

**WOMEN JOURNALISTS AND THEIR CONTRIBUTION TO THE JOURNALISM
PROFESSION IN KENYA; THE CASE OF VETERAN WOMEN JOURNALISTS IN
NAIROBI**

JUDY MUNGE NYABATE

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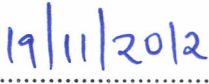
NOVEMBER, 2012

DECLARATION

I, Judy Munge Nyabate, do hereby declare that this is my original work and has not been presented to any other University for the award of a degree.

Sign: .....

Judy Munge Nyabate

Date: .....

This project report has been presented for examination with my approval as the University supervisor.

Sign: .....

Dr. Wambui Kiai

Date: .....

DEDICATION

To my Almighty God, for when it seemed impossible, in His supernatural ways He made a way for me. To my siblings, it is all possible.

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To Mrs. Namai- the case narrative in my work, I am grateful for agreeing to be part of this work. Be blessed.

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To all persons who contributed to this report, please, do hereby accept my sincere gratitude.

May our good Lord reward each of us all according to His riches in Christ Jesus. Amen.

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LIST OF ABBREVIATION AND ACRONYMS

AMWIK	Association of Media Women in Kenya
BBC	British Broadcasting Corporation
DW	Deutsche Welle
EAJA	East Africa Journalists Association
FAWE	Forum for African Women Educationalists
GWS	Gender Women Studies
IFJ	International Federation of Journalists
KBC	Kenya Broadcasting Corporation
KIMC	Kenya Institute of Mass Communication
KTN	Kenya Television Network
MA	Master of Arts
NCW	National Commission for Women
NGO	Non Governmental Organization
NTV	Nation Television
O.G.W	Order of the Grand Warrior
SoJMC	School of Journalism and Mass Communication
TV	Television
UON	University of Nairobi
UN	United Nations
UNICEF	United Nations International Children's Emergency Fund
US	United States
VOK	Voice of Kenya
WHO	World Health Organization

ABSTRACT

Women have been confronted by a legacy of structures of inequality, reinforced by misperception that retards the pace of their own personal development (Konare, 2003). This is largely influenced by traditional notions of patriarchy and male dominance that define the domestic and public sphere spaces including professional choices (Khamala, 2007). This study sought to assess women journalists and their contribution to the journalism profession in Kenya; focussing on the case of veteran women journalists in Nairobi. Specifically, the study examined the factors influencing their choice of journalism as a career, constraints encountered by women practicing journalism, their contribution to journalism as a profession and their influence in the practice of women in journalism profession.

The study was guided by the Liberal feminism theory in analysing the contribution of women in journalism and Albert Bandura's social learning theory. Snowballing was employed to sample the study informants while data was collected through in-depth interviews, case narrative and key informant interviews. Data was analysed thematically and a descriptive approach was involved by use of direct quotations. Ethical clearance for this study was sought from the School of Journalism and Mass Communication (SoJMC) and the Ministry of Higher Education through the National Council for Science and Technology before embarking on fieldwork.

The study findings reveal that women journalists were greatly inspired into practicing journalism by the veteran female journalists whom they lived to admire at their prime years of career choice. However, those practicing the profession cannot recall the names of these veteran women journalists who were great motivating factors into joining the profession. The study therefore recommends the need to document the contribution of veteran women journalists as a preserve of their knowledge for upcoming professions in journalism field.

The study also reveal that most women journalists cover human interest stories leaving areas such as politics, business, sports and investigative sections largely male dominated. Negative perception from male journalists on the female gender as a weaker sex is a hindrance to many women journalists from rising to top managerial positions. The study concurs with the (Gallagher 1995) report on gender inequality which remains a challenge in the twenty first century among women journalists.

The study further reveals that most women journalists continue to suffer sexual harassment in silence and they continue to face socio –cultural, political and economic challenges such as poor pay making them more vulnerable in the profession compared to their male counterparts. Furthermore, women journalists face more challenges compared to male counterparts and managing family and work responsibilities is a tougher call.

The study however reveals that there is an increased number of female journalists pursuing journalism and their greatest contribution is covering human interest stories which reveals realities in the society and which bring about accountability among actors involved.

Findings indicate that veteran women journalists have played a crucial role in affirmative action and women empowerment that saw the easy entry of women journalists in the profession. However, there has been little documentation on their achievement and their contribution to the society. The study concludes that veteran women journalists have served as role models and there is need to document their experiences, contribution and lessons learnt as a preserve of knowledge for young upcoming journalism professionals. Institutions like AMWIK are crucial for documentation of lessons learnt.

Due to vulnerabilities of women journalist, media institutions such as Kenya Union of Journalists and the Media Council of Kenya with media owners should design policies friendly to women journalists to support women journalists willing to pursue marriage and the profession as well.

CHAPTER ONE: INTRODUCTION OF THE STUDY

1.0 Introduction

Chapter one of the study introduced the reader to the background of the study, the statement of the problem, study objectives, significance of the study, scope and limitations of the study and definition of key terms.

1.1 Background to the Study

Women have been confronted by a legacy of inequality, reinforced by misperception that retards the pace of their own personal development (Konare, 2003). Women are creative and passionate advocates of change (Mwanzia, 2006). In the journalism profession, pioneer women journalists have played a significant contribution to the growth of Kenya's media industry despite various hurdles (Muthamia, 2008). Various studies on women and media have been conducted to show inequalities among women journalists. For instance, Djerf (2007) observes that journalism as a profession is male dominated. A global study on women's status in news media conducted in 2010 reveals that men outnumbered women in the media by 2:1 in Argentina, Chile, Costa Rica, Dominican Republic and Ecuador while Japanese news companies were overwhelmingly dominated by men, who outnumbered women by a ratio of 6:1 (Byerly, 2010).

Male dominance in the journalism field often leads them (men) to occupy the vast majority of management and top newsgathering positions when compared to women (Ricchiardi, 2011). For instance, in Nepali media, women have not gained parity with men in terms of decision making and participation as top management is entirely male dominated and patriarchal with a negligible number of women holding senior positions (Steyn & White, 2010). This is largely influenced by traditional notions of patriarchy and male dominance (Khamala, 2007).

The situation has been worsened by structures of inequality which retard the pace of development among women (Konare, 2003). However, from the 1990s, there has been a steady progress among women working in western media (Ross, 2001) as compared to the developing countries. For example, Gallagher (1995) observes that "in the Nordic States (Denmark, Finland, Iceland, Norway, Sweden) the proportion of women journalists has doubled since the 1970s and

by 1993, 49% of all Finnish journalists were women (Nordic Council of Ministers, 1994). In the developed countries, the percentage of women journalists ranges from 30%-40% (Info Refuge, 2006-2011).

In Sub-Saharan Africa, it is around the 1990s that women studies and other cross cutting programmes emerged in various Universities (Sifuna & Chege, 2006). Few women had an opportunity to build a career in journalism. Religious teachings reinforced the traditional roles of women (Mwendamseke, 1989) that led to only a few women accessing formal education in the higher learning institutions. This continued the gender disparity in journalism. For instance, a 1989 study conducted in Senegal revealed only 30 women as compared to 270 men were employed in the journalism field (Wijngaard, 1992).

Other studies conducted on “women in the media” portray women as the careful, home loving housewife, the tramp or sex object, the efficient secretary, the model and devoted mother (Mtambalike, 1995). The portrayal of women in media is characterized by biases and stereotypical representation (King'ola, 2008). The media has a powerful role on setting the agenda on the role and the positive contributions that women made in the society. It can form opinion, influence and reinforce existing attitudes regarding the positive contributions of women in the society. However, despite this powerful role, the media have failed to showcase positive and unique contributions of women in the society. A number of studies have revealed that the image of women in communication media is generally negative (Rutashobya, 1990).

Women journalists in the journalism profession continue to experience restrictive structures such as gender inequality and negative media portrayal despite their positive contributions to the society. However, the media fail to represent the diversity of roles which women occupy in the society and their contributions to their society (Banks, 1994). For instance, in a study conducted by Gallagher (1996), women appeared in just 19 percent of all news stories in 10 African countries where the study was conducted (Muthamia, 2008).

In Kenya, it is only after the liberalization of Kenya's media in the 1990s (Ministry of Information and Communication Strategic Plan Kenya, 2008-2012), that Kenya has observed an increased entry of female journalists and training institutions offering journalism training. For example, a study conducted by Kamweru (1992) observed that women journalists accounted for

less than 20 percent of all professional journalists (Muthamia, 2008). Despite challenges such as a lack of positive portrayal of women in the media as well as the gender inequality experienced in news rooms; women journalists have contributed immensely to the growth of the media industry in Kenya but their role is not fully recognized and appreciated (Muthamia, 2008). Little attention has been given to studying the contributions made by women journalists who in most cases have gone unnoticed. Despite these challenges that women journalists have undergone, outstanding women journalists have excelled in what has been a male dominated field. It is therefore important to document the roles women journalists have played so as to preserve their knowledge (Mwanzia, 2006).

1.2 Statement of the problem

Various studies (Lukalo & Goro 1995; Olembo 1995; Gallagher 1995; Harrisson *et.al.*, 2008; Kamweru 1992; King'ola 2008; Muthamia 2008) have been conducted on women and media. The studies reveal the negative status of women in the media. For instance, Mtambalike (1995) reveal that women are portrayed by the media as loving, caring housewives, efficient secretaries while in the advertising sector they (women) have primarily been viewed in terms of sexual objects. Despite this negative publicity on women in the media, women journalists have positively contributed to the profession while some have risen through the ranks to be on the top managerial positions making positive contribution to the journalism profession.

However, there are limited studies conducted on the contribution on women journalists in the journalism profession causing a wide gap of comprehensive knowledge on the roles, status, contributions and experiences of veteran women journalists in journalism career in Kenya. Gender and Women Studies Africa's (2009) report notes that there still exists a "missing link" in documenting experiences of veteran women in the journalism career in Kenya.

To fill this gap, Emenyeonu (1991) recommends on the need to preserve the knowledge of pioneer feminists in media who sought to pursue journalism career while it was lowly regarded. However, this has not been fully exploited in Kenya. Okigbo (1994) argues that the presence of women in journalism in Africa needs more encouragement. Such an encouragement would involve writing down accounts of experiences, struggles and achievements of women journalists in the journalism profession as a way of preserving their knowledge to the future generation.

To achieve this, Kiplagat (1995) advises on the need for the production of mainstream media materials on women leaders, managers and entrepreneurs as role models for young women and girls. This compliments Okigbo's (1988) advice on the need for women journalists to champion the fight for increased visibility in the media.

This study therefore, seeks to assess the contribution of veteran women journalists in the field of journalism in Kenya. To address the foregoing objective, this study will seek to answer the following research questions:

- (i) What factors motivated women journalists to pursue a career in the journalism field?
- (ii) What constraints have women journalists encountered while practising the journalism profession in Kenya?
- (iii) To what extent have veteran women journalists influenced the practice of journalism amongst women journalists in Kenya?
- (iv) What accomplishments have women journalists made in Kenya?

1.3 Study Objectives

1.3.1 Overall Objective

To assess the contributions of veteran women journalists and the challenges experienced by women journalists in the journalism profession in Kenya.

1.3.2 Specific Objectives

- (i) To identify factors that motivated women journalists in pursuing journalism profession in Kenya.
- (ii) To determine the constraints women journalists encounter while practising journalism in Kenya.
- (iii) To find out how veteran women journalists influenced the practice of journalism profession in Kenya.
- (iv) To document the accomplishments achieved by veteran women journalists in Kenya.

1.4 Significance of the Study

This study will contribute to literature on women's entry point in journalism and the struggle for recognition and accomplishment in the male dominated career. The study also serves to document the socio-structural barriers to women's career choices in the patriarchal Kenya society.

The study will also form an important body of knowledge on the experiences of women journalists, constraints faced and the influence and contribution of veteran women journalists in the journalism profession. This body of knowledge will be crucial in the media sector in designing policies which will encourage equality in the journalism profession.

Training institutions and policy makers in the higher learning institutions may utilize the findings of this study in restructuring the training packages to attract more women in practicing profession and the documentation of their contribution in Kenya.

1.5. Scope and Limitations of the Study

This study focused on the contributions of women journalists in the journalism profession in Kenya; the case of veteran women journalists in Nairobi. The study aimed at finding out the factors that influenced the choice of career among veteran women journalists, the constraints faced while practising journalism, the accomplishments made and the extent to which veteran women journalists influenced the practice of the journalism profession amongst women journalists.

This study was qualitative in nature with a small number of study participants limiting the generalization of the study results. The study was also limited to one perception of the case narrative's experiences and contribution in the journalism field due to time limitation. However, data collection methods were triangulated to come up with rich data on women journalists and their contribution in journalism profession in Kenya.

1.6 Definitions of Key Terms

Women journalists

Women journalists include all women trained in the journalism profession and who are working in recognized media institutions and whose roles involve collecting, analyzing and disseminating information or news to various publics with the aim of positively improving the lives of people in a society (Munge, 2012).

Veteran women journalists

Veteran women journalists include all women journalists who worked in the journalism profession before the liberalization of media in Kenya during the 1990s (Munge, 2012).

Media

Any channel of communication that is used for dissemination of information or news which include traditional media, print, broadcast and electronic media (Munge, 2012).

Contributions

This includes any journalistic work aimed at positively impacting the social, economic, political and environmental issues that affect the Kenyan nation (Munge, 2012).

Gender

It is a social construct but one which is heavily grounded on being male or female and whose identity depends on what was attached to a child through socialization (King'ola, 2008). Due to cultural orientation, male or female genders have been presumed to perform different roles in the society. When the female gender performs a role which the society presumes to be a male oriented role, then gender stereotyping occurs.

Gender Stereotyping

Kaviti (2004; 60) observes that gender stereotyping refers to a type of behavior either defined or expected of each gender. It occurs when sexist attributes, opinions or roles are applied towards either gender. As a consequence, men and women are assumed to always behave in a specific

pre-defined way that is considered 'appropriate' or 'correct' for each of their respective genders. A prejudiced view is commonly referred to as a stereotype (King'ola, 2008). Due to cultural stereotypes, some women shy away from pursuing roles which the culture deems male roles while those who have courageously pursued the roles face gender stereotyping.

Patriarchy

Patriarchy is a system of male dominance by which men as a group acquire and maintain power over women as a group and it establishes male dominance in its basic accounts of the world, its standards of knowledge and judgment, as well as in its concrete institutions and practices (Ferguson, 1989). As a result of patriarchy, male dominance is evident in all spheres which limit the full participation of the female gender.

Culture

According to Roberts (1998), culture is the system of shared beliefs, values, customs, behaviors and artifacts that the members of society use to cope with their world and with one another, and that are transmitted from generation to generation through learning (King'ola, 2008).

Yule (1996: 242) observes that culture is "socially acquired knowledge, hence different cultures present different world views." Culture then shapes how people of a certain society view the outside and determines the roles which the people perform. However, some cultures have looked down upon the female gender limiting their opinions, roles and participation on issues that directly affect their lives.

CHAPTER TWO: LITERATURE REVIEW

2.1. Introduction

This section presents literature pertaining to studies which have been conducted on the status of women journalists and the media, the empowerment of women journalists, constraints that women journalists face, women in the practice of journalism and their contribution in the field of journalism. The review has been carried out along the following topics: women and career choices in journalism, constraints faced by women journalists, women journalists and their practice in media, their contribution and influence in the practice of journalism among the media fraternity.

2.2. Women and career choices

As journalism became a profession in Kenya, women were restricted by custom from accessing the occupation while globally, their entrance and participation in journalism is generally a recent development (Muthamia, 2008). Most reputable world Universities like Oxford, Cambridge and Yale were late in admitting women into journalism (Gregg, 1960). This was as a result of a disempowering environment powered by traditional and cultural values that viewed women as the weaker sex whose role was to be subordinate to the male gender. It is through this environment that the women's rights movement also known as feminism and the women's liberation movement first arose in Europe in the late 18th century (Mwanzia, 2006). The movement sought to empower the women into equal and full participation in all sectors of an economy. International conventions and mechanisms were set to empower women. For instance, the United Nations declared 1976-1985 the 'Decade for Women' (Assala, 1994) while other institutions such as the Non Governmental Organization(NGO) forum on women in Beijing '95' aimed to remove gender hierarchy and empower women to exercise their right to full participation in economic, political and social-decision making (Kiplagat, 1995). In 1997, the UN Economic and Social Council developed a gender mainstreaming strategy that sought to incorporate experiences of both the men and women in the design, implementation, monitoring and evaluation of the policies in all spheres so that women and men could benefit equally, and inequality is not perpetuated (Mwanzia, 2006). Formulation of such mechanisms sought to empower women (Gender Inequality Index (GII), 2011) in various sectors to promote their contribution to national development. Feminist thinking therefore succeeded in drawing public

attention to inequality, structures within society which belittle and mitigate against women which finally led to the reconsideration of women's roles in the work place, equal pay and equal opportunities in policies (Mwanzia, 2006). In the journalism field, Odera (2000) observes that 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 (Muthamia, 2008). The academic discipline on women studies (Mwanzia, 2006) also empowered women as they could access higher learning institutions to shape their opinions on the powerful role they could play in the society. Opinions were formed from the ideas of feminists who condemned patriarchy for creating and reflecting an exclusively masculine view of the world and for rendering women's experiences and women's perspectives invisible (Ferguson, 1989).

2.3. Women journalists and cultural constraints

The cultural impediments and constraints women face limit them in terms of employment options (Kenya, 2008). This could be observed in the practice of the journalism career which lacks the full participation of women. As a result, male dominance in the media was unchallenged in the early years of the twentieth century (Djerf, 2007). Therefore, male norms operated throughout social institutions and became the standard to which everyone adhered to (King'ola, 2008). Veteran women journalists who adventured into the profession were either discouraged in rising through the professional ranks while others were discouraged from pursuing journalism (Peter's, 2001). As a result, few women joined the profession. The patriarchal cultures view women as the weaker sex in journalism who were not to be assigned to cover hard news (Muthamia, 2008). As a result of these stereotypical cultural values, attitudes and practices related to patriarchy, female subordination (Mwanzia, 2006) was observed. Very few women sought to pursue a career in journalism. For example, a survey of women's employment in member organizations of the Commonwealth Broadcasting Association cited cultural prejudices and stereotyped beliefs as one of the main reasons for the low percentage of women in Tanzanian radio (Gallagher, 1995). Furthermore, a study conducted in Senegal in 1989 on how women journalists perceive themselves as women and how they fulfil both roles (career and family roles) revealed that women journalists find their femininity questioned and are given masculine nicknames when they prove to be a threat to their male counterparts (Wijngaard, 1992). These Stereotypical notions and prejudices discourage women from utilizing their abilities

to better a society for fear of the societal judgement. This is because stereotypic conceptions not only influence how people think about others but also shape how we treat other people Ashmore & Boca (1989).

These restrictive structures found their way to the choice of career that women pursued. A study conducted in 2010 reveals gender as a major influence on career decision making among high school students in Kenya (Osoro, Amundson, & Borgen, 2000). The culture determines gender roles of males and females through the socialization process. Therefore, patriarchal cultures tend to undermine the female gender that with the socialization thinking may tend to view themselves as not qualified to pursue a certain career, hence promoting male dominion on certain careers as experienced in journalism. A study conducted in Senegal observes that one third of the female journalists interviewed had encountered family opposition to their choice of career (Gallagher, 1995). Lack of access to higher education and early marriages are a major bottleneck to the attainment of further education for girls (Muthamia, 2008) which in most cases are culturally driven.

2.4. Women and their visibility in the media

Male dominance in the media was unchallenged in the early years of the twentieth century. Positions of power in broadcasting and the press were virtually totally male-dominated (Djerf, 2007). The journalism career was considered a “man’s job” due to the fact that the people in the late 1800s and early 1900s thought that it would be too dangerous a job for a woman (Refuge, 2011). Since most African societies are predominantly patriarchal, patriarchy manifested in gender biases (King'ola, 2008).

These challenges faced by the female gender around the world can be characterized by a common trait: subordination and discrimination as a result of gender, a cultural concept different from the biological notion of sex (Toribio, 1995).

In Kenya, the basis for gender imbalance is patriarchy (Kiai, 1992). The situation has been witnessed in the journalism profession. This is as a result of cultural values which translate to the ways in which women are represented, mis-represented or un-represented in the press and other mass media (Mtambalike, 1995). The media is biased regarding reporting of issues regarding the female gender. For instance, a study conducted by King'ola 2008 on the portrayal of women by

the Kenyan print and electronic media concludes that the media is characterized by biases with regard to women. One of the greatest challenges that women in journalism career face is fighting gender inequality in the work place.

Lack of opportunity for gender sensitivity is a building block (Howard & Lloyd, 2004) for women since the career is male dominated. For instance, daily decisions about what is newsworthy remain firmly based on masculine news values (Ross, *Women and news: A long and winding road*, 2011). A study conducted during 1997-1998 among 37 media organizations in Africa revealed that the majority of media organizations hired men for decision making positions (Muthamia, 2008). Men made decisions that affected the female gender with little understanding of the impact of the decisions they made. Another research conducted on '*Gender Equality in the Media in Eastern Africa*' by the East Africa Journalists Association (EAJA), reveals that only 3% of the total number of women journalists in nine East African countries (Kenya included) sit on the decision making organs of their media institution (GWS Africa, 2009). In such a situation, men use their positions to decide on issues affecting women's lives often to their detriment (Mtambalike, 1995).

The International Federation of Journalists (IFJ) women's rights group observes, women who are keen on becoming managing editor are often passed over in favor of male colleagues with fewer qualifications for the job (Refuge, 2011). Furthermore, Gadzekpo (2009: 74) notes that in general, "there are very few female media owners in the world, but the situation is worse in Africa" (Gender and Women Studies in Africa Transformation (GWS Africa), 2009). This was as a result of an underlying perception that simple roles and activities such as caring for children, cooking, washing clothes, sweeping were regarded as female gender roles (Mtambalike, 1995). Ake (1996) and Ndlela (2003) attribute this to inherited and sustained sexist and undemocratic broadcasting structures and hardware that were set up by the colonial governments (Gender and Women Studies in Africa Transformation (GWS Africa), 2009).

Gender inequality still remains a challenge in the twenty first century while women media workers remain highly vulnerable (Gallagher, 1995). The National Commission for Women's study on "Status of Women Journalists in India" (2004) states discrimination and sexual harassment as challenges facing women journalists as compared to their male counterparts. For

this reason, the media continue to operate under the control of men and their contents and their methods of dissemination express male and ethnocentric culture and perceptions (Banks, Women Communications and Technology, 1994). Yet, outstanding women have excelled in journalism career whose achievements are unknown to the public. For instance, in Kenya, little is known about the contributions of veteran women journalists in journalism field. One student pursuing a journalism course observed the following:

“I cannot recall the names of women journalists who actually joined the profession when it was very young. I would listen to KBC radio but maybe again it is because I was not so keen. ”.” (A female student, SoJMC University of Nairobi)

In a “cruel and hectic world of journalism” (Refuge, Women in Journalism: A Triumph Over Time, 2011), veteran women journalists in journalism career excelled when journalism field was purely a male territory. However, the media fails to represent the diversity of roles of women occupy in the society and their contributions to their society (Banks, 1994). Therefore, there is a gap in knowledge on women’s contributions through their experiences and words of wisdom to generations after them in the journalism field and to the rest of women in the society. Kiplagat (1995) in submission of an Non Governmental Organization (NGO) forum on women Beijing ‘95’ report to the Commission on the status of women in New York noted insufficient mobilization of the mainstream media to promote women’s positive contribution to society as a critical area of concern. This is as a result of the media’s neglect on women and the achievement they make in the society.

Many empirical studies have been conducted on women and media. These studies reveal that the media continues to treat and portray women as dependants of or inferior to men (Lukalo & Goro, 1995). H.R Kiplagat (1995) recommended the production of mainstream media materials on women leaders, managers and entrepreneurs as role models for young women and girls and the need to develop gender perspective on all issues (Kiplagat, 1995). This would help empower the female gender not just in journalism field but in all sectors of a Kenyan society.

However, the portrayal of women in the media on the plight of women remains pathetic (Assala, 1994). The perspectives of women on the media are rarely captured (Anna, 2001). Little has been

done to popularise the achievements of women in the African society. Gallagher (1981) observes that media treatment of women can best be described as narrow. The media then, is an important channel in the dissemination information targeting the empowerment of women in taking on careers to positively contribute to the society. Through the positive and sensitive portrayal of women, the media can help influence and shape the changes sought by women (Lukalo & Goro, 1995). The struggle of pioneer women and feminists has contributed to changes in societal attitudes (Assala, 1994). Feminism has influenced culture resulting in greater coverage of women's interests and concerns (Mwanzia, 2006). However, much more still needs to be done to capture experiences of women journalists in Kenya. There is need to preserve the knowledge of pioneer feminists in media who sought to pursue journalism career while it was lowly regarded (Emenyeonu, 1991). This has not been fully exploited in Kenya.

2.5. Women and their influences on journalism

The Beijing Platform for Action at the United Nations' Fourth World Conference on Women (1995) identified women and media as one of the 12 critical concerns for advancing gender equality (Howard & Lloyd, 2004). Great achievements have been made in terms of equality since the issue of gender equality came into prominence on a broad front in the 1980s (Pierre, 2007). National governments have made an obligation to respect, implement and protect human rights (The Global Charter-Agenda of Human Rights in the City: Let the debate begin, 2010) as well. Progressive global women movements have aimed to empower women and to change the gender bias and inequities in development policy and achieve gender justice (Harcourt, 2009).

International development agents such as the United Nations declared Women as agents of development and that investing in women has a multiplier effect on productivity, efficiency and sustained economic growth (Country, 2010). As a result of such interventions, positive achievements have been made in the journalism field. For instance, currently, journalism is an occupation shared by both males and females (Refuge, 2011). The trend towards having more women in journalism is confirmed by the number of female journalism students worldwide. For example, a study carried out in 26 countries in 1993 found that women in some cases account for up to 70% of the journalism students (Peters, 2001).

Gallagher (1995) observes that although women journalists are a minority in many African and some Asian countries, in almost all cases, the percentage of women in journalism and mass communication schools is on the rise. Association des Journalistes Tunisiens (1991) observes that in Tunisia, the number of women journalists doubled between 1983 and 1991 accounting for 22 percent (Gallagher, 1995). In Kenya, the number of female journalists has continued to grow as they venture into very technical field which traditionally were operated by men such as camera work as well as video and audio editing (Muthamia, 2008). Dr. Mrinal Chatterjee on Women in Journalism in Odisha notes that journalism as a career option for women is gaining a social acceptance. (McGregor, 1992, Lealand 1994) observes that in New Zealand between 1972 and 1994, the percentage of female journalists rose from 18% to 45 % (Gallagher, 1995).

However, Muthamia (2008) further notes that although many female journalists have graduated as journalists; a good number have been employed as reporters with few as senior editors and managers. Various studies have been conducted on gender inequality regarding journalists and the media, media portrayal on women and women and advertising. However, there are limited studies conducted on the actual contribution on women journalists and the influence veteran women journalists have had on the practice of journalism. The study will examine the factors influencing their choice of journalism as a career, constraints encountered by women practicing journalism, their contribution to journalism as a profession and their influence in the practice of women in journalism profession. Data collected will add to the existing knowledge on the roles of women in the society in bringing about positive development. This would also limit stereotypes regarding the female gender (Mwanzia, 2006) as the existing knowledge will be readily available for further reference in the society.

2.6. The Future of women journalists

Today, women can be found in all newsrooms (Peters, 2001). Local legal mechanisms such as the 2010 Constitution in Kenya that seeks to empower the female gender to full participation and representation in various spheres of a society has empowered women to actively be involved in issues affecting them including joining the journalism profession. For instance, journalism career in the twenty first century is an occupation shared by both males and females (Refuge, 2011) unlike the situation experienced in the 19th and 20th Century. To track the positive changes in the Kenyan media, it is important to document past events. A description of the issues which

emerged during the first two or three decades of the 20th century is of more than just a historical interest, and early thinking provides a point of reference for understanding the present (McQuail, 2010). Therefore, the past and present information on the practice of women in the journalism profession, their struggles and achievements in the profession can assist in the understanding and appreciation of societal changes regarding the performance of women journalists in journalism profession in Kenya.

2.7. Theoretical Frame Work

2.7.1 Liberal Feminism Theory

The theoretical frame work used in this study will be based on the fundamental principles of liberal feminism. The liberal feminists premise their argument on the basis of natural justice, human right and democracy across all the spheres of human society. They emphasize on equal opportunities in access in education and employment. Moreover, they support affirmative action as a strategy for woman and girls in schools, family and employment including career choices (Fatuma & Sifuna, 2006). Liberal feminism focuses on dismantling the foundation upon which patriarchal structures are anchored. They challenge the oppressive structures by men to women on gender basis. Changing the situation of women means contesting and eventually breaking this power (Fatuma & Sifuna, 2006; Wrigley, 1995). Feminist theory can be viewed as a multifaceted effort to change the course and conduct of international relations to include and incorporate the unique character and contribution of women (Mwanzia, 2006).

However in this context according to liberal feminism boys and girls should be given equal opportunities in education both at home and in school or classroom. Girls should not be discriminated and forced into early marriages, household chores and allowed to choose the subjects of their study depending on their capability eventually influence their career choices and or options (Wrigley, 1995). This will enhance visibility of women in the male-dominated career of journalism. Basing their study on the fundamentals of liberal feminism, FAWE (2004) argues that boys are viewed as pillars of the patriarchal society and this has an influence on the careers they choose and get assisted to pull through (FAWE, 2004).

It is therefore important to adopt the liberal feminism theory advocates for fair treatment of both female and male, advancement of equal opportunities in access and participation in education,

career choices. The theory will address the factors influencing the career choices for women, the constraints women have faced in journalism practice within a patriarchal system and the accomplishments of women journalists including the influences they have had on other female practitioners in Kenya.

It is due to male dominance and invisibility that feminist historians have researched women's multifarious activities in different epochs including their contributions to development (Jones. K.B, 1989).

2.7.2 Social Learning Theory

The study also borrows from the theoretical frame work based on the fundamental principles of the social learning theory proposed by Albert Bandura in the 1977 (McLeod, 2011).

Social learning theory is based on the principle that people learn in social situations by observing the behaviors of others. For this to occur, Bandura proposes the four components for observational learning to take place. The four components are: attention process where people learn when they recognize and pay attention, retention process where an individual remembers the model's action after the model is no longer available, motor reproduction process where the person needs to acquire the necessary motor skills to reproduce the behavior and the reinforcement process where individuals are motivated by incentives to exhibit the modeled behavior.

2.8 Study assumptions

- (i) There are factors that influence women journalists into pursuing the journalism career.
- (ii) Women journalists face constraints in their practice of journalism in Kenya.
- (iii) Women have made certain accomplishments in journalism in Kenya.
- (iv) Women journalists have influenced journalism in Kenya.

CHAPTER THREE: METHODOLOGY

3.1 Introduction

This section introduces the context in which the study was carried out. The section describes the study site, design, study population, sampling and sample size, data collection methods, data processing and analysis. This section finally presents ethical considerations that guided the study.

3.2. Research Site

The study was carried out in Nairobi County. The Nairobi County has an estimated area of 695.1 KM² (Nairobi County, 2012). The County holds the largest industrial base in the country with both professional business services, commercial enterprises and other agricultural industries (Kenya Decides , 2012) . Nairobi County holds the majority of media houses in the country as its capital town.

3.3 Research design

This study was a cross sectional study that is exploratory in nature. The study used qualitative data collection methods of in depth interviews, case narratives and key informant interviews. Data was analyzed thematically and presented in descriptive approach.

3.4 Study Population

This study targeted female women journalists working in various media houses in Nairobi County in Kenya. The unit of analysis will be individual woman journalist informant.

3.5 Sampling and sample size

The study used snow balling as a sampling method to identify one woman veteran journalist for case narrative. Convenient sampling was used to select 20 women journalists for in depth interviews. A purposive sampling was used to select 5 key informants for expert interviews.

3.6 Data Collection Methods

3.6.1 In -depth interviews

The study targeted 20 women journalists in the journalism profession for in depth interviews. These informants provided information on barriers and factors that motivated them to practise journalism and their contribution to the journalism profession in Kenya. The study used the in-depth interview guide (Appendix, 1).

3.6.2. Case narrative

In this study, one veteran female journalist was sampled for the case narrative. The respondent was sampled by convenient sampling as she was readily available. The case narrative informant provided her lived experiences in the journalism career; the obstacles encountered in practice, her contribution to the journalism profession. The study used a case narrative guide (Appendix, 2).

3.6.3 Key Informant Interviews

These were conducted with 5 experts practicing in the journalism profession in Kenya. Two of these 5 experts were male professions in the journalism field who have worked for over 20 years. The key informant provided information on the challenges of practicing journalism as a career, their observation on the practice on women in journalism and the contributions which women journalists have made in the profession. The study used a key informant interview guide (Appendix 3).

3.7 Data processing and analysis

The qualitative data collected was analyzed thematically and a descriptive approach will be used in presenting the data.

3.8 Ethical considerations

Before any interviews were conducted, the objectives of the study were adequately explained to the informants to achieve their consent. Informants will be informed on their rights to disqualify themselves at any stage of the study.

Ethical clearances were sought from the Ministry of Education Science and Technology before embarking on fieldwork. The informants were informed on how to access the final results of the study via their contacts.

3.9. Challenges encountered during data collection and solutions.

It was impossible to document the contributions of all the veteran women journalists due to time limitation. However, the study sampled one veteran woman journalist as a case narrative. The case narrative was sampled as having been among the earliest women journalists at the top managerial level at KBC at a time when such excellence was hardly achieved among women journalists at a time when journalism was largely male dominated.

It was cumbersome to book face to face interviews with very senior journalists (respondents) in various media houses as they are not readily available due to their demanding journalism career. To solve this problem, two respondents found it convenient to fill the questionnaire via online.

One respondent was uncomfortable being recorded and attributed. In this regard, an alternative respondent was sought.

Most respondents could only reveal sensitive information on the condition of anonymity. To solve this challenge, specific sensitive information could only be generally described without the mentioning of specific names of the persons involved.

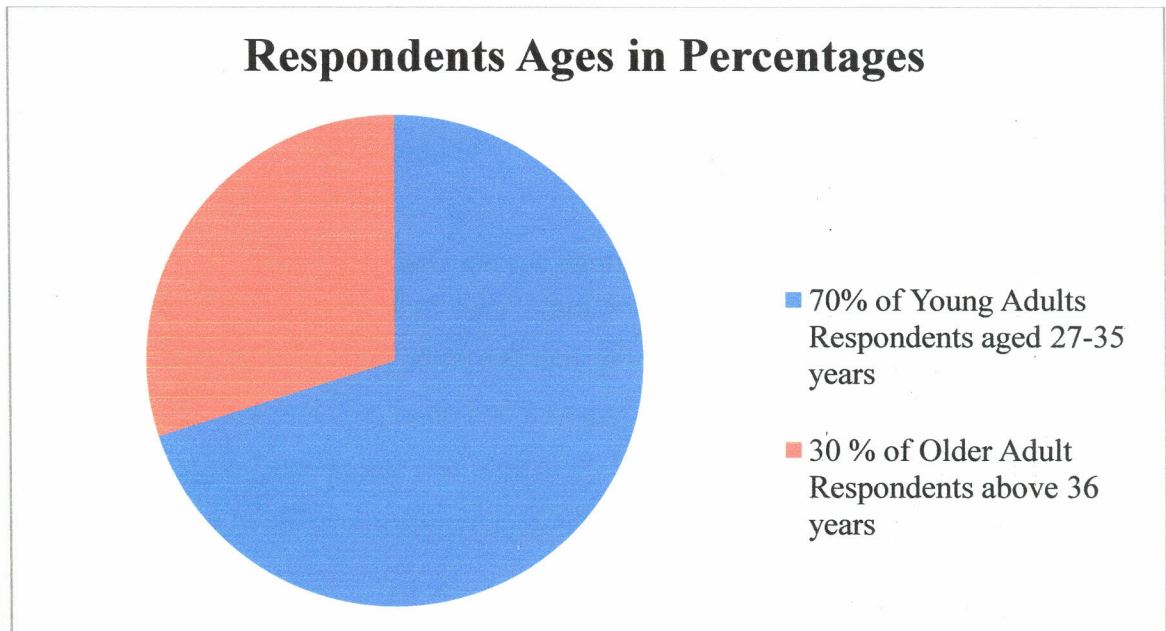
CHAPTER FOUR: DATA PRESENTATION AND ANALYSIS

4.1. Introduction

This section presents the study findings and makes inferences from the trends observed based on the findings from the data collected. The study findings have been presented based on the factors that influenced women journalists into pursuing a career in journalism, constraints encountered by women journalists in the profession, the influence of veteran women journalists on the practice of journalism profession and documentation on the contributions made by women journalists in Kenya.

4.2. Demographic characteristics of the respondents

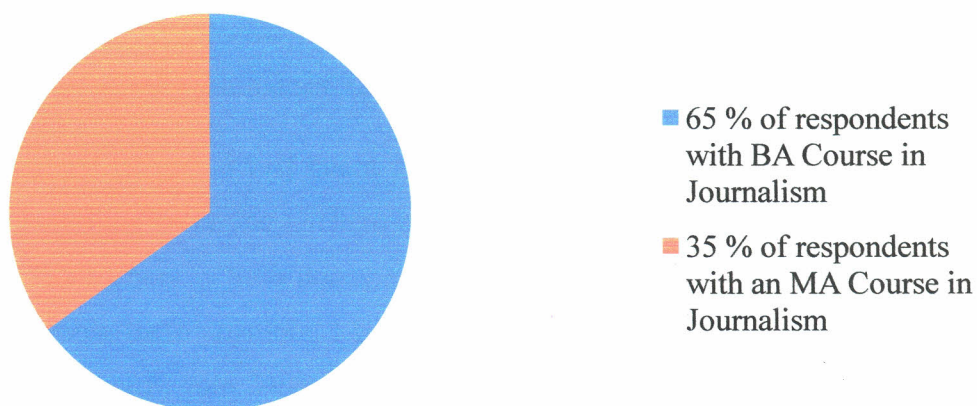
Most respondents in this study were young adults aged between 27 and 35 years at 70% with over four years working experience in a media house.



This implies that there are more female journalists in the profession as compared to previous years where they were statistically negligible. The study purposely aimed to interview more women journalists than male to give an illustration of their experiences based on the objectives of the study.

On the education level, all informants in this study had obtained a Bachelor of Arts Degree in journalism. 65% of those interviewed indicated being enrolled for Master of Arts Degree while 35% reported having graduated with a second degree in the last five years. This shows that women journalists are enrolling for higher education as it is a key to job promotions.

Educational Levels of Respondents in Percentage



4.3. Women journalists and their career choices

Most respondents indicated that they were inspired into journalism by the veteran female journalists whom they lived to admire at their prime years of career choice. These journalists had lucrative pieces on television, radio and newspapers. With this foundation, journalism as a career took route in most respondents and ultimately became a choice of career to develop. One of the female journalist who was inspired into the career through female’s excellence in television observed that:

“Television was my greatest motivating factor. I admired the ladies who read the news for their command of the topical issues and public presentation, factors that I highly regarded. I knew I wanted to be a journalist one day. **(Interview with a Political Reporter for The People)**

The study revealed that some long serving news anchors have come to inspire the young generation of female journalists into the career, particular, veteran journalists who report on societal features as espoused below:

“I remember watching news anchors like Catherine Kasavuli and I always admired how they could give the facts and stories basically across news items at that time. I developed a strong passion for journalism, my teachers at school helped me to nurture that dream and I have come to perform like my predecessors.” **(An interview with a senior female Reporter at KTN)**

Further findings also indicate that most respondents were greatly influenced by veteran women journalists, though the respondents could not readily recall their names. Upon being probed on why this is the case, the respondents were in agreement that there is limited information documented on veteran women journalists. One respondent observed the following:

“I remember in 1997, I just heard a female journalist reporting on the bomb blast. Then a lady like Catherine Gicheru reporting on the Coup in 1982. They must have been so bold! There is little documented about these women journalists though. And we don’t know them anymore. I tried to search for these courageous reporters online and in books but in vain. Nobody knows about them and the few I have mentioned is that I just happened to be keen on journalism. It is really sad.” **(An interview with a Reporter at KTN).**

Upon being probed on the greatest veteran women journalists who were role models and influenced the respondents into pursuing journalism, the respondents could not readily recall their names. One female respondent observed the following:

“There was this lady who used to work at Deutsche Welle (DW) who had a wealth of accomplishment in her career. I may not be able to remember the name but her features and story items inspired my passion for journalism. Moreover, I had a feeling that such people educate and inform populations a great length, part of which I would like to be. That is how my foundation in journalism developed.” **(An interview with a Production Assistant at NTV).**

However, some male respondent were of the opinion that most women journalists are motivated in pursuing the journalism profession to seek fame and celebrity status.

“There are those women journalists who go into the profession for glamour and passion but they rarely last.” **(An interview with a sub-editor at NTV).**

Similarly, a key informant observed that obsession with fame amongst women inspires them into journalism but that should never be a central objective as observed in the interview below:

“My impression is that some ladies want to join journalism for the sake of fame, specifically to be seen on television, they just know journalism as only presenting news on the screen. That is the concept I gathered from a lot of ladies who wanted to join journalism.” **(An interview with a former Production Producer at KBC)**

However, 50% of the respondents were of the opinion that the quest for celebrity status has had a negative impact on the practice of the journalism profession. In this regard, one male respondent observed the following:

“Entertainment and showbiz shows like Tusker Project Fame, bring up celebrities who find their way to the media with little or no training on media. It is affecting journalism in a bad way. For example, the content aired in our radio stations is so sexualized as persons responsible for carrying the shows are not professionally trained. I believe they can be trained, it is possible. It is about time journalists protects their profession the same way doctors and lawyers protects theirs.” **(An interview with a sports journalist at the Standard Group).**

Only one male respondent could mention at least four male and one female veteran journalist who influenced his choice of career in journalism. This indicates that male rather than women veteran journalists were more popular in the 1960s which confirms male dominance in the profession in the 1960s. This indicates a long standing history of poor documentation on the works of female journalists around their career life given the male dominance of journalism as espoused in the interview below:

“I do not remember any women journalists as I grew up. I used to hear men journalists such as Obachi Machoka, Jack Oyoo Silvester, Sally Manga and Andrew Mudibo. I cannot remember any female journalists but at some point I heard a lady called

Catherine Openda. I heard her in the 1990s but that was it, in essence, nothing concrete has been written on the accomplishments of the Kenyan female journalists.”
(An interview with a male journalist at K24).

4.3.1 Kinds of news covered by women journalists

The study sought to know the kinds of news covered by women journalists in the profession. This is important in identifying least the covered areas by women journalists to create future advocacy and motivation platforms that would encourage equal participation of women journalists in all kinds of news coverage and especially those dominated by male journalists.

The findings reveal that most women journalists cover human interest stories. Easy access to feature stories, unrestricted platforms of writing and male perceptions of what women journalists can do better were some of the reasons cited as to why most women journalists prefer covering human interest stories. However, female journalists are not limited to only cover human interest stories as observes one respondent:

“Most women cover human interest stories and not hard news as politics so that hasn’t changed much. Even I cover a lot of human interest stories. Politics is just when need be because you cannot say you can only cover human interest stories. And now that we are approaching the elections, you will have to be able to do a proper analytical political piece whether or not you are a woman journalist. But most of us will focus on human interest stories but there are some of us who are good in politics like Njeri Rugene from NTV who covers politics.” **(An interview with Senior Features Reporter-KTN).**

News coverage on politics, sports, business and investigative areas remains largely a male dominated area. Very few women venture to cover hard news. Upon being probed why this is the case, one male respondent observed the following:

“Soft news is easily available, features are everywhere. I think the style of writing makes it difficult for women journalists as one needs to be punchy with very limited words to use unlike in feature writing. Hard news takes a lot of courage, determination

and persistence which few women journalists have. Rita Tinina and Evelyne Wambui are among the few women journalists who cover hard news.” (**An interview with a Sports Journalist at The Standard Group**).

The respondent further observed that negative attitudes also contribute most women journalists preferring to cover human interest stories as opposed to covering hard news making it a male affair.

“Personally I have had conversations with women journalists why they do not want to venture to hard news. They view writing hard news as boring; others indicate not enjoying the games. So they would rather flock in covering entertainment and features writing.” (**An interview with a radio production person at Royal Media Services**).

It was also observed in the study that women journalists who have ventured into covering hard news must have sources of information to carry out a great story; a situation which forces many women journalists to flock to human interest stories as one doesn't need a source to make a good story.

“I used to write human interest stories before I got into politics. As a woman journalists, getting sources is difficult, to be given this scope takes time. Women tend to go for human interest stories as there are no contacts involved.” (**An interview with a female Political Reporter- at the standard group**)

Moreover, 85 % of respondents observed that job security and promotions were based heavily on the number of sources of information a journalist had, thereby in a way, inconveniencing most women journalists as the sources of information would ask for favors from them to maintain the sources. In this regard, the respondent further notes:

“The more sources of information you have, the better for you. There is no media house that would let you go if you have the sources. Your sources of information in the media house are everything for you. That is your weapon to carry with you.” (**An interview with a female, Political Reporter- The People**)

4.3.2 Perceptions of women journalists in the media

The study sought to find out the portrayal of women journalists in the media from the perspective of the respondents. This is because the negative perception of the media of women affects how their fellow male colleagues and the society in general perceive women journalists. The findings indicate that women journalists are perceived as sexual objects and to some extent, their rising through the ranks is misunderstood to mean sexual favors in exchange for promotions.

“It is an issue with many almost all news rooms. It is a sex for job. You find that every day, women journalists are used as sexual objects for their progression into journalism. Most of them do not really achieve it on merit. Ladies are favored and I have observed that in the newsroom.” **(An interview with a male Sports Journalist-The Standard Group).**

On probing the reasons behind persistent the negative perception of women as sexual objects in the media, the study reveals that the urge for quick growth and success push some women journalists to compromising and giving into sexual favors as observed by one respondent:

“Women journalists are engulfed in this quick growth and you want to make it very fast in your career and sometimes some end up giving in to these demands. It is very sad.” **(An interview with a female Reporter-NTV).**

There is also a notion that women journalists working in the media have loose morals, a claim that has not been substantiated. To overcome such a challenge, respondents were of the view that one need to hold oneself with dignity. One male respondent observes:

“Securing a position in journalism requires a thick skin. You need to be persistent and smart. Carry yourself around with dignity and you shall be respected. The problem comes when one compromises their own dignity.” **(An interview with an Online Sub-Editor, NTV).**

However, respondents were quick to point out that some of the women journalists who have faithfully excelled through the ranks based on merit and who made a good name out of the work they engage in. Women journalists such as Jane Godia, Beatrice Marshall, Elina Sifuna, Caroline

Mutoko, Zipporah Musau, Rita Tinina, Evelyne Wambui, Dorothy Kweyu and Catherine Gicheru were mentioned as outstanding women journalists in the profession.

4.4. Challenges facing women journalists

The study sought to know the challenges facing women journalists in the media profession. This is because women journalists face unique challenges which their fellow men counterparts do not, hence they are not equally perceived as equal to task. The challenges were assessed in terms of social, cultural, political and economical challenges.

4.4.1. Social Challenges

The findings indicate that sexual harassment was the most cited form of social challenges that women journalists experience. All female respondents requested anonymity in cases where they illustrated sensitive information on the same. The respondents were in consensus that although sexual harassment is not widely discussed topic in the media house, most women journalists suffer sexual harassment in silence. One female respondent observed the following:

“Sexual harassment and sexual favors is still there. It may not be as open as it was but it is still there. Sometimes you want an off to do something personal and the editor tells you to call him. You want something done, they want favors. Sexual harassment and favors is there, oh my God!” **(An interview with a Political Reporter- The People).**

Bringing up a family and managing work among women journalists was also widely mentioned among respondents as among the challenges facing women journalists. In this regard, respondents were of the opinion that women journalists in the profession were somehow disadvantaged compared to their male counterparts. Study findings reveal that family duties among women journalists add more pressure which slightly affect their performance at work. One respondent observes:

“It is true that our work affects our family, more often, it is difficult to strike a balance between a call of duty and family matters. The organization policies do not recognize family affiliations as they are deemed personal.” **(An interview with a news anchor, KTN)**

However, male respondents interviewed were of a different opinion and argued that family duties affect the performance of women journalists at work. In this regard, one respondent notes as follows:

“Journalism is more of an adventure, you move one place to another and for women journalists, it becomes difficult to have and bring about children. Family affects their performance. In fact, I know a friend of mine who said, she doesn’t want a baby and she is approaching almost 35-40 as she says it will reduce her work rate and she has a lot of her plans ahead.” **(An interview with a Sports Journalists- The Standard Group).**

This is because most media houses lack friendly policies that encourage women journalists to pursue marriage and work. As a result, most women journalists opt to change careers by moving into Public Relations or search for other job opportunities in the Non Governmental Organizations (NGOs).

The study findings further reveal that long working hours and dangerous working environment during fieldwork make women journalists prone to attacks especially while covering riots. This is a unique challenge as women journalists are uniquely designed in terms of biological make up. Because of this reason, most women journalists are denied job opportunities and sometimes face a ‘glass ceiling’ barrier in terms of rising through the ranks.

“I saw a woman journalist denied an online job simply because of her gender. They said the woman could not update the newsroom website in the middle of the night as it is a lonely job, alone in the newsroom. The job opportunity was given to a man yet there women journalists qualified for the same position.” **(An interview with a male senior reporter -The Standard Group).**

The respondents opined that although the number of women journalists pursuing the journalism career is increasing, very few women journalists occupy top management positions.

“When you look at the top decision making positions, then you would really have to begin looking for a woman journalist. This is the picture on the disparity regarding the entry to the job and the higher positions held in radio. There are qualified women

journalists to hold positions but I do not know why they are not as many as compared to men when it comes to top management positions.” (An interview with a female senior producer –KBC).

The study further reveals that most women journalists opt not to venture into marriage as it brings in additional duties and would prefer becoming career women. Some of the female respondents were torn between changing careers to also pursue marriage as well. One female respondent observed the following:

“I love my career which is very demanding although it has negatively affected my relationship with my partner who is an accountant. I have contemplated on many occasions to change my career to pursue marriage as well.” (An interview with a, Political Reporter- The People).

When probed on marriage venture, one female respondent observed the following:

“I have noticed that most veteran women journalists are not married. I have always wondered why until my relationship failed as a result of my demanding type of work. I am not sure I want to think about marriage at this moment but until I meet a male who can put up with the pressures of my job. (An interview with Senior Features Reporter-KTN).

4.4.2 Cultural Obstacles

The study sought to find out cultural obstacles that women journalists face while practicing journalism career. This is important because it will reveal changing trends and comparison as well in the society as veteran women journalists largely faced cultural challenges as they sought to pursue the journalism career in the 1960s.

The findings indicate that most cultural obstacles are experienced in remote areas further away from urban or town centres. For instance, one female respondent observed the following:

“That happens a lot. Like I remember last year, I went to Turkana to cover drought and there was this man who had to buy me a *dira* (Somali clothes) to dress so that men could listen to me as I was going to talk to men. This is because their attitude and culture sees women as silent. In fact, I could hear the murmuring and you could tell

from their facial expression that they were expecting a man when they were informed that journalists were coming. They least expected a female. You have to show respect to them, dress properly, cover your hair, such things. Eventually they listen to you as they understand the power of the media.” (An interview with Senior Features Reporter-KTN).

The study indicates that women journalists especially those brought up in urban areas did not face any cultural obstacles in their choice to pursue journalism career. When probed further as to why this is the case, the study found out that the respondents interviewed came from family backgrounds that are well educated with liberal mind to pursue any career of their choice.

“I remember that I cleared high school and I told my parents I was interested in the journalism career. They wanted to be sure it is what I desired and when I assured them they have been supportive of me ever since. I can tell that my dad wanted me to pursue nursing but he could not convince me so he left me to pursue what I desired. I was so happy.” (An interview with a female Reporter-NTV).

Similarly, the male respondents interviewed did not face any cultural obstacles during their time to pursue the career. An interesting observation made by one female journalist is that women journalists today continue to face cultural barriers especially when covering remote areas while men journalists do not. This is because some cultures in Kenya still perceive women as to be seen and not heard at all.

“I have had such experiences and so are my other colleagues whom we have discussions with especially whenever we are sent out on assignments to remote areas. My fellow male colleagues do not experience cultural barriers as our society is generally patriarchal in nature.” (An interview with Senior Features Reporter-KTN).

Moreover, key informants and the case narrative noted a lot of cultural barriers during their times. In this case, respondents in the case narrative gave examples of cultural obstacles encountered during the 1970s when she joined journalism profession. This is further discussed on experiences in the case narrative section.

4.4.3 Political Challenges

The study sought to find out political challenges that women journalists face. The study findings indicate that there are few women journalists covering politics in Kenya as the section is dominantly covered by male journalists. One female respondent who cover politics observed the following:

“Political reporting is mainly dominated by men. On the field sometimes you may be two or three women amongst ten male journalists. It is so challenging especially when you want to climb the ladder. The bosses may want favors, yet you are so competent. The bosses and your fellow male colleagues take time before they adjust, warm up to you and see you as equal to the task. It really takes time. Most of the male colleagues and even bosses think that there is more to it than just work. It is so irritating.” **(An interview with a Political Reporter- The People).**

The study revealed that to some extent, women journalists experience sexual harassment while in the line of duty as one male respondent notes:

“On the line of duty, women journalists get harassed as they search for a news story especially from the politicians. You might have to compromise your moral standards. There is that sexual harassment.” **(An interview with a Production Assistant-NTV).**

When probed on how to solve such a challenge, one male respondent observed the following:

“I believe politics is murky and not for the faint hearted. One has to be courageous and disciplined to deal with politicians. It is much possible especially among women journalists covering politics.” **(An interview with Online Sub-Editor, NTV).**

4.4.4. Economic challenges

The study further sought the Economic challenges that women journalists face. This is important so as to understand whether monetary value is a huge motivation among women journalists and whether it affects the choice of what women journalists desire to cover in the newsroom.

Across the board, the study revealed that both women and male journalists are not satisfied with their monthly wages. The respondents argue that the amount of hours put on the work they engage in is far from the monetary value of the services rendered. The study reveals that this is

the reason why both women and male journalists migrate from one station to another in search of a better pay.

“People think we earn a lot of money but we don’t. Most journalists would complain generally especially because of the amount of hours you put in. And I think that is why most women journalists fall prey to politicians and sexual harassment as well. We do not earn a lot of money. Mass exodus of journalists to other stations often depends on the pay.” **(An interview with a female Senior Features Reporter-KTN).**

The study findings also revealed that tough economic times have brought up high numbers of unemployment especially in the journalism field. This has a negative effect on the practice of the profession among women journalists who find a challenge in securing employment especially in media houses. In this regard, one female respondent observes the following:

It is easier for female journalists to pursue a career in journalism but because of economic challenges, getting an employment in the media field is proving to be a tough reality. It is tougher today than it was then due to high levels of unemployment. Today, even if you have the qualifications, things are not any easy. Even for young people just to get attachment, it is so hard. However good you are on attachment, it does not guarantee you a job placement. It will not.” **(An interview with a Senior Producer –KBC).**

4.5 Influence of veteran women journalists

The study sought to know the influence of veteran women journalists on the practice of journalism profession. This is because knowing where the profession was in the past helps in identifying newer trends and the implication of these trends to the profession.

The findings indicate that veteran women journalists paved way for other women journalists entering the profession. This was done through the affirmative action and women empowerment to take up job positions in the profession.

“I remember that whenever there is a vacant position in our organization, my female boss would come and encourage the rest of the women journalists to apply especially when she knows that you have the qualification needed. Such motivation would give

my fellow female colleagues the confidence to apply for a higher job position whenever there is one.” (An interview with a female Senior Features Reporter-KTN).

As the media outlets proliferated, women journalists were empowered into taking job positions in various media houses. The next section on case narrative experiences, explains in details how veteran women journalists were empowered other women journalists into taking job placements in journalism.

4.6 Contribution and documentation of women journalists

The study sought to know the contributions which women journalists have made in the journalism profession. This is because there has been an increased number of women journalists’ pursuing the profession. Knowing their contribution helps in documenting and acknowledging their efforts in the growth of the profession. The contribution was assessed with respect to the kinds of news coverage women journalists cover in the profession and any positive contribution made to the Kenyan society as a whole.

The findings indicate that women journalists have contributed to the journalism profession by reporting human interest stories which has resulted in accountability among persons involved. Such human interest stories have resulted in the change of policies and actions from various actors in the societies to solve a need hence positive contribution in the society. In this regard, one female respondent observed:

“Women journalists have been able to put a face to the subject of the story. For instance, a male journalist would just write 50 people dead while women journalists would intelligently use their emotive being to bring out not just facts but the suffering part of it. Such human interest stories are the ones that bring about change. The politicians are also held accountable. That is the greatest contribution women journalists are making in the journalism world.” (An interview with Senior Features Reporter-KTN).

Furthermore, male respondents were in agreement that there is more to life than just reporting politics or hard news, hence applauding women journalists covering human interest stories as

they inform the society of the real social struggles and challenges as exemplified in the interview below:.

“Through feature writing, women journalists bring about reality in what is happening with in a society that is a great contribution. By virtue of the fact that many women journalists joining the profession, they are giving journalism a human face. It is now a balanced profession and not so male dominated. That is why I hail outstanding women journalists in the profession.” **(An interview with a Sports Journalists- The Standard Group).**

On probing, the respondent further observed that women have contributed a lot to journalism among key issues:

“Women journalists have highlighted issues on women and children’s struggles. Women empowerment through media has been made possible especially airing programs such as ‘the strength of a woman’ at Citizen TV. Most media outlets air issues affecting women for more informed decision making. Such is a good contribution to the society.” **(An interview with a Production Assistant-NTV).**

With regard to documentation on the contributions made by veteran women journalists, the respondents were in consensus that there has been no documentation done on the contributions and achievements made by veteran women journalists. As a result, most women journalists practicing the profession do not know the few but important veteran women journalists who facilitated their easier entry to the profession. This was evident in the following interview:

“It is true that I have not read a document highlighting milestones made by veteran women journalists in the profession. If this continues, I am sure when we are old and out of the profession; the future generation will not read anything on what we are doing now. Something needs to be done I know.” **(An interview with a female NTV reporter)**

65 % of respondents expressed their satisfaction that human interest stories were aired on radio, television, electronic and through print to inform the public. Although this is the case, it was observed that once the stories were aired, there was no mechanism to document all the stories

aired by women journalists acting as a reference point on works done by women journalists in the profession. For instance, one female respondent observes the following:

“There is no proper documentation on veteran women journalists. And this is happening to us. For instance, we would do stories however great they are and once they run and are also put on YouTube, then that is the end of it all. If one wins an award then it is good and if we don't, then it is just too bad.” **(An interview with Senior Features Reporter-KTN).**

Across the board, respondents mentioned Association of Media Women in Kenya (AMWIK) organization as the most convenient platform to document and empower women journalists in taking their rightful positions in the profession. On AMWIK's role on women journalists' empowerment, one respondent based in AMWIK observed the following:

“AMWIK has offered at least 30 scholarships to women journalists since 2004 and also has an exchange programme with partner organizations both in Africa and in countries such as Nepal and Norway. We also offer at least five membership training program a year to empower women journalists in the profession. These capacity building programmes ensure that women journalists who work and volunteer in radio programs and publications sharpen their journalism skills. AMWIK also offers mentorship programs and networking as well to encourage young journalists into the profession.” **(An interview with the Chairperson at AMWIK)**

4.7. CASE NARRATIVE OF A VETERAN WOMAN JOURNALIST-MRS. NAMAI

The study sought to document contributions of veteran women journalists in Kenya. Due to time constraints and difficulties in locating most veteran women journalists, the study sought to document contributions of one veteran woman journalist in the form of a case narrative.

4.7.1 Case narrative Mrs. Namai

Mrs. Namai was born on the 26th October 1946 just 12 minutes after her twin sister Teresa at Majengo hospital, popularly now known as the Pumwani Hospital in Nairobi. Born in a loving family of seven children, the family relocated from Nairobi to their ancestral home in Samia located in Busia County. She attended St. Peter's Cleaver nursery school in Busia County and later joined a boarding school at Dabani Primary School with the help of the Franciscan sisters at Busia County. After completing standard seven, Mrs. Namai with her twin sister Teresa joined St. Marys High School Namagunga, Uganda in 1960.

It was this time, Mrs. Namai remembers, at the age of 13, that she wore canvass shoes for the first time in her life. Filled with excitement in joining Form one, with a small wooden box shared between her and her twin sister, one pair of canvass shoe, one dress and Sh. 10 as pocket money for her and her twin sister Teresa, she was equipped and ready to join high school. Her future remained bright. At the school, ridicule and the teasing awaited her. Coming from not so well off a family background, Mrs. Namai had difficulties in adjusting to a new social set up composed of female students many of whom came from well up backgrounds. First, she had to learn how to use a fork and a knife on the very first day she stepped at St. Mary's High School Namagunga. However, she recalls that the teasing and ridicule stopped when her twin sister became number one and this excellent performance changed the attitude towards the twins.

It is at St. Mary's High School Namagunga that Eulalia discovered her talents in singing and art. Sister Victoire and the late Mother Paul were her greatest mentors. She says the Irish Sisters would help students identify their talents and make students believe that they were not a hopeless case. "I discovered that I could do art and I was good at drawing but more of abstract art, and Sister Victoire helped me discover that I was good at things that could go to detail." With the confidence built in her by the Sisters, Eulalia discovered she could do writing and remembers her first present she won in the school - an album.

At home, her late parents taught her what it meant to be excellent. Her late father abandoned work as a locomotive driver at the Nairobi Railways Station to become a peasant farmer in Samia. He planted cotton, millet, cassava and sugarcane among other crops. Her late mother was a hardworking woman who also baked mandazis to save money for the girls' school fees. Her parents demanded excellence from their children. Mrs. Namai was not an exception.

It is this excellence that drove her late father to walk them 17km to school during the opening and closing days to ensure that his girls were safe. Although Mrs. Namai's parents were poor, they knew the value of education. Her late father was the first man in the area to take a son to Harvard University in the USA. This brought about excitement to the villagers who would remain proud of this fact even with little knowledge of what Harvard University in the USA was all about. Her parents' thirst for education saw Mrs. Namai and her twin sister Teresa pursue education while most of the girls in the village were married off at a younger age. Her parents believed that all people must be educated.

In 1965, Mrs. Namai was awarded Cambridge School Certificate Division 1. Then in 1967 she passed her A Levels with 4 Principal Passes. She was then set to join the Nairobi University College (of East Africa), now, popularly known as the University of Nairobi. In 1968, Mrs. Namai therefore joined the college to pursue Bachelor of Commerce and it would be the first time, she separated from her twin sister Teresa who joined Makerere University College to pursue Science.

4.7.2. Choice of Career

Mrs. Namai joined the University in 1968/69 academic year to pursue a Bachelor of Commerce. In the midst of her first year exams, on the 5th of July, 1969, the late Tom Mboya was assassinated. On this date, while she was at Ambassadeur bus stage to visit a friend, Mrs. Namai was caught in a commotion of people screaming and shouting the late Mboya's name after sounds of gun shots had been heard. "It was scary. I thought I would die as well. Everybody was running up and down. Mboya had been shot dead!" she said. She could not sit for the rest of the exams as she was psychologically traumatized. That is the time Mboya was assassinated. Later on in 1970 she chose to visit her twin sister for two months at Makerere in Uganda.

It is this fate that Mrs. Namai calls a blessing in disguise. At Makerere where she lived with her twin sister, Elizabeth Lwanga; her twin sister's friend asked Mrs. Namai to volunteer as an attaché at Uganda Television (UTV) as she waited for University college to open in Nairobi. At Uganda Television and Radio in 1970, Mrs. Namai describes it as the most beautiful experience she had ever had while helping out. She knew beyond doubt that she wanted to pursue Journalism and not Commerce anymore. "After the experience at Uganda Television I knew media is for me. Sydney Potier, a celebrity of our time was a visitor, and I even joined in the photos taken during the garden party for him. My work at UTV involved helping in the rehearsals, dramas, choirs, children's programs and educational programs for that period, which shaped me," she said. She went back to Nairobi, studied for three years and graduated with a Bachelor of Arts Degree in Social Sciences (Sociology and Geography) at the University of Nairobi obtaining a 2nd Class Honors but she knew at the back of her mind that she wanted to work in the media. However, she does not regret pursuing Commerce as she uses her books for reference but she is quick to mention that she is glad she discovered a career in Journalism.

4.7.3 Transition between Education and work

In June 1972, Mrs. Namai joined the Ministry of Information and Broadcasting, Voice of Kenya. She joined VOK with twelve other graduates. During this period, a person with a University Degree was given a direct entry and searching for work position was not difficult. Other graduates who joined VOK then included Henry Chakava, Charles Owuor, Esther Adagala among others. It is during this exciting time that she met popular broadcasters such as Leonard Mambo Mbotela. Mrs. Namai was in the second group of graduates to join VOK at that time as graduates were not many at that time. Several other fellow graduates decided to drop and pursue other careers due to the difficulties experienced while learning on the job at VOK. However, Mrs. Namai was convinced that she belonged in the profession. She continued to excel. She learnt skills from professionals like Mrs Ruth Abuki and many others. She was ready and willing to learn.

In 1973, she was among other graduates who were enrolled for further training in television production at the Kenya Institute of Mass Communication (KIMC) under the leadership of the Principal Levinson Nguru. Mr. Nguru she says, was one of her greatest mentors. "He believed in me and he would push me into doing something and that way I learnt the skills" says Mrs.

Namai. After the one year training at KIMC and with the British Broadcasting Corporation (BBC), she was posted to Mombasa.

It was in Mombasa between (1973-1978) that she produced an award winning television program in series entitled “Young World” which won a special Prix Jeunesse International Prize in Munich, Germany. Mrs Namai worked at the Voice of Kenya until 1987 before she left for UNICEF. She then returned to the Ministry of Information and Broadcasting, Film Production Training Department at KIMC in 1990 as a Principal Lecturer and Head of the Film Training School. In 1993 she joined the Kenya Broadcasting Corporation (previously VOK), as the Production Manager Radio/TV, Kenya. Mrs Namai became a Radio Programs Manager at KBC radio when it got separated with the TV. “It became more of a challenge”, Mrs Namai observes. This also involved a lot of travelling. ” I visited the USA twice for television training. We visited Hollywood and got attached to the radio and television stations. I moved around to different states to have different experiences” noted Mrs. Namai. In the year 1994, she was awarded a Head of State Award, Order of the Grand Warrior (O.G.W.). To her, the gift meant great accomplishment in her career. In 1996/1997 she worked as a part-time lecturer at the University of Nairobi training the post- graduate Diploma in Mass Communication.

On the 1st July 1998 to 31st October 2008 she left KBC on the grounds of early retirement to become a national professional officer serving as Health Information and Promotion Officer at the World Health Organization (WHO) Kenya Country Office. She worked for 11 years and later retired from WHO at the end of 2008. Mrs. Namai has participated in many trainings and consultancy works and continues to be active in areas to do with communication and women empowerment.

At the moment, she is working on a manuscript which she hopes to make an inspiring video based on a true story of a young girl, who struggles between a broken family, herself and her stamina for education.

4.7.4 Gender inequality

Based on merit and her earned professional skills, Mrs. Namai quickly rose through the ranks to become amongst the first female managers at the KBC. This was a very unusual for female gender due to socio- cultural barriers that limited a majority of them from joining a formal

education to the choice of career. Mrs. Namai was among the very few whom at their time excelled to top managerial positions. She desired to see her fellow female colleagues who were few at that time in the profession excelling and taking up opportunities as she did. It was not surprising that she sought to empower her fellow women. At the boardroom, Mrs. Namai sat with 22 men in the top managerial positions.

“I was alone” she says, until Prexedes Otieno joined me from the accounting side. She admits having faced negative male stereotypes that she challenged at the boardroom discussions.

“In management, you are one person against men in the boardroom and they sometimes think women are not up to task! That is a challenge. Being there alone, you can be outvoted sometimes. Things are serious,” she says.

The men on the board would find it difficult to agree with her views fearing that if they did, then other women would easily find their way to the top management positions.

“Of course their thinking was wrong but they respected my style of management. I helped everybody as I wanted everything to go on well,” says Mrs. Namai.

Men feared that women would be empowered and hence prove to be a source of competition. At her time, gender inequality aggravated by the male stereotypic notions was greatly witness. This situation concurs with Gallagher (1995)’s report which indicates gender inequality as a challenge in the 21st Century.

Apart from gender inequality, Mrs. Namai observes that corruption was ripe in society and it was challenging to handle certain issues even at the top management positions. Although she declined to mention names, she says she came face to face with a colleague who offered free insights on how to use public resources for personal gain. She terms this ‘stupid’ thinking.

4.7.5 Family and career

As a career woman, Mrs. Namai did not rush into marriage. During her time in campus, she enjoyed playing netball and at some point became a council member of games at the University of Nairobi. Dating was not a priority. At Highridge Teachers’ College while on her usual work of auditions and rehearsals, she met her spouse and got married in 1980. Paying the bridal dowry

and her wedding remains a memorable experience in her life. She has four children, three boys and one girl.

Being a work alcoholic, she feels she lost her first baby which she attributes to the impact from a fall she had during the Norfolk Hotel explosion. She says balancing marriage and journalism career is a huge challenge. But with the support of her husband, it became a bit easier for her. However, she was quick to mention that marrying late enabled her to pursue her career as well. Her experience on the balance between marriage and career has been echoed by 95% of female respondents interviewed in this study. To manage family challenges and a career, she advises that young upcoming men and male journalists and editors need to understand the female gender. To achieve this understanding in the profession, Mrs. Namai recommends the need to introduce a gender related curricular in the journalism profession that would enable male journalists to appreciate womanhood and motherhood when it comes to performing journalistic tasks in the profession. She advises that this will promote policies in the media house which are friendly to women journalists with interest to pursue marriage. She believes that “without her supportive husband, it would have been difficult to make it.”

4.7.6 Women journalist Empowerment

Born at a time when the female gender was less empowered, Mrs. Namai with other women leaders such as Dr. Eddah Gachukia, Mrs Vyonne Muli, the late Professor Wangari Maathai, Margret Kenyatta, Mrs Mildred Owuor, the late Wambui Otieno and late Pamela Mboya (Okumu, 1985) among others sought to empower other women to participate in issues that affected their lives. In 1985, Eulalia was in the publicity committee in charge of the successful running of the UN Decade for Women Conference held in Nairobi Kenya (Okumu, 1985) . “These women among others contributed to something in this country. They empowered other fellow women into believing in themselves that they could also count and participate in issues that affected them” notes Mrs. Namai.

Negative stereotypes from the male gender made women less empowered during the period she worked at VOK. The patriarchal nature of the Kenyan society put more value to male than female genders.

“The problem is that women were required to be passive. Women were belittled, women could not do anything,” observes Mrs. Namai.

In the media for example, loss of talent was evident as she observed. She gave an example of one lady who was a great announcer but when she got married, her husband could not allow her to pursue her career in broadcast. The mentality of men was that women should not be seen on television or heard on radio. They were required to dress and appear in a certain way and appearing on television was bad according to Mrs. Namai. The kinds of calls she received while on duty were discouraging as they sought to abuse the women anchors and announcers. The perception was that they were viewed as having loose morals. That was the trend in the 1970s and 1980s.

To empower women journalists, the Association of Media Women in Kenya (AMWIK) was founded. Mrs. Namai and other women leaders especially Mrs. Eunice Mathu who is now the editor of Parents Magazine, founded the AMWIK in 1983. It was a platform set to serve and mentor women in Kenya and especially women journalists. In 1985, she was voted as the Chairperson. AMWIK had no office then and it was run on voluntary basis and Mrs Eunice Mathu was crucial in bring the women together. AMWIK opened up the chances for women journalists who with time came to believe in themselves. Male attitudes became favorable to the ability of a female gender narrated Mrs. Namai. She believes the 2010 constitution has empowered women into taking positions including political leadership. She is however quick to mention that both girls and boys should be empowered and none should feel superior than the other, but based on equality and equal chances of opportunities, all should work towards the betterment of our society. This way, peace will exist in the society.

While she was the Production Manager at KBC, Mrs. Namai was an important bridge in empowering women journalists into taking up opportunities as news anchors and journalists. She takes pride having fought for the late Anne Ofula, Rafael Tuju, Catherine Kasavuli, the late Matilda Oduor among others into taking positions as news anchors. Her strategy was to search for talents which included the search for excellent voices for anchoring despite the education levels, so as to promote women journalists who had the talent. For instance, the late Anne Ofula happened to have a great voice but because of an average aggregate that was below the

credentials, she was not in the scheme of service for producers/announcers, hence denied the chance to pursue Journalism yet she had scored an A in English and Kiswahili language. With the search for talent, the late Anne Ofula made an entry into the profession which many male journalists complained about. It took time for the Management to believe that a messenger could have such a talent.

“I am proud of that, I may not be known but the fight of going there and opening trainings for women who took up these positions, and the fight for persons with talent in broadcasting makes me so proud.” narrated Mrs. Namai.

The sky is the limit and one should not be doomed because of a low average aggregate attained in the examination she believes. She has mentored many women journalists whom she takes pride in whenever she meets them.

4.7.7 Women journalists’ contribution and documentation

Mrs. Namai recalls the 1985 directory on women in the media edited by AMWIK as the sole document that records women in the media during her time. This was a time when women were empowering each other to involve themselves actively and to have a voice on issues that affected them. Furthermore, little documentation exists on women and their contribution noted Mrs. Namai. She attributes this to the lack of interest in history among most Kenyans. She believes that there is a lot that can be written based on the existing women such as Grace Ogot, Margaret Kenyatta, Eunice Mathu, Elizabeth Obege, Isabelle Mbugua, Gladys Erude, Anne Mungai, and Dorothy Kweyu Munyakho among others.

“There are people who were working, writing, doing great work in the 1970s and late 1960s that are forgotten. Somebody who wants to document their works can go back and it will bring out other people who have contributed to the nation,” Mrs. Namai observed.

An updated directory of women in the media would feature even those who went before them. She believes that veteran women journalists brought out the awareness on the status of women in the society that all was not well especially with regard to the big gap that existed on the gender inequality at that time. They paved way for recruitment, training and empowered women into

participating on issues affecting them. She indicates that proper documentation will form a knowledge base for young upcoming professionals in certain areas of specialization since any further research depends on the existing materials.

CHAPTER FIVE: DISCUSSION OF THE FINDINGS

The study compliments Albert Bandura's social learning theory on learning through modeling. The study findings reveal that role models play an important role in motivating young adults into pursuing a career in the journalism profession. In this study, most women journalists practicing the journalism profession were greatly influenced into pursuing the career by veteran women journalists who were already in the profession. However, most practicing women journalists cannot readily recall the names of the role models who influenced their choice to pursue the profession. The study therefore suggests the need to preserve the knowledge and experiences of role models as a motivating factor to future generation interested in the journalism profession.

As time goes by, this means that it is possible that most women journalists practicing the profession are role models to younger generations whom in the near future, will be forgotten due to lack the of documentation on their contributions in the profession. These study findings compliment what Mwanzia (2006) says in a report that there is need to document the roles women journalists play to preserve their knowledge.

Study findings further reveal that most women journalists cover human interest stories which reveal the reality in the society and bring about accountability among actors involved. This findings concurs Mwanzia (2006) report that indeed women are creative and passionate advocates of change.

There is an increased number of women journalists joining the profession in Kenya. This also compliments a study called out by Gallagher (1995) on the rise of women journalists entering the profession. The study findings further concur with Peter's (2001) observation that women can be found in all newsrooms. However, although women are in the news room, some sections of news coverage area remain largely male dominated. Such sections include politics, sports, business and investigative areas. This further compliments Djerf's (2007) study findings which observe that journalism as a profession is male dominated.

The findings of this study on the unique challenges like gender formation that denies most women journalists from advancing their careers to top management positions concurs with Gallagher's (1995) report on gender inequality which remains a challenge in the twenty first century. Sexual harassment among women journalists confirms women journalists' vulnerability

as compared to their male counterparts. Sexual favors demanded from political leaders and sometimes from their male bosses, cultural barriers especially experienced from cultures that still view women as less equal to their male counterparts and economical challenges as meager pay make women journalist more vulnerable as compared to their male counterparts. The study findings also compliments Fatuma& Sifuna's (2006) report on the affirmative actions in career choices as a strategy to advocate for fair treatment of both female and male, advancement of equal opportunities in access and participation in education, career choices and all spheres of life.

The study findings indicate that veteran women journalists paved way for other women journalists entering the profession. This was made possible through the affirmative action and women empowerment in the 1980s which saw women journalists entering the profession in large numbers. However, there has been no documentation on veteran women journalists regarding the major cultural, social and political challenges faced and the achievements made in the 1960s and 1980s. Veteran women journalists' knowledge make up an important history in journalism on the issues that emerged during their time which compliments what McQuail, (2010) argues that early thinking provides a point of reference for understanding the present. The study findings on the important role veteran women journalists played in the 1960s and 1980s concurs with Muthamia's (2008) report on the significant contribution veteran women journalists made in the profession.

In general, the contribution of women journalists' should continue to be documented and be empowered to rise through the ranks based on merit. Documentation of the experiences of veteran women journalists and other outstanding women journalists of their contribution is one step of preserving their lessons and knowledge. The study compliments what Okigbo (1988) advises in terms of championing the fight for increased visibility in the media.

Two trends were observed in the study. First, celebrities venture into journalism profession due to their celebrity status and fame. Showbiz shows have brought about famous persons who do not have training in journalism background. In this regard, there is need to be basic training on journalism ethics as a means of protecting the profession.

Findings also reveal that the proliferation of training institutions in journalism continues to produce graduates with limited knowledge on the field. Media houses in this regard have opted

to charge for industrial attachment position as fresh graduates from school since students and graduates have no idea what journalism is all about. KIMC in collaboration with the University of Nairobi-School of Journalism remain the most preferred training institutions on the journalism profession.

CHAPTER SIX: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

6.1 Summary

Most respondents indicated that they were inspired into journalism by the veteran female journalists whom they lived to admire at their prime years of career choice.

This study sought to explore the motivating factors that influenced women journalists into joining the profession. The study has looked specifically into factors of influence, the challenges experienced in the profession, the contribution of women journalists and the documentation of the experiences of a veteran woman journalist.

6.1.2. Objective 1: Women journalists and motivating factors

The study reveals that veteran women journalists in the 1960s and 1980s were a major influence in the choice of career among women journalists who are now practicing in the profession. However, women journalists in the profession cannot recall the names of the veteran women journalists who influenced them into joining the profession. Male respondents could only identify male veteran professions as they were the most visible in the 1960s and the 1980s. This is because the journalism profession was a male dominated field.

6.1.3 Objective 2: Constraints facing women journalists

Most women journalists cover human interest stories making news coverage in areas such as politics, sports, business and investigative male dominated. Human interest stories covered by women journalists have given stories a human face while bringing about accountability among actors involved hence resulting in a positive social change to the society. Gender inequality is greatly experienced among women journalists in the profession with respect to promotion. As a result of gender, most women journalists are denied top managerial positions. Male stereotypes are still experienced in the media houses where women journalists pursuing areas such as politics, sports or business are viewed not as equal to the task hence experiencing more challenges as compared to their male counterparts.

Most women journalists continue to suffer sexual harassment in silence while those not giving in to sexual demands are denied promotions however how good one is. Women journalists who have risen through the ranks continue to experience negative perception from their male counterparts who believe they slept their way to the top management positions. However, there

are outstanding women journalists who through merit have progressed in their careers and promotions.

Social –cultural, political and economical challenges such as poor pay among women journalists make them more vulnerable and sometimes a reason as to why they give in to sexual demands. Managing family and work responsibilities is a tough among women journalists. Either women journalists opt to change their careers to Public Relations and move to the NGO world or others choose to forego marriage and become carrier women.

6.1.4 Objective 3: Influence of veteran women journalists and documentation

Veteran women journalists played a crucial role in affirmative action and women empowerment that paved way to the entry of women journalists in the journalism profession. However, there has been little documentation on their achievement and their contribution to the society.

6.2 Conclusion

Veteran women journalists were an important link to the entry of more women journalists in the journalism profession today. They were an important pillar in the fight of gender inequality due to societal attitudes making way to other women journalists joining the journalism profession. There has been an increased number of women journalists joining the profession. However, a majority of women journalists cover human interest stories leaving news coverage sections such as politic, business, sports and investigative reporting largely male dominated.

Proliferated journalism trainings without checks have a negative impact on trained journalists in search for job opportunities in the journalism profession. The situation is further aggravated by the entertainment and showbiz shows which have brought about celebrities easily joining the profession with no training in journalism and lack of knowledge on the ethics of the profession leading to airing of shows with content not fit for consumption.

Women journalists continue to be vulnerable as compared to male journalists. They continue to experience sexual harassment, denial of job opportunities due to their gender, negative perception of their male colleagues as morally loose and less capable especially in news segments dominated by male journalists.

Veteran women journalists set pace for increased entry in the profession among women journalists however; there is little documentation on experiences of veteran women journalists regarding the issues they struggled with during their time in 1960s and 1980s.

6.3 Recommendation

- Given the importance of role models in societies, there is need for documentation of contributions of both the veteran and outstanding women journalists in journalism profession to preserve their knowledge and lessons. Professional bodies such as AMWIK should design programs for documenting outstanding contributions made by women journalists to preserve knowledge, experiences and lessons.
- There is need for equality in the profession in terms of news coverage and job promotions. Women journalists should be encouraged to pursue male dominated reporting sections such as politics, sports, business and investigative stories. Media professional bodies such as the Kenya Union of Journalists and the Media Council of Kenya should design friendly policies that encourage full participation of women journalists in especially male dominated niches. Furthermore, media houses should design policies that are friendly to encourage women journalists to pursue both marriage and journalism career. For example, a review of the labour laws to include baby care services in media houses and proper maternal leave with a friendly pay package to women journalists who desire to pursue journalism career and marriage prospects.
- The Ministry of Education should be keen to ensure upcoming journalism training institutions are run by qualified professions with training equipments to produce journalists with skills necessary in the profession. This will ensure that female graduates in the journalism profession are better placed to equally compete with their male counterparts in the profession.

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APPENDICES

Appendix 1: In-depth interview guide

Statement for Consent

“Hello, I am Judy Munge, a student at the University of Nairobi pursuing a Master of Arts Degree in Communication Studies. I am carrying out a study on women journalists and their contribution to journalism profession in Kenya, the case of veteran women journalists. The study seeks to assess the contributions of women journalists in journalism profession in Kenya.

I have identified you as one of my respondent in point having a deep knowledge on media in Kenya and as a profession in journalism. All the information that you will provide will be treated in confidence. I would ask for your approval for my recording for detailed data analysis Can I proceed please?

Section I. Brief introduction of the respondent

Objective: To find out in brief, the details of the respondent’s work and experience.

(Suggested time: 5mins)

Please tell me a little about yourself (name and marital status)

1.1. What is the name of the company you are working for and what position do you hold?

(Probe: What does your position entail?)

1.2. About how many years have you been in journalism profession?

(Probe: What other media institutions have you worked for and what were your responsibilities?)

Section II. The portrayal of women journalists in journalism profession.

Objective: To understand the portrayal of veteran/women journalists in journalism profession for contextual purposes.

(Suggested time: 10 minutes)

Let us now talk generally about women journalists working in various media houses in Kenya.

I would like you to paint a picture of women journalists working in journalism profession in Kenya. (Print, electronic, broadcast)

2.1. How easy is it for women journalists to be employed in the media institution? How did you get employed?

2.2. In a ratio of one to ten, how many women journalists would you have found in a media institution compared to men?

2.3. What kinds of news do they cover?

2.4. Are women journalists endorsed with the power to choose what to report on i.e. women issues, politics etc?

2.5. What is their educational qualification i.e. secondary level, tertiary level, University level or post graduate level?

2.6. Do you think this has changed overtime? (i.e education ways) In what ways?

2.7. What changes or trends have you noticed in recent years among women journalists working in journalism profession in Kenya today?

- News coverage
- Job security and promotion
- Decision making

2.8. Generally speaking, were women journalists before the liberalization of the media in 1990s equally represented in the media? I am thinking of all the media, TV, radio, Press, magazines and so on.

2.9. Generally, were women journalists disadvantaged compared to their male counterparts in terms of getting opportunities to pursue journalism?

(Probe: Can you give me some specific examples regarding this?)

Section III. Factors that influence women journalists and the choice of career.

This section will help to identify factors that led to the choice of pursuing journalism profession among women journalists in Kenya.

(Suggested time: 15mins)

Let us now talk about factors that influence women journalists into pursuing a career in journalism in Kenya.

3.1. I'd like to know, in your opinion, what factors influenced you into pursuing journalism?

3.2. What factors contributed to your choice of career in journalism?

3.3. What factors motivated you into joining the profession?

Tell me about your experiences once you chose to pursue your career?

3.4. As compared to today, do you think it is an easy decision for a female to pursue journalism compared to the times of veteran women journalists?

(Probe: If yes, why do you think so? If no, why?)

3.5 In your opinion, what factors motivate women journalists today into joining journalism profession?

(Probe: Have these factors made it easy for women journalists to join the profession? If yes, how? If no, why?)

Section IV. Women journalists and the challenges in journalism profession.

Objective: To understand the constraints/challenges women journalists encounter in journalism profession.

(Suggested time: 15 minutes)

I'd like you to tell me about the challenges that women journalists face while practicing journalism profession.

Cultural obstacles

4.1. I'd like to know, what cultural obstacles did you encounter as you joined the profession?

(Probe: What are the three specific examples you can remember of?)

Social obstacles

4.2. Journalism profession for a long time has been male dominated. What social obstacles did you encounter as you sought to join the profession?

(Probe: Any specific examples you can remember of?)

4.3. What incidences have you have observed on harassment on women journalists?

4.4. Have you observed any stereotypic notions on women journalists from male colleagues or the public in general?

Family and career responsibilities

4.5. From observation, how would you describe the performance of veteran/women journalists who had families to look after and their performance on the profession?

(Probe: What specific examples have you observed when family had to interfere with their work performance?)

4.6. Generally speaking, from your observation, what were the most obvious challenges that veteran/ women journalists faced compared to women journalists today?

Economical challenges

4.7. What economical obstacles do women journalists encounter?

4.8. In your opinion, are women journalists well paid?

Political barriers/obstacles

4.9. What political obstacles do women journalists encounter?

(Probe: What two specific examples have you observed?)

The 'now'/today practicing women journalists

Let us now talk about 'the now' practicing women journalists.

4.10 What challenges do practicing women journalists face as compared to veteran women journalists?

(Probe: What has changed? Are they still facing the same challenges that veteran women journalists faced?)

4.11. In your opinion, what needs to be done to lessen the challenges facing women journalists?

4.12. What does the government need to do to promote an easy working environment for women journalists?

Section V: The contributions of veteran women journalists and their influence to the practice of journalism profession

Objective: To find out the contributions of veteran women journalists and their influence in the practice of journalism profession in Kenya.

(Suggested time: 15 mins)

Let us now discuss the contributions of veteran women journalists in journalism profession in Kenya.

5.1. In your opinion, have pioneer women journalists contributed to the practice of journalism profession in Kenya?

(Probe: If yes, how? If no, why?)

5.2. Please, can you mention three specific examples in mind of how veteran women journalists have contributed to journalism profession?

5.3. Do you think a lot has been documented on the contribution of veteran women journalists in Kenya?

(Probe: If yes, please give me specific examples of what has been documented? If no, why?)

5.4. Have you come across in the recent times, any documentation on achievements of women journalists in Kenya?

(Probe: If yes, what three specific examples can you illustrate?)

5.5. Speaking of journalism today, have women journalists made any contributions in Kenya?

(Probe: If yes, what specific contributions can you mention to have observed? If no, why is this?)

Have any of these contributions mentioned above been documented for future reference?

(Probe: If no, why is this? If yes, please cite with specific examples any three documented contribution?)

5.6. From your observation, have veteran women journalists influenced in any way the practice of journalism profession in Kenya?

(Probe: If yes, how? If no, why?)

5.7. In your opinion, what needs to be done to improve the visibility of women journalists in the profession?

Final Remarks

As we wrap up, do you have any final comments on the issue on women journalists and their contribution to journalism profession in Kenya?

Thank you for your time today. When I write my report I will be illustrating my findings with quotations. May I attribute you by name?

Appendix 2: Case Narrative Guide

Statement for Consent

“Hello, my name is Judy Munge, I am a student at the University of Nairobi pursuing a Master of Arts Degree in Communication Studies. I am carrying out a study on women journalists and their contribution to journalism profession in Kenya, the case of veteran women journalists. The study seeks to assess the contributions of women journalists in journalism profession in Kenya.

I have identified you as one of my case narrative having been among the veteran women journalists who worked in the media before its liberalization in the 1990s. All the information that you will provide will be treated in confidence. I would ask for your approval for my recording for detailed data analysis; can I proceed please?

Section I. Brief introduction of the respondent

Objective: To find out in brief, the details of the respondent’s work and experience.

(Suggested time: 5mins)

Please tell me a little about yourself

1.3. What is the name of the company you are working for and what position do you hold?

(Probe: What does your position entail?)

1.4. About how many years have you been in journalism profession?

(Probe: What other media institutions have you worked for and what were your responsibilities?)

Section II. To explore case narrative’s childhood

Objective: To find out the background information of the case narrative

1.0. I would like you to tell me about your childhood. Where you were born and raised up and most memorable times of your childhood

2.0. Tell me about your parents? The kind of work they did and any memorable times.

Education

- 3.0. Tell me about your primary and secondary school education? The times that you were in school, how was it like?
- 4.0. Which secondary school did you attend? Describe to me your experiences while at secondary school.
- 5.0. How did you get into the University? At Uganda, then at the University of Nairobi.
- 6.0. Tell me about your first job? What was it like? How did it make you a better person?
- 7.0. Tell me about your family? Which born were you? How can you describe your father, mother, sisters. Whom in your family was a greatest influence into who you are today? What can you remember about your mother, grandparents? Ant extended member of family that influenced into becoming who you are today?
- 8.0. Do you have any similarity with your parents?
- 9.0. How would you describe the relationship you have with your family members?
- 10.0. Who were your special friends in schools? How did they influence you?
- 11.0. Any special teachers both in primary and secondary that influenced your thinking into choice of career? What about at the university? Any memorable lectures?
- 12.0. Who were your special friends at the University? Are they alive? Can we get their contacts?
- 13.0. Any enemies or colleagues you can remember of that you never used to get along really well?
- 14.0. As a girl, what did you love doing? At home? While in school?
- 15.0. What were your favorite subjects?
- 16.0. What major discussions on social/cultural

Section II. The portrayal of women journalists in journalism profession.

Objective: To understand the portrayal of veteran women journalists in journalism profession for contextual purposes.

Let us now talk generally about veteran women journalists working in various media houses in Kenya.

I would like you to paint a picture of veteran women journalists who worked in media houses before the liberalization of media in the 1990s in Kenya.

2.1. How easy was it for veteran women journalists to be employed in the media institution?

2.2. In a ratio of one to ten, how many veteran women journalists would you have found in a media institution compared to men?

2.3. What kinds of news would they cover?

(Probe: Was it different from what male journalists covered?)

2.4. Were veteran women journalists endorsed with the power to choose what to report on?

2.5. What would be their educational qualification i.e. secondary level, tertiary level, University level or post graduate level?

2.6. Do you think this has changed overtime? In what ways?

2.7. What changes or trends have you noticed in recent years among women journalists working in journalism profession in Kenya today?

- News coverage
- Job security and promotion
- Decision making

2.8. Generally speaking were veteran women journalists before the liberalization of the media in 1990s equally represented in the media? I am thinking of all the media, TV, radio, Press, magazines and so on.

2.9. In general, were veteran women journalists disadvantaged compared to their male counterparts ?

(Probe: Can you give me some specific examples regarding this?)

Section III. Factors that influenced veteran women journalists and their choice of career.
This section will help to identify factors that led to the choice of pursuing journalism profession among veteran women journalists in Kenya.

Let us now talk about factors that influenced veteran women journalists into pursuing a career in journalism in Kenya.

3.1. I'd like to know, in your opinion, what factors influenced their choice of career in journalism having been a male dominated profession?

3.2. What factors contributed to your choice of career in journalism?

3.3. What factors motivated you into joining the profession?

Based on your experiences then, was it a difficult choice to make?

(Probe: If yes, why? If no, why was that?)

3.4. As compared to today, do you think it is an easy decision for a female to pursue journalism compared to the times of veteran women journalists?

(Probe: If yes, why do you think so? If no, why?)

3.5 In your opinion, what factors motivate women journalists to join journalism profession today that were not as important during the times of veteran women journalists?

(Probe: Have these factors made it easy for women journalists to join the profession? If yes, how? If no, why?)

Section IV. Women journalists and the challenges in journalism profession.

Objective: To understand the constraints/challenges women journalists encounter in journalism profession.

I'd like to ask few questions concerning the challenges veteran women journalists faced while practicing journalism profession.

Cultural obstacles

4.1. I'd like to know, what cultural obstacles did they encounter as they joined the profession?

(Probe: What are the three specific examples you can remember of?)

Social obstacles

4.2. Journalism profession for a long time has been male dominated. What Social obstacles did they encounter as they sought to join the profession?

(Probe: Any specific examples you can remember of?)

4.3. What incidences have you have observed on harassment on women journalists?

4.4. Have you observed any stereotypic notions on women journalists from their male colleagues or the public in general?

Family and career responsibilities

4.5. From observation, how would you describe the performance of veteran women journalists who had families to look after and their profession?

(Probe: What specific examples have you observed when family had to interfere with their work performance?)

4.6. Generally speaking, from your observation, what were the most obvious challenges that veteran women journalists faced compared to the now practicing women journalists?

Economical challenges

4.7. What economical obstacles did veteran women journalists encounter?

4.8. In your opinion, were veteran women journalists well paid?

Political barriers/obstacles

4.9. What political obstacles do women they encounter?

(Probe: What two specific examples did you observe?)

The 'now' practicing women journalists

Let us now talk about 'the now' practicing women journalists.

4.10 What challenges do practicing women journalists face as compared to veteran women journalists?

(Probe: What has changed? Are they still facing the same challenges that veteran women journalists faced?)

4.11. In your opinion, what needs to be done to lessen the challenges facing women journalists?

4.12. What does the government need to do to promote an easy working environment for women journalists?

Section V: The contributions of veteran women journalists and their influence to the practice of journalism profession

Objective: To find out the contributions of veteran women journalists and their influence in the practice of journalism profession in Kenya.

Let us now discuss the contributions of veteran women journalists in journalism profession in Kenya.

5.1. In your opinion, have pioneer women journalists contributed to the practice of journalism profession in Kenya?

(Probe: If yes, how? If no, why?)

5.2. Please, can you mention three specific examples in mind of how veteran women journalists have contributed to the profession?

5.3. Do you think a lot has been documented on the contribution of veteran women journalists in Kenya?

(Probe: If yes, please give me specific examples of what has been documented? If no, why?)

5.4. Have you come across in the recent times, any documentation on achievements of women journalists in Kenya?

(Probe: If yes, what three specific examples can you illustrate?)

5.5. Speaking of journalism today, have women journalists made any contributions in Kenya?

(Probe: If yes, what specific contributions can you mention to have observed? If no, why is this?)

Have any of these contributions mentioned above been documented for future reference?

(Probe: If no, why is this? If yes, please cite with specific examples any three documented contribution?)

5.6. From your observation, have veteran women journalists influenced in any way the practice of journalism profession in Kenya?

(Probe: If yes, how? If no, why?)

5.7. In your opinion, what needs to be done to improve the visibility of women journalists in the profession?

Final Remarks

As we wrap up, do you have any final comments on the issue on women journalists and their contribution to journalism profession in Kenya? Thank you for your time today. When I write my report I will be illustrating my findings with quotations. May I attribute you by name?

Appendix 3: Key Informant Interview guide

Statement for Consent

“Hello, my name is Judy Munge, I am a student at the University of Nairobi pursuing a Master of Arts Degree in Communication Studies. I am carrying out a study on women journalists and their contribution to journalism profession in Kenya, the case of veteran women journalists. The study seeks to assess the contributions of women journalists in journalism profession in Kenya.

I have identified you as one of my case narrative having been among the veteran women journalists who worked in the media before its liberalization in the 1990s. All the information that you will provide will be treated in confidence. I would ask for your approval for my recording for detailed data analysis; can I proceed please?

Section I. Brief introduction of the respondent

Objective: To find out in brief, the details of the respondent’s work and experience.

(Suggested time: 5mins)

Please tell me a little about yourself (name and marital status)

1.5. What is the name of the company you are working for and what position do you hold?
(Probe: What does your position entail?)

1.6. About how many years have you been in journalism profession?
(Probe: What other media institutions have you worked for and what were your responsibilities?)

Section II. The portrayal of women journalists in journalism profession.

Objective: To understand the portrayal of veteran women journalists in journalism profession for contextual purposes.

(Suggested time: 10 minutes)

Let us now talk generally about veteran women journalists working in various media houses in Kenya.

I would like you to paint a picture of veteran women journalists who worked in media houses before the liberalization of media in the 1990s in Kenya.

2.1. How easy was it for veteran women journalists to be employed in the media institution?

2.2. In a ratio of one to ten, how many veteran women journalists would you have found in a media institution compared to men?

2.3. What kinds of news would they cover?

(Probe: Was it different from what male journalists covered?)

2.4. Were veteran women journalists endorsed with the power to choose what to report on?

2.5. What would be their educational qualification i.e. secondary level, tertiary level, University level or post graduate level?

2.6. Do you think this has changed overtime? In what ways?

2.7. What changes or trends have you noticed in recent years among women journalists working in journalism profession in Kenya today?

- News coverage
- Job security and promotion
- Decision making

2.8. Generally speaking were veteran women journalists before the liberalization of the media in 1990s equally represented in the media? I am thinking of all the media, TV, radio, Press, magazines and so on.

2.9. In general, were veteran women journalists disadvantaged compared to their male counterparts?

(Probe: Can you give me some specific examples regarding this?)

Section III. Factors that influenced veteran women journalists and their choice of career.

This section will help to identify factors that led to the choice of pursuing journalism profession among veteran women journalists in Kenya.

(Suggested time: 15mins)

Let us now talk about factors that influenced veteran women journalists into pursuing a career in journalism in Kenya.

3.1. I'd like to know, in your opinion, what factors influenced their choice of career in journalism having been a male dominated profession?

3.2. What factors contributed to their choice of career in journalism?

3.3. What factors motivated veteran women journalists into joining the profession?

Based on your experiences and observation, was it a difficult choice to make?

(Probe: If yes, why? If no, why was that?)

3.4. As compared to today, do you think it is an easy decision for a female to pursue journalism compared to the times of veteran women journalists?

(Probe: If yes, why do you think so? If no, why?)

3.5 In your opinion, what factors motivate women journalists to join journalism profession today that were not as important during the times of veteran women journalists?

(Probe: Have these factors made it easy for women journalists to join the profession? If yes, how? If no, why?)

Section IV. Women journalists and the challenges in journalism profession.

Objective: To understand the constraints/challenges women journalists encounter in journalism profession.

(Suggested time: 15 minutes)

I'd like to ask few questions concerning the challenges veteran women journalists faced while practicing journalism profession.

Cultural obstacles

4.1. I'd like to know, what cultural obstacles did they (veteran women journalists) encounter as they joined the profession?

(Probe: What are the three specific examples you can remember of?)

Social obstacles

4.2. What Social obstacles did they encounter as they (veteran /women journalists) sought to join the profession?

(Probe: Any specific examples you can remember of?)

4.3. What incidences have you have observed on harassment on women journalists?

4.4. Have you observed any stereotypic notions on women journalists from their male colleagues or the public in general?

Family and career responsibilities

4.5. From observation, how would you describe the performance of veteran women journalists who had families to look after and their profession?

(Probe: What specific examples have you observed when family had to interfere with their work performance?)

4.6. Generally speaking, from your observation, what were the most obvious challenges that veteran women journalists faced compared to the now practicing women journalists?

Economical challenges

4.7. What economical obstacles did veteran women journalists encounter?

4.8. In your opinion, were veteran women journalists well paid?

Political barriers/obstacles

4.9. What political obstacles do women they encounter?

(Probe: What two specific examples did you observe?)

The 'now' practicing women journalists

Let us now talk about 'the now' practicing women journalists.

4.10 What challenges do practicing women journalists face as compared to veteran women journalists?

(Probe: What has changed? Are they still facing the same challenges that veteran women journalists faced?)

4.11. In your opinion, what needs to be done to lessen the challenges facing women journalists?

4.12. What does the government need to do to promote an easy working environment for women journalists?

Section V: The contributions of veteran women journalists and their influence to the practice of journalism profession

Objective: To find out the contributions of veteran women journalists and their influence in the practice of journalism profession in Kenya.

(Suggested time: 15 mins)

Let us now discuss the contributions of veteran women journalists in journalism profession in Kenya.

5.1. In your opinion, have pioneer women journalists contributed to the practice of journalism profession in Kenya?

(Probe: If yes, how? If no, why?)

5.2. Please, can you mention three specific examples in mind of how veteran women journalists have contributed to the profession?

5.3. Do you think a lot has been documented on the contribution of veteran women journalists in Kenya?

(Probe: If yes, please give me specific examples of what has been documented? If no, why?)

5.4. Have you come across in the recent times, any documentation on achievements of women journalists in Kenya?

(Probe: If yes, what three specific examples can you illustrate?)

5.5. Speaking of journalism today, have women journalists made any contributions in Kenya?

(Probe: If yes, what specific contributions can you mention to have observed? If no, why is this?)

Have any of these contributions mentioned above been documented for future reference?

(Probe: If no, why is this? If yes, please cite with specific examples any three documented contribution?)

5.6. From your observation, have veteran women journalists influenced in any way the practice of journalism profession in Kenya?

(Probe: If yes, how? If no, why?)

5.7. In your opinion, what needs to be done to improve the visibility of women journalists in the profession?

Final Remarks

As we wrap up, do you have any final comments on the issue on women journalists and their contribution to journalism profession in Kenya? Thank you for your time today. When I write my report I will be illustrating my findings with quotations. May I attribute you by name?

Appendix 4: Case narrative photographs



Photo 1: Eulalia Onyango, second from right with others from University College Nairobi, in Dar-es Salaam in the field during the 5th University of East Africa Games, December 1969.



Photo 2: Eulalia Onyango in a group photo with Sydney Portier at a garden party, Uganda TV station in September 1970.



Photo 3: Eulalia Namai with other participants listening during the Women in Broadcast Management Course in Deutsche Welle, Germany in July 1995.



Photo 4: Eulalia Onyango in a TV studio in Warsaw, Poland during the presentation of Kenya Week in Poland in December 1979.



Photo 5: Eulalia Onyango after receiving the Prix Jeunesse International Prize in June 1976 in Munich, Germany.



Photo 6: Mr. Baquer Namazi UNICEF Kenya Country Office Representative with Mrs. Eulalia Namai, Project Communications Officer during a UNICEF –sponsored meeting in 1989.



Photo 7: Principal of KIMC Mr. Levingtone Nguru adjusts microphone for Eulalia Onyango during the Graduate Producers' Course at KIMC in 1973.



Photo 8: Eulalia Onyango in a group photo with some of the participants at Prix Jeunesse International in Munich, Germany in 1974.



Photo 9: Margaret Kenyatta, Coordinator of the 1985 UN Women Decade Conference in a group photo with Eulalia, Mrs. Kiptanui and two other members of the Secretariat.



Photo 10: Mrs. Eulalia Namai (Liaison Information Officer), Dr. Julia Ojiambo and Mrs. Evoyne Muli at tea break in 1985 at the Secretariat for UN Decade for Women Conference, KICC, Nairobi.



Photo 11: Eulalia Onyango at Karura Health Centre in Kiambu demonstrating to women during the UON Post Graduate Training Program in Communication for Social Development in Africa in 1978.



Photo 12: Mrs. Eulalia Namai speaks at a Regional Seminar on the Role of Public Service Broadcasting in Eastern Africa, May 1995. The KBC MD Eng. Philip Okundi (second right on the high table) chaired the seminar.



Photo 13: Wedding photo of Eulalia and Haggai at the Holy Family Minor Basilica on 6th September 1980.

NATIONAL NEWS

NEWSVIEW

in brief
Medic denies disease outbreak
LIDJWAR: The Turkana District Medical Officer of Health, Dr Yodissi Aseva, has denied rumours that there was an outbreak of yellow fever in the area. However, Dr Mudzari said there was an outbreak of hepatitis (A) in some parts of the district.

Condolences
NAIROBI: President Moi yesterday sent a message of condolence to President Hafez A-Assad of Syria following the death of his eldest son, Bassel. He said: "We pray that the Almighty God will rest his soul in peace."

Scouts' assembly
NAIROBI: The first general assembly of the World Scout Parliamentary Union which started in Santiago, Chile, on January 18 to 21, was attended by 146 participants among them 70 MPs from 11 countries, the organization's Nairobi office said yesterday. The Kenyan MPs who attended the assembly were Mr Julius Njiru, Mr Othman Othman and Mr Othman Othman.

Officer injured
MURANGA: A policeman was on Monday admitted to hospital with serious burns when a stove he was cooking on burst into flames. The incident occurred at Siririni market, Kangema Division. Mrs Karimi Maina, attached to Keritani police post, was preparing dinner when the stove exploded.

Opposition told to unite

Balala urges FORD-K, Asili merger

By EPHRAIM KARIMI
 Sheikh Khalid Balala yesterday told both FORD Kenya and FORD Asili leaders to merge their parties into one under a single name and secretariat in honour of the late Jaramogi Odinga Odinga.

He said Mr Odinga, who was the official leader of the Opposition and chairman of FORD Kenya, stood for unity of the opposition and the greatest honour the two parties could accord him was to unite.

Sheikh Balala, FORD Asili member, said he was speaking

with the full blessings of party chairman Kenneth Matiba, who has shown willingness to change his political strategies in order to foster unity with his party and FORD-K.

He said he had met and discussed with Mr Matiba for several hours yesterday touching on the political and socio-economic aspects of Kenya and they had agreed that their goals would be met under a united front by all

those in the opposition.

The Muslim preacher said the unity pact should be signed in Kisumu before or immediately after the burial of Mr Odinga. Since Mr Odinga had left a visible leadership vacuum, Sheikh Balala said, the opposition should unite in order to fight the ruling party's divide-and-rule tactics "which have hitherto ruined the opposition".

He argued that Mr Odinga never

loved Kanu. But his so-called co-operation with the ruling party which earned him criticism (even from Balala himself), he said, was a political strategy that was meant to weaken Kanu from within.

The preacher said he had agreed to disagree with the late opposition leader's co-operation move, but that did not mean that he had lost respect for the "old man's political wisdom".

Media has to re-define own role - Makau

By NATION Correspondent
 Information and Broadcasting Minister Johnston Makau says the media must "re-examine itself and redefine its role" in the current multi-party era if it aims to make any impact.

Speaking on Monday night, Mr Makau said the journalist who seeks in meeting the challenges of the present times is the one who can command a following, and he deserves reward.

He was speaking during the re-launch of "The Journalist of the Year Award" scheme at Serena Hotel, Nairobi.

The function, organised by the local chapter of the African Council for Communication Education, was attended by media practitioners, specialists and managers.

They included the managing directors of the Kenya Broadcasting Corporation, Mr Philip Okundi, the Kenya Television Network, Mr Harman Igambi, BAT Kenya Ltd, Mr Terry McDowell, the director of the University of Nairobi's School of Journalism, Dr Joseph Mburigu, and the Principal of the Kenya Institute of Mass Communication, Mr Joseph Otiako.

The Minister said the Kenyan Press lacked status because it had been infiltrated by "pseudo-journalists and other quacks" who had no professional training.

He said he had had long ties with the media, and praised the ACCCE for re-activating the award scheme which was suspended in 1989.

The ACCCE local chapter chairman, Mr Tom Mahindi, said the ACCCE had stepped in to organise the award scheme because there was no other local body to do so.

In a speech read by the vice-chairman of the Award Organising Committee, Ms Kulala Namai, Mr Mahindi said arrangements had been made to ensure that problems such as conflict of interests among panelists which afflicted the old award scheme would be avoided. A separate judging panel had been set up.

Mr Mahindi, who is also the managing editor of the Daily Nation, said a steering committee to organise the event had been appointed from vari-



The Minister for Information and Broadcasting, Mr Johnston Makau (left), chats with the BAT managing director, Mr Terry McDowell (centre) and Ms Kulala Namai of the Award Organising Committee, at the re-launching of the Journalist of the Year Award at a Nairobi hotel on Monday night. (Picture by NICHOLAS RUKENYA)

ous media organisations and BAT, which is the main sponsor for this year's Award scheme scheduled for April.

All other publishing houses and the Standard Chartered Bank are co-sponsors.

The BAT managing director, Mr McDowell, said the media had a major role to play in national development.

Entries for the awards can be given to any of the steering committee members or submitted to the secretariat at the School of Journalism until the end of February when the nominations close.

The members of the steering committee are: Mr Mahindi, Mr Shabani Oponoh, Mr Keli Kilu of BAT, Ms Wangui Gachis (Nation), Mr Jerry Okungu (Nation), Ms Nyeri Karuru (Institute of African Studies), and Mr Mwachira Githo (Economic Review).

Others are Ms Namai (KBC), Mr Polycarp Ochiu and Wambui Kisi (School of Journalism), Mr Philip Ochieng (Kenya Times), Mr Kamau Karanyaga (Standard), Mr Jim Akenge (Information) and Mr Rukana (KTN).

Hawker died of head, chest injuries - report

By JERUSA GICHOH
 The death of the hawker killed during a city ascaric raid in the Gikomba area of Nairobi resulted from head and chest injuries caused by a blunt object.

A post-mortem carried out by Dr Lukas Munyus and a Government pathologist, Samuel Odera on Mr James Irungu revealed that he died after severe beating on the head and chest by a blunt object which caused bleeding in the brain.

Dr Munyus said two police officers were present during the post-mortem at the City Mortuary.

The Nairobi Provincial Police Officer, Mr Njiru Kyanda, was

quoted last week as saying that Mr Irungu's body had no physical injuries or any blood.

However, Dr Munyus said the death could either be caused by external injuries or internal injuries. "In this case, Mr Irungu died of severe external bleeding in the head".

He challenged the police to act quickly now that the cause of death had been established.

Mr Irungu died on January 15. Eye witnesses reported that Mr Irungu, 27, from Mwangi's District, was cornered and clubbed to death as he fled from ascaric who were rounding up street hawkers.

The Town Clerk, Mrs Z.M.

Wandera, had denied that anyone had died during the event.

She said then that the Nation report was malicious and calculated to "smear the good name of the City Inspecorate, the City Council and the Government at large".

But last week, the Commissioner of Police, Mr Shadrach Kirui, reversed his earlier denial and admitted there was a death. He also said police were determined to get the killers of Mr Irungu.

Mr Irungu will be buried on Saturday. Meanwhile, the family and friends are meeting at The New Top Life Bar in Nairobi to discuss funeral arrangements.

Case date fixed
 The Industrial Court yesterday fixed February 15 and 16 as the hearing dates of a dispute between Kenya National Union of Teachers and Teachers Service Commission over the immediate teachers' scheme of service.

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FOCUS ON UN DECADE FOR WOMEN

The work that went into preparing the meeting

By VICTORIA OKUMU
The United Nations' End of Women's Decade Conference opens today, five days after Forum '85 began deliberations. To Kenyans and many delegates it is a joy that the fruits of several months and years of toil can now be repaped and weighed.

And while the 15,000 delegates or so attending both Forum '85 and the UN conference enjoy their discussions, meetings and exchanging of ideas, it would be fitting to pay tribute to the hundreds who have toiled day and night preparing for the conference.

Many Kenyans have not rested for days. Others have walked several kilometres and yet another lot have spent hours sorting out papers under the glaring bulbs of the Kenyatta International Conference Centre (KICC) offices.

The Kenya NGO Committee comprising 40 officials, some of whom have also served in the government secretariat for the UN Decade for Women Conference, have no words to describe



This project is one of those visited by the delegates during a tour of Kiambu on Saturday.

their activities. The NGOs had 28 sub-committees with 31 conveners. They have known no weekend in the past months and have

stayed in offices long past midnight. Worse were the days leading up to the conference date, as early arrival arranging for group workshops and exhibitions also set in wanting to be served.

The Kenya Government's decade secretariat director, Mrs Pamela Mboya, says it has not been easy. She has attended many international conferences but little did she know of the preparations that go into it.

The chairman of the Kenya NGO Organising Committee Dr E. Gachukia, known for her determination and tirelessness, was to announce proudly that for the first time, NGOs had a programme for their activities. This indicated there was better organisation.

The organising committee members for Forum '85 are Dr Gachukia, the chairman, Mrs Eyoane Muli, vice-chairman, Professor Wangari Mathai, secretary, Mrs Wambui Otiemo, treasurer, Mrs Mildred Oduor, assistant treasurer and Mrs Esther Wandekia, head of the Women's Bureau.

Mrs Mboya and National Coordinating Committee chairman Miss Margaret Kenyatta are co-opted members of the Kenya NGO Organising Committee. The NGO secretariat has Dr

Norah Olembo as the consultant, Mrs Lana Chesaro and Nellie Mathu as programme officers and Mrs Joyce Kangethe as the executive secretary.

The Government seconded Mrs Grace Wakungu as chief administrator to the NGO and Mrs S. M. Murugu as head of operations.

The government secretariat has more than 20 officials in key positions pertaining to conference preparations. This includes administrators, liaison officers, transport and supplies officials among others.

Charged with information dissemination and production of brochures and the decade newsletter is Mrs Wangeci Kahara who has many years' experience in the media.

Mrs Rulalia Namai, controller of television programmes in the Ministry of Information and Broadcasting, is in the publicity committee. She had the duty of producing a film on all activities of women in Kenya.

From the Ministry of Tourism and Wildlife and charged with accommodation has been Mr P. M. Ogulla who had the responsibility of "all matters pertaining to accommodation and travel".



Mrs Pamela Mboya.



Miss Margaret Kenyatta.



Dr Eddah Gachukia.

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0210	0020	SANAA		
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FOCUS ON WOMEN'S CONFERENCE

Iranians want Iraq condemned

The Iranian delegation made an appeal yesterday to the conference to condemn the Iraq Government for starting the current war between the two countries.

In a statement read at the conference by the head of the Iranian delegation, Mrs Motireh Gorji, the Iranian delegation said their country would not support peace settlements, until the international community punished Iraq, which she said was the aggressor in the conflict.

She said unless the international community condemned such aggressive acts by countries, there would be no guarantee that no aggressive act would be punished in future.

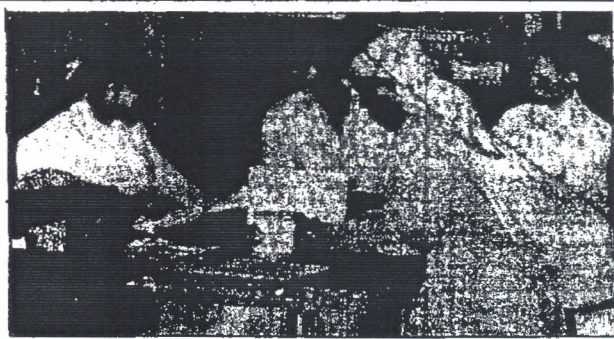
She said equality for women in South Africa and Palestine would not be achieved until the oppressive racist regime of South Africa and Israel's occupation of Palestine came to an end.

"Equality will only come true when nations are not robbed of their wealth and when astronomical budgets are not spent on arms build-up and star wars policies," she said.

She said neither such conferences nor the resolutions can bring about equality. "The unity of all the deprived peoples and

the unending struggle of men and women can prove effective," she said.

Mrs Gorji was warned three times for having talked for more than the allowed minutes. She said women in Iran were active in all spheres of development particularly in education where they made up 75 per cent of the elementary school teachers.



This elderly lady, carrying her belongings on her back in the traditional Kikuyu way, takes time to go through a book that is of interest.



Despite there being no buyers for their merchandise, these enterprising Kenyan women wait patiently for any of the delegates who might pass by and be interested.



A delegate arriving back for the UN Decade for Women Conference sessions at the Kenyatta International Conference Centre after the lunch hour break.

Women told to buy directory

The Association of Kenya Media Women has appealed to their colleagues in the profession to buy copies of the *Kenya Media Women Directory*, recently published in Nairobi, in order to aid the association's activities.

The chairman of the organisation, Mrs Elizabeth Namai, said at a Nairobi hotel on Monday that the organisation was only two years old and that any assistance extended to them would be highly appreciated.

Mrs Namai said that one of the future plans for the organisation was to form a worldwide federation of media women which would promote the needs of women without prejudice.

She expressed her appreciation to all women who had participated in the association's workshops and whose efforts had made the United Nations Decade for Women Conference possible.

Recounting some of the issues discussed in the media women workshops, the editor of *Mother and Child*, Miss Annette Muthoni, said they included breast feeding and how it affected working mothers and their children, maternity leave, the

working place of a mother, writers' and publishers' exhibition and overall coverage by women.

Miss Muthoni said that a number of recommendations were made in those discussions and that she personally suggested that maternity leave should not be less than four months.

The editor of *Good Housing*

Magazine, Ms Margaret Adams, introduced some of the leading women personalities whose contributions since the inception of the decade had made the conference a success.

The function was attended by, among others, Mrs Yvonne Muti, Dr Olemba, local and foreign journalists. (KNA)



These two Kenyan delegates admire the traditional necklaces that one of them has bought at the lobby of the Kenyatta International Conference Centre.



A woman hard at work to keep the Kenyatta International Conference Centre water fountain clean during the UN conference.

Highlights

- Shelter year plans under way — Page 11
- Zambia denounces apartheid — Page 11
- Nairobi to host 'brain drain' seminar — Page 12
- Delegate gives tips on success — Page 12

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Reports by VICTORIA OKUMU, CATHERINE GICHERU, CHRIS MUSYOKA, WILFRED MACHUA and BUKIRWA MARGARET
Pictures by HOE MAINA and JOSEPH ODIYO

12 DAILY NATION, Wednesday, February 01 1984

When the Association of Media Women of Kenya (AMWK) was launched last year, some sceptics dismissed it as yet another elitist women's organisation, which would do little more than meet and chat over a series of teas.

AMWK chairman Eulalia Namai would be the last to agree with that assumption. She says one of its main objectives is to unite media women, providing them a forum to exchange ideas on matters affecting them

We don't just chat over tea, say women in the media

in their profession. Mrs Namai is the controller of VoK television programmes. She graduated from Nairobi University in 1972, with a BA in sociology and geography.

AMWK now has over 60 members in communica-

tions, covering women in print, visual and audio media, advertising, public relations, literature and drama. Students pursuing courses in these fields can also become members.

Members combine their efforts to advance their professions while learning how the various media work. To this end members have visited The Standard offices, seen films and held talks and discussions. Some of the topics covered were communication policy, computers, the portrayal of women in the media and the needs of women's organisations.

Since AMWK was launched on February 21, 1983, it has concentrated on educating its members in order to communicate more effectively with the public. Though one of AMWK's objectives is educating members through seminars and workshops, little has been done in this direction for lack of funds.

A self-financing body, the association has embarked on fund-raising projects to enable it to carry out some of its objectives.

To promote the status of media women, AMWK intends to promote training and job opportunities through such channels as scholarships, seminars, workshops, career guidance and on-the-job training. Again, this has not been possible due to limited finances.

When media women met informally, in 1979, to discuss the formation of a women's media organisation, they discussed the inadequate and sometimes inappropriate media coverage of women. Mrs Namai talks of subtle, widely-accepted discrimination against women. For example, a predominantly male television crew covering a women's group function

By WINNIE OGANA

where a male is officiating, would concentrate their cameras on the official rather than on the women. In such cases the crew forget that the woman carries most of the burden of Kenya's development, says Namai. The backbone of Kenya's economy is agriculture and women form the bulk of the country's agriculturalists, she says. Nor does the crew take into account the extent to which income-generating women's groups enhance family incomes.

"The way a male jour-

nalist sees a woman's issue is usually different from that of his female counterpart, she believes. In Kenya's male-dominated society, his portrayal of the women may be coloured with stereo-type bias which represents a woman as an inferior. The journalist may lack the sensitivity necessary to handle women's issues. "How could a man ever fully understand the intensity of birth pangs, or pregnancy-related complications?" asked Mrs Namai.

AMWK recognises the potential of the media in promoting development, and is out to exploit it.

Namai cites the radio as an example. In Kenya it reaches the largest number of people. Kenya has over two million radio sets. VoK National Service allots 17 hours to programmes in Kiswahili. To reach a bigger audience, VoK broadcasts in 17 vernaculars. The vernacular programmes concentrate on news and education.

By knowing of different media their uses and limitations and audiences reached, media women could make an impact in the country. They could, for example, educate rural women's groups on what others are doing, learning from their mistakes. Women could be inspired by being told of the achievements of other women.

Mrs Namai regrets that women are not as aggressive as men in seeking media coverage. "Women are engaging in a lot of important activities, but they are doing it so quietly nobody ever gets to know of them," she says. She makes an appeal to women to utilise the media more, informing different media in time to get coverage.

AMWK meets today at 5.30 p.m. at the American Cultural Centre.



Eulalia Namai: How can a man understand problems of women?



With a flick of a front leg, this bola spider catches moths by lunging a silk line with a glob of glue on the end.

TEST-TUBE BABIES GALORE

By JULIA WEBB, science Correspondent

Treatment pioneered in Britain has led to the first test-tube baby in 1978 has now produced 139 babies in the UK alone.

The technique involves one or more eggs from the overly-fertile mother with the sperm from a father who has blocked fallopian tubes and cannot conceive by natural means.

The world's first test-tube baby, a 2.6 kilogram girl born to 30-year-old Mrs Lesley Brown, was the result of research work by gynaecologist Dr Patrick Steptoe and physiologist Dr Robert Edwards. Since their original success the technique has been further refined and similar conceptions have been carried out in the UK, Australia and elsewhere.

Clinic

Mr. Steptoe and Dr Edwards have now established a clinic in Cambridge and have just reported on the latest stage of their work in The Lancet medical magazine.

The two men say between October 1980 and April this year embryos fertilised in the test tube were implanted into 1,200 women. Since 1980 the pregnancy success rate has risen from 15.7 per cent to almost 30 per cent. Work at the Steptoe-Edwards clinic had so far resulted in more than 320 pregnancies and the birth of 67 boys and 72 girls, including 13 sets of twins. All these children were born to previously infertile couples. "Most of the steps involved in establishing pregnancies by in-vitro fertilisation have largely been mastered." The two men concluded: "The large numbers of children born and pregnancies established after in-vitro fertilisation confirm that the procedure is an acceptable and desirable form of treatment for infertility."

SCIENTIST DISCOVERS INTERESTING HABITS OF THE SPIDER

By JOY ASCHENBACH

At night the woods are full of glowing eyes, sticky webs, spiders hanging in midair, walking sticks, and flies, moths, and other living things. Just after dusk he slips into the stillness of the Devil's Millhopper, a thickly forested state park in northern Florida, near Gainesville. Equipped with a headlamp, he usually stays until dawn looking for certain kinds of spiders that come out only at night and lurk on the underside of leaves.

At first glance they look like other members of their ancestral family, the orb weavers. But they're different. They gave up spinning the traditional web a long time ago.

Instead, these spiders get all the food they need by luring male moths. Somehow during the course of evolution they developed the remarkable ability to mimic the sex, large, taut oskora of female moths. They capture and live on male moths exclusively.

"Sometimes I've watched as many as four moths at a time struggle against the wind, apparently to compete with each other to get to the female," Stone says. Instead, they meet a deadly fate; one of two genera of spiders, Kaira, "the snatchers," and Mantiophora, "the ball hurlers," To catch their prey, Kaira

spiders hang upside down from a silk trapeze line with their legs outstretched and snitch moths into the web. The Mantiophora spiders use a front leg to fling a short line of silk with a droplet of glue on the end. The glue instantly sticks to the wings of an approaching moth, and the tethered prey is hauled in, wrapped in silk, and eaten. "I've never seen a moth break away from a successful spider strike," says Stone. "That glue has physical properties that would be hard to guess at in a reproductive. Also, the ball line can stretch out up to six times its original length and absorb some of the energy of the moth's struggle. It is unusual for spiders to

attract their prey, and even rarer for them to exploit the sexual signals of another insect to do it, says Stone. Unlike the typical orb weavers, which catch anything that happens to fly into their webs, these spiders don't wait for insects to arrive by chance. Not that they're lucky, but all they are able to catch is moths. Their better marketplace is spread to the moths' nocturnal activities and can't net them up to eight moths a night, depending on size. Some spiders can snare moths that are twice their own body length. Both the trapeze and the balls represent evolutionarily reduced web webs. The spiders, which are found only in North and South

America, must periodically re-spin these webs throughout the night. Stone, who won the first prize in an eighth-grade science fair with a project on spiders, is now completing his doctoral work on Kaira and Mantiophora spiders at Harvard University. His field research is partially supported by the National Geographic Society. To witness all this activity, Stone must turn off his headlamp and use special infrared viewing equipment. Moths do not display normal sex attraction behaviour in even the dimmest of visible light. Vibrations from the approaching moths prompt the spiders to flick the balls or grab out with their legs.

Award-winning Film by Kenyan Woman Finally to Go on TV

From Page 17

On the face of it, getting *Saikati* broadcast by KBC or any other local TV station would not seem difficult. After all, KBC, KIMC (the producers of the film) and the Kenya Film Corporation (the distributor) are all Government-controlled entities which presumably could easily sort out among themselves whatever obstacles may arise to a TV screening, but first there is the problem of inter-bureaucratic lethargy and lack of commitment.

Mrs Eulalia Namai, Production Manager in charge of Radio and TV programmes at KBC, pointed to technical and financial problems. One snag, she said, was that there was only one print of the film, which remained in Kenya with the distributor, KFC. "We could have screened it much earlier but we wanted it to tour as many local cinemas as possible," Mrs Namai argued. That seems to ignore the fact that it is now many months since *Saikati* was last screened anywhere locally.

She said another problem was that *Saikati* was shot on 16mm film which for purposes of the big screen was later "blown up" to 35mm in a German film laboratory with financial backing from the

Friedrich Ebert Foundation. To be screened on television it needed to be reworked in the lab into what is called a u-matic tape, a costly process. (The KIMC however has the equipment to process film onto u-matic tape and reportedly finally did so with the *Saikati* print).

KBC could also have paid for a new print and the lab processing work. But just copying a print costs about Sh60,000 and in the bureaucratic (and cash-strapped) world of the Ministry of Information and Broadcasting, raising even such a sum presented a headache.

Getting a new copy and substituting it for the scenes done in Kisumu and Kimarasai would have come to about Sh290,000.

However with a broadcast tape now available, Mrs Namai says arrangements are being made to air *Saikati* on KBC "soon".

Film people feel this does not exonerate the station, or its the ministry, from criticism of its apparent lack of interest in locally-made films. None, including *Koloromask* and *Mahari*, have been screened by KBC. Yet the station spends a small fortune buying foreign films, docu-dramas and soap operas like the hugely popular Mexican product, *Wild Rose*.

The station argues that there are



Film-maker Anne Mungai has risen to international fame through her full-length feature film, *Saikati*, about a Maasai girl.

very few African films to choose from and those that are readily available are from Francophone African countries which would have to be sub-titled in English for local audiences.

Indeed, it is acknowledged in local film circles that the Franco-

phone countries, with eminent film-makers like Senegal's Ousmane, are a class above Anglophone countries not just in volume of film output, but also quality.

The shortage of African films should be no excuse for KBC looking to foreign, its critics say. If any-

thing, they believe this should only galvanise the station to promote the film-makers who are locally available. "We may not be able to compete with Hollywood," says Mrs Mungai, "but that is all the more reason why we should develop what we have."

Making a feature film is a very expensive undertaking - casting, filming on location, editing and processing all cost a great deal - and there is a serious lack of modern equipment. Even KBC has no filming equipment or facilities of its own and sticks to video films which are much cheaper. Mrs Mungai is convinced things would change if there was more commitment to the film industry by government.

"Even the Europeans and the Americans started by making one small step to reach where their film industries are now," she says.

As Kenya's first step, she recommends improved training in writing and editing skills. There must also be a push for funds. She believes enough money can be made available to make many films on modest budgets. *Saikati*, for instance, cost only Sh4 million, a miserly sum by today's movie-making standards.

Mrs Mungai warns that without an indigenous movie-making industry, Kenyans risk death from "cultural drowning" by foreign cinema.

Among her planned projects are a sequel to *Saikati* and a film tentatively titled *Uouu* (grandmother in Kikuyu) for both of which scripts have been written. Another intriguing prospect is a film which will aim to give an African dimension to the life of Christ - but she concedes she will probably need divine intervention if it is to come to fruition.

Wildlife Movie Boost For Region

By KEVIN J. KELLEY
THE EASTAFRICAN

EAST AFRICAN tourism and the image of the region generally are sure to get a boost from a 38-minute film now showing in the United States, especially if it receives an expected Oscar nomination in February.

Africa: The Serengeti, a Hollywood-produced documentary, was made specifically for the 75 ft. high IMAX screen. On show in selected, specially-equipped American cinemas, it is attracting sizeable audiences and has received generally favourable reviews.

The Academy of Motion Picture Arts and Sciences recently invited the movie's sponsors to submit it for consideration for an Academy Award in the feature-length documentary section.

Africa: The Serengeti focuses on the annual wildebeest migration across a 500-mile stretch of Kenya and Tanzania. The spectacle of 1.5 million animals returning to their calving ground was filmed with special cameras by a six-member crew over two seasons.

Director George Casey received permission from Kenyan and Tanzanian authorities to film anything they wished in the area provided the crew did not interfere with natural processes in the 18,000-square-mile Serengeti-Mara ecosystem.

"That was hard," says Casey, "particularly when a Thompson's gazelle took refuge under our vehicle. Cheetahs were after him and we could do nothing to save the little guy."

For a family film, *Africa: The Serengeti* is unusually realistic in its portrayal of life and death and predation is a key theme. There is, for instance, a harrowing scene in which crocodiles attack the wildebeest as they cross the Mara River.

"This is not a Disney film," proclaims a sign hanging in the laboratory where the movie was edited.

However, Casey says he omitted segments

that he considered "unnaturally gross." And the film does include a number of child-pleasing scenes such as a baby cheetah frolicking with its mother.

Viewers in America are awestruck by the enormity of the IMAX experience. Herds of wildebeest seem to be rampaging right into the theatre while the amplified roar of lions booms like thunder.

Some \$3.6 million was invested in the movie by a group of 27 financiers from Houston, Texas. That city's Museum of Natural Science collaborated, along with Graphic Films Corporation of Hollywood.

The documentary employs the talents of a well-known African-American actor, James Earl Jones, the star of many commercial movies, who serves as narrator.

As his hiring suggests, the sponsors of *The Serengeti* were willing to spend a considerable sum to create a highly professional product. Director Casey, the maker of another IMAX film about volcanoes, has already been nominated for one Academy Award. And the on-location production, which included the use of helicopters and a hot-air balloon, was expensive as well.

Africa: The Serengeti began to take shape in 1989. Extensive market research carried out long before shooting began indicated a strong interest in a film about Africa, with the sub-themes of big cats and elephants also scoring high. Prospective viewers responded favourably to the possibility of witnessing a hot-air balloon safari. Each of these areas of interest was duly incorporated into the finished product.

Africa: The Serengeti is not exclusively about wildlife, however. The film includes a visit to Olduvai Gorge where, audiences are told, human life can be traced back nearly two million years and is stop is also made at a Maasai village near the Ngorongoro Crater.

There Casey was piffed 20 head of cattle as a dowry for his daughter, the crew's sound recordist. The offer was diplomatically declined, Casey reports.

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NATIONAL NEWS

Reforms impress IMF, World Bank

FROM PAGE 1

ment Act (1996) has now become law after it was assented to by President Moi.

This grants the CBK autonomy and the security of tenure of its Governor.

The CBK Bill, which sailed through Parliament last December, also ensures the Governor has a fixed term of office.

Mr Hino said he had been informed by Kenyan authorities of the President's move.

Before it sailed through Parliament, the Bill was an issue of controversy in the House.

At one point, a move by Kisumu Rural MP Anyang Nyong'o to have the Bill amended to make it possible for the creation of a committee of the National Assembly to investigate any operations of the CBK was defeated.

Opposing the MP's proposal, Vice-President George Saitoti argued that the amendment sought to take over the duties of the CBK Board.

The Sh2 billion was part of the US\$220 million (about Sh12.1 billion) three-year USAF fund allocated to Kenya by the IMF. Under the first-year arrangement, Kenya was to receive \$74 million disbursed in two instalments of US\$37 million each.

The first tranche of US\$37 million (about Sh2 billion) was deliv-

ered last year, but the next was withheld when an IMF team detected flaws in the management of the economy last year.

Civil Service reforms, especially the privatisation process, was slow and there were renewed instances of lack of discipline in public finances.

The Ministry of Health had floated procurement rules through its orders for Sh7.2 billion purchases of drugs and medical supplies.

"As a result, the release of the second tranche was delayed," Mr Hino said.

However, in recent weeks, the Government had taken measures to address these issues.

It had privatised five enterprises and a programme of further divestitures from larger parastatals had been adopted for the remainder of the year, the IMF official said.

A programme has been agreed on to accelerate the divestiture and liberalisation of the telecom, telecommunications sector and work in an advanced stage on the legislation to restructure the energy sector.

The Government has strengthened internal audit. The Ministry of Health will take measures to tighten drugs and medical supplies procurement procedures.

As regards the energy sector, Mr Hino said, the Government

would commission an independent evaluation of the procedures followed in the award of Independent Power Producer (IPP) contracts.

"The Government will also adopt changes in the procedures for award of future IPP contracts."

It is on the strength of these measures that the review team decided to recommence the disbursement of the last tranche of the first instalment.

The press conference was also addressed by the Fund's Resident Representative, Mr Reimer Carstensen, and top World Bank officials Harold Wackman (Kenya/Djibouti Country Director), Kenneth Obashi (Kenya/Djibouti Country Programme Co-ordinator), among others.

Mr Wackman said the IMF would soon be approving "sizeable financing" of the power sector.

The Fund is also discussing the financing of roads with the Government.

About worries that the Government might renege on reforms prior to the General Election, the donors said they were "confident it would not come to that."

They were also concerned about Kenya's high interest rates and said the IMF had requested a specialist team to come to Kenya with a view to seeing how the rates could be lowered.

Embassy staff quit Kinshasa

FROM PAGE 1



and flights on commercial airlines booked, Fischer said.

She added that the order is not an evacuation and the dependents' departure is not considered an emergency.

Meanwhile, rebel leader Laurent Kabila pledged yesterday to continue his six-month offensive against the regime of President Mobutu until his rebel forces take the capital, Kinshasa.

He told a crowd of 20,000 people gathered in Lubumbashi, Zaire's second largest city and its economic powerhouse, that "the war must continue until the liberation of Kinshasa".

Mr Kabila's insistence that he will capture Kinshasa came as President Mobutu agreed in principle to a face-to-face encounter with the rebel leader.

The rebels have repeatedly said that the only talks they are interested in are on the details of President Mobutu's departure from power, and that they will be in Kinshasa by June. The rebels' statement scuttled hopes of new talks and left President Mobutu's entourage enraged and damaged prospects of a face-saving exit.

Meanwhile, loyal political allies rallied to the side of President Mobutu yesterday, following calls by Western powers for him to surrender power to prevent civil war reaching Zaire's teeny capital.

The president of Mobutu's FPC political alliance, Mr Idambutu Bakulu, directed his attack mainly at Zaire's former colonial ruler Belgium and the United States.

"It is not for Western countries to decide who rules Zaire," he told a news conference in Kinshasa. To this day, the FPC has one candidate for presidential elections who is called Mr Mohutu and you know that we're the largest party in this country."

President Mobutu's associates urged Western powers to use their influence to win a ceasefire to pave the way for elections instead of pressing him to step aside.

While Mobutu's camp is pushing for elections, even some of his supporters doubt his health would allow him to prolong his 32-year rule. President Mobutu had cancer surgery in Switzerland last August and is still undergoing treatment.

His supporters appear to be pushing for free elections as the main issue, as planned talks as a way of providing the president with a dignified way out.

The rebels insist he must step down unconditionally.

— Agencies

Ms Fatuma Yusuf (left) of Nation Newspapers' advertising department receives a certificate from Kaljala Njama of KBC during the Marketing Society of Kenya's gala night in Nairobi on Friday. — Picture by BLASTO OGINDO

Mudavadi urges respect for marketing standards

By SUNDAY NATION Correspondent

The marketing fraternity must strive to uphold the principles of fair, truthful and honest communication, Finance Minister Mutua Mudavadi says.

"It is gratifying for me to learn that the Marketing Society of Kenya has in place a code of standards that is stringently observed by members."

"The fact that the code lays down procedures to deal with infringements will hopefully obviate the need for Government to become involved in regulating the activities of the society," the Minister said.

Mr Mudavadi, who was the chief guest at MSK's gala night at Carnivore Restaurant,

Nairobi, on Friday, said he was confident that local companies had the ability to produce marketing personnel of the highest international standards.

There was abundance of entertainment at the gala night, which included an acrobatic performance, a live show by Them Mushrooms and a disco.

Kenya Television Network (KTN), the East African Standard and the Kenya Broadcasting Corporation (KBC) co-sponsored the event.

The award of certificates to 35 graduates of the 1996 Marketing Society of Kenya training course crowned the evening.

Eight murdered in night attack

By SUNDAY NATION Correspondent

Seven people were killed on Friday and eight others seriously injured when heavily-armed raiders, believed to be from West Pokot, attacked a Turkana manyanita in Kakong, Turkana District.

Police said the attackers struck on Thursday night, killing two people and taking 300 head of cattle and 30 donkeys.

Heavily-armed Turkana herdsmen pursued the raiders but failed to recover the stolen animals.

As they retreated, the Turkana herdsmen attacked Pokot manyanita in the Sigor area of West Pokot, killing five people and seriously injuring another.

Turkana DC Reuben Rotich yesterday said a combined force of the ISU and the Kenya Army, using helicopters, is combing the

area for the Pokot raiders.

He said he was working with the West Pokot administration to ensure the stolen animals were returned.

He asked Pokot leaders to restrain their people from further attacks and the Turkana not to seek revenge and said a peace initiative between the two communities would be held soon.

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