

UNIVERSITY OF NAIROBI

SCHOOL OF JOURNALISM

**THE ROLE OF WOMEN IN THE GROWTH OF MEDIA IN KENYA: A
STUDY OF TRENDS AND INFLUENCING FACTORS AMONG FEMALE
STAFF OF KENYA BROADCASTING CORPORATION (1990 -2008)**

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**UNIVERSITY OF NAIROBI
EAST AFRICANA COLLECTION**

**A RESEARCH PROJECT SUBMITTED TO THE UNIVERSITY OF NAIROBI
SCHOOL OF JOURNALISM IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF MASTER OF ARTS DEGREE IN
COMMUNICATION STUDIES**



OCTOBER 2009

DECLARATION

I do hereby declare that this research project is my original work and has not been published or presented elsewhere for any examination for an award of any degree in any institution.

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(Candidate)

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This Research project has been submitted to the University Of Nairobi School Of Journalism for examination with my approval as the University Supervisor

Name: Mr. Peter Oriare

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Signature 

Date 24/11/2009

DEDICATION

To my mother Alice Gaiti Muthamia and my late father Elijah Muthamia M'Muthuri for your constant encouragement and support.

To my beloved brothers Timothy Karani, Samuel Muriithi and Stephen Mugambi for challenging me to work hard

To all my friends, colleagues and family for your concern, encouragement and invaluable pieces of advice

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Ahsanteni sana.

LIST OF ABBREVIATIONS

- AMWIK – Association Of Media Women In Kenya
- GOK – Government of Kenya
- FGM – Female Genital Mutilation
- KANU – Kenya Africa National Union
- KBC – Kenya Broadcasting Corporation
- KTN – Kenya Television Network
- NGOs – Non- Governmental Organizations
- NTV – Nation Television
- TV – Television
- UN – United Nations
- UNESCO – United Nations Educational, Scientific and Cultural Organization
- US – United States

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ABSTRACT

Kenya's media industry has grown tremendously since post independence era. Similar to other professional fields, women have played a significant contribution to the growth of Kenya's media industry despite various hurdles. Women journalists and media practitioners have contributed immensely to the growth of the media industry in Kenya but their role is not fully recognized and appreciated. This study had one overall objective: to assess the role of women in the growth of media in Kenya since 1990 to 2008 with particular focus on female employees of KBC.

From the research findings, it is clear that the number of women in the Communication field has increased dramatically, and it continues to grow. On average the number of female employees outweighs the number of male employees at KBC. Despite this, the number of women in top management level is minimal. Women have influence on editorial content with particular emphasis on human rights issues and development matters affecting society. The findings clearly indicate that women's contribution in the growth of media has been consistent over the years due to their participation in fields that were otherwise considered too technical and difficult.

Respondents made several recommendations and the most important they noted was access to training followed by equal promotion opportunities with their male counterparts and good working conditions. Respondents also noted that Kenya is generally well advanced in the media industry as compared to other

African countries. The age of women joining the media has been reducing with younger women finding it a favorable career choice, but opting out to less demanding careers as they approach their 30s. This study confirms the role women journalists have played in ensuring development matters are highlighted through the media; hence they have influenced policy decisions on matters such as child labor, Female Genital Mutilation (FGM), forced marriages and gender discrimination.

BACKGROUND

Women in Kenya have steadily been taking up Communication courses and this number has grown significantly in the last ten years. Women who are opting to work in the media and other communication fields have increased gradually. Some women have also ventured into very technical fields, traditionally operated by men and these include camera work, photography and video/ audio editing. This project intends to examine the development of communication as a study and career among Kenyan women in the 1990s up to the present day and their role in the growth of Kenya's media. Sunday Nation (May 6, 2007, pg 32) has reported that in Kenya's 9th Parliament (2002 - 2007) there were only 18 women, nine of whom were nominated, to occupy the 222 seats in Kenya's male-dominated parliament. In the 2007 general elections, an estimated 100 women contested in the parliamentary and civic seats. At 4.3%, this figure shies greatly from the global average of 17%. It also signifies a drastic shortfall of the UN target of 30% representation. Acknowledged in 1985 as a prerequisite for the creation of a "peaceful, just, humane and equitable world" by the 3rd World Conference on Women held in Nairobi, equity between men and women remains deficit here. Even Tanzania has a 22% female representation in parliament (61 women out of a total 274), Uganda has a 25% representation (74 women to sit in a parliament of 304) and topping the world is Rwanda which boasts a balanced parliament comprising 49% women.

Similar to the government, women representation in the media is also unequal to their male counterparts. Women are faced with many challenges in different careers and the media is no exception.

For many decades, the formulation of policies and programmes appropriate for achieving gender equity has been impeded by lack of concrete information and knowledge about women and their activities. To promote women's advancement, the UN has organized a series of global conferences in recent years that have culminated into International Conventions. These include:

1. The Convention on the Elimination of All Forms of Discrimination against Women (1979);
2. The Nairobi Forward -Looking Strategies for the advancement of Women (1985);
3. The Vienna Declaration and Programme of Action of the World Conference on Human Rights (1994);
4. The Programme of Action of the International Conference on Population and Development (1994);
5. The Programme of Action of the World Summit for Social Development (1995); and the Beijing Platform of Action (1995).

The above five conventions, among other things, are concerned with promoting gender equality; providing statistical analyses needed to understand the global

situation of women; and providing information on women's participation in and contribution to development. Women form a majority (52.7%) of the global population and yet receive only a small fraction (23.4%) of the world's resources. Their access to and control over valued resources in society such as land, credit, health services, education and decision making, among others is limited by cultural barriers, sexual discrimination, legal constraints and lack of political goodwill among others. This is despite the fact that they are very active and significant actors in the production, and indeed the whole development process. The UN's Economic Commission for Africa, again, estimates that women do 60 – 80 percent of agricultural work, which amounts to up to 16 hours a day during the planting season. It is also estimated that the economic value of women's paid and unpaid work is worth a third of the annual GDP, equivalent to 4,000 billion dollars. Even this fact, however, is rarely recognized by decision makers, policy implementers, and societal watchdogs such as the media.

This study will assess trends and influencing factors among Kenyan media women. It will assess the role of culture and influences in society that are prompting more and more women in Kenya to join the communications industry. It will also assess the challenges being faced by women in Communications. Ultimately, this study will seek to understand whether women in Communications influence development in Kenya and possible trends in the future. This study will also seek to articulate and document the

development of Communication among Kenyan women, information that will be useful in predicting future trends and identifying development opportunities for the Kenyan society. This study will also seek to understand why there has been a rapid increase in the number of women venturing into the field of communications.

The idea that women can be strong and effective leaders is not reflected in the reality of women's status in the news media. Studies of some African media organizations have confirmed the perception that women are absent at the top. In 1995, UNESCO conducted a groundbreaking study of the African region showing that, on average, women account for only 8.4 percent of the highest levels in media management in broadcast and 14.1 percent in print media.

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In 1997, the UNDP Africa Roundtable, organized in South Africa, highlighted the obstacles to women's empowerment through the media. It was noted that a lack of gender advocacy activities and a lack of institutions through which to conduct advocacy programmes leads to inadequate resources, training and opportunities for women's advancement. Many of the obstacles can be overcome if women are in leadership positions within the media itself.

During 1997 -1998, Jennifer Makunike -Sibanda, Regional Director of the Federation of African Media Women -Southern African Development Community, conducted a study of employment patterns of 37 media organizations in Malawi, Mozambique, Namibia, Swaziland, Tanzania, Zambia and Zimbabwe.

Her preliminary findings show that the majority of media organizations hire men for decision-making positions such as editor/ general manager and deputy editor /deputy general manager. When women reach higher level positions,

often they are given the secondary position of deputy. On average, there were 24 male senior reporters per organization compared to only six women in the same position.

While 54 percent of responding organizations said they had at least one female board of management member, most had an average ratio of five men to two women members sitting on their boards. Forty-three percent had no female members. About 40 percent of the organizations had both male and female representatives sitting on their board of governors, but again the average ratio was six men for every two women. Furthermore, most of the survey respondents did not have an affirmative action program for the hiring and promotion of women. A majority of the responding organizations (75.7%) said they had not had any policy discussions to address issues of equal opportunities for women. Additionally, only about 29% used affirmative action during recruitment and promotion. The result of so few women in leadership positions in the media is that there is no strong voice for how their gender should be portrayed in the media and what issues should be reported. Men are left to develop stories based on their own cultural and social views. According to a study conducted by Margaret Gallagher in 1996, women appeared in just 19% of all news stories in 10 African countries. When women do appear in the news, they are most often portrayed as victims of violence or as physical objects and rarely as experts, resources or leaders.

HISTORY OF MEDIA IN KENYA

The political transition from British colony to independent country was mirrored by changes in the mass media in Kenya. In 1963 when Kenya became independent the vast majority of broadcasts on government-owned radio and television stations were imported British and American programmes, but this was set to change. Kenyan culture was promoted via the mass media under the presidency of Jomo Kenyatta as more programmes were broadcast in Swahili and there was a focus on African music and dance. Likewise, newspapers covered more African traditions and culture.

The press later suffered under Kenyatta's successor Daniel Arap Moi and his one-party state, which was written into the constitution in 1982. A clampdown on journalists led to arrests and imprisonment as state officials were worried about the media challenging the government.

Yet journalists were still intimidated, threatened and imprisoned by the government and in May 2002 a new unpopular media bill was passed. It requires publishers to purchase a bond for 1million Kenyan shillings (£6,900) before publishing. The move scared off a number of small time publishers, especially in the magazine sector, as they could not afford the bond.

1990s to 2007

Fifteen years ago a wave of change swept through much of Africa. This wave brought with it two fundamental changes – competitive multiparty politics and liberalization of the media playing field. In Kenya, the scene changed and the press expanded markedly with the birth of multi-party politics in 1992, which was a response to pressure from Kenyan activists and the international community. The media in Kenya was liberalized after the introduction of multi-party democracy in 1992, when the former KANU government introduced new press legal frameworks, which allowed for the opening of more print media outlets and publications (Odera, 2000:22)

The daily newspaper market increased to four when the People Daily was set up and the alternative press -commonly called the gutter press- also emerged. Harsh criticism of the state by the press went hand-in-hand with the emergence of opposition politics and this environment was a far cry from the conformist media of the earlier era

This change also saw the entry of a number of players in the media field. Private commercial media stations were set up to address the various demands and needs of a diverse audience and market. In recent years, radio has been the most prolific, with several FM stations coming up.

The print media is dominated by two major companies; The East African Standard Media Group and the Nation Media Group. Apart from running the two most successful newspapers in East and Central Africa, the two media institutions also own TV and radio stations. The Nation Media Group has also set up shop in Tanzania and Uganda, where they run daily newspapers, radio, and TV stations.

LEGISLATION

“Government control of the media has been minimal, particularly in the period after 2002. Several pieces of legislation seeking to control or regulate the media in Kenya have been introduced in the House at different times, but they were never successful. The latest proposal sought to compel journalists to reveal their sources of information, particularly in instances where their stories were subject to a defamation case in court. This was opposed by the media fraternity as well as a host of sympathizers from civil society and the general public and failed to gain approval.” (Available from: <http://www.hearusnow.org/> accessed on October 7th 2008)

Kenya has had some good media laws, with clear sections on registration of new media outlets, however the government’s practices contradict these laws. This is because the licensing of media outlets has become political, evidenced by government friendly radio stations controlling more frequencies than others. The

Communications Commission of Kenya, which is under the Ministry of Information and Technology, handles broadcast licensing but members to this commission are appointed by, and report to, the president. The Commission is supposed to be independent but experiences political interference. The attorney general is charged with licensing print media.

A much freer press was expected with the election of the NARC (National Rainbow Coalition) in December 2002. But the new government, which ended almost 40 years of KANU (Kenya Africa National Union) rule, has not repealed the heavily criticized 2002 media bill and it plans to introduce another media bill to regulate the media. There is yet to be a single law regulating the media in Kenya despite the fact that a much freer press was expected with the election of the NARC (National Rainbow Coalition) in December 2002.

Instead, there are ranges of civil and criminal law statutes that supplement the constitution that are relevant to the media. They include:

Section 79(1) of the Constitution,

The Penal Code, Cap 63,

Official Secrets Act Cap 187,

Defamation Act Cap, 36,

Preservation of Public Security Act cap, 57,

Public Order Act Cap 56,

Books and Newspapers Act, Cap 111,

Films and Stage Plays Act, cap222, Copyright Act, Cap 130,

Chief's Authority Act, Cap 84,

Police Act. Cap 84 and

The Armed Forces Act, cap 1999

Factors influencing media performance in Kenya are associated with political interference, patronage and bribery of journalists by certain powerful individuals.

The government in 1993 established a Task Force on Press Law to make recommendations for a comprehensive legal framework for the exercise of the freedom of the press and the development of dynamic and responsible print and broadcast. While the Task Force was still collecting views, the then minister for Information and Broadcasting announced that the government had completed a Press Council Bill. Indeed in 1995, information leaked to media that the Kenya Mass Media Commission Bill (1995) and the Press Council Bill (1995) were to be tabled in Parliament by the Attorney General and they were hastily withdrawn.

The Task Force submitted its report to the AG in 1998 but it is yet to be acted on. The Kenya Union of Journalists and the Media Steering Committee also presented media bills to the AG but no action has been taken so far.

The most important benchmark for evaluating media freedom in a country is Article 19 of the International Convention on Civil and Political Rights but in contrast to the convention, the Kenya Constitution falls short of the standards not

only with regard to providing for the right to receive and impart ideas of all kinds and protecting it, but more in terms of recognizing the rights of media organizations.

A total of 250 libel cases against journalists are still pending under the penal code. Under this criminal law individuals, rather than publishing houses, are prosecuted. The media industry opposes the government's position and favors self-regulation. It set up the Media Council of Kenya in 2002 to pursue this aim, resolve complaints and improve journalistic standards. The Council has also drawn up a code of practice for ethical journalism.

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Relations between the state and press in Kenya have also attracted international attention and have been recorded in the US Department of State's report on Human Rights Practices for Kenya for 2003. The investigation highlighted that the Kenyan Constitution provides for freedom of speech and the press, but that these rights had sometimes been restricted by the government. It mentioned that journalists were harassed, beaten and arrested by the security forces, yet it mentioned that there were fewer such reports than in previous years. Government officials were reported to have put pressure on journalists to not cover certain issues and some editors and journalists were believed to have

practiced self-censorship because of government pressure or bribes. The report added that international journalists were free to work in Kenya and that about 100 media organizations reported from the Kenyan capital Nairobi without official interference.

Entry into the media industry is free, businesses experience unofficial restrictions making it very difficult to start a media outlet. There are no tax breaks for the media. In fact, VAT is levied on newsprint on top of other taxes, which has made it difficult for some media outlets to survive. Some have closed down very shortly after their launch. However, in general there are no special taxes imposed on the media, and the tax regime is the same as for other businesses. For example, the media benefited the same as other businesses from a general tax waiver granted by the government.

LIST OF MEDIA IN KENYA

BROADCASTING

The Kenya Broadcasting Corporation (KBC) is the largest broadcasting organization in Kenya, the only service with nationwide coverage and is owned by the government. It is a public broadcaster and is run semi-autonomously. It used to be paid for by taxpayers, but now generates its own revenue through

advertising. KBC's aim is to inform, educate and entertain and its work includes increasing the understanding of the government's development strategies. It operates radio and television stations and its previously generally uncritical view of the government has been replaced by a more balanced approach. The KBC was formed in 1961 and in 1964 it was nationalized under an Act of Parliament to become the Voice of Kenya. In 1989 its name was changed back to the KBC.

RADIO

Radio is the most influential form of media in Kenya as radios can be found in very remote areas, unlike televisions which are mostly concentrated in urban areas. There are more than 20 FM radio stations leading to some views that the radio market is now saturated.

Stations operate mainly in Nairobi and its surrounding areas and include the KBC General and National Services, Nation radio, Capital FM, Kiss 100, Citizen radio, Metro FM, Youth FM, Metro East FM, Iqra FM, Ramogi FM, Kameme FM, Hope FM, Inooro FM, etc . The broadcasts of most commercial radio stations are made up of music and light entertainment, including talk shows and phone-ins. In recent years, vernacular radio stations have become very popular with rural populations. These include stations such as Kass FM, Inooro FM, Mulembe FM, Egesa FM, Muuga FM, Coro FM, and Muusyi FM. Most of these stations are owned by Royal Media Services.

TELEVISION

The national broadcaster KBC airs KBC Channel 1, Pay Television Channel 2 and the entertainment channel, Metro Television Channel 31.

The Nation Media Group owns the television station NTV and began broadcasting in 1999. They are also the owners of the Easy FM, Q FM, the Daily Nation and The East African newspapers and are the largest media house in Eastern and Central Africa.

The Kenya Television Network (KTN) became the first private TV station in Kenya when it was allowed to broadcast in Nairobi in 1989. It is owned by the Standard Media Group which also runs The Standard newspaper.

Citizen TV is owned by Royal Media Services.

Other free to air TV channels include: Family TV which broadcasts Christian programmes, Stellavision (STV), and the East African Television.

PRESS

There are four major daily newspapers in Kenya:

- The Daily Nation - established in 1960 and published by the Nation Media Group (NMG). The paper was seen as the champion of the people during the

rule of former Kenyan President Daniel Arap Moi and is now regarded as leaning towards the NARC /PNU government.

The NMG also owns Nation TV and radio and The East African - a regional weekly paper with its core market in Kenya, Uganda and Tanzania. NMG is the largest media house in Eastern and Central Africa.

- The Standard (formerly the East African Standard) - established in 1902. Nowadays The Standard is the main critic of government policies. It is owned by a group of businessmen associated with the former Kenyan President Daniel Arap Moi.
- People Daily - established in 1992. It is owned by the opposition politician Kenneth Matiba.
- Kenya Times - established in 1983 by the KANU party - the party of former Kenyan President Daniel Arap Moi.

HISTORY OF THE ROLE OF WOMEN IN KENYAN MEDIA

As journalism became a profession, women were restricted by custom and law from access to journalism occupations, and faced significant discrimination within the profession. Nevertheless, women operated as newspaper owners, editors and journalists throughout the history of journalism. Beginning in the late

nineteenth century, women began agitating for the right work as professional journalists in North America and Europe. Women increased their presence in professional journalism, and popular representations as the “intrepid girl reporter” became popular in the 20th century films and literature. (Available from http://en.wikipedia.org/wiki/Women_in_journalism_and_media_professions.

Accessed on 10th October 2008)

Globally, women’s entrance and participation in journalism is generally a recent development. Journalism historians say that women who worked in the USA and European press in the early 1990s lacked formal titles but they did the bulk of the work as compositors, binders, typesetters and proofreaders (Susan, in Creedon:34)

In most African countries, women started seeking employment in the press after independence as the colonial restrictions barred women from working in urban areas. The entry of women in journalism in Africa grew concurrently with literacy and other developments such as the religious press, radio and national information systems such as departments of information, (Odera: 2000:17.)

Regionally, in Tanzania, the entry of women into senior management level of the newspaper was in 1974 when the first woman became a sub editor, which remained the highest position held by a woman for more than 20 years. In the whole of Tanzania, there were more than 70 journalists by 1970, but only 15 had made it to become sub editors by 1990.

A study conducted by Kamweru among the Kenyan media in 1992 confirmed that women accounted for less than 20 percent of all professional journalists, (Odero 2000: 74). A number of women have graduated from journalism training institutions and been employed as journalists since the liberalization of the media in 1992. However, the number of women appointed to management positions remains smaller than those who joined the newspapers at entry level during the same period.

In the general global context, journalism has grown to become an important career as the press assumes an integral role of being a channel of propagation of culture, ideas and opinions at every step.

There are findings on consistency of audiences according to gender and locality which help to predict the overall shaper of formation of audiences and the underlying factors at work which influence audiences. Macquail observes that daily newspaper was developed primarily for male, urban middle class readership, with functions in political and business life and it still tends to have greater appeal for social groups for which it was originally intended (Maquail: 1982: 122)

Women visibility in management positions remains marginally low due to lack of training of women in management and this is likely to impact on the quality of coverage given the issues that affect the society.

The past few years have seen concerted efforts by regional mass media movements to increase women's representation as the management levels in

various sectors, the media included. Kibwana, (1994: 43) writes that some approaches, among them Affirmative Action and employment policies have been suggested. But these efforts did not bear fruit as out of the total number of about 80 editors in two top newspapers in Kenya, less than ten were women. Representation of women as editors is crucial for dissemination of gender balanced development messages in the newspapers.

In Kenya, during post independence period to the early 1980s, few women ventured into media due to cultural inhibitions, limited access to colleges and universities and lack of adequate role models. However, according to Mildred Barasa, a freelance correspondent and board member of AMWIK, " Since 1990, more women are rising to managerial positions for example Esther Kamweru - Chair, media council, Pamela Makotsi, once the - Managing Editor of Standard Newspaper and Jane Godia once the Deputy Managing Editor of Standard Newspaper. There has also been an increase of female senior reporters for example Mildred Ngesa of Daily Nation Newspaper. Other women have opted to venture into their own organizations for example the African Women & Child Feature Services (AWC) formed by Rosemary Okello, a veteran journalist. Women have also ventured into beats traditionally recognized as male domains, for example, Evelyne Kwamboka is a seasoned investigative reporter for Standard Newspaper."

Liz Opudo, also a member of AMWIK concurs with this information. She says, "People are embracing media and more women are being appointed in top positions. The Kenya Media Council is currently being chaired by a woman. However, men still dominate the media field in Kenya. The general argument is that women are not experienced and AMWIK has sought to address this by offering scholarships. Women hardly get to cover headline news stories and there are few female editors. In addition, most women in the media are young, under the age of 30. Most women above the age of 30 are in the private sector working in communication and other related departments. Most women trained in communication are opting for jobs in the private sector because it is less demanding than working in the mainstream media. Children in Kenya are empowered by education, and exposure to the media gets them interested in the career from an earlier age. Career guidance is currently being offered in most schools and it has played a big role in increasing number of women enrolling into the communication field. Marginalized regions of the country still have few reporters. Western, Nyanza and Central provinces currently have the majority of women journalists. Currently media persons can operate in any part of the country because there are many stations broadcasting in local dialects. Some years back, media were selected from specific regions because of their fluency in certain languages. For example, Swahili stations chose broadcasters from the Coastal region. Regional radios are now providing communicators a chance to exercise their skills. Another notable trend has been the registration of new

colleges offering below - standard communication courses. Such colleges are mostly operating in major Kenyan cities. AMWIK together with the Ministry of Information & Communication have tried to handle this issue by conducting investigations, but so far there has not been any fruitful resolution to the problem. Other observable trends are the fact that not many women are reporting for business and sports news. This is because of lack of interest and in some cases, women are not given opportunities to work in these fields. Women are also reluctant to venture into technical aspects of communication such as photography and camera work. This has been attributed to lack of interest and the fact that it requires more physical strength to handle such equipment in the field and more time to process such materials. In other cases, editors simply refuse to give women cameras for security reasons in case of hostile situations.

However, other media reports show that the number of women in Kenyan media still lags behind that of developed countries. For example, Daily Nation (6th March 2006 pg 10) reports that, "Women have been asked to join the media in large numbers to effectively highlight the plight of their colleagues. Visiting Spanish Deputy Prime Minister, Maria Teresa Fernandez La Vega, said yesterday. The Spanish delegation, that included 20 female journalists, expressed surprise on realizing that even the journalists covering the event from the local media were all men, save for one lady."

According to a report released in 2007, "Pay levels for staff have improved at some media outlets; however, pay remains low for most freelance journalists who form the majority – 75 to 80 percent – of the profession. Freelancers based in up-country stations are particularly poorly paid. The only union that could help them fight for better pay is the Kenya Union of Journalists, which is perennially entangled in leadership squabbles that affect its service delivery." (MSI Africa report www.irex.org/programs/MSI_Africa/kenya.asp Accessed on October 11th 2008).

Liz Opudo adds that, "Many women also do not proceed with higher levels of education which puts them at a disadvantage...Another challenge is that many women working for the media are employed as correspondents/ stringers; therefore they do not enjoy job security and other employee benefits such as maternity leave and better pay."

The evidence of under-representation of women in the media coverage is scant but there have been proposals for increasing the number of women as suggested by Lowe (2003:222.) A regional gender survey conducted by Gender Links in South Africa in 2003, reveals that women constitute less than a quarter of journalists. The same study shows that women constitute only about 5 percent of media owners and managers.

In Kenya, several studies have been conducted in the area of women in the media. In 1991, the Royal Netherlands Embassy in Nairobi sponsored a

workshop highlighting the crucial areas of development mainly in Agriculture, the effect of Structural Adjustment Programmes (SAPS) on Women, Women in Health, Women in Law, and Women in the Mass Media. The workshop report is published in: 'Women & Autonomy in Kenya, Policy and Legal Framework (Kibwana (ed). 1995:55.)

The report shows that stereotypical gender roles have been so deeply ingrained and glorified in language, education, the mass media and the arts, to an extent that even women have become 'disensitized' to their own inferior portrayal and status. The report also states that there are some historical factors that influenced women's status in decision making in different sectors, the mass media included. For example, during the Structural Adjustment Programmes, (SAPs), of the early 1980s, there was no significant increase in women's participation in decision - making at all levels from households to top public decision -making in the period, 1980 - 1993.

On the electoral and political leadership, the report says that women's participation in elections or those appointed to lead public bodies was reduced during the SAPs period for unknown reasons. The report concludes that the male - dominated Kenyan system makes it difficult for women to perceive themselves as decision makers from household to national levels. About the media, the study says that only one woman held a decision -making position at the Standard Newspaper in 1995. Around the same period, few women

entrepreneurs owned media outlets such as magazines, film agencies, Public Relations firms, either individually or jointly with families.

A Short History of the Kenya Broadcasting Corporation

The origins of KBC can be traced back to 1927 when the colonial government granted the British East Africa Broadcasting Company a license to provide radio services. The first English radio broadcast went on air in August 1928. The first radio broadcasts were targeted at white settlers who monitored news from Britain and other parts of the globe. These broadcasters were viewed as a public service for the education and enlightenment of the settlers and the largely Asian business community. Radio broadcasts were however extended to Africans at the outbreak of World War II to inform parents and relatives of African soldiers of news from the battlefield. At the end of the war an African unit was created within the information services to cater for broadcasting to Africans. The declaration of the State of Emergency in September 1953 saw the establishment of the African Broadcasting Service with broadcasts in local languages. In 1954, the Kenya Broadcasting Service (KBS) was set up. Regional stations were established in Mombasa, Nyeri and Kisumu. In 1961, the Kenya Broadcasting Corporation (KBC), a semi -autonomous body was established to take over broadcasting services from the government controlled KBS. KBC was nationalized by the government in July 1964 and transformed into the Voice of

Kenya (VoK) through an Act of Parliament. VoK was a department (Department of Broadcasting) under the Ministry of Information and Broadcasting.

KBC's first television services went on air in Kenya in 1962. The first television transmitter was set on a farmhouse in Limuru and transmission was over a radius of 15 miles. In 1970, a new television station was opened in Mombasa to relay programmes and produce local dramas, music, cultural, and other programmes.

In 1989, the VoK reverted back to KBC through an Act of Parliament. It was exempted from the State Corporations Act in 1994. In 1996, KBC commissioned Metro FM as a 90 percent music radio station. The corporation also commissioned Metro Television in September 2000 as a sports and entertainment channel. In December 2000, KBC started Coro FM, a Kikuyu language station broadcasting to Nairobi and Mount Kenya region. Pwani FM was unveiled in 2001 to cater for the Coast region. In 2005, Metro FM (House of Reggae) was relaunched, becoming the first 24 -hour reggae music station in the region. In March 2007, Metro TV was transformed into Channel 2 -a free to air 24 -hour entertainment television channel. The latter is a joint venture between KBC and a company based in Dubai.

Today, KBC runs two television stations (KBC Channel 1 and Channel 2) and five radio stations (English Service, Kiswahili Service, Pwani FM, Coro FM, Metro

FM). The station also runs 18 vernacular services via transmitters in various parts of the country.

KBC is hence the oldest and largest media house in Kenya. It is also potentially the richest media outlet with broadcasting assets worth billions of shillings. It has nearly 1200 well -trained professionals and administrative staff.

PROBLEM STATEMENT

Women journalists and media practitioners have contributed immensely to the growth of the media industry in Kenya but their role is not fully recognized and appreciated. Terms of employment and working conditions, do not put into consideration, special needs of women journalists. There is a lot of bias and gender discrimination, particularly in media leadership positions, promotions and general working conditions. The ratio of women to men in most Kenyan newsrooms is not comparable. In addition, there are hardly any women in managerial or editorial positions. This paper seeks to ascertain the contribution women have played in the growth of Kenya's media industry, challenges they are facing and suggest measures to deal with the hurdles they face.

OVERALL OBJECTIVE

Kenya's media industry has grown tremendously since post independence era. Similar to other professional fields, women have played a significant

contribution to the growth of Kenya's media industry despite numerous hurdles. This project will seek to ascertain the exact contribution women have played in the growth of the media industry in Kenya, the challenges they are facing and it will outline efforts being made to deal with these challenges. The research finding will inform and promote formulation of policies and systems that promote women journalists by providing a favorable working environment and fair work conditions.

SPECIFIC OBJECTIVES

The specific objectives of this project will be:

1. To examine the contribution women have played in the growth of Kenya's media industry over the years.
2. To establish the key milestones women have overcome to reach their present day media positions.
3. To identify challenges faced by women in Kenya's media industry.
4. To identify and suggest solutions that can be made to assist women in Kenya's media industry

RESEARCH QUESTIONS

1. What is the role that has been played by women in the growth of Kenyan media?
2. What are the key milestones that women journalists have achieved since post independence Kenya?
3. What challenges face Kenyan women journalists?
4. What efforts have been put in place to address these challenges?
5. What are the current trends being observed regarding women in Kenya's media industry?
6. What policies and systems can be put in place to ensure women get fair working conditions and equal opportunities in the Kenyan media industry?

HYPOTHESIS

1. Women have made a significant contribution to the growth of Kenya's media;
2. There are numerous challenges facing women working in Kenya's media and they face gender discrimination;
3. Women do not receive equal opportunities in media leadership roles which has a negative effect on news content;

4. Women influence news content and story angles, and hence contribute to development communication.

SCOPE OF THE STUDY

This study will focus on women working in the Kenya Broadcasting Corporation either as permanent employees, correspondents or stringers and it will target women working in Nairobi, Kenya. The study will take into account events relating to the period 1990 to 2008. However, the research will also look at background information from post -independence Kenya as a basis for understanding the current scenario.

SIGNIFICANCE OF THE STUDY

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This study will confirm the role played by women in the growth of Kenya's media. There have been several researches regarding Kenya's media, but there has been no specific research to analyze the role played by women working in the media. The information will provide facts and figures that will assist media owners to realize and address challenges faced by women, putting into consideration the role they play in media development. This study will also contribute new information that can be utilized to progress future research.

LIMITATIONS OF THE STUDY AND ASSUMPTIONS

This study will be limited to female employees of KBC working in Nairobi, Kenya which represents a small part of the target population. This study assumes that research findings will vary based on individuals age, social background and educational level.

KEY DEFINITIONS

GENDER CONCEPTS

There is a tendency to confuse the term gender with sex. However, the two are completely different. Gender refers to the social roles, responsibilities and behaviors that are believed to belong to women and men, girls and boys. Gender roles are created by society and are passed down from one generation to another. However, they can change over time and they vary within and between cultures. The concept of gender also includes the expectations held about the characteristics, aptitudes and behaviors of both men and women. Because gender roles are socially learned, they can be changed to achieve equity and equality between the two sexes. Society still views women as home makers despite the fact that many of them are now the income earners for their families and are in decision making positions both in government and in private companies.

The socialization process by the society on what is expected by the individual leads to the internalization of the different tasks and roles one is expected to undertake. This leads to a frequent misconception between gender and sex that results in stereotypes. A stereotype is a generalization about a group of people that distinguishes them from others. These stereotypes have led to social structures that consciously or unconsciously made one group disadvantaged over the other thus increasing gender gaps.

GENDER EQUALITY

It is often understood to mean equality of opportunity. It means that men and women have equal opportunities in realizing their full human rights and for contributing to, and benefiting from, economic, social, cultural and political developments. It is based on the premise that both men and women are full and equal partners in their homes, communities and societies. Thus women and girls are not discriminated against in accessing opportunity.

GENDER EQUITY

Gender Equity is about fairness. It is concerned with the promotion of equal opportunities and fair treatment for both men and women in their personal, social, cultural, political and economic fields. It includes fairness in terms of rights, benefits, obligations and opportunities. It involves going beyond the provision of equal access to opportunities to providing an enabling environment

and equitable distribution of resources to women and men, girls and boys taking account of their different situations.

As such, measures / policies must be put in place to address and compensate for the historical and social disadvantages that prevent women and men operating on a level playing field.

GENDER MAINSTREAMING

It is an approach used to intergrate women's and men's needs and experiences into the design, implementation, monitoring and evaluation of policies and programmes in all the spheres to ensure that both sexes benefit equally to development. It is a holistic process that ensures that all legal and legislative requirements, provision of all services and decision -making in an institution are informed and conform to the principles of gender equity, and empowerment of women and other disadvantaged group, based on the rights based approach to development.

ROLE OF MEDIA IN EMPOWERMENT OF WOMEN

Gender as opposed to sex is about relationships between men and women; boys and girls and the different roles they are given. Societies tend to conduct their activities according to gender division of labour. Gender relationships are socially construed, through the process of socialization (UNESCO, 1995.)

According to ordinary dictionary definition training is the process of exposing a person to skills and capacity building, in specific skills to perform certain tasks. Management on the other hand is the process of planning, organizing, directing, coordinating and controlling personnel, materials, machines, and money, so as to achieve maximum objectives for an organization co-ordination.

In another paper in Mr. Charles Okigbo writes:

“That the print media in Africa do not yet have an impressive record of protecting women images possibly due to the fact that women are underrepresented in newspapers and magazines management. He wrote that African journalism was almost an entirely male domain.”

Studies in Tanzania revealed that the negative portrayal of women in commercial adverts was probably enhanced by the absence of women in top decision-making positions in the media. The report from Tanzania shows that women do not feature in the first three levels of hierarchy of the Daily News -the largest circulated papers.

In another paper, Goretti Nassanga, writing about the experience of women in the Ugandan media indicated that women played a role in creating positive images of women as a strategy for national development.

Goretti writes as follows;

“The media itself has contributed to the negative portrayal of women or the struggle for equal opportunities. The media has branded it as a fight for supremacy over men. The struggle for equality was noble.

The author suggests that the media should create role models from women who have made it so that they can mentor others. She notes that women do not occupy high positions in editorial boards of three newspapers sample. The literature reviewed shows that the media has a role in empowering women through employment, promotion and training.

CHAPTER TWO

LITERATURE REVIEW

FACTORS INFLUENCING WOMEN IN THE MEDIA

There are a variety of obstacles that are preventing women from moving ahead in the news media –some individual, some organizational and others firmly rooted in societal and cultural beliefs. The result is an ongoing struggle for women to gain acceptance as professionals, create opportunities to develop a sense of personal confidence and vision, and obtain access to the knowledge and training necessary for leadership development. Understanding the dynamics of these obstacles is the first step in overcoming them.

THE CASE FOR WOMEN JOURNALISTS IN KENYA

A human being cannot exist in isolation and is for survival and self preservation, forced to live in community with others. The media, on the other hand is also subject to rules of conduct, accepted and obeyed by all, just like ordinary members of society. However, it is important to realize that the media in Kenya has been at the forefront of articulating democratic ideals. For example, in the agitation for multiparty democracy in the early 1990s, the Kenyan media strongly advocated for democratic ideals.

The development of public institutions endowed with legitimate authority to propagate rules of conduct and to ensure that they are obeyed, are therefore as a result of the concept of democracy. Similarly, self regulatory measures by the Kenyan media have been put in place to ensure the media does not act beyond its scope of jurisdiction. These include the Media Council of Kenya, the Kenya Union of Journalists and so on.

The general objective of women advancement in Kenya is designed by the National Gender and Development Policy, which has outlined the need for inclusion of more women in positions of decision -making. The Government of Kenya, through the National Policy on Gender Equity for Sustainable Development (Ministry of Home Affairs, 1998: 4), provides the rationale for the need to include women in positions of management of the public and private sectors.

Although the entry of women into journalism is relatively a new phenomenon in Kenya, their presence as managers in the newspapers has remained marginal since independence. A religious publication published by the National Council of Churches, *Target*, the first woman editor in 1977 (Odero 2000: 18). The East African Standard appoints the first woman managing editor in 1992 to head the Sunday Standard (Odero: 65).

More women have been trained and have graduated as journalists and a good number have been employed as reporters but few have become senior editors.

Most of the women editors are likely to be found in magazines they have helped to establish.

In the media journal, newspaper executives agree that the number of women in senior positions is low the executives discuss some of the factors that contribute to the situation as family commitments, lack of experience and lack of training.

The period between 1990 to 2008 has been selected because it represents the post-Beijing era. The Beijing Platform of Action (BFA, 1995, Section 335) observes that women are still absent from newspaper management and therefore could not effectively influence media policy. It states as follows:

“Although more women have been involved in careers in communication, few had obtained the positions at decision making level, or served in editorial boards that influenced media policy.” (Beijing Platform)

What role have Kenyan women journalists played in the growth and development of democracy?

The word democracy used to refer to various forms of government which are said to be based on majority rule; ruled by the many in contrast to rule by one or a minority clique or class. Consensus rule and rule by the people. Democracy is said to be that system of government in which the ruling power of a state is legally vested not in any particular population, group or class but in the people. Abraham Lincoln, President of the USA 1861 - 1865 said that democracy is “government of the people, by the people, for the people.”

Women journalists and NGO activists have played a great role in ensuring democracy is upheld. For example, Koki Muli, the head of the Centre for Multiparty Democracy and Muthoni Wanyeki of the Human Rights Network, have agitated for upholding of human rights as well as democratic values. Their contribution of articles to national newspapers reflects a deep attachment with human rights and justice issues. Prior to and after the disastrous December 2007 elections, women journalists focused on the issue of gender imbalance in national positions. By highlighting gender imbalance, the profile of gender equity was raised significantly and this no doubt contributed to the higher number of women elected to parliament. It is worthy to note that political advertising by NGOs such as the URAIA agency can make a contribution to democracy and hence contributes to economic well-being. A free and responsible media in a democratic system helps to counteract tendencies toward the monopolization of power by the elite. Indeed, democracy is fundamental to the constitutional state and the constitutionalists must therefore operate within it. The media must observe high standards of morality and ethics for it to continue in its role of securing democracy.

Kenyan women journalists can achieve much more by specializing in specific fields. A good example is Jillo Kadida who specializes in judicial matters and has become an authority with regard to judicial issues in Kenya. The media has in most instances impacted positively on society, but there are occasions where the media has sowed seeds of hatred. The example of Radio Milless Colline comes to

mind, which played a great role in inciting the Hutu against the Tutsi in the infamous Rwanda genocide in 1994. Closer home, the Waki Commission inquiring into post election violence received testimonies of inflammatory broadcasts by some media outlets especially vernacular FM stations. One factor that the women journalists need to use in order to fulfill their career objectives is to build public confidence in the media. The public has great confidence in the media profession. Evidence of this is seen in the high number of callers jamming radio stations when topics of socio - economic interests are being aired. Also, members of the public gladly write in their views to newspapers and the avid whistleblower will turn to a journalist rather than turn to the police force. There is no doubt that public confidence in the Kenyan media is at an all time high.

Women in media should exhibit a great sense of integrity and shun those things likely to bring their profession into disrepute. As professionals, they should be viewed as a bulwark of society and not an obstacle to progress. Women journalists need to identify themselves in a positive and practical manner with the aspirations and efforts of the people they serve - the Kenyan public. A survey released by Steadman and Associates, a leading research firm, showed that 80% of Kenyans trust the media.

THE AFRICAN EXPERIENCE

According to Hellen Cooper, A New York Times writer who spent her formative years in her ancestral Liberia, African women journalists and authors have

themselves to blame. This is because they focus their energies on writing stories on other people and places but do not confront their own stories. Perhaps this is best exemplified by the very few women authors in Kenya with novels on their own lives and families. For example, the Rwandan genocide survivor Immaculate Libagiza who lost most of her family, authored a book on her life experiences which was nominated for the prestigious Pulitzer prize, though she never won. Another example of female writers in Northern Nigeria who tackled delicate issues in the Muslim dominated region where Sharia law is upheld, hence a conservative traditional culture.

Most barriers that hindered the education of the girl child in Kenya have been overcome though not in totality. The problem arises in career choice. Previously, nursing, secretarial training and teaching were considered some of the better career options for women. However, with the advent of market liberalization in the early 1990s led to an eruption of the new radio and TV stations. Naturally, the agitation for affirmative action and gender balance in the country spread to the media. This was emphasized further by the momentous Beijing Conference on affirmative action. It is important to have women in the media firstly because they are the first teachers of language. That is to say, children learn their mother tongue first and this is more likely in the rural population where a majority of Kenyans reside. With the advent of rural -urban migration, this has changed but not to a great extent. It is also generally acknowledged that women communicate

with their children more than men. Hence this forms the foundation of communication. It is more encouraging to note that more women are joining various media outlets and taking up media related courses. In some cases, there are those who have not studied journalism but still find their way into television and radio careers as presenters.

CHALLENGES FACING WOMEN JOURNALISTS

The first major challenge facing girls aspiring to be journalists in Kenya is lack of access to higher education. Cultural beliefs that held back attainment of an education for girls still hold strong in some communities. This coupled with early marriages and teen pregnancies have been a major bottleneck to the attainment of further education for girls. Secondly, women have triple roles and responsibilities as breadwinners, mothers and spouses. These responsibilities hinder the entry of women into the mass media as they already have other responsibilities bearing upon them. One may have the natural talent that is required in the media but the existing responsibilities weigh down upon them.

Poverty is another major stumbling block. Kenya is one of the most unequal countries in the world with 19% of the population controlling almost half of the GDP. Half of the population lives on less than a dollar a day. The high cost of getting an education to university level and the limited number of institutions offering media courses, is in itself a big strain. Acquiring media education and experience is also difficult. (Transparency International report, 15th May 2007)

Furthermore, media work requires use of expensive equipment such as video cameras, audio recorders, and computers and so on. Thus it becomes very difficult for women journalists to venture into the field as private journalists/freelancers.

The existence of mediocre media training institutions that contribute to lower standards in the profession is another major challenge. Most of these colleges offer sub-standard training, at a lower cost therefore eroding media standards.

There is also the aspect of male chauvinism. This is seen in the main media houses where women are mainly used as show offs or display in the name of newscasters. The technical aspect such as video mixing, recording and sound engineering are left to men. Naturally, the latter has better pay and exposes one to more experience that is required in the profession. Furthermore, sensitive stories that involve investigative reporting are left to men because women are considered incapable of getting down to the nitty –gritty of such reporting. These include situations such as war, torture, corruption investigations and so on.

CULTURAL AND SOCIAL BARRIERS

Perhaps the most predominant set of obstacles faced by women aspiring to move into the upper ranks of the news media are the cultural and social norms they face everyday. These stereotypical notions about women's abilities and responsibilities effectively keep them from entering the professional world, and

once there, set up enormous barriers to their success. Yet women continue to struggle to transcend biases against them.

Women are expected, first and foremost, to care for the home, children, other family members and their spouses. Unlike their male colleagues, women with demanding professional careers are expected to maintain their duties at home often with little or no help from other family members.

While pressures to conform to traditional roles may come from boyfriends or husbands, many African women say that, more often, difficulties emerge from their own families and their in-laws. In some cases, families look down at the careers chosen by their daughters or sisters. Women journalists struggle against negative stereotypes about women in the journalism profession. The image is that women in this field take on some of the more harsh male social behaviours.

COMMON PREJUDICES

Such assumptions about women's roles in society and in the home have clearly kept women from the arenas of power and leadership.

Women...

- Fall apart when the going gets tough
- Are catty or love to gossip
- Are afraid to make decisions or always change their minds

- Use sex to get what they want
- Are difficult to work for
- Aren't able to see the big picture
- Aren't good team players
- Are too soft to make decisions
- Allow their families to get in the way of the job
- No sooner get trained that they leave to have a baby
- Are too emotional and cry too easily
- Can't travel on business because of family commitments
- Make things more complicated than they really are
- Are moody
- Are inconsistent and fickle, and don't know what they want

It is assumed that women cannot or should not work long hours, take on difficult assignments or travel for business.

PROFESSIONAL OBSTACLES

Women throughout Africa deal with the impact that societal and cultural norms have on their ability to do their job, as well as on the attitudes of their supervisors and colleagues. Among many employers there is a perception that women tend to take more time off than men to care for family members. But in the study conducted by Jennifer Makunike -Sibanda, a majority of respondents

(77.6%) said that female members of staff were prepared to work the necessary hours to get the job done. Some women managers have commented that in fact, women sometimes feel a great deal of pressure not to take time off. They fear that they will prove the negative assumptions about women, making matters worse for themselves and their female colleagues. Many women have told of job interviews where a potential employer asks a woman if she has children and how she will take care of them and do her job at the same time.

But dealing with assumptions regarding family responsibilities is just one set of obstacles women face in the newsroom. In media houses throughout Africa, women are discriminated against in terms of salary, access to jobs, access to information and harassment. Each of these affects women's opportunities for advancement in the media. When women are left out of formal and informal information networks they miss out on training opportunities, fellowships, promotions and important assignments.

Many women journalists feel that the type of assignments they receive inhibits their advancement potential. They are too often assigned to cover soft news and are denied assignments related to politics, technology or business. In this way, they don't get the exposure to move ahead.

Women who are promoted into management have related an additional set of challenges in the workplace, including hostility. Jemimah Mwakisha, a reporter with 'The Nation' and former chair of AMWIK, suggested that perhaps there is an expectation that women managers should be better than men. Women

managers sometimes feel it is necessary to constantly prove themselves and their abilities, even though they had legitimately earned their promotions. They have to overcome preconceptions about women bosses, while men with less experience have been more readily promoted and accepted.

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PERSONAL OBSTACLES

Women, themselves can bring their own leadership obstacles with them to the workplace. Often women are taught to be soft -spoken, not question authority, stay at home and in some cases, not to look someone in the eye. Women are faced with not only overcoming the traditional beliefs held by men in the workplace, but also with modifying some of their own views and assumptions.

Just as women generally possess some traits that are important to leadership, there are other characteristics that women must struggle to overcome if they are to be effective leaders. Generally speaking, women tend to avoid taking risks, which can limit their innovative contributions to the company and, therefore, their visibility as well. Women can have a tendency to focus on details rather than taking a big- picture approach, which is key to leadership. And, while women have a strong orientation to human relationships and the success of the team, this can create a situation where a female manager is not seen as a strong authority. In that light, some women who have reached management positions said they have struggled to understand their leadership role.

Finally, there can be a great deal of rivalry among women in the newsroom. When few management level jobs are available to women, an atmosphere of competition arises rather than one of co-operation and support. Some women talk of feeling alienated by other women once they have been promoted. Others mention female supervisors who do little to help female colleagues gain the skills they need to move ahead.

CASE SAMPLE

REPRESENTATION OF WOMEN IN UGANDA MASS MEDIA

In the Uganda mass media, women's employment is segregated horizontally, in a limited range within the occupation. In the print media, for example, women's total representation is only 27%. This is despite the fact that women's representation in Mass Communication training at Makerere University is greater than that of men by 12%. This situation is largely resultant from the fact that for women who wish to join the media, hurdles resultant from their having been born women are too numerous to cross. For this reason, many opt out of media practice while some go for the less demanding field of Public Relations.

In Uganda's media houses, the number of women at the helm and intermediary levels of decision making is negligible particularly in the print media. Less than 5 percent of the decision making positions are occupied by women. For this matter, they do not play a significant role developing, implementing and

supervising the programmes of the enterprises for which they work. The absence of women from top decision making positions, means that women's special needs, aspirations and problems, in these organizations cannot be realistically and adequately met. It also means that they do not have a hand in determining the nature, shape and scope of their media organizations' content. This is, to a large extent, responsible for under -coverage of women's issues as well as their negative portrayal in the media.

The terms of employment of women in Uganda's mass media are ridiculous. For most private media organizations, statistical evidence suggests that women form a minority of the permanent and consequently pensionable staff, and a majority of the temporary, part -time or casual staff. In *The New Vision*, 'Uganda's Leading Daily', for example, women form only 38% of the permanent staff, they account for 58% of the part -time and temporary staff in both *The Monitor* and *The New Vision*. Similarly, staff development programmes, performance appraisal mechanisms and reward systems within media organizations are not women friendly. The male structures to which women journalists are expected to conform mostly, favors men.

Training opportunities in further studies or in specialized areas such as information technology, media management or investigative journalism, among others, are up to now enjoyed by men. The ratio of men to women who benefit from this training was found to be 8:1. Meantime, women's preserve despite of the current interventions, still is, courses in children and women's affairs. It does

not matter to the editor, whether the woman journalist has attended the latter training for more than once, the trend is that women should pursue “soft courses.” Revelations that women cannot combine motherhood and training are also rampant. In most cases women are not even approached for an answer! Funny excuses by those in charge such as “Mrs or Miss X, we could not send you for further studies or on a lucrative assignment because we feared confrontation from your boyfriend /husband!,” are usually given. This situation as far as women are concerned, does not only lead to demoralization and consequent high turn -over among them, but also acts as an effective barrier against vertical advancement in these organizations.

THEORETICAL FRAMEWORKS

Several scholars have examined the linkage between feminist theory and social values. Leslie Steeves (cited in Greedon: 1987; 112) makes a critical analysis of feminist scholars and mass communication. Steeve distinguishes several broad categories that define the roles of women in society: individualistic, social, psychological, socio -cultural and economic. Steeves argues that liberal feminists assume that rational and legal efforts can move women away from the private spheres of the home towards equity with men in the public world. She writes that when this is applied to mass media, scholars assume that it is persuading media organizations through arguments and legislation to increase women representation. Steeves also suggests that scholars can avoid stereotypes and

seek solutions to the factors that contribute to why women are disadvantaged when it comes to newspaper management.

In a media products survey conducted by UNESCO in 1991, it is reported that women are absent from decision -making processes and this determines the nature of information that is either published or broadcast (Media for Development: 28). It could follow therefore that the absence of women in senior news processing leads to continued perpetuation of the dominant male culture through media.

NORMATIVE MASS MEDIA THEORY

A normative theory outlines an ideal way for structures and operations of media systems. The normative theories are developed by media practitioners, through simplified version of social responsibility theories. Contemporary media studies show that media are highly dynamic and are at the core of globalization processes. Media institutions have traditions, which guide their production for consistency over time. These include editing manuals, written and unwritten style guides, and other general quality assurance parameters, (Macquail: 22).

According to Macquail, (1987: 53) the role of editor is to mediate messages, to filter sections of messages for special appeal and attention. The editor does this by interpreting news using a window of personal experience and providing a balance between objective reality.

In 1995 UNESCO sponsored a baseline study on the general training needs of journalists in Kenya. The report of the UNESCO baseline highlights a number of handicaps identified by journalists as hindering their performance. The UNESCO baseline assumed that although journalists are employed after they had graduated from college, there is need for constant training to give them higher skills and necessary expertise.

The report, (Odero: 222) indicates that journalists should be continuously equipped with communication skills that are crucial to reach their audience. Among the handicaps identified were: lack of specialization, poor media management and administration skills, lack of code of ethics, poor self image, the lack of general knowledge, poor design and poor editing skills. According to the Women's Handbook for Media Leadership, (2002:3) the qualities that women journalists have to display to enable them get promoted are leadership, balance between work and family commitments, career growth and networking, among others.

CHAPTER THREE

METHODOLOGY

METHODOLOGY, VALIDITY AND UNIT OF ANALYSIS

Methodology in this research study refers to the procedures upon which the research will be based and against which claims and knowledge will be evaluated. Further, procedures that will be followed in conducting the study are described. In this section, techniques of obtaining data to test the hypothesis are laid out. The major function of the methodology in this study is to aid other researchers and interested parties to have a common understanding with regard to the role played by women in the growth of Kenya's media, with a view to utilize the findings for further research.

This study is guided by the concept of advancement of women with specific reference to mass media organization. The advancement of women is a relatively new concept. Advancement of women can be studied under the existing social theories and can be justified under the normative development media theories.

Komter (1991: 52) argues that in the existing social theories, there are many ways in which sexual inequality is produced in and from the media. The inequality

with regard to media operates in a number of strongly interrelated levels; from the audience, to the professional level as well as at the level of content.

According to Lerner media can play a positive role to stimulate development. One of the principle of the development media theory as advanced by Lerner is that the media should accept to carry out positive development tasks in line with the nationally established policy. (Maquail: 1997: 120)

The research design is the “framework or blueprint” for collecting the information needed for your project in the best possible way (Malhotra et al., 2002). The correct design will save resources and is also essential in allowing you to undertake valid and reliable research (Hedrick, Bickman, & Rog, 1993). There are three main designs: exploratory, descriptive, and causal research.

Exploratory research will be used in this research because it provides insights into, and an understanding of, the problem confronting the researcher. “Often, this is used when the researcher does not have enough information on a topic and wants the flexibility to explore the issue. Methodologies include secondary data and qualitative research, such as expert interviews and focus groups.” (Polonsky & Waller 84, 2005).

DATA COLLECTION

There are two main sources of data:

1. Primary data (data originated by the researcher for the specific purpose of addressing the research problem)

2. Secondary data (data collected for some purpose other than the problem at hand)

It is very important that secondary data be undertaken first, as this can provide invaluable background information... with the assistance of secondary data, primary data can then be gathered. Primary data can be qualitative or quantitative. Qualitative research methods are “techniques involving small numbers of respondents who provide information about their thoughts and feelings that are not easily projected to the whole population” (Dillon, Madden, & Firtle, 1993, 134). These include in-depth interviews, focus groups, projective techniques, and observational methods. Quantitative research methods on the other hand, are techniques that are designed to generate information using statistical analysis that can be projected to represent the population as a whole. These include surveys (personal telephone, electronic, and mail), observation, and experimentation.” (Polonsky & Waller 85 - 86, 2005).

The techniques used for data collection in this study will include both qualitative and quantitative methods. In addition, open and close -ended questionnaires will be administered to women journalists, editors, and communication practitioners working for the Kenya Broadcasting Corporation. Interviews will also be conducted alongside the questionnaires’ administration.

The research sources of information will include literature reviews, and information from organizations working with the media. They include the following as sources of secondary data and background material:

1. Association of Media Women in Kenya (AMWIK) is a national organization that draws its membership from all over the country. AMWIK works through its members who are employed by other media houses in Kenya. This has enabled the organization to have a broad and effective media network because the members are located all over Kenya and this facilitates Programme implementation. AMWIK collaborates with media houses, GOK, NGOs and donors. AMWIK is a member of other networks among them FEMNET, KWPC, MUADAC, Workers Rights Watch, Coalition against Child Labour, and NCWK. AMWIK is an affiliate of Kenya Union of Journalists (KUJ) and works closely with associations of media women in East Africa and beyond.

The organization has been recognized as one of the leading media organizations in Kenya that is a voice for women both in the mainstream and alternative media. AMWIK has acted as a reference point for many journalists in Kenya and abroad on issues affecting women and children and their portrayal in the media and in the society.

2. Information will also be sought from 'The international Association of Women in Radio and Television' (IAWRT) that was founded in 1949 and held the first conference of its own in 1951. During the 1950s through 1980s, IAWRT was a

friendship organization between women journalists on either side of the Iron Curtain, intended to promote peace. At first, only one member from each country was permitted to join. As times changed, IAWRT became more of a north-south friendship organization for media women. The organization today has many chapters across the world and continues to hold conferences. IAWRT 2007 conference took place in Nairobi, Kenya.

3. The third organization is the Press Institute for Women in the Developing World, an international non-profit and citizen journalism initiative that was founded in March 2006. The Institute was founded on the belief that journalism is an empowering tool that can bring voice, strength and light to issues that are hidden and people who are oppressed. It is in this vein that the Institute trains ordinary women in the developing world to serve as reporters and writers in their own communities. Press Institute journalists are dedicated to telling untold stories and empowering themselves and others through education and journalism. The Press Institute emphasizes reporting on six core issues that most affect women in their communities: HIV/AIDS, domestic violence, poverty, reproductive rights, political oppression, and community development.

4. NGOs that support the media. Among these are the Media Council of Kenya and Media Institute. Foreign donors include the Friedrich Ebert Stiftung,

American Center for International Labor Solidarity and USAID resource materials.

All the organizations listed above will be used to get information through their resource centers, expert interviews and website information.

SAMPLING PROCEDURE

Application of mathematical probability for estimating accuracy will be used so as to provide a basis for representative sample. Probability sampling will be used to select cases that represent the target population to provide accurate information. Further, it will provide an efficient system of capturing, in a small group, the variations or heterogeneity that exists in the target population. This will be followed by random sampling, seen as a key to obtaining a representative sample, as every sample of any given size in the accessible population has an equal chance of being selected. Additionally, it allows the study to be generalized to a larger population with a margin or error that is statistically determinable. This random selection process will be used to eliminate the bias in selecting cases in the study research.

The purpose of sampling is to select a set of elements from a population, in such a way that the description of those elements (statistics) accurately portrays the parameters of the total population from which the elements will be selected. According to Nachimias and Nachimias (1995), prior to sampling, one must

select the units of analysis. This implies that sampling, then, begins with the description of the target population -the collection of units about which one wishes to generalize. This ensures a complete and representative sample.

The population size in this study research refers to the whole population which will actually be studied and whose characteristics will be generalized.

CHAPTER FOUR

DATA ANALYSIS AND PRESENTATION OF FINDINGS

4.1 Introduction

The data was collected using questionnaires for KBC's female employees as well as an interview schedule for senior managers and officers at KBC. After collecting the questionnaires, the researcher used the Statistical Package for the Social Sciences (SPSS) to analyze the data and to generate descriptive statistics such as frequency tables, bar charts, percentages and pie charts.

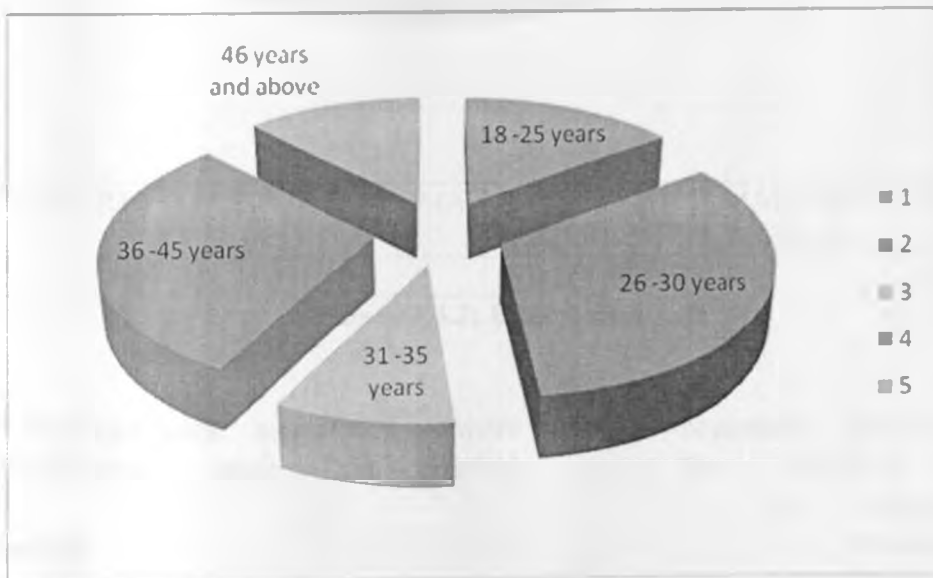
4.2 Questionnaire Response Rate

A total of forty four respondents took part in this research 95 percent of whom are female employees working with KBC. A total of 45 questionnaires were administered, but only 32 people gave feedback. 15 persons took part in face to face interviews but only 12 interviews were recorded for the sake of this research paper. The analysis was done in the order shown below.

4.3 RESEARCH FINDINGS ON THE AUDIENCES

4.3.1 Age distribution of respondents

All the respondents were female and the largest number of respondents was aged between the ages of 26 to 30 years. These age groups represented 33 percent of the respondents. Respondents between the age of 31 -35 years were the least which supports information gathered indicating that women in this age bracket tend to move to less demanding careers in Government, NGO and private sector.



18 – 25 YEARS	26 – 30 YEARS	31 – 35 YEARS	36 – 45 YEARS	46 YEARS AND ABOVE
5	11	3	10	4

Figure 4.3.1: Age distribution

4.3.2 Level of Education among respondents

About 67 percent of the respondents were college diploma holders while slightly over a quarter of respondents had university degrees.

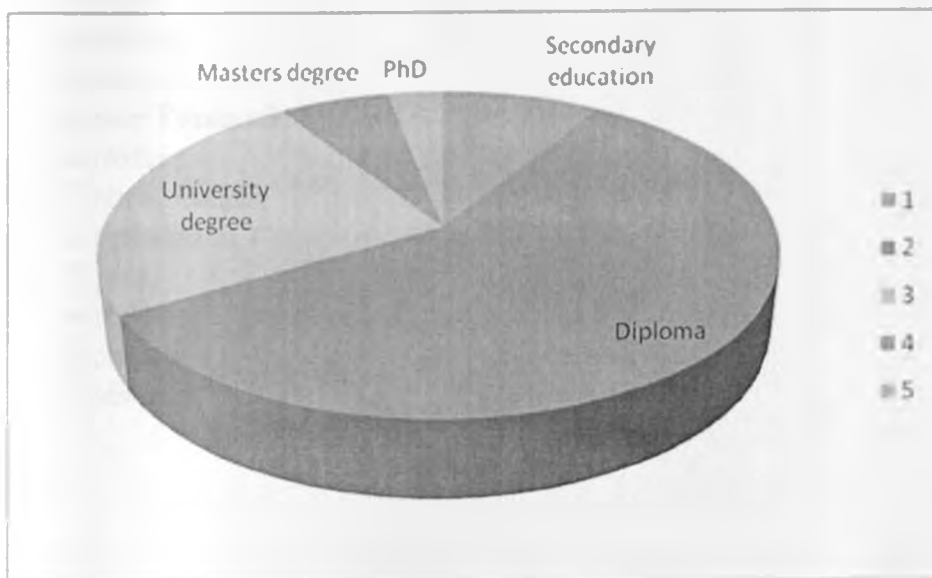


Figure 4.3.2: Education levels

The questionnaire respondents were mainly reporters, producers and administrative staff as listed in the columns below.

Reporters

- i. News reporter
- ii. News Producer/Director
- iii. News Editor
- iv. News Editor
- v. News Reporter
- vi. Reporter
- vii. Reporter
- viii. Journalist
- ix. Reporter

Producers

- i. Programme producer Radio II
- ii. Producer
- iii. Producer Radio

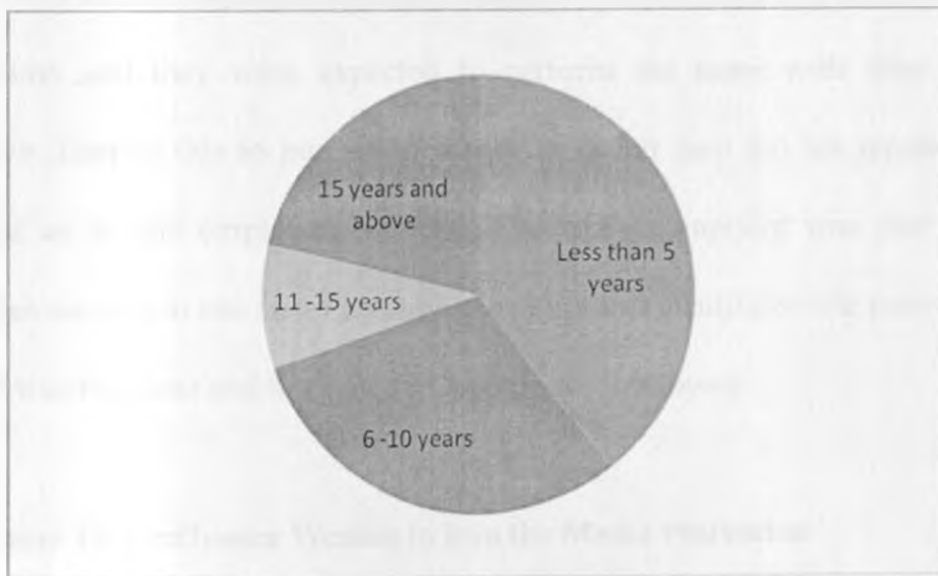
- iv. Programs Producer II (Radio)
- v. Producer I
- vi. Producer
- vii. Radio Producer
- viii. Chief Producer
- ix. Programmes Officer

Administration

- i. Human Resource Assistant
- ii. BA 6
- iii. Design Assistant
- iv. Senior Ss
- v. Senior Personal Secretary
- vi. Clerical Officer
- vii. Shorthand Typist
- viii. Social Technical Assistant

4.3.3 Years of Experience in practicing Communication/ Journalism and working for KBC

Forty two percent of respondents have worked in KBC for less than five years which is the same period they have spent practicing communication. The findings indicate that the majority of female employees in KBC are in their 20s and early thirties.



UNDER 5 YEARS	6 – 10 YEARS	11- 14 YEARS	15 YEARS AND ABOVE
13	10	3	7

Figure 4.3.3: Work Experience

4.3.4 Do You Think Women Have Contributed Significantly to the Development of Media?

Eighty five percent of respondents believe women have contributed significantly to the development of media. Reasons given include the fact that women have contributed to development in society through coverage of development matters affecting people for example gender and children issues. Women have also

managed to handle all aspects of Communications as well as rising to top leadership positions.

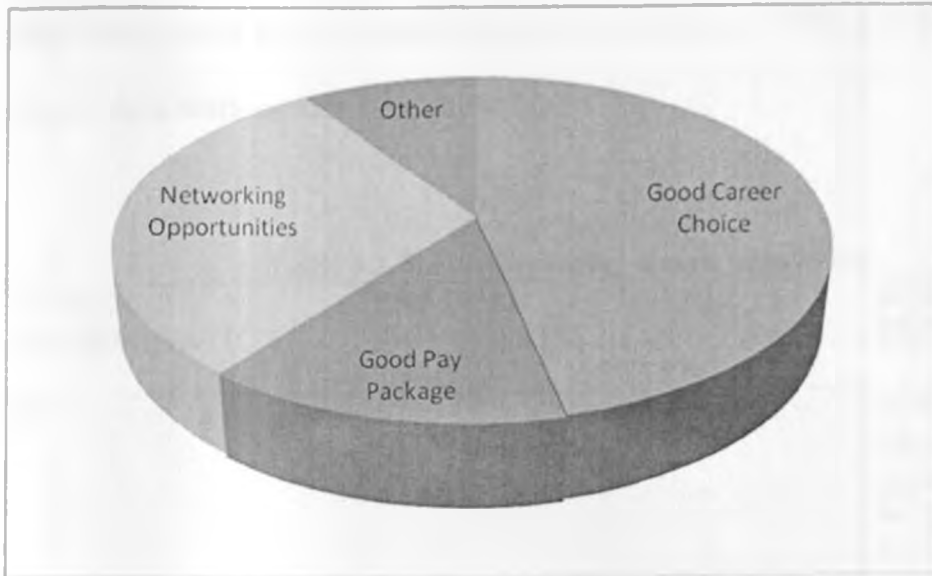
YES	NO	NOT SURE
26	6	0

4.3.5 Treatment of female employees of KBC

Ninety nine percent of respondents noted that they did not receive any special treatment as female employees of KBC. This was because they had the same job descriptions and they were expected to perform the same with their male colleagues. Despite this 66 percent of respondents felt they did not receive fair treatment as female employees of KBC. The main complaint was that male employees seemed to rise faster through the ranks and in addition the promotion criterion was not clear and it seemed to favor male employees.

4.3.6 Factors That Influence Women to Join the Media Profession

About 54 percent of respondents said that Communications was a good career choice. The second most common reason for joining Media is because it offered networking opportunities. A paltry 14 percent of respondents noted that media offered a good pay package.



GOOD CAREER CHOICE	GOOD PAY PACKAGE	NETWORKING OPPORTUNITIES	OTHER. EXPLAIN
20	6	13	<ol style="list-style-type: none"> 1. Passion to address issues affecting society 2. For exposure or publicity 3. To earn daily bread 4. Talent

Figure 4.3.6: Influencing factors

4.3.7 Hurdles That Face Female Employees in the Media Sector

About 52 percent of participants noted that gender discrimination was the largest hurdle facing them. They noted that women are prone to sexual harassment although this is a rare phenomenon at KBC. 31 percent of respondents noted that promotions were unequal and many complained that male colleagues were favored by the majority male senior management team. About 85 percent of

respondents said that this situation was not unique to KBC and that women in other media stations faced the same challenges.

Table 4.3.7: Hurdles facing female employees

GENDER DISCRIMINATION	UNEQUAL PROMOTIONS	UNFAIR EMPLOYMENT TERMS	OTHER. EXPLAIN	
22	14	9	Men taking advantage of them None Sexual harassment to get promotions	

4.3.8 Do You Receive Equal Career Development Opportunities And Promotions As Compared To Your Male Counterparts?

66 percent of respondents noted that career development opportunities and promotions were not offered equally with their male counterparts. This seems to imply that men are more advantaged in pursuing career development opportunities and they have a greater chance of being promoted. This could explain the seemingly small number of respondents who are university graduates as indicated in table (b) above.

YES	NO	DON'T KNOW
8	21	3

SECTION C: Trends among Women Journalists

4.3.9 The level of interest in training in various specialized communication fields

The majority of respondents have keen interest in studying Audio Production followed by Public Relations. There is minimal interest in studying photography and video production. This indicates that women are less interested in technical courses that require handling of equipment such as cameras.

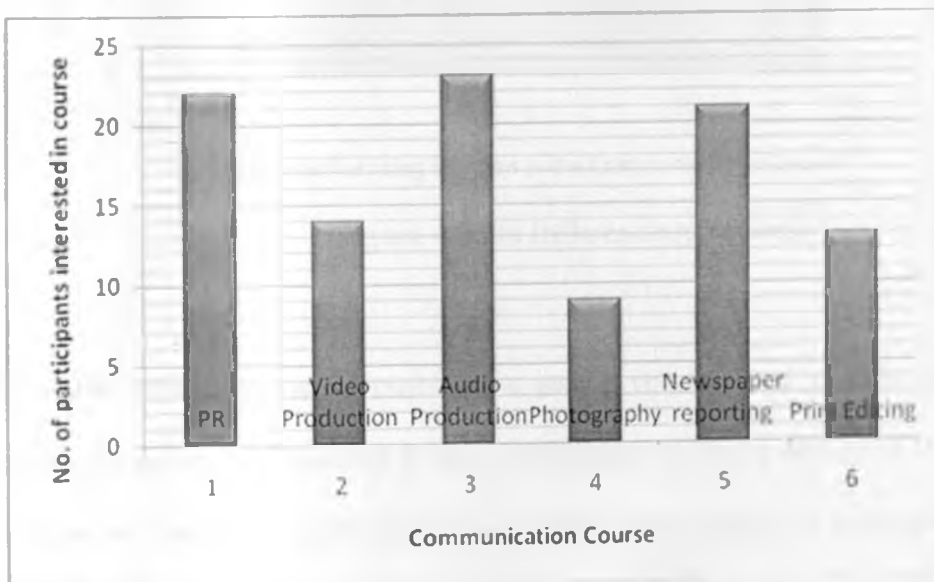


Figure 4.3.9: Interest in Training Courses

4.3.10 Factors that had an influence on women working in the Communication sector in Kenya

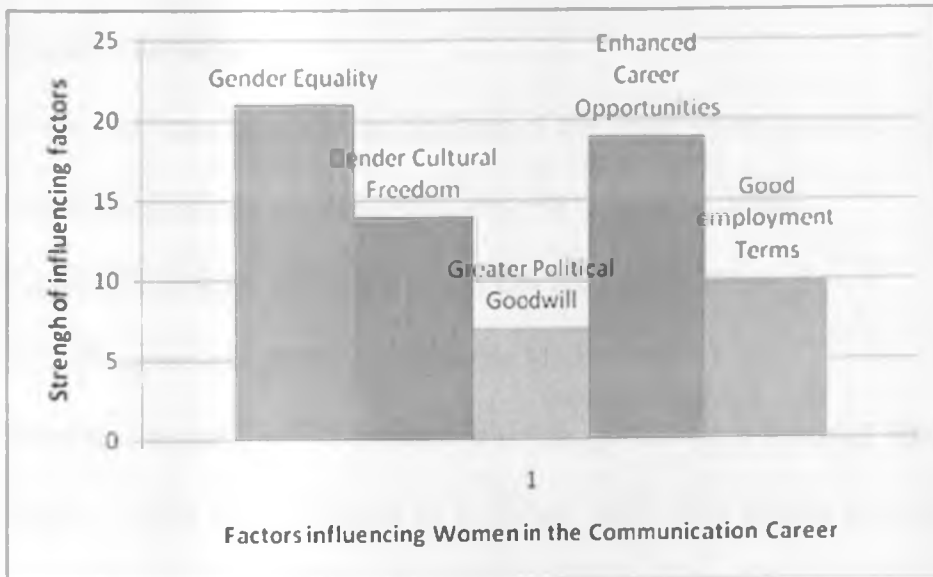


Figure 4.3.10: Influencing Factors

A trend in Kenyan society pushing for gender equality was seen to have the biggest influence on women working in the Communication Sector in Kenya. The Affirmative Action for women empowerment has ensured that women get employed in otherwise traditionally male dominated careers such as journalism. Secondly, enhanced career opportunities in the field of communication have encouraged more women to join the profession. Greater political goodwill was seen to have the least influence on women seeking to work in the Communication sector.

CHAPTER 5

5.0 DISCUSSION AND INTERPRETATION OF FINDINGS

5.1 Introduction

In the previous chapter, the findings of the study were presented. In this chapter, the major findings are discussed and interpreted in detail.

5.2 DISCUSSION OF FINDINGS ON AUDIENCES

5.2.1 Progress among Women in the Media

Several scholars have examined the linkage between feminist theory and social values. Leslie Steeves (cited in Greedon: 1987; 112) makes a critical analysis of feminist scholars and mass communication. Steeve distinguishes several broad categories that define the roles of women in society: individualistic, social, psychological, socio-cultural and economic. Steeves argues that liberal feminists assume that rational and legal efforts can move women away from the private spheres of the home towards equity with men in the public world. She writes that when this is applied to mass media, scholars assume that it is persuading media organizations through arguments and legislation to increase women representation. Steeves also suggests that scholars can avoid stereotypes and seek solutions to the factors that contribute to why women are disadvantaged when it comes to newspaper management.

In the 1980s, the role of women was limited and they were just the presenters, they were viewed as pretty faces for delivering news. They did not take a

creative/ productive role in the 1980s they were fronted as the face of the station. More often they were receptionists, continuity announcers/anchors and radio presenters. Decision -making was not for the female. The man would be the main news -anchor, the woman would play a supportive role.

In the 1980s there was monopoly of Voice of Kenya (VoK) as the only TV station and media freedom was suppressed. When reading news one had to be careful not to give titles wrongly, to differentiate presidential functions and official state visits because such errors could land one in jail. Back then reporters were well -rounded and aware of current affairs. Today journalists just want to be seen on TV. One needs to have TV presence, appear good on camera and have flow of speech to be a good reporter.

The advancement of women is a relatively new concept. Advancement of women can be studied under the existing social theories and can be justified under the normative development media theories. Komter (1991: 52) argues that in the existing social theories, there are many ways in which sexual inequality is produced in and from the media. The inequality with regard to media operates in a number of strongly interrelated levels; from the audience, to the professional level as well as at the level of content.

In the early 1990s women in journalism were seen to be people who did not mind about family life. There was a stereotype that most of the women were divorcees. Many parents did not want their children to join the career. Media was not

diversified and there were only two TV stations. There were limited job opportunities and preference was given to men. There were few women in senior positions e.g. In 1997 KBC had only two women in senior positions, one of who was in personnel management. Currently in KBC there are about six senior women managers, and five mid -level managers. This trend has been similar in other media stations. In the 1990s women also started asserting themselves, standing on their own as main news anchors e.g. Anne Ofula, Kathleen Openda, Pamela Mburia etc. Women started coming up with outstanding productions and some started operating cameras e.g. Margaret Mutunge. Women started heading departments and taking an active role not just in administration but also in production. More women became much better because media schools in town increased and women started to train in technical fields such as video production. They came in multi -faceted - as editors and news anchors.

Today there are more women in the field of communication. Programming has changed, it has empowered women because when women see female presenters they feel encouraged to better their lot. There is a definite shift in preparing news and an upward trend whereby there are more female media owners for example Kameme FM Radio. There are also more women working as field reporters and hence there has been a breaking of past barriers.

There are also more women than men; women have also risen to management levels with about four senior managers and about four mid-level managers who have control of newsrooms. For example Mercy Oburu and Farida Karoney who are in charge of editorial policy in their respective stations. Women have also become media owners for example Sheila Amdany of Radio Simba. More women are rising to managerial positions for example Esther Kamweru - Chair, media council, Pamela Makotsi, once the - Managing Editor of Standard Newspaper and Jane Godia once the Deputy Managing Editor of Standard Newspaper. There has also been an increase of female senior reporters for example Mildred Ngesa of Daily Nation Newspaper. Other women have opted to venture into their own organizations for example the African Women & Child Feature Services (AWC) formed by Rosemary Okello, a veteran journalist. Women have also ventured into beats traditionally recognized as male domains, for example, Evelyne Kwamboka is a seasoned investigative reporter for Standard Newspaper.

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People are embracing it, there women being appointed in top positions. The Kenya Media Council is currently being chaired by a woman. However, men still dominate the media field in Kenya. The general argument is that women are not experienced and organizations such as AMWIK have sought to address this by offering scholarships. However, women hardly get to cover headline news stories and there are few female editors.

5.2.2 NOTABLE TRENDS AMONG WOMEN IN THE COMMUNICATION FIELD

The following were noted as key trends among women working in the communication/ media field

i. AGE

In the past there has been lack of succession planning hence there is a big gap between veteran female journalists and the current youthful female journalists. KBC got a new MD in 2003 who replaced veteran presenters with new faces but it would have been wiser to blend old and young. This would allow them to teach the younger ones and then they could be removed slowly. Training of young people had to be done fast, however there should have been a transition. The new people did not last, they opted out for other jobs. Currently, the age limit for female presenters has been moving lower, with more young presenters being selected to anchor news. There is a stereotype that Kenyans want young faces on TV, but age is not an issue, rather it is ones ability to deliver the news properly. Young people are enthusiastic to join the career because it is viewed as prestigious particularly radio/ TV broadcasting. Many young people want to be seen and heard through the media. This has probably been promoted by the nationwide clamour for empowerment of the youth. However, this is a unique trend to Kenya, which has a disadvantage because young girls do not have consistency and they change jobs easily. Women are being used by media executives because they are given positions and removed improperly, which

destroys their careers. Women tend to use the media as a launching pad to other careers particularly those not in the public domain. Young women join media because they observe other women who they admire. Those who join are camera friendly/ beautiful. Most women move out of media in their mid - thirties to a less demanding career which gives them a chance to raise a family. After a certain age women tend to shape out of media because it is too fast and competitive and it requires fresh minds and creativity. Most women in the media are young, under the age of 30. Most women above the age of 30 are in the private sector working in communication and other related departments. Most women trained in communication are opting for jobs in the private sector, NGOs, Government Parastatals and the UN because it is less demanding than working in the mainstream media. However there are women being appointed to senior positions while in their late 20s and early thirties which is a major milestone.

ii. EDUCATION

Women have been keener in pursuing higher education because the market is demanding for professionally trained persons. More women are taking up training although there is over -reliance on short courses and currently most women are diploma holders. This training is funded by the company although there is also a lot of complacency whereby there is false reliance on ones looks and beauty rather than reliance on professional skills. Another notable trend has been the registration of new colleges offering below - standard communication

courses. Such colleges are mostly operating in major Kenyan cities. AMWIK together with the Ministry of Information & Communication have tried to handle this issue by conducting investigations, but so far there has not been any fruitful resolution to the problem.

iii. NEWS

Another notable trend is excessive coverage of political news whereby media have become reactive. There is lack of in-depth news expounding on development matters and media houses do not invest in research. Media has failed to take its role as an informer but they have turned out as noisemakers whose agenda is set by politicians. According to Lerner media can play a positive role to stimulate development. One of the principle of the development media theory as advanced by Lerner is that the media should accept to carry out positive development tasks in line with the nationally established policy. (Maquail: 1997: 120)

iv. FAMILY LIFE

Most senior women in the media are either single or divorced due to the demanding nature of their career. Men do not seem to like aggressive women and women at the top are viewed as having made their way there by engaging in various illegitimate affairs and pretty faces are normally viewed as cheap.

Nevertheless, the Communication career has become more lucrative, and society is more accepting of female journalists. More parents are also supporting their daughters who choose to join this career. Spouses of media women are now more understanding of the long hours women have to put in their careers. This knowledge has been increased due to technology and an appreciation of the media role.

5.2.3 MILESTONES ACHIEVED BY WOMEN IN THE MEDIA

Women have been able to sensitize society on various development issues and the rights of women and advocating for the girl child. Women are able to bring out the ills in society and they produce programs that are touching society's problems for example violence against women is done to inspire change. Women are taught their right and children's rights hence they are made aware and they have put the same to practice and they know where to get help. Women journalists have also made other women in general more aware of their positions, and they have changed their image hence making women accept themselves. There is focus on family, health matters and the environment. There are several female editors and producers who determine what is broadcast; hence they have an influence on social, cultural and economic matters.

Most risk takers are women journalists because they are willing to do stories that inspire change. They go out to ensure they get the in -depth contents of a story to

ensure positive change. For example, 'Health Matters' a feature by Lilian Mwendwa who does stories and calls upon well-wishers to assist the suffering. Hence women are able to empower society.

Women have played a major role in changing society because they have lobbied politicians to shape society e.g. through gender equity which is advocated for in radio/TV programs to address issues such as the rights of the girl child. Such stories have tried to bring positive change. Media have also provided a platform for female politicians leading to an increase in the number of women pursuing politics. Women are also good human rights advocates.

By having educative programs for example on girl child education, women have been empowered. The media has also encouraged education of girls, hence an increase in enrollment of girls to school.

Several Kenyan women journalists have been recognized and awarded for their outstanding performance in the field of communication. Women have also ventured into reporting tough cases for example in 2007, the land clashes in Kuresoi, Rift Valley Province, was covered by Lilian Muli, a KTN reporter, while a story on illegal arms trade at the Kenyan border was reported by Purity Mwambia another KTN reporter.

5.2.4 FACTORS THAT HAVE INFLUENCED WOMEN'S DEVELOPMENT IN THE MEDIA

There has also been a national push for women empowerment in all sectors and education has also been made accessible to women. Journalism is also viewed as a favorable career and young women admire it. It has also become an easy option with the mushrooming of numerous colleges. Women are good communicators and they can effectively address the important issues affecting society. Women have an in-born ability to communicate and they find communication attractive compared to sciences. Women also interact easily with others and they find the study of communication simpler to undertake as a career.

In addition, media career gives a woman independence because they get to do things for themselves and they can socialize. It is one of the options left which does not need too much academic qualifications and it opens a door of independence and self confidence. Affirmative Action has worked; it is being practiced by Government. Women were seen as objects for a long time, just pretty faces. The media setup has however come to realize women have something to bring to the table. Indeed, their own initiative as women has influenced development in the media sector. Women are good communicators and media is also a good career preference. Women like media because it is a passion to pass information, educate and inform and it is viewed as a prestigious career.

5.2.4 CHALLENGES FACING WOMEN IN THE COMMUNICATION FIELD

The biggest challenge among women in the media was cited as the ability to juggle career and family because of the long and odd working hours and the demanding nature of the career. Ninety five percent of the respondents noted that the media career is very demanding with long working hours, frequent travel and demanding assignments which makes it difficult to balance family life and work. In the past this led to a lot of separations between couples, because men could not understand when their spouses worked for long hours. This may have contributed to a common stereotype that most women in the media are single, divorced or have loose morals.

The second most notable challenge was noted to be the lack of equal promotions compared to male counterparts. Respondents noted there was no clear guidelines on promotions, hence discrimination against women because of unfair promotions. Career progression hence takes time because of gender favoritism and although women speak up, the management rarely listens to their voice. In KBC there has never been a female CEO and women in top management positions are few. This situation is similar in other media houses, except those owned by women for example Kameme FM/ Regional Reach which is owned by Rose Kimotho, who is also the CEO. The advancement of women is a relatively new concept. Advancement of women can be studied under the existing social theories and can be justified under the normative development media theories.

Komter (1991: 52) argues that in the existing social theories, there are many ways in which sexual inequality is produced in and from the media. The inequality with regard to media operates in a number of strongly interrelated levels; from the audience, to the professional level as well as at the level of content.

According to Lerner media can play a positive role to stimulate development. One of the principle of the development media theory as advanced by Lerner is that the media should accept to carry out positive development tasks in line with the nationally established policy. (Maquail: 1997: 120)

More than half of the respondents also felt that media is still a man's domain and women are still stigmatized as people with loose morals, especially if they hold top positions. In addition, since promotions just pass women it was noted that they can easily be compromised to get promotions men also misuse and coerce women into clandestine affairs to secure for them promotions. The idea that women can be strong and effective leaders is not reflected in the reality of women's status in the news media. Studies of some African media organizations have confirmed the perception that women are absent at the top. In 1995, UNESCO conducted a groundbreaking study of the African region showing that, on average, women account for only 8.4 percent of the highest levels in media management in broadcast and 14.1 percent in print media.

There are also many women working as artists/ stringers mostly between the age of 25 -30 years, who are poorly paid and do not receive any benefits. Women

are also victimized if they choose to bear children. It is common practice among privately owned Kenyan media to dismiss women who have just given birth. Therefore, many women end up struggling to survive as correspondents.

5.2.5 CULTURAL INFLUENCES ON WOMEN IN THE MEDIA

Culture has made women to be viewed as the weaker sex hence they are not assigned hard news and some religions are strict about exposing their women the media. Few women do political stories because they may not be taken seriously by politicians, for example when conducting interviews there is still a stereotype that women should not address leaders. Successful career women are also viewed as having climbed the ladder by offering sexual favors and not out of their own hard work.

In the past parents were apprehensive about letting their daughters study or venture into communication, because it was viewed as a career for prostitutes. But the perception has changed and most parents now view communication as a good career option for their daughters. Communities are happy to hear or see their children in the media as reporters. Media is also influencing how people view the profession and right now media is targeting to employ young people. However rural girls are more disadvantaged due to less media exposure compared to the urban girl. Women have broken the barrier that stereotypes women in the media as divorcees.

5.2.6 HOW KENYAN WOMEN IN THE MEDIA COMPARE TO OTHER AFRICAN COUNTRIES

The general opinion among most respondents is that most Kenyan women in the media are fairly better compared to their African counterparts. However, this situation only started improving with a change of power in Kenya, particularly since 1992. Kenya was lagging behind but now it has started catching up. Nigeria, Cameroon, DRC and South Africa were ahead but now Kenya is better and women are coming into the profession some are running their own stations e.g. Gathoni Wa Muchomba proprietor Smart Media Company and Dottie Yambo - 'Together on the Move' presenter and Carol Gikandi who is a good editor and owner of 'After Effects Production Company and Rose Kimotho, former proprietor of K24 and Kameme Radio station. Men would not employ women before but the situation has since changed.

South Africa and Ghana are some of the countries respondents listed as leading in terms of women in the field of communication producing high standards of work. Women in Kenya are liberated, they speak out their minds and they are assertive and aggressive compared to other countries where the woman's voice is more suppressed. Media houses have a role to play because international stations such as BBC have made women vocal compared to local stations. Pioneer women journalists in Kenya set a good pace and raised the standards for example Caroline Mutoko of Kiss FM. In addition, Kenya is ahead of other African

countries because for example Kenyan representation at communication conferences in Africa is always full and Kenya is always asked to make presentations. CNN Africa Journalist Awards have also proved that Kenya is good at journalism because of the large number of awards and nominations. Kenya has made significant progress in the media, but compared to other countries, Kenya lags behind in the number of women holding senior positions. However, this is gradually changing.

CHAPTER SIX

6.0 SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

6.1 INTRODUCTION

There has been an evolution of FM stations which has led to a culture of music artists/'celebrities' who are employed as presenters despite lack of professional qualifications. Today's presenters are selected based on their creativity and clout with listeners. There is a lot of flouting of ethics and media law which has set a dangerous precedent that may lead to moral decay in society. The Government needs to control the media and make them more responsible.

In terms of age, younger women are joining the media; however it has become a fad or show business. A station such as BBC, CNN select anchors that make people listen and it is not just about their physical appearance, unlike Kenyan media. Media editors also fail to display faith in women, for example, they simply refuse to give women cameras citing security reasons in case of hostile situations. Women are also denied a chance to cover investigative stories. Women need to be given a chance to exercise their skills without any bias to their gender.

6.2 RECOMMENDATIONS

6.2.1 WHAT MEDIA EMPLOYERS AND GOVERNMENT CAN DO TO IMPROVE WORKING CONDITIONS FOR WOMEN IN THE MEDIA

Respondents made several recommendations and the most important they noted was access to training. There is need to offer more training and identify tailor - made courses that suit them. Also women need to be given opportunities in all positions to practice their skills. Training is required particularly international exposure with exchange programs among other media counterparts in other countries. The government should also inject professionalism in training by regulating media colleges.

Secondly, women need to be given equal opportunities to prove their capabilities and they also need to be promoted based on qualifications. Women need to be employed as CEOs and placed in senior management. Reporting jobs should be shared out equally which is normally not the case for example in investigative or crime stories. They need to promote on merit and make a level playing field. Incentives should be put in place encouraging women to apply for technical jobs e.g. the UN which notes that 'women are encouraged to apply' in their adverts.

The media need to create an enabling environment and reduce working hours and other rigors of practicing journalism in order to encourage women to join

and stay in the profession. Women need to be supported and given time to address family issues. For example, less travel should be accorded to women with young families. Women need to be encouraged for example the Government needs to make the new maternity leave regulations applicable even to the private sector so that private media in Kenya can apply them. The private sector needs to look into ways of taking care of women who work as correspondents and do not get any benefits. Promotions should be on merit, and salary discrepancies need to be addressed. The government should also implement minimum salary scales for journalists.

Women need to be provided with basics such as good work place hygiene. Proposals to give time out for breastfeeding mothers also need to be considered to encourage women to remain in the career. The Parliament needs to pass the Affirmative Action Bill to bring about gender equality. There are women at the workplace with the same qualifications as their male counterparts, yet they are discriminated and the Affirmative Action Bill would address such issues.

6.2.2 COMMUNICATION TRAINING

Although Journalism is viewed as a favorable career and young women admire it, the career has also become an easy option with the mushrooming of numerous colleges. The quality of education offered by the large number of colleges that are mushrooming in various parts of the country is questionable. This situation is likely to get worse unless the government intervenes to regulate such colleges.

There is also a mushrooming of FM radio stations which will continue. Most of this radio stations use vulgar language and do not observe media ethics. This trend will continue and it may lead to moral decay in society unless the government intervenes. Because of the large number of colleges offering sub - standard media training, the growth of media is likely to be stifled. The levels of professionalism are also likely to be compromised. Because of the ease of access to media colleges, the number of women joining this career is bound to continue increasing. There are findings on consistency of audiences according to gender and locality which help to predict the overall shaper of formation of audiences and the underlying factors at work which influence audiences. Macquail observes that daily newspaper was developed primarily for male, urban middle class readership, with functions in political and business life and it still tends to have greater appeal for social groups for which it was originally intended (Maquail: 1982: 122)

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6.3 CONCLUSION

This study had one overall objective: to assess the role of women in the growth of media in Kenya since 1990 to 2008 with particular focus on female employees of KBC. From the research findings, it is clear that the number of women in the Communication field has increased dramatically, and it continues to grow. On average the number of female employees outweighs the number of male employees at KBC. Despite this, the number of women in top management level

is minimal. Women have influence on editorial content with particular emphasis on human rights issues and development matters affecting society. The findings clearly indicate that women's contribution in the growth of media has been consistent over the years due to their participation in fields that were otherwise considered too technical and difficult.

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APPENDIX I

QUESTIONNAIRE COVER LETTER

Anne Kaari Muthamia

Corporate Communications Officer

Kenya Forest Service

P.O. BOX 57343 00200, Nairobi

Telephone 0722371651/ 0733371651

Email amkaari@yahoo.com or akaari@kenyaforestservice.org

July 27th 2009

Dear Participant,

This questionnaire is designed to study the role of women in the growth of media in Kenya and the emerging trends and influencing factors with a particular emphasis on female employees of the Kenya Broadcasting Corporation. The information you will provide will help: a) in preparing my M.A. Thesis in partial fulfillment of the requirements for the award of a Master of Arts Degree in Mass Communication, and help b) Media institutions to recognize the role played by their women employees and accord them fair and equal opportunities in leadership positions and other matters affecting female employees. I request you to respond to the questions frankly and honestly.

Your response will be kept strictly confidential. Only the researcher will have access to the information you give. The names of the participants and the completed questionnaires will not be made available to anyone. A summary of the results will be emailed to you after the data is analyzed.

Please return the completed questionnaire to Anne Kaari using the above address or email to amkaari@yahoo.com or akaari@kenyaforestservice.org if you fill the questionnaire electronically.

APPENDIX II

QUESTIONNAIRE FOR KBC'S FEMALE EMPLOYEES

The Role of Women in the Growth of Media in Kenya: A study of trends and influencing factors among female employees of KBC (1990 – 2008)

This research is being undertaken in partial fulfillment of the award of the degree of Master of Arts (MA) in Communication Studies at the School of Journalism, University of Nairobi.

INSTRUCTIONS

Kindly spare a few minutes to complete the questionnaire below

Please tick in the box or answer the questionnaire in the space provided

Do not write your name. Any information you give will be used purely for academic research purposes only.

SECTION A: Personal Information

1. In which of the following age brackets do you fall?

- 18 - 25
- 26 – 30 years
- 31- 35 years
- 36 – 45
- 46 years and above

2. What is your highest level of education?

- Primary
- Secondary
- College Diploma
- University degree
- Masters Degree
- PHD

3. What is your current job title? -----

4. Years of experience in journalism: Under 5 years ___ 6-10 ___ 11 – 14 ___ 15 –
above ___

5. How long have you worked for KBC

- Less than 5 years
- 6 – 10 years
- 11 – 15 years
- More than 15 years

SECTION B: Influencing factors among KBC female employees

6. Do you think women have contributed significantly to the development of media in Kenya? Yes ___ No ___ Not sure/ no answer ___

7. Explain your answer in no. 6 above

8. Are you given fair treatment as a female employee of KBC?

Yes No Don't Know/ No answer

9. Explain your answer in No. 5 above. --

10. Have you been accorded any special treatment as a female employee?

Yes No Don't Know

11. Explain your answer in no. 7 above

12. In your opinion, what is the greatest factor that influences women to join the media profession?

- a) Good career choice
- b) Good pay package
- c) Networking opportunities
- d) Other. Explain _____

13. What are the main hurdles that face female employees in the media sector?

- a) Gender discrimination

b) Unequal promotions

c) Unfair employment terms

d) Other. Explain _____

14. Are the challenges listed above unique to KBC or do they also affect other women in various media houses?

15. Do you receive equal career development opportunities and promotions as compared to your male counterparts?

Yes No Don't Know

16. Explain your answer in no. above

17. Despite various difficulties, why is media a career of choice for women?

18. What special needs do you have as a female employee?

19. How does your employer address these needs?

20. Since 1990 to the present day, what changes have you observed among women working in the Communication/ Journalism profession?

SECTION C: Trends among Women Journalists

21. On a scale of 1 -3 rank the level of interest you have in the following specialized communication fields

Topic	Level of Interest		
	High	Low	None
Public Relations	1	2	3
Video Production	1	2	3
Audio Production	1	2	3
Photography	1	2	3
Newspaper Reporting	1	2	3
Print Editing	1	2	3

22. On a scale of 1 – 3 how have the factors listed below had an influence on women working in the Communication sector in Kenya

Topic	Level of Interest		
	High	Low	None
Gender Equality	1	2	3
Greater cultural freedom	1	2	3
Greater political goodwill	1	2	3
Enhanced career opportunities	1	2	3
Good employment terms	1	2	3

23. How do women journalists contribute to the development of Kenyan society?

24. Share any other comments on this topic.

Thank you.

APPENDIX III

IN-DEPTH INTERVIEW QUESTIONS WITH KEY INFORMANTS

The Role of Women in the Growth of Media in Kenya: A study of trends and influencing factors among female employees of KBC (1990 - 2008)

This research is being undertaken in partial fulfillment of the award of the degree of Master of Arts (MA) in Communication Studies at the School of Journalism, University of Nairobi.

1. What progress have you observed of Kenyan women in the media/communication field since 1990?
2. Are there any specific trends you have observed in relation to Kenyan women and communication careers e.g. age, education, marital status, culture?
3. What are some of the notable milestones achieved by Kenyan women journalists/media?
4. What factors have influenced women's development in the media/communication sector?
5. What are the main challenges that face women in the communication field?
6. What do you envisage as future trends among Kenyan women in the communications field?
7. What influence (if any) does culture have on women in the communication field?

8. What can media employers and the Government do to improve the working conditions for female media employees?
9. How does Kenya compare with other African countries in terms of women in the field of communication?
10. Any other comments in relation to this topic?