

**WHO
MAKES THE
NEWS?**



UGANDA

Global Media Monitoring Project 2015 National Report



GMMP
Global Media
Monitoring Project
WACC

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GMMP 2015 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 2015 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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Global Context

- As newsroom staff around the world went about their day on 25 March 2015, hundreds of volunteers located in over 100 countries gathered to monitor their news media as part of the Fifth Global Media Monitoring Project (GMMP).
- 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.'¹
- 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.²
- The fourth GMMP in 2010 attracted the participation of 108 countries. Some progress in women's presence in the news was evident.³ Women made up 24% of the people in the news. While this 3% increase in the preceding five years was statistically significant, the overwhelming results showed women's continued near invisibility in the news. Only 13% of all stories – focussed specifically on women. Women were rarely central in stories that comprised the bulk of the news agenda such as politics, government and the economy. Women were outnumbered by men as newsmakers in every major news topic. 44% of people providing popular opinion in the news were women – a 10% increase from 2005. As newsmakers, women were under-represented in professional categories. The fourth 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 (28%) than in stories reported by male journalists (22%). In a pilot monitoring of news online, 76 news websites in 16 countries and 8 international news websites were also monitored as part of the GMMP in 2010. The results showed only 23% of news subjects were women – indicating that women's invisibility in traditional media was mirrored in news presented online.
- The First GMMP and, as will be seen, the Fifth GMMP reveal that the world reported in the news is mostly male. Twenty years since the first GMMP, the challenges of news media sexism, gender stereotyping and gender bias are proving to be intractable across time, space and content delivery platforms. At the same time, there exist a few examples of successes towards gender-just, gender-fair media. In Uganda, this is reflected in legal instruments that have been instituted over the years; the increasing debate regarding women's low representation in the media, as well as the proposed Media Policy aimed at a gender-balanced media are just but a few examples.

National context

Legal and Policy Framework for Gender Mainstreaming in Uganda

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

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

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

³ Macharia, Sarah, Dermot O'Connor and Lilian Ndamang, World Association for Christian Communication. *Who makes the news? Global Media Monitoring Project*. 2010

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.

For example, the study, "*Gender Dimensions in Uganda's Print Media: A Case for Engendering Practitioners*", was commissioned by Uganda Media Women's Association (UMWA), with the aim of finding out the participation and portrayal of women and coverage of issues salient to women in the print media, and to recommend strategies for improving the situation. It was conducted using content-context methods of analyzing texts (4,373 articles) and 675 photographs, in 5 newspapers, namely: The New Vision, The Monitor, The Red Pepper, The Observer, and Bukedde, for the months of April and May 2014.

Findings seem to confirm those of other studies that have shown that the picture of the world provided by today's news media is one in which women barely exist because it is a world inhabited, structured, and defined by men. Therefore, it accords higher status to men and the masculine.

The study demonstrated that women's participation in the print media is comparatively smaller than that of men in terms of News Writers (13%), Photographers (15%), News Actors (24%), Appearing in Photographs (28%), and Being Quoted (20%). This puts women's overall participation in print media news at only 20%.

Established by the study, too, was that when it comes to specific areas of news coverage, there is evidence of gender dimensions. Women, for example, are less likely to write about, appear in, or have their voices heard in 'hard' news stories such as Politics, Defence, Spirituality, and the Economy. They are, however, more evident in 'soft' news areas such as Education / Health; and Agriculture, but more so in the Arts, Entertainment and Relationships. Also emerging was that the few women who appear in the news tend to be represented differently from male news makers. This study, just like others before it, found out that in both text and photographs, women have been depicted as sexual objects; referred to in terms of personal relationships; and in traditional role – stereotypes of mothers, home makers and care-givers lacking in meaningful vocations; and as victims than as persons of authority, more frequently than men. The latter were observed to be depicted in relation to power, dominance, and authority.

Uganda and the Media

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, which has regionally based sister papers, publishing in the main regional dialects where 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 and Super. There are also 'smaller' regional, ethnic, religious or community based radio stations.

Mainstream television stations are UBC-TV (public), while the private ones include NBS, WBS and NTV.

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

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.

UMWA was formed in 1983 as a mutual benefit organization and transformed into an NGO in 1997, with the overall mission of enhancing the visibility and status of women and other marginalized groups through advocacy, capacity strengthening, awareness creation and networking to realize gender equality. It is because of this that it strives and champions for the equal and fair representation of women (and men) in Ugandan media and society as a whole.

Media Monitoring is relatively new in Uganda, and while gender and media studies have been previously conducted by UMWA and other bodies, in both cases, the results have rarely been published or shared among stakeholders. By participating, therefore, this gap will hopefully be filled. It is also hoped that by participating, UMWA as an organization as well as the individual participants shall learn a lot not only through sharing experiences with the wider world but also gain further media monitoring skills.

Executive Summary

- In Uganda, monitoring was done only for traditional media – newspapers, radio and television – encompassing a total of 84 news stories and 213 news subjects.

- The major news topic covered most was Politics (27%) followed by the Economy (22%), the least covered being Celebrity / Arts / Media (7%).
- Women's overall presence in the news was only 28% of news subjects.
- Interesting but quite unfortunate, women made news most in the topic least covered by the media (Celebrity / Arts / Media) the same topical area female journalists are two times more likely to cover than their male counterparts; the latter are more preponderant in the coverage of politics and government.
- As news makers occupationally, women appeared most in fields associated with domesticity and care giving such as home makers, parents, and health / social / child care workers. Conversely, men featured mostly in the occupations traditionally associated with power such as royalty, business, religion, politics.
- Female news sources were found to be more likely to be featured as victims, portrayed as survivors, and identified by their family status than female news subjects.
- 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.
- The six of the reporter matters, to some extent, to the gender dimension of the story. Female journalists are more likely than the males to select more female news sources; to write stories with women as a central focus; to raise issues of gender equality and to challenge gender stereotypes.

A DAY IN THE NEWS IN UGANDA

March 25 2015:

- The news agenda of the day largely revolved around the power struggles within the Women's League of the ruling party (NRM). The Chairperson of the League (Jackline Mbabazi) stormed a meeting organized, without her prior knowledge, by her colleagues in the League. The organizers refused her entry, but Ms. Mbabazi refused to barge. Later she is allowed entry, and helped into her seat by Uganda's President, Museveni, who was Chief guest.
- That one story, appearing in all but one newspaper as well as electronic media may explain the presence of a significant number of women subjects – the same subjects over and over again – in the survey.
- Other political stories were about politicians who lost the 2011 elections, and a youth conference addressed by the President.
- There also were issues on crime such as acquittal of an Army General, a kidnap case, land grabbing, arrest of public officials, a petition challenging the appointment of a new Deputy Chief Justice and another regarding election of a party official.
- Others were about reports presented to Parliament e.g. Human Rights Report 2014; on Mismanagement of the National Social Security Fund (NSSF), and grabbing of land from widows and orphans.

THE CONTEXT

- **Country background:**

Uganda is located in East Africa and has a population of 41,531,425 (2015, as projected from the 2014 Uganda National Population and Housing Census, 2014). While both women and men constitute 50% of that population, the number of women is slightly higher than that of men by 4,777.

Media in Uganda is largely owned privately – clearly have over 200 radio stations – three quarters owned by politicians leaning to the Ruling Party.

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

Large part of employees – not professionally trained in journalism. Many presenters, especially in radio, are recruited because of their talent and skill in comedy and performing art.

Media monitoring in Uganda, is relatively new! And the little that has been done is rarely published or shared among the strategic stakeholders.

- **Media monitored:**

Newspapers

1. The New Vision – Is a public newspaper with government as a majority (80%) shareholder. It is a daily, publishes in English and has national coverage. Its circulation of 35,000 copies a day gives it the highest readership in the country.
2. The Daily Monitor – Founded in 1992 by journalists. It is the oldest independent newspaper, but now owned by The Aga Khan Foundation. It is a daily, publishes in English, with the second highest circulation of 18,000 – 20,000 copies a day. It is frequently critical of the government and is often labelled as an 'enemy of the state' by some.

3. Red Pepper – Is an independent paper founded in 2001 by professional journalists. It is a daily, publishes in English, and has a national coverage with a circulation of 15,000 – 20,000 copies a day. It started as a tabloid with a penchant for portraying women as sexual objects, though it has changed a bit of recent.
4. The Observer – Is an independent paper founded by journalists, in 2004. It is a tri-weekly, publishing in English, on Mondays, Wednesdays, and Fridays, with a circulation of 75,000 copies on each of those days. Its stories are well researched, largely developmental, cover a lot more space compared to those in other papers, and also cover issues that other media in Uganda dare not cover. This perhaps makes it truly independent because it is not known to have political baggages associated with some of the newspapers on the market.

Television

5. Uganda Broadcasting Corporation (UBC) TV – Is a state broadcaster with a national reach and whose coverage goes beyond national borders into some areas of neighbouring Tanzania, Kenya, South Sudan, Democratic Republic of Congo (DRC), and Rwanda. It broadcasts mainly in English, but also in Luganda.

Radio

6. UBC Radio – Is a state-owned channel whose coverage, like its kin UBC-TV, crosses national borders. It does not only broadcast in English but also in most of the local languages. Therefore, it has national character.
7. Capital FM – Is privately owned and one of the oldest having been founded in 1993. In comparison to other radio stations, it has a wider coverage and bigger listenership.
8. Central Broadcasting Service (CBS) – Is one of the oldest private stations with a wide coverage and bigger listenership than others. It is owned by the Buganda Monarchy and broadcasts mainly in Luganda, one of the local languages, though it runs five (5) news bulletins in English, daily.

The above media were selected for monitoring, therefore, because they had a wider coverage and bigger readership, circulation, audience or listenership, as the case may be. They were also selected for having a national appeal, a strong reputation for news, reflection of diversity and balance (e.g. private or state-controlled, had an appeal in form of quality and popularity, or a combination of any of the above. Newspapers specifically had to be national dailies.⁴

- **The monitors:**

There were eight monitors whose briefs are as hereunder:

- a) **Margaret Sentamu-Masagazi:** MA (Women and Gender Studies), Post Graduate Diploma (Mass Communication) – Executive Director, UMWA.
- b) **Joseph Kalyebi Higenyi:** BA (Political Science), MA (Women and Gender Studies) – Program Officer, Research at UMWA.
- c) **Catherine Apalat:** BA (Mass Communication) – Programs Director, Mama FM.
- d) **Nankya Joanita Sanyu:** BA (Arts) – Marketing at UMWA.
- e) **Annet N. Magada:** Bachelor's Degrees in both Organizational Management and Public Relations. Works as an Administrator UMWA.
- f) **Laila Ndagire Mutebi:** Diploma in Journalism – an Administrator at UMWA.
- g) **Beatrice Birungi:** Degree in Arts and Education, Diploma in Journalism and Mass Communication. Works as a Radio Producer on Mama FM and also part of UMWAs Communication Department.

⁴ *The Observer is not a daily but was monitored, all the same, with consent from GMMP Headquarters, only if it published on the Monitoring day, which was the case.*

- h) **Florence Bonabaana:** LLB; Diploma (Journalism) – Radio Manager, Uganda Broadcasting Corporation.

A total of 84 news stories were monitored (Television – 9, Radio – 23, and Newspapers – 52). The number of people identified as news subjects were 213: (Television – 16, Radio – 31, and Newspapers – 166) of whom only 28.1% were women.

TOPICS IN THE NEWS

- **Topics in the news:**

On Monitoring day, news in Uganda was dominated by issues on Politics and government at 27%, followed by the Economy (22%), and Social and Legal issues at 20%. Other issues covered related to Science and Health (13%); Crime and Violence; as well as Celebrity, Art, and Media; each accounting for 11% and 7% respectively.

Table 1: Topics in the news in Uganda

Topic	N	%
Politics / Government	57	27
Economy	48	22
Science / Health	27	13
Social and Legal	42	20
Crime / Violence	23	11
Celebrity / Arts / Media	16	7
Total	213	100

- Further analyzed was the percentage of stories by female and male reporters by topic covered. Female journalists covered mostly Science and Health issues (30%). Their coverage of Politics / Government; the Economy; and Social / Legal was at 20% each, while that of Celebrity / Arts / Media was 10%. No stories on Crime / Violence were covered by female reporters.

On the other hand, the topic covered most by men was Politics and Government (28%) followed closely with Social / Legal issues (25%) and the Economy (23%). Men's coverage of Crime / Violence was 15%, while their coverage of Science / Health as well as Celebrity / Art / Media was at 5% each.

Table 2: Reporters by Sex on Major Topics

Topic	Female		Male	
	%	N	%	N
Politics and Government	20	2	28	11
Economy	20	2	23	9
Science and Health	30	3	5	2
Social and Legal	20	2	25	10
Crime and Violence	0	0	15	6
Celebrity, Arts and Media, Sports	10	1	5	2
Other	0	0	0	0
Total	100	10	100	40

THE NEWS

Overall presence of women and men in the news in Uganda as news subjects

- **The Overall Presence of Women in the news**

The GMMP Uganda 2015 data shows that overall, women constituted only 28% of news subjects, the majority (72%) being male. It indicates further that women made news mostly in the area of Celebrity / Arts / Media (50%) and Science / Health (41%), Politics / Government and the Economy followed with 26% and 25% respectively, while the topics where they made news least were social / legal (19%), and Crime / Violence (22%). Men, on the other hand, were preponderant as news subjects in Social / Legal (81%), Crime / Violence (78%), and the Economy as well as Politics / Government at 75% and 74% respectively. They featured least on Celebrity / Arts / Media at only 50%.

Table 3: Overall Presence of Women in the News in Uganda

Topical Area	Female		Male		Totals
	%	N	%	N	
Politics and Government	15	26	42	74	57
Economy	12	25	36	75	48
Science and Health	12	44	15	59	27
Social and Legal	8	19	34	81	42
Crime and Violence	5	22	18	78	23
Celebrity, Arts and Media, Sports	8	50	8	50	16
Other	0	0	0	0	0
Total	60	28	153	72	213

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

Analysis of the presence of female and male news subjects by news medium – print, radio and television indicates that news subjects are overwhelmingly male (72%) with women forming the minority (23%). For individual medium, women formed 28% of the news subjects on print compared to 69% for males while on television, they formed 25% as opposed to males (75%). Women featured least, as news subjects on radio (only 13%), most coverage (87%) being accorded male news subjects.

Table 4: Sex of news subjects by medium

News Subjects	Print	Radio	Television
Female	31%	13%	25%
Male	69%	87%	75%

- **News Sources:**

Analysis of the number of female and male news subjects quoted in newspapers, in Uganda, as sources of information indicates that females constituted only 28% of sources in local stories compared to 72% for men. At the national level, female representation was 31% (male, 69%); sub-regional (female 13%, male 87%); and foreign / international news (female 14%, male 86%).

Table 5: Sex of news subjects (sources) by scope of story

Scope	Female (%)	Male (%)
Local	28	72
National	31	69
Sub-Regional	13	87
Foreign/International	14	86
Total	22	78

- **Newsmakers in Uganda**

Analysis of who makes the news in Uganda was based upon the source's occupation or position. Overall, a majority of news sources whose occupation was given were men (71%) as opposed to 29% for women, which indicates the former's domination as news makers in Uganda. The 2015 GMMP findings indicate that women who made news did so mostly in the fields traditionally associated with women such as home makers, parent (100%); and Activist or worker in civil society organization, NGO, etc (100%); and as health workers, social workers, child care workers (80%); or featured in less prestigious / mid-level such as office or service worker, non-management worker (100%). On the other hand, men featured exclusively in such occupations as Royalty, Business, Tradespersons, Agriculture, and Religious leaders, each at 100%.

The occupations traditionally associated with power and leadership, too, were dominated by men such as police and the military (men – 89%, women – 11%); Academic experts (men – 87%, women – 13%); Government official, Politician (men – 74%, women 26%); as well as Government employee or Public servant (men – 75%, women – 25%).

Table 6: Position / occupation of news sources, by sex

Occupation	Female		Male	
	%	N	%	N
Not stated	43	6	57	8
Royalty, monarch, deposed monarch, etc.	0	0	100	2
Government, politician, minister, spokesperson...	26	22	74	64
Government employee, public servant, etc.	25	6	75	18
Police, military, para-military, militia, fire officer	11	2	89	16
Academic expert, lecturer, teacher	13	2	87	6
Doctor, dentist, health specialist	33	2	67	4
Health worker, social worker, childcare worker	80	4	20	1
Science/ technology professional, engineer, etc.	0	0	0	0
Media professional, journalist, film-maker, etc.	50	1	50	1
Lawyer, judge, magistrate, legal advocate, etc.	33	7	67	14
Business person, exec, manager, stock broker...	0	0	100	3
Office or service worker, non-management worker	100	2	0	0
Tradesperson, artisan, labourer, truck driver, etc.	0	0	100	1
Agriculture, mining, fishing, forestry	0	0	100	3
Religious figure, priest, monk, rabbi, mullah, nun	0	0	100	6
Activist or worker in civil society organization, NGO, trade union	100	1	0	0
Sex worker	0	0	0	0
Celebrity, artist, actor, writer, singer, TV personality	0	0	0	0
Sportsperson, athlete, player, coach, referee	0	0	100	2
Student, pupil, schoolchild	50	1	50	1
Homemaker, parent (male or female) only if no other occupation is given e.g. doctor/mother=code 6	100	5	0	0
Child, young person no other occupation given	0	0	100	2
Villager or resident no other occupation given	0	0	0	0
Retired person, pensioner no other occupation given	0	0	0	0
Criminal, suspect no other occupation given	0	0	0	0
Unemployed no other occupation given	0	0	0	0
Other only as last resort & explain	0	0	0	0
Total	29	61	71	152

• **Function of Female and Male News subjects:**

The study findings show that more than any other function, women are more likely to be heard in the news as persons narrating their personal experience (56%) as opposed to 44% for men. Less than a quarter (24%) of news subjects who are Spokespersons are women. However, men form the bulk of Eye witnesses (92%). They also make up 75% of persons providing popular opinion, 76% of spokespersons, and 73% of persons whose opinions are based on specialist knowledge or expertise.

Table 7: Functions of Female and Male News subjects

Function in News Story	Female (%)	Male (%)	Total No.
Do not know: function not known.	32	68	25
Subject: the story is about this person, or about something the person has done, said, etc.	30	70	47
Spokesperson: the person represents or speaks on behalf of another person, a group, or organization.	24	76	67
Expert or commentator: the person provides additional information, opinion or comment, based on specialist knowledge or expertise.	27	73	41
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.	56	44	16
Eye Witness: the person gives testimony or comment, based on direct observation (e.g. being present at an event).	8	92	12
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	25	75	4
Other	0	100	1

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

The survey established that in Ugandan news a majority of subjects portrayed as victims of one tragedy or another are women (52%) as opposed to only 48% of the men. Further analysis reveals that women are constructed mostly as victims of an accident, natural disaster, poverty, disease, etc (36%) as opposed to 30% of the men. They are also largely victims of war, terrorism, vigilantism, state-based violence (36%), men accounting for only 10% of victims in that category.

Table 8: News Subjects who are portrayed as Victims, by Sex

Victim of	Female		Male	
	N	%	N	%
An accident, natural disaster, poverty, disease, illness....	4	36	3	30
Domestic violence (by husband / wife / partner / other family member)	1	9	2	20
Non-domestic violence or abuse, sexual harassment, rape, trafficking...	0	0	0	0
Other crime, robbery, assault, murder....	1	9	1	10
Violation based on religion, tradition, cultural belief, genital mutilation, bride burning.....	0	0	2	20
War, terrorism vigilantism, state-based violence.....	4	36	1	10
discrimination based on gender, race, ethnicity, age, religion, ability....	1	9	1	10
Total	11	(52)	10	(48)

Portrayal as “survivors” in the news:

Study findings indicate that while both female and male news subjects are portrayed as survivors, a majority (27%) of women as opposed to only 11% of men are portrayed as survivors of war, terrorism, vigilantism, state-based violence, etc and as survivors of an accident, natural disaster, poverty, etc (18%) as opposed to only 11% of males. However, males are exclusively depicted as survivors of other non-domestic violence and of violation based on religion, tradition, etc, each at 11%.

Table 9: News subjects who are portrayed as Survivors, by Sex

	Female	Male
Survivor Type	%	%
Not applicable (the story identifies the person only as a victim)	45	44
Survivor of an accident, natural disaster, poverty	18	11
Survivor of domestic violence, rape, murder, etc.	9	11
Survivor of non-domestic sexual violence, rape, assault, etc. (sexual violence only)	0	0
Survivor of other non-domestic crime, robbery, etc.	0	11
Survivor of violation based on religion, tradition...	0	11
Survivor of war, terrorism, vigilantism, state violence...	27	11
Survivor of discrimination based on gender, race, ethnicity, age, religion, ability, etc.	0	0
Other survivor (specify in comments)	0	0
Do not know, cannot decide	0	0
Total	100	100

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

While the survey shows that most (90%) news subjects are not identified by their family status, (women – 77%; men – 95%), further analysis shows that women are almost 5 times (23%) more likely to be identified by their family status as wives, mothers, daughters, aunts, etc, as opposed to men (5%) being referred to as husbands, sons, uncles, etc.

Table 10: News subjects who are identified by family status, by sex

	Female	Male
	%	%
Yes	23	5
No	77	95
Total	100	100

- **Images in the news**

The Uganda data reveals that there is no difference in the proportion of female and male news subjects appearing in newspaper photographs, both being represented by 23%.

Table 11: News subjects photographed, by sex

Photographed	Female	Male
	%	%
Yes	23	23
No	75	76
Don't Know	2	1
Total	100	100

WHO DELIVERS THE NEWS?

- **Overall reporters and presenters:**

The proportion of females and males, who present the news in Uganda's media was analyzed and the findings indicate that overall, a majority (52%) of people who deliver the news, by sex who deliver the news are female, males accounting for 48%.

Table 12: News subjects who deliver news, by sex

	Female	Male
	%	%
Female	43	52
Male	40	48
Total	83	100

Further analysis reveals that radio presenters and television announcers, each at 100% are women. In contrast, men dominate print media news delivery with 80% as opposed to 20% for women.

Table 13: Reporters, Announcers and Presenters by Media by Sex

Media	Female		Male	
	N	%	N	%
Print	10	20	40	80
Radio	23	100	0	0
Television	10	100	0	0
Total	43	(52)	40	(48)

- **Age of presenters and reporters**

Findings of the study reveal that the television announcers and reporters fall in the age bracket 19 – 34 years, only, and they are all female.

Table 14: Age of Television Announcers and Reporters

Age	Female (%)	Male (%)
Don't Know	0	0
12 and Under	0	0
13 – 18	0	0
19 – 34	100	0
35 – 49	0	0
50 – 64	0	0
65 and above	0	0
Total	100	0

- **Reporters, by scope**

The 2015 GMMP also analyzed coverage of domestic and international stories by female and male reporters. Emerging from the findings is that more females (80%) than males (60%) are likely to cover national news, the reverse being true for local news which is covered by 30% of males as opposed to 20% of women. The sub-regional as well as the foreign / international news stories were all covered by men, whose contribution in each case was 5%.

Table 15: Coverage of domestic and foreign stories (scope), by sex

Scope	Female (%)	Male (%)
Local	20	30
National	80	60
Sub-Regional	0	5
Foreign/International	0	5
Total	100	100

- **Reporters, by major topic**

Analysis of coverage of major topics by female and male reporters shows that of all stories covered by women, a majority (30%) were on Science and Health issues as compared to men’s 5%, a ratio of 6:1. Women’s coverage of Celebrity, Arts and Media issues was 10% in comparison to men’s 5%, a ratio of 2:1. Conversely, all stories on Crime and Violence were covered by men (100%) just as they dominated coverage of Politics and Government (28%), Social and Legal (25%) and Economy (23%), while women’s coverage in each of those cases was 20%.

Table 16: Coverage of Major Topics, by Sex

	Female (%)	Male (%)
Politics and Government	20	28
Economy	20	23
Science and Health	30	5
Social and Legal	20	25
Crime and Violence	0	15
Celebrity, Arts and Media, Sports	10	5
Other	0	0
Total	100	100

GENDER AND THE NEWS

- **Women’s centrality in the news**

The survey analyzed stories to find out the extent to which they had a central focus on women. Overall, only 24% were about a particular woman or women. Even then a further analysis of these reveals that such centrality was mostly in the areas traditionally associated with women such as Celebrity, Arts and Media (33%) and Social and Legal (28%) as well as in health care areas – Science and Health (27%). Central focus on women was least in topics associated with Politics (21%) and Economics (24%).

Table 17: Stories with Women as a Central Focus by major Topic

Major Topic	Yes		No		Total No.
	N	%	N	%	
Politics and Government	5	21	19	79	24
Economy	4	24	13	76	17
Science and Health	2	27	8	73	11
Social and Legal	3	28	13	72	18
Crime and Violence	5	20	8	80	10
Celebrity, Arts and Media, Sports	2	33	4	67	6
Other	0	0	0	0	0
Total	21	24	65	76	86

- **Stories that highlight issues of gender equality or inequality issues**

Stories that highlight issues of Gender equality or inequality were only 14 (17%) out of 84 stories in total. Of those, a majority were on Women politicians as well as Medicine and Health, each at 14%. Others were on Legal system / Judiciary as well as Violent Crime / Murder each at 10%. Foreign / International Politics was at 5% just as were National defence / Military spending, Economic policies / strategies, Rural economy / agriculture, Birth control / fertility, Environment / pollution, Migration, refugees, family law / family codes, as well as Disaster / accident, famine, each at 5%.

Table 18: Stories where issues of Gender equality / inequality are raised by Topic

Topic	N	%
Women politicians, women elected	3	14
Medicine, health, hygiene, safety	3	14
Other domestic politics, government	2	10
Legal system, judiciary, legislation	2	10
Violent crime, murder, abduction	2	10
Foreign, international , politics, UN	1	5
National defense, military spending	1	5
Economic policies, strategies	1	5
Rural economy, agriculture, farming	1	5
Birth control, fertility, sterilization	1	5
Environment, pollution, tourism	1	5
Migration, refugees, xenophobia	1	5
Family laws, family codes, property law	1	5
Disaster, accident, famine, floods	1	5
	0	0
	0	0
	0	0
	0	0
The rest are 0 and 0% each	0	0
	0	0
	0	0
	0	0
	0	0
	0	0
	0	0
	0	0
	0	0
Total	14	100

• **Challenging or reinforcing stereotypes?**

The study also examined the prevalence of gender stereotypes in news stories. Only 15% of stories clearly challenged stereotypes. Out of all major story topics, those on science and health were found to challenge gender stereotypes most. Conversely, stories on social and legal issues as well as those on the economy were found to reinforce gender stereotypes more frequently than others.

Table 19: Stories where gender stereotypes are challenged / supported by Major Topic

Major Topic	Yes		No	
	N	%	N	%
Social and Legal	5	45	6	55
Celebrity, Arts, Media	1	20	4	80
Politics and Government	4	17	20	83
Crime and Violence	1	10	9	90
Economy	1	6	15	94
Social and Legal	1	6	17	94
Total	13	(15)	71	(85)

• **Does the sex of the reporter make a difference for the gender dimensions of a story?**

Sex of the reporter and gender dimension of a story

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

a) **Selection of news subjects by female and male reporters**

The survey shows that in Uganda, female news sources are more likely to be found in stories reported by women than those reported by men. The percentage of female news sources in stories reported by female reporters was 41 as opposed to only 27% in stories by male reporters.

Table 20: Selection of News Subjects (sex of source, in rows) by Female and Male Reporters (in columns)

Sex of Source	Reporters				Total No.
	Female		Male		
	N	%	N	%	N
Female	14	41	34	27	48
Male	20	59	89	71	109
Other	0	0	0	0	0
Not Known	0	0	3	2	3
Total	34	100	126	100	160

b) Proportion of stories reported by women and men that have women as a central focus

According to the Uganda data, the sex of the reporter plays a part in having women as a central focus in news stories. Stories by female reporters that had women as a central focus formed 40%. In contrast, those by male reporters had only 25%.

Table 21: Stories with Women as Central Focus by Sex of Reporter

Women as Central Focus	Female	Male
	%	%
Yes	40	25
No	60	75
Total	100	100

c) Proportion of stories reported by women and men that raise issues of gender equality or inequality

The survey reveals that stories reported by women are more likely (30%) to raise issues of gender equality or inequality than those reported by men (27%).

Table 22: Stories where issues of Gender equality / inequality are raised by Sex of Reporter

	Women		Men	
	N	%	N	%
Yes	3	30	11	27
No	7	70	29	73
Total	10	100	40	100

d) Proportion of stories reported by women and men that clearly challenge gender stereotypes

The GMMP 2015 data for Uganda reveals that stories by women reporters are almost two (2) times more likely to challenge stereotypes than those of their male counterparts. Thirty (30) percent of stories by female reporters clearly challenged stereotypes as opposed to only 16% by those of male reporters.

Table 23: Stories where stereotypes are challenged / supported, by sex of reporter

Sex of Reporter	Agree (Challenges)		Disagree (Reinforces)		Total No.
	N	%	N	%	
Female	3	30	7	70	10
Male	6	16	32	84	38
Total	9	(19)	39	81	48

GENDER AND JOURNALISTIC PRACTICE

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

This is a news story in the Red Pepper entitled “*NRM Women Fight over M7*”.

This news story is about a meeting of the ruling party’s (National Resistance Movement – NRM) Women’s League. However, proceedings and intent of the symposium are not given any space yet the story dwells on how President Museveni evicted one of the women leaders from a seat and offered it to another. Moreover, there is constant reference to one of the Women’s League leaders as a “*wife*”, and “*Mrs*” while the Vice Chairperson of the League is referred to in sexist terms as “*gorgeous Suzan*”. Other words that might not have been used include “*NRM Women Fight over M7*” which headline is misleading and full of innuendo, because there was no fight at all; that “*the morning..... turned tragic.....*” yet there was no tragedy; and “*There was drama.....*” belittled why women politicians were meeting.

Another example of a story that is blatantly stereotypes, entitled “*Uganda sends a strong team to the World Cross Country Championship*”, was broadcast by UBC-TV.

This is a story about a “strong team” sent to represent the country for an international sporting event. The words used “Uganda has sent a strong team” would mean that both men and women are part of that “strong team”. But the story implies that it is only men who are actually strong by attaching such words as “Uganda is fielding a strong team comprising of.....” Moses, Timothy and Joshua while women are referred to as “others that Ugandans will watch.... Include” Stella, Nancy and Emily, which perpetuates notions of women being weak, and men being associated with strength.

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

Title of article: “*Drama as Mbabazi Wife, Museveni guards clash*”

Name of newspaper: The Observer.

This news story is about a woman, one Jackline Mbabazi, who insists on attending a meeting of the ruling party’s (National Resistance Movement – NRM) Women’s League, of which she is the National Chairperson, after being initially blocked.

However, the story headline and its content don’t refer to her in her official capacity as the League’s Chairperson, but rather continuously as wife. Amama Mbabazi, her partner, is the country’s former Prime Minister. In the same story, another woman, the said League’s National Vice Chairperson is, too, referred to as a “wife” of Jim Muhwezi (Jim happens to be the country’s Minister of Information and National Guidance).

Additionally, the story seems to suggest infighting among women politicians, and implying women’s inability to reach common understanding over issues, without taking into context the apparent power struggle between some of the male politicians mentioned in the story that, to some extent, contributed to what happened on that day.

The language used – choice of words – such as “Mbabazi’s wife, Presidential guards clash” and “.... there was drama....” are uncalled for as the content, including the photographs, neither reflect nor warrant such an impression. Being blocked from attending a meeting does not amount to drama as the headline proclaims, except perhaps to lend credence to the saying that women make news headlines for the wrong reasons. Moreover, story content completely misses and ignores the rationale behind such an important meeting of women political leaders but instead chose to trivialize the very essence of the meeting and reducing it to inconsequential.

A story that conveys more subtle stereotypes

Title of article: Buikwe determined to save more lives.

Name of newspaper: The Observer.

This news story is about life-saving commodities for women’s and children’s health and specifically to HIV and maternal and child health. It talks at length about female condom use raising such issues as their

unavailability because government doesn't distribute them at the same time contradicting this, arguing that women don't demand for them and that others don't know about and have never used them.

These views were solicited from women only. However, if men's views, too, were solicited for, they would have probably have raised other reasons as to why female condom use is not popular. This is more so considering that most often in the Ugandan context, it is men who make decisions regarding reproductive health issues, including whether or not and the type of contraceptive use, due to family power relationships, and also because in Uganda the rate of HIV infection is higher among married couples, a situation that would perhaps change if both women and men are empowered to make the right choices.

Secondly, while the story is accorded wide coverage, it is placed deep inside the newspaper on page 16, thereby denying it the prominence it otherwise deserves. In the same way, the headline "Buikwe determined to save more lives" does not reflect the contents which are about women and children's health, by reason of which, a reader may easily ignore reading it.

- **An example of a story that is a missed opportunity**

This article entitled "*Good Servant!*" is from the Red Pepper newspapers.

The story is about rehabilitation of an irrigation scheme, that is set to benefit rural farmers. The story has only male sources – none from the local women or even Florence Adong, the Ag. Director of Water Resources Management who was in attendance (she features in one of the two photos, the sole woman in both) perhaps to show that women are to be seen but not heard. In Uganda, women are estimated to contribute 80% of the agricultural labour force and to produce about 90% of the food. Their perspective on how this scheme will benefit them (or not) should have been part of the story, more so that the scheme is largely targeting rice growing and fishing whose products are controlled by men.

A story that is a missed opportunity or gender-blind

"Over 20 shops closed in city" is the title a news story aired on UBC-TV.

It is about the closure of 20 shops in an ongoing operation by Kampala Capital City Authority. The news sources are only men yet there are women who operate business in that part of the city, as if to imply that the business sub-sector is a male domain. The implications of the closure for both women and men is not given any attention. For women in particular, starting and operating a business is not easy because a majority are faced with difficulties in accessing credit and certainly closure of their businesses has significant implications, for example, on themselves, their families, and the business itself especially in terms of loan servicing, which ought to have been captured.

A GOOD PRACTICE CASE

A case study on good practice

This news story entitled "*Sections of Amnesty Act inconsistent with 1995 Constitution*" was broadcast by Central Broadcasting Service radio (CBS FM).

The story is about sections 2 and 3 of the country's Amnesty Act that are inconsistent with the National Constitution. They violate and prevent victims of international crimes committed during armed rebellion such as victims of sexual violence to seek justice because their abusers are beneficiaries of the Amnesty Act. Considering that it is women who face the brunt of armed conflict most, the news story highlights are illuminating.

SUMMARY AND CONCLUSIONS

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

ACTIONS IN THE POST-2015 ERA: A five-year plan

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

- **Ugandan government:**
 - Enforce 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.
 - Uganda media regulatory agencies to take a keen interest in media content.

- **Media houses:**
 - 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.

- **Civil society organizations:**
 - Constantly reminding all stakeholders of the need and importance of gender and media mainstreaming.
 - Strengthening the capacity of media houses, and women leaning organizations such as UMWA / Mama FM towards that goal.
 - Conduct gender and media sensitization campaigns.

- **Media consumers:**
 - To be observant of inherent media stereotypes and frequently pointing them out to all those concerned.

- **All stakeholders:**
 - To conduct further action-oriented research in gender and media the results from which should be disseminated to create awareness about inherent misrepresentations.

Annex 1. Methodology

Each participating country was assigned a specific number of newspapers, radio and television newscasts, online news sites and twitter feeds to monitor based on the national media density. This was done to ensure global results represented 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 was practiced 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. Country teams could opt into the online and twitter news monitoring based on their knowledge of the importance of these channels for news delivery to local audiences.

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 managing and processing the monitoring data.

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 2015*.

Annex 2. List of Monitors

The monitoring team was composed of:

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2. Florence Bonabana
3. Catherine Apalat
4. Nankya Joanita
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