crime, murder, riots, demonstrations, rural economy and disasters and accidents all 100 percent dominated by men.

**Sex of news subjects in different story topics in Kenya**

Story Topics	%F	N	%M	N
Women in political power and decision-making (local, regional, national),	75%	3	25%	1
Women electoral candidates (local, regional, national),	0%	0	0%	0
Peace, negotiations, treaties...(local, regional, national),	0%	0	100%	3
Other domestic politics/government (local, regional, national), elections, speeches, the political process ...	12%	3	88%	26
Global partnerships (international trade and finance systems, e.g. WTO, IMF, World Bank, debt) ...	0%	0	0%	0
Foreign/international politics, relations with other countries, negotiations, treaties, UN peacekeeping ...	0%	0	100%	3
National defence, military spending, military training, military parades, internal security ...	0%	0	100%	3
Other stories on politics and government (specify the subject in 'Comments' section of coding sheet)	0%	0	0%	0
Economic policies, strategies, models (national, international) ...	0%	0	100%	5
Economic indicators, statistics, business, trade, stock markets ...	0%	0	0%	0
Economic crisis, state bailouts of companies, company takeovers and mergers ...	0%	0	0%	0
Poverty, housing, social welfare, aid to those in need ...	0%	0	0%	0
Women's participation in economic processes (informal work, paid employment, unemployment, unpaid labour)	0%	0	100%	2
Other labour issues, strikes, trade unions, negotiations, other employment and unemployment ...	0%	0	0%	0
Rural economy, agriculture, farming practices, agricultural policy, land rights ...	0%	0	100%	3
Consumer issues, consumer protection, regulation, prices, consumer fraud ...	0%	0	0%	0
Transport, traffic, roads .....	0%	0	0%	0
Science, technology, research, funding, discoveries, developments ...	0%	0	0%	0
Medicine, health, hygiene, safety, disability, medical research, funding (apart from HIV-AIDS)...	0%	0	100%	4
HIV and AIDS, incidence, policy, treatment, people affected ...	0%	0	0%	0
Other epidemics, viruses, contagions, Influenza, BSE, SARS ...	0%	0	0%	0
Birth control, fertility, sterilisation, amniocentesis, termination of pregnancy ...	33%	2	67%	4
Environment, nature, pollution, global warming, ecology, tourism ...	22%	1	78%	4
Other stories on science or health (specify the subject in 'Comments' section of coding sheet)	0%	0	0%	0
Development issues, sustainability, community development ...	0%	0	0%	0
Education, child care, nurseries, pre-school to university, adult education, literacy ...	22%	6	78%	26
Family relations, inter-generational conflict, single parents ...	0%	0	100%	1
Human rights, women's rights, children's rights, gay & lesbian rights, rights of minorities ..	0%	0	0%	0
Religion, culture, tradition, controversies, teachings, celebrations, practices ...	0%	0	100%	2
Migration, refugees, asylum seekers, ethnic conflict, integration, racism, xenophobia ...	0%	0	100%	1
Women's movement, activism, events, demonstrations, gender equality advocacy ...	0%	0	0%	0
Changing gender relations, roles and relationships of women and men inside and outside the home ...	0%	0	0%	0
Family law, family codes, property law, inheritance law and rights ...	0%	0	100%	1
Legal system, judicial system, legislation (apart from family, property & inheritance law) ...	4%	1	96%	15
Other stories on social or legal issues (specify the subject in 'Comments' section of coding sheet)	0%	0	0%	0
Non-violent crime, bribery, theft, drug-dealing, corruption, (including political corruption/malpractice) ...	7%	1	93%	8
Violent crime, murder, abduction, kidnapping, assault, drug-related violence ...	0%	0	100%	1
Gender-based violence, femicide, harassment, domestic violence, rape, trafficking, genital mutilation ...	0%	0	0%	0
Child abuse, sexual violence against children, trafficking, neglect.	100%	2	0%	0
War, civil war, terrorism, state-based violence ...	0%	0	0%	0
Riots, demonstrations, public disorder ...	0%	0	100%	1
Disaster, accident, famine, earthquake, flood, hurricane, plane crash, car crash ...	0%	0	100%	9
Celebrity news, births, marriages, deaths, obituaries, famous people, royalty ...	37%	3	63%	5
Arts, entertainment, leisure, cinema, theatre, books, dance ...	0%	0	0%	0
Media, including new media (computers, internet), portrayal of women and/or men, pornography ...	0%	0	0%	0
Beauty contests, models, fashion, beauty aids, cosmetic surgery ...	0%	0	100%	6
Sports, events, players, facilities, training, policies, funding ...	0%	0	0%	0
Other stories on celebrities, arts, media (specify the subject in 'Comments' section of coding sheet)	0%	0	0%	0
News about the girl child, including, cultural attitudes and practices impinging on girls, education, health, economic exploitation, violence (ONLY WHERE EMPHASIS IS ON THE GIRL CHILD)...	0%	0	0%	0
Total	16%	22	84%	134

## 6. Who are the News Makers in Kenya

The position /occupation of female and male news makers were analyzed in Kenya using a number of variables of interest to GMMP. Who are the newsmakers in Kenya using the gender prism? Overall, men dominate news making in Kenya at 84 percent compared to 16 percent for female. The survey established that most women who made news in 2010 were academic experts / educational professionals at various levels (45%), followed by village women who engaged in unspecified occupation (34%) and other women in recognized occupation such as lawyers, judges, magistrates or other legal experts (22%) and financial / economic experts (21%). For the male news makers, these were men who are from influential families (royalty, ruling class etc at 100%), professionals: engineers, scientist (100%), activists working with civil society organizations (environmentalists, consumer bodies etc 100%), men involved in criminal activities or male lawyers acting for criminals (100%), men serving in senior government offices, politicians, president, minister, political party leader or political party staff (87%). Other categories for news makers are summarized in the table below.

**Occupation of news subjects**

Position or Occupation	Female %F		Male %M	
	2010	N	2010	N
Royalty, ruling monarch, deposed monarch, any member of royal family ...	0%	0	100%	1
Government official, politician, president, government minister, political leader, political party staff, spokesperson ...	13%	8	87%	59
Government employee, public servant, bureaucrat, diplomat, intelligence officer ...	13%	1	87%	9
Police, military, para-military group, militia, prison officer, security officer, fire officer ...	0%	0	100%	8
Academic expert, education professional, teacher or university lecturer (all disciplines), nursery or kindergarten teacher, child care worker ...	45%	6	55%	11
Health or social service professional, doctor, nurse, laboratory technician, social worker, psychologist ...	0%	0	0%	0
Science or technology professional, engineer, technician, computer specialist ...	0%	0	100%	9
Media professional, journalist, video or film-maker, theatre director ...	0%	0	0%	0
Lawyer, judge, magistrate, legal advocate, legal expert, legal clerk ...	22%	2	78%	5
Business person, executive, manager, entrepreneur, economist, financial expert, stock broker ...	21%	2	79%	6
Office or service worker, non-management worker in office, store, restaurant, catering ...	0%	0	0%	0
Tradesperson, artisan, labourer, truck driver, construction, factory, domestic worker ...	0%	0	0%	0
Agriculture, mining, fishing, forestry worker ...	0%	0	100%	2
Religious figure, priest, monk, rabbi, mullah, nun ...	0%	0	100%	4
Activist or worker in civil society organisation, non-governmental organisation, trade union, human rights, consumer issues, environment, aid agency, peasant leader, United Nations ...	0%	0	100%	1
Sex worker, prostitute ...	0%	0	0%	0
Celebrity, artist, actor, writer, singer, radio or television personality ...	0%	0	0%	0
Sportsperson, athlete, player, coach, referee ...	0%	0	0%	0
Student, pupil, schoolchild	0%	0	0%	0
Homemaker, parent, either female or male. Code this only if no other occupation is given, e.g. a doctor who is also described as a mother is coded 6.	0%	0	0%	0
Child, young person (up to 18 years). Code this only if no other occupation/position is given, e.g. a schoolchild is coded 19; a child labourer is coded 12.	0%	0	0%	0
Villager or resident engaged in unspecified occupation. Code this only if no other occupation is given, e.g. a teacher who is also described as a villager is coded 5.	34%	1	66%	4
Retired person, pensioner. Code this only if no other occupation is given, e.g. a retired police officer is coded 4; a retired politician is coded 2.	0%	0	0%	0
Criminal, suspect. Code this only if no other occupation is given, e.g. a lawyer suspected of committing a crime is coded 9; a former politician who has committed a crime is coded 2.	0%	0	100%	6
Unemployed. Code this only if no other occupation is given, e.g. an unemployed actor is coded 17; an unemployed person who commits a crime is coded 24.	0%	0	0%	0
Other. Use only as a last resort (specify the occupation/position in 'Comments' section of coding sheet)	0%	0	100%	2
<b>Total</b>	<b>16%</b>	<b>20</b>	<b>84%</b>	<b>127</b>

## 7. Functions of Female and Male News Subjects

The survey established that females are heard in the news more as persons narrating their personal experience or providing popular opinion, rather than as the more authoritative experts and spokespersons. 36% the persons speaking based on personal experience are female. Less than one third (29%) of persons providing popular opinion are female. In contrast, men make up 85% of spokespersons, 86% of experts, 100% of persons providing eye-witness accounts and 71% of persons providing popular opinion in the news.

**Function of Female and Male News Subjects**

Function in News Story	Female %F	Male %M
Subject: the story is about this person, or about something the person has done, said etc.	13%	87%
Spokesperson: the person represents, or speaks on behalf of another person, a group or an organisation	15%	85%
Expert or commentator: the person provides additional information, opinion or comment, based on specialist knowledge or expertise	14%	86%
Personal experience: the person provides opinion or comment, based on individual personal experience; the opinion is not necessarily meant to reflect the views of a wider group	36%	64%
Eye witness: the person gives testimony or comment, based on direct observation (e.g. being present at an event)	0%	100%
Popular opinion: the person's opinion is assumed to reflect that of the 'ordinary citizen' (e.g., in a street interview, vox populi etc); it is implied that the person's point of view is shared by a wider group of people.	29%	71%
Other. Use only as a last resort (describe the function in 'Comments' section of coding sheet).	0%	0%
Total	16%	84%

## 8. Identity and Family Status in the News

The Kenya data reveals that the majority of news subjects are not identified by their family status.

Further, neither male nor female news personnel (0% in both cases) tended to identify news subjects based on their family status.

## 9. Who Presents the News?

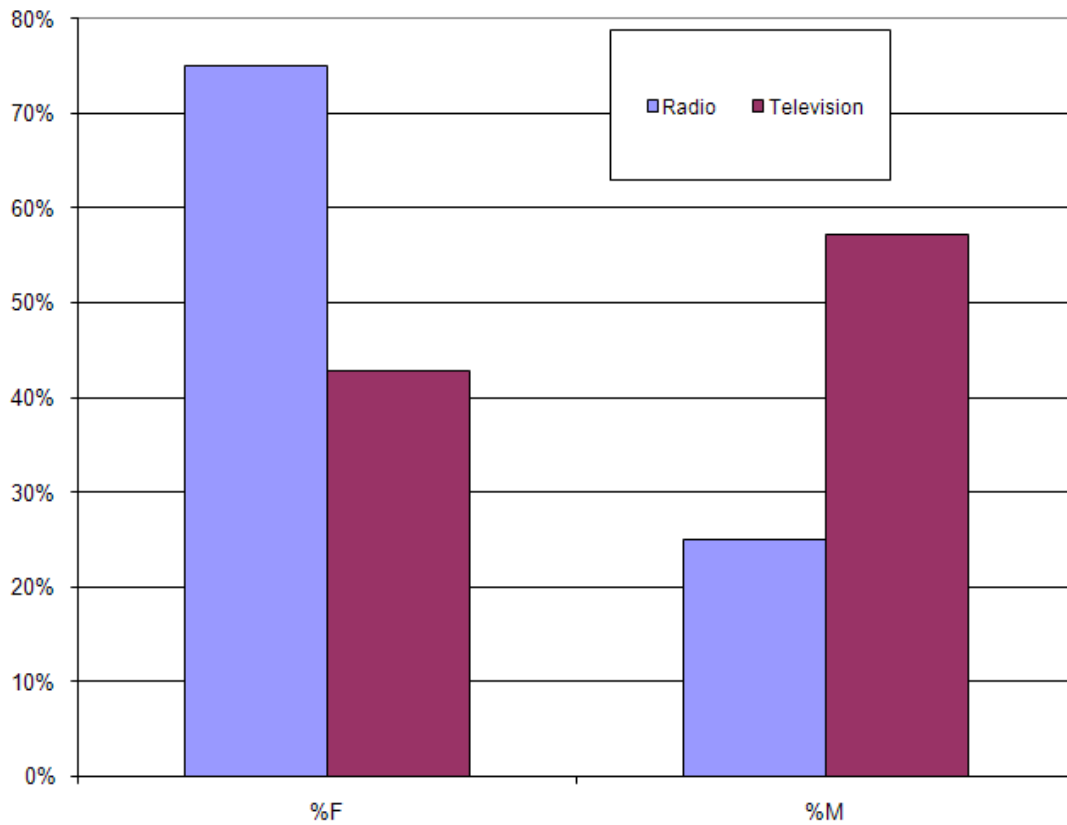
The GMMP study also assessed the presentation of women in media in Kenya by looking at the percentage of news stories presented by women versus the percentage of news stories presented by men in broadcasting medium. Specifically, the data is based on the broadcasting presenters and the study point to a near gender parity representation among the broadcasting presenters with male constituting 52% of the presenters compared to 48% for female.

**Who delivers the news on television and radio**

	%	N
Female	48%	31
Male	52%	34

Breaking the statistics down by medium, the Kenya data reveal that about two thirds (75%) of the radio announcers in Kenya are female compared to 25% who are male. Conversely, the study established that men dominate TV reporting as more than half (57%) of the TV announcers in Kenya are males compared to 43% for female.

**Who are the Announcers by Medium Type and Sex**



While there is a near balanced representation of women and men announcers at 48% and 52% respectively, women dominate (100%) local news but in the “national and other” category, men dominate, presenting 71% of stories compared to 29% for the female.

**Announcers in Domestic and Foreign stories, by sex**

Media Type	% Female	% Male
Local	100%	0%
National	48%	52%
National and other	29%	71%
Foreign/International	0%	0%
Total	47%	53%

The involvement of male and female announcers in covering domestic and international news were also compared in the study. According to the results of the GMMP Kenya study, women were mainly involved in covering local stories (100%) compared to men who dominated in the national and other category at 93% and another a further 66% of men dedicated to covering national news compared to 34% for women.



Women announce 100% of celebrity news and 67% of social and legal news, while men announce 70% of political and government stories, and another 67% presenting science and health news. The other findings on men and women announcers' presence in major story topics are summarized in the table below.

***The Presence of Women and Men as Announcers in major topics***

Story Topic	% Female	% Male
Politics and Government	30%	70%
Economy	33%	67%
Science and Health	33%	67%
Social and Legal	67%	33%
Crime and Violence	50%	50%
Celebrity, Arts and Media, Sports	100%	0%
The Girl-child	0%	0%
<b>Total</b>	<b>47%</b>	<b>53%</b>

## 10. Who are the Reporters in Kenya?

Overall, only 33% of the news in the print, radio and TV media houses is reported by women and 67% by men.

***Reporters by sex***

Media Type	Female		Male	
	%	N	%	N
Print	15%	9	85%	51
Radio	75%	3	25%	1
Television	45%	13	55%	16
<b>Total</b>	<b>33%</b>	<b>25</b>	<b>67%</b>	<b>68</b>

Women report 100% of local stories while male reporters dominate in stories of a broader scope, reporting 93% of 'national and other' stories and 66% of national stories.

***Reporters in domestic and foreign stories, by sex***

Scope of Story	% Female	% Male
Local	100%	0%
National	34%	66%
National and other	7%	93%
Foreign/International	0%	0%
<b>Total</b>	<b>33%</b>	<b>67%</b>

The GMMP study also revealed that women and men tend to specialize in covering reports on different aspects. Women in Kenya still cover most of the beats considered “soft” or those characterized as “women issues”.

The sex of the reporter writing the article represents another element of stereotype or inequality existing within the news medium in Kenya. The study established glaring imbalances between the sexes assigned to the cover the major topics. 90% of stories on the economy are reported by men compared to only 10% by females, with another 73% of stories on social and legal matters reported by men compared to a dismal 27% by women. Further, 63% of stories on science and health were reported by men compared to 37% for women, with another 61% of stories crime and violence being reported by men compared to

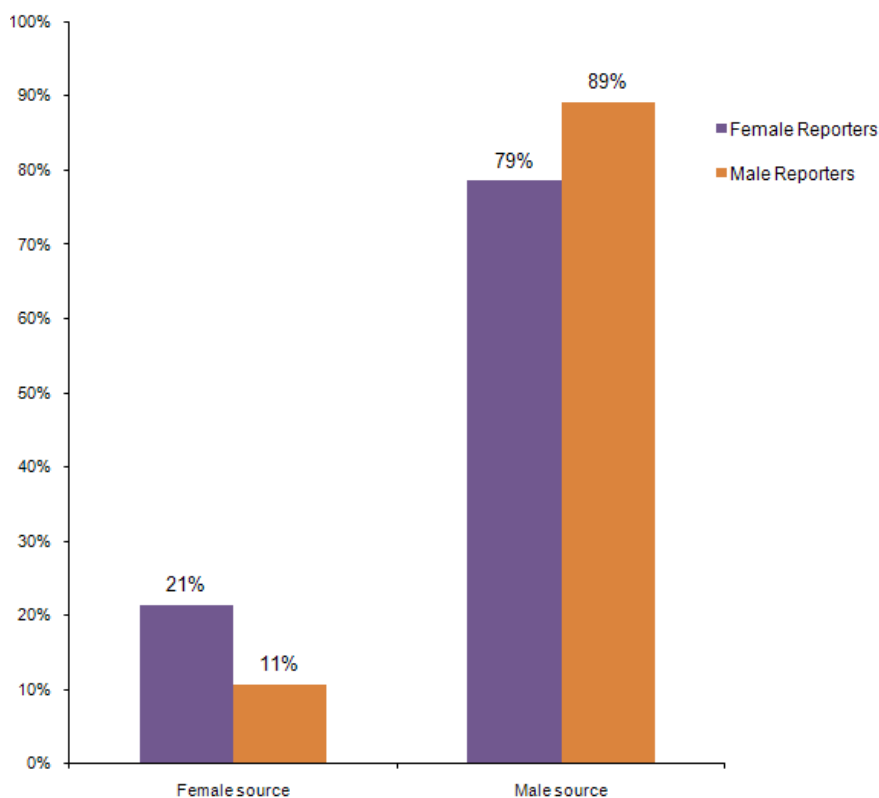
39% by women. It is only on politics and governance issues where females had the greatest reporting level of 44% of stories, which was still lower than the 56% coverage by men.

*Reporters on Major Topics by Sex in Kenya*

Reporters on major topics	Female		Male	
	%	N	%	N
Politics and Government	44%	8	56%	14
Economy	10%	1	90%	7
Science and Health	37%	2	63%	5
Social and Legal	27%	9	73%	31
Crime and Violence	39%	5	61%	11
Celebrity, Arts and Media, Sports	0%	0	0%	0
The Girl-child	0%	0	0%	0
Other	0%	0	0%	0
<b>Total</b>	<b>33%</b>	<b>25</b>	<b>67%</b>	<b>68</b>

Female reporters are far more likely to select female sources (interviewees) than male reporters. 21% of news sources in stories by female reporters are female, compared to 11% of sources in stories by male reporters. In contrast, male reporters are far more likely to select male news sources than female reporters; 89% of news sources in stories by male reporters, are male, compared to 79% of sources in stories by female reporters.

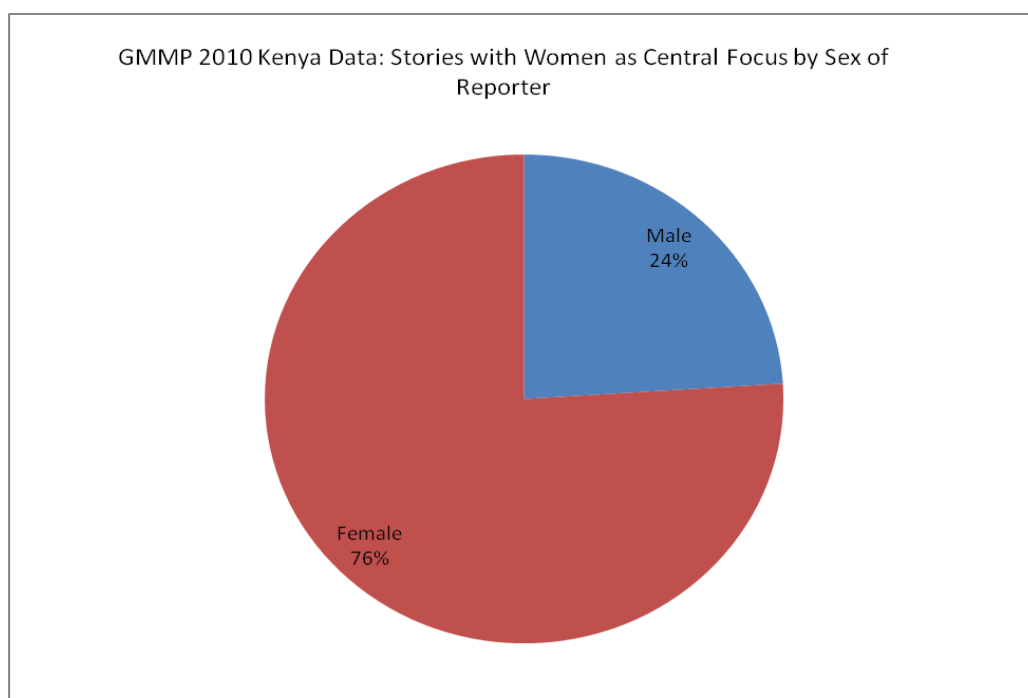
*Selection of news sources by female and male reporters*



## 11. Stories with Women as a Central Focus in Kenya

While very few (n=10) stories were found to focus centrally on women, women reported 76% of such stories.

The sex of the reporter covering a story may not necessarily have a significant impact on the content. It is however observed that it may to a large extent influence the portrayal of the news source in particular way if the news source is a gender based violence victim. Female reporters are known to have more sympathy toward the victims of gender based violence. This feeling would then lead to more favourable coverage of women who are either traumatized by raped or other forms of gender based violence.



Absolutely no story in all those monitored raised an aspect of gender equality or inequality.

## 12. Gender Stereotypes in the News

The media can help in fighting gender based stereotypes through balanced reporting on gender issues and in the assignment of duties. While in some cases the local media in Kenya have provided balanced and fair coverage, in other cases they have been charged with promoting gender imbalances in the society through employment as well as the way they allocate duties to their employees in the news room. The GMMP 2010 study sought to determine the extent to which news stories challenged or reinforced stereotypes.

The results of the study shows that 75% of news stories in Kenya on politics and government, economy, crime and violence, science and health etc do in fact reinforce stereotypes with another 18% reporting that the media in Kenya neither challenges nor

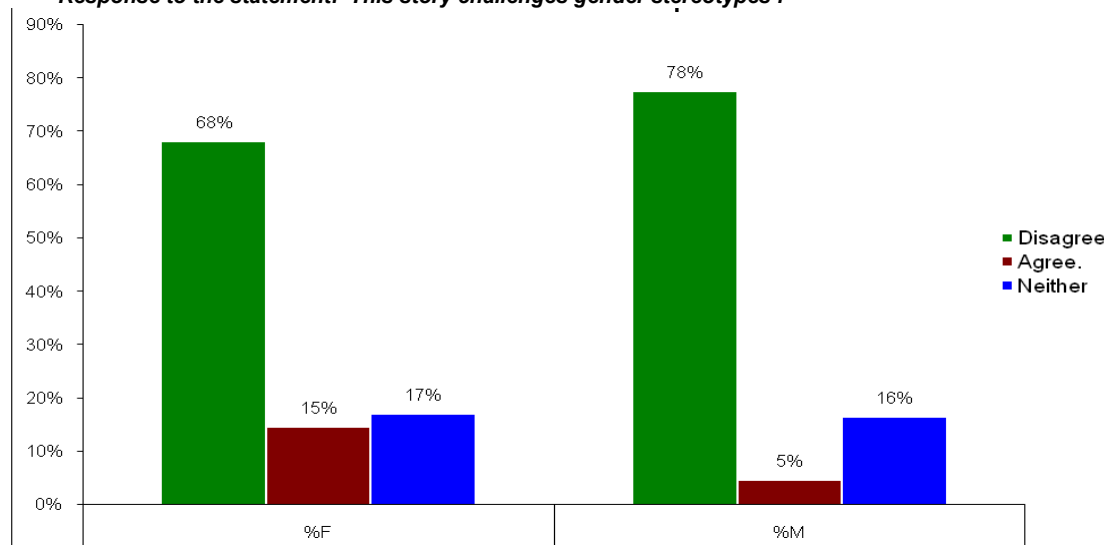
reinforces stereotypes. Only 7% actually challenge gender stereotypes. The indicators used in analysing this variable are summarized in the table below.

**Challenges or Reinforcing Stereotypes in the news in Kenya**

Topic	Reinforce stereotypes	Challenge stereotypes	Neither reinforce nor challenge stereotypes	N
Politics and Government	83%	6%	11%	27
Economy	78%	0%	0%	10
Science and Health	73%	18%	9%	7
Social and Legal	67%	9%	24%	23
Crime and Violence	78%	4%	17%	15
Celebrity, Arts and Media, Sports	49%	0%	0%	3
The Girl-child	0%	0%	0%	0
Other	0%	0%	0%	0
<b>Total</b>	<b>75%</b>	<b>7%</b>	<b>18%</b>	<b>85</b>

With regard to the proportion of stories that challenge, reinforce or neither challenge nor reinforce of stereotypes, the study established that there are more stories by male reporters 78% reinforce stereotypes, compared to 68% of stories by female reporters. The percentage of stories that challenge stereotypes is 3 times higher for female reporters (15%), than stories by male reporters (5%). The percentage of stories that neither challenge nor reinforce stereotypes is similar for female and male reporters, at 17% and 16% respectively.

**Response to the statement: 'This story challenges gender stereotypes':**



## 13. Summary and Conclusions

The Kenya GMMP country report shows that there is poor presence of women in both print and electronic media. Female voices in the Kenyan news media are also relatively inaudible compared to male voices in the news.

Women as sources of news in Kenya are grossly underrepresented compared to men. The number of female news subjects quoted as sources of information in stories in the local, national, and international affairs in the newspapers varies greatly with women contributing relatively little in national, local and international news.

The proportion of stories assigned to female and male reporters in Kenya by topics shows that female reporters are most likely to be found in the “soft options” or beats such as celebrity, arts, media and sports news.

Gender stereotypes still characterize news and media houses in Kenya with over three quarters of media houses still allocating female reporters to cover stories on women as news sources.

### Presence and representation of women in Kenyan news media

1. Women voices in Kenyan media are relatively low at 19% compared to 81% for men.
2. Women contribute to only 16% of news items in Kenya compared to 84% for men.
3. Women constitute only 33% of news reporters compared to 67% for men
4. The percentage of stories that challenge stereotypes is 3 times higher for female reporters (15%), than stories by male reporters (5%).

## Recommendations for the Next Five Years

It is observed that gender stereotypes, inequality including lack of women centrality in the local, national and international news hurts women in Kenya. The recommendations contained herein need to be implemented by print and electronic media houses in the next five years to promote the fair and balanced representation of women including elimination of gender-stereotypical reportage observed in Kenya.

### Specific recommendations

1. Increase access and participation of women in media reporting and coverage through strengthening the capacity and training of women.
2. Sensitize media houses on gender balanced reporting and fair coverage. GMMP should therefore address the existing gaps and issues identified in the Kenya 2010 report.
3. Apply and adopt gender parity policies in the media. Media houses in Kenya should ensure policies on gender parity in terms of employment and assignment / engagement including reporting are implemented and adhered to.
4. Expand and build a fair and gender balanced reporting on women issues including women's and girl-child rights.
5. Reinforce / expand alliances / partnerships and leveraging of resources for training of women reporters in Kenya in particular on leadership, governance, sciences and technology.

## Annex 1. Methodology

Each participating country was assigned a specific number of newspapers, and radio and television newscasts to monitor based on the national media density. This was done to ensure that global results would reliably reflect the distribution of the world's news media, while respecting the need to balance results from smaller countries with those of larger countries. The number and selection of media outlets monitored in each country reflects the density and diversity – audience, ownership, language – of media in each country.

Efforts were made to ensure a uniform understanding and application of the methodology across the world. Clear instructions on how to code were provided. Some regional and national coordinators benefited from face-to-face or virtual training while others and the broader global teams of volunteers developed skills in monitoring through online self-administered tutorials. In one region, national coordinators were trained by the regional coordinator via teleconference. In some countries, national coordinators provided advance training to volunteer monitoring groups.

In each country monitors coded the most important television and radio newscasts of the day in their entirety. For newspapers, 12 to 14 stories appearing on the main news pages – defined as the pages devoted to national, international and, in some cases, regional news – were coded. Internet news was included for the first time in the global monitoring on a pilot basis in a few countries selected on the basis of the importance of the Internet as a news source for local news consumers.

The quantitative research captured statistical data on news topics, women and men in the news, the types of news stories in which they appeared, and their function in the news. Media Monitoring Africa (MMA) in South Africa was responsible for the quantitative analysis.

An in-depth and more nuanced analysis of selected news stories examined the means, themes and patterns of gender in the news. This qualitative analysis took into account the role of story angle, language and visual representations in constructing and sustaining or challenging gender stereotypes.

A full discussion of the methodology, including considerations on reliability, accuracy and limitations, is contained in the global report *who makes the News? The Global Media Monitoring Project 2010*.

## Annex 2. List of Monitors

Name	Representing
Rosemary Okello-Orlale African Woman and Child Feature Service	Eastern Africa Regional coordinator
Arthur Okwembah	Kenya



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