

**PARTICIPATION OF WOMEN JOURNALISTS IN THE PRINT MEDIA  
COVERAGE OF THE 2007 POST ELECTION VIOLENCE IN KENYA: A  
CASE OF THE DAILY NATION AND STANDARD**

**BY**

**VINCENT ODUOR OMONDI**

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## **DECLARATION**

This research project is my original work and has not been presented in and/or to any other forum or audience, in any other university or examination body.

Signed.....Date.....

**NAME: VINCENT ODUOR OMONDI**

**REG. NO.: K50/70049/2013**

This research project has been submitted with my approval

I confirm that the work presented in this research project was carried out by the above named candidate under my supervision.

Signed.....Date.....

**NAME: DR. SAMUEL SIRINGI**

## **DEDICATION**

I dedicate this work to my mother Mrs. Mary Goretti Oloo and my father Mr. Dalmas Omondi for their continued understanding and support towards my education. Your concern, understanding and encouragement has enabled me to come this far and achieve this goal. Thank you very much.

## **ACKNOWLEDGEMENT**

I totally thank God for granting me knowledge, wisdom, finances and good health to be able to pursue this course. Besides that, I would like to acknowledge my parents for their total moral support and encouragement throughout this study.

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## RESEARCH OPERATIONAL DEFINITIONS

**Conflict:** A process in which one party perceives that its interests are opposed or negatively affected by another party.

**Conflict Resolution:** The means of managing a conflict with an aim of fostering peace.

**Violence:** The physical method of a conflict in a situation where each party may seek to destroy the other party, with an aim of controlling it and occupying its territory.

**Ratio of availability:** The available number of a group of people in the operation of activities of a particular place compared to another group of people within the same operation of the particular place.

**Story placement:** The number of the page or size of the page on which a news story is published in a newspaper.

**Assignment Editor:** A news editor who assigns reporters' which news events to cover or news stories to work on.

**Newsroom Operating System:** The day to day activities in a newsroom that form the environment of news coverage, gathering and writing with an aim of their publication in a newspaper.

**Lead News Story:** The most important news story published in a newspaper especially on page one as a splash.

**News Feature:** News stories about any subject that employ a more leisurely pace and written differently from the normal hard news stories. They are more often designed to capture the human element into the picture. They don't have to have the who, what, when and why in their first paragraph.

**Soft News:** News stories on non-complex issues like Arts, Fashion, and Family

**Hard News:** News stories on complex issues like Economy, Politics and War.

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## ABSTRACT

This study seeks to investigate the role played by women journalists in the print media in Kenya in reporting the Post-Election violence of 2007 in Kenya, focusing on the *Nation* and the *Standard* newspapers. The overall objective of the study was to establish the extent of involvement of women journalists in reporting on the 2007 post-election violence. The study was based on the media coverage of the 2007/2008 post-election violence in Kenya. The specific objectives of the study were; to establish what aspects of the post-election violence that women journalists reported on in the print media, to find out the placement of news stories on the post-election violence written by women journalists and to find out what editors considered before assigning women journalists certain aspects of the post-election violence to cover. This study has employed a qualitative research approach. The study used primary data which was collected through content analysis of the *Nation* and *Standard*. It has also involved the use of semi structured interviews to collect data from the participants. Besides that, the study has used thematic analysis method as its analysis strategy. The study established that women journalists in the print media were highly sidelined during the coverage of the 2007/2008 post-election violence in Kenya. The study found out that out of the total 682 news stories on post-election violence that were written and published in the two leading newspapers, only 42 news stories or 6% were written by women journalists only. The study also reveals that women journalists during the post-election violence were mainly involved in reporting on humanitarian stories, followed by stories on peace building. In addition, the study found out that women journalists were highly sidelined when it came to reporting on the actual violence which included violent attacks and combat. Only 10% of the total number of news stories that were written by women journalists focused on the actual violence and combat of the post-election violence. On reporting on the actual violence, the study found, women journalists were mostly paired up with other male journalists. The study also established that news stories on post-election violence written by women journalists were not given great prominence when it came to their placement in the newspapers by page and size. There was no single news story written by a woman journalist that was published on page one as the lead story. The study concludes that women journalists in the print media were highly sidelined during the coverage of the 2007/2008 post-election violence in Kenya. It recommends that more and more women journalists should be involved and trained in reporting on the major aspects of conflict and the actual violence of conflict events so as to acquire skills, knowledge and experience in covering such news stories. The study further recommends that the local print media industry should increase the number of women journalists in their newsrooms to beef up their ratio, which can be during the coverage of violence-related situations.

## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 Overview**

This chapter gives the background of the study, statement of the problem and objectives. Besides that, it also outlines the rationale and the scope of the study. The chapter also gives the limitation and justification of the study.

#### **1.2 Study Area**

The study has focused on the 2007/2008 Post-Election Violence (PEV) that happened in Kenya. The research will focus on the Nation and Standard Newspapers as the print media of interest to the study.

#### **1.3 Background**

Conflict is a process in which one party perceives that its interests are opposed or negatively affected by another party. Conflict stems from unsatisfied human needs. Mwangi (2006) argues that Conflict arises when two or more parties have incompatible goals about something. He says that the effect of conflict, wherever it is located, is to dislocate valued relationships and to cause stress on the structures on which relationships are based. According to 'On The Brink Of Precipice' which is a human rights account of Kenya's post 2007 Election violence by the Kenya National Commission on Human Rights, the Post-Election Violence erupted within minutes after the announcement of the presidential results on 30 December 2007. That is in Nairobi, Rift valley, Coast and Western regions.

According to a report (Waki report) by the Waki commission that was appointed to inquire into the post-election violence, a total of 1133 people died. The number of deaths concentrated in the then provinces of Rift Valley (744), Nyanza (134) and Nairobi (125). These districts had this number of deaths, UasinGishu (230), Nakuru (213) and Trans Nzoia (104). The three districts in Rift Valley recorded the highest number of deaths related to the post-election violence. The commission began its work on 23rd may 2008. According to Kenya national commission on human rights, most of the atrocities happened in the first 14 days.

The report by the Kenya National Commission on Human Rights (The Brink of the Precipice) about 350,000 people were displaced. During the conflict period, the media was in the forefront reporting various aspects of the conflict. However, during that period, the media has also been accused of propagating ethnic hatred, sidelining voices of reason and taking political sides. This study wants to focus on the media coverage of the post-election violence to try and establish the extent of Involvement of women journalists in the conflict reporting.

Gill (2012) argues that paternalistic attitudes are also still rife in the newsroom and many editors find the idea of sending a woman to cover a war or conflict unpalatable. Many others however particularly in Television invert the older paternalistic forms of sexism and now deliberately recruit women to posts of foreign and war correspondent believing that a woman's presence in a conflict zone will add to the frisson and drama of war reports.

In any society conflict affect everybody and everything. People view events of conflict differently and from different perspectives that also influence how they write and report on conflict. According to Tannen (2012) on Genderlect Styles Theory, in communication, men and women communicate differently based on their different objectives and perspectives on the same issues at hand. For instance, Tannen, says that in any communication women seek human connection while men are concerned mainly with status. Despite that finding, which also applies between men and women journalists, studies show that the number of women journalists reporting on conflict in Kenya has remained very insignificant.

Creedon and Cramer (2007) acknowledge the findings of a research called, The Great Divide: Female Leadership in US Newsrooms (2002). The study indicated that the news industry is underutilizing a vast amount of female talent of women who work in newspapers. Sexism was identified as the primary reason women said they did not expect to advance.

According to Global Media Monitoring Report (2010), throughout the world, female journalists are more likely to be assigned soft subjects such as family, lifestyle, arts and fashion. Other subjects that are referred to, as 'hard' news like politics, economy

and war is less likely to be written or covered by women journalists. Global Media Monitoring Report is a global survey taken every five years since 1995. According to the report by the year 2005, 57% of all TV news presenters were women yet only 29% of news items were written by female reporters. At the same time only 32% of hard news were written or covered by women. This informed my interest to want to conduct a research to establish the extent of involvement of women journalist in conflict reporting and whether this worldwide perception is also experienced in the print media in Kenya.

Based on most African traditional beliefs and values, from the various ethnic communities especially in Kenya, women are never associated with war or fighting. Some scholars argue that when both men and women journalists are sent to report on conflict, women journalists are more likely to report on the soft side of the conflict. That is on the humanitarian issues of the conflict compared to their men colleagues who are more likely to focus on the bombs and military machinery.

### **1.3.1 Media Industry in Kenya**

The media industry in Kenya has continued to grow tremendously since Kenya got her independence in 1963. It all started with the Kenya Broadcasting Corporation (KBC) as the only media house. From a mere single broadcaster, according to the Media Council of Kenya's list of accreditation, there are 120 Radio stations on air spread across the country.<sup>43</sup> TV stations are now on air following the migration from analogue to digital broadcasting. Top radio stations in Kenya today are; Radio Citizen owned by Royal Media Services, Milele FM owned by Mediamax, Radio Maisha owned by Standard Media Group, Nation FM and QFM owned by Nation Media Group, Kiss 100 and Radio Jambo owned by Radio Africa limited, Capital FM owned by business tycoon Chris Kirubi among many other FM radio stations. There are also many other local vernacular FM stations in country today.

A part from that, during Kenya's Independence, there were very few newspaper publications. Today, according to media council of Kenya, Kenya has 4 daily morning newspapers and nearly 60 periodic publications. Some of these publications are Nation newspapers, which comprise of the *Daily Nation*, *Saturday Nation* and *Sunday Nation*. The *Daily Nation* newspaper is the leading newspaper in east and central

Africa with a daily circulation of about 200,000 copies according to the Nation Print Division. The second leading newspaper is the *Standard* newspaper, which comprises of the *The Standard*, *Saturday Standard* and *Sunday Standard*. The *Standard* newspaper has a daily circulation of about 95,000 copies according to the *Standard* Print Division. Other publications are; *Business Daily*, *The East African*, *The Star*, *People Daily*, *Taifa Leo*, *Nairobiian*, *Game Yetu* among many other tabloids. There are also monthly publications like *Nairobi Law Monthly*, *True Love* among others. The media industry in Kenya has played a very critical role in promoting democracy and good governance in the country.

#### **1.4 Statement of the Problem**

Although there have been many journalists in Kenya covering conflict, there has been little research to find out the level of involvement of women journalists in conflict reporting and their contribution to the coverage of conflict. According to Global Media Monitoring report, throughout the world, female journalists are more likely to be assigned soft subjects such as family, lifestyle, arts and fashion. Other subjects that are referred to as 'hard' news like politics, economy and war are less likely to be written or covered by women journalists. There is need to establish whether this perception really exists in the print media in Kenya when it comes to covering conflict.

Historically, journalism profession has been male dominated and although this is changing now, scholars like Rosalind Gill are accusing the profession of still having persistent evidence of both horizontal and vertical segregation. For instance, Gill argues that in horizontal segregation, media industries and different roles within them are still segmented along gender lines, with women concentrated in low status parts of the industry. This accusation establishes the need to find out whether gender informs the roles that women and male journalists are assigned to in the newsroom.

The news industry is being accused of underutilizing women journalists. For instance, according to Creedon and Cramer (2007) this has been established in a study called, *The Great Divide: Female Leadership in US. Newsrooms* (2002). The study indicated that the news industry is underutilising a vast amount of female talent of women who work in newspapers. Sexism was the primary reason women said they did not expect

to advance. There has not been adequate study conducted here in Kenya to establish if the same exists in our local mainstream newspapers. Therefore, such accusations need to be studied on our local newspapers to fill that knowledge gap.

### **1.5 Objectives**

- i) To establish what aspects of the post-election violence that women journalists report on in the print media.
- ii) To find out where the placement of news stories on post-election violence written by women journalists in the print media are.
- iii) To find out what editors considered before assigning women journalists certain aspects of post-election violence to cover.

### **1.6 Research Questions**

- i) To what extent are women journalists involved in conflict reporting in the *Daily Nation* and *Standard* newspapers?
- ii) Where are published stories on conflict written by women journalists placed in the *Daily Nation* and the *Standard* newspapers?
- iii) What factors inform editors' decision before assigning women journalists a story on conflict in the *Daily Nation* and *Standard* newspapers?
- iv) Which sides of conflict do women journalists report on in the *Daily Nation* and the *Standard* newspapers?

### **1.7 Justification**

There is a perception that women journalists are only assigned soft subjects when it comes to reporting. Even Global Media Monitoring Report asserts that female journalists are more likely to be assigned soft subjects like lifestyle, arts and fashion. While other subjects that are said to be 'hard' news like politics and war are less likely to be assigned to women. For instance according to Global Media Monitoring Report by the year 2005, 57% of all TV news presenters were women but only 32% of hard news were written or covered by women. This raises the need to establish whether in the *Nation* and *Standard* newspapers in Kenya, women journalists are assigned or not assigned 'hard' news like conflict reporting that is under my study.

Secondly, there is need to have more women journalists reporting on conflict in Kenya. Over the years, the number of women journalists reporting on conflict in Kenya has remained insignificant. Having more women reporting on conflict is important. This is because there is an assertion that women produce news differently from men. This difference brings in different perspectives and context to conflict reporting. For instance scholars like Gill (2012) argues that women tend to be more people oriented than issue oriented and that they place greater importance on seeing news 'in context' rather than in isolation.

Besides that, according Gill (2012) Paternalistic attitudes are still rife in the newsroom and many editors find the idea of sending a woman to cover a war or conflict unpalatable. Therefore, there is need to undertake this study so as to bring about behavior change among editors in our newsrooms to change their attitudes towards the abilities of female journalists with an aim of assigning more and more women journalists to cover conflict.

### **1.8 Rationale**

The study has established the extent to which women journalists are involved in conflict reporting. It has established how far women journalists engage themselves in conflict reporting. This is in terms of the roles they play, the aspects of conflict they concentrate on and also try to establish the extend at which women journalists are being assigned conflict stories in the Nation and Standard newspapers.

Besides that, the study has also established what kind of stories do women journalists write on conflict. This is through content analysis of the individual stories written by women journalists. For instance, are they stories on the human effects of the conflict, humanitarian issues of the conflict or the bombs, weapons and military machines being used in the conflict?

In addition, the study also establishes what story count stories are written by women journalists on conflict. This is by counting the number of stories written by women on conflict that have been published in each publication of a particular day. That has also involved establishing on which pages the stories have been published. For instance, how many stories on conflict written by women journalists have been published as a

splash (main headline story), or as a feature, as a brief or even as a column or an opinion piece.

### **1.9 Scope of the Study**

The study has focused on the media coverage of the post-election violence during the period of 31st December 2007 to 31st January 2008. I have settled on that period because most of the atrocities happened during the first two weeks after the presidential election results were announced on 30<sup>th</sup> December 2007. Then after the first two weeks, the other two weeks were somehow a 'follow up period' of what had transpired during the first two weeks. For instance, the impact of the atrocities of the first two weeks could be assessed for 'follow up stories' during the last two weeks period.

The study focuses on *Nation* and *Standard* newspaper because they are the largest newspaper in terms of circulation in east and central Africa. The *Nation* has a daily circulation of 200,000 copies while *Standard* newspaper has a daily circulation of 95,000 copies.

This study has used purposive sampling method. Individual stories from the studies units of analysis. The individual days of that period have formed the sampling frame. This is a qualitative study that involves content analysis of the *Nation* and *Standard* newspapers. I have chosen the two newspapers because they are the two largest mainstream newspapers in Kenya in terms of their daily circulation. Besides that, it also employs the use of interviews to collect data to provide rationale for the story count for the women journalists. Data analysis and presentation have been done using the narrative method. The study also involves thematic analysis within my area of study.

## CHAPTER TWO

### LITERATURE REVIEW AND THEORETICAL FRAMEWORK

#### 2.0 Overview

This chapter contains a review of past literature material and research studies conducted on gender and media, journalism and gender, conflict, media's role in conflict and women journalists reporting on conflict. It further contains the theoretical framework of the study.

#### 2.1 Journalism and Gender

Historically, journalism, like any other media profession, has been male dominated and although this is now changing, there is still persistent evidence of both horizontal and vertical segregation, Gill (2012). According to Gill (2012), horizontal segregation refers to the way that media industries and different roles within them are segmented along gender lines with women concentrated in low-status parts of the industry.

Paternalistic attitudes are also still rife in the newsroom and many editors find the idea of sending a woman to cover war or conflict unpalatable. Many others however particularly in television invert the older paternalistic forms of sexism and now deliberately recruit women to posts of foreign and war correspondent believing that a woman's presence in a conflict zone will add to the frisson and drama of war reports Gill (2012).

According to the Great Divide: Female Leadership in US Newsroom (2002), the news industry is underutilizing a vast amount of female talent of women who work in newspapers. Some of its findings are that women were four times more likely than men to say they would leave newspapers and work in another field. The other is that sexism was the primary reason women said they did not expect to advance. Gill (2012) argues that female journalists are often referred to dismissively as 'honey pots' sent on assignments to use their femininity to elicit some information which could not be obtained in the usual way. Some editors see that as an advantage to women.

The study of women journalists and conflict reporting raises issues on the extent of involvement of women journalists in conflict reporting and the aspects of conflict that women journalists report on as compared to male journalists. With that, one cannot fail to acknowledge a pertinent question like; do women produce different news from men? It's often asserted that women tell stories that would otherwise be ignored, that they have different ethical values from men that are evident in their reporting and that they are particularly concerned to look at the human effects of the stories they are covering, Gill (2012).

According to Global Media Monitoring Report (2010), throughout the world, female journalists are more likely to be assigned soft subjects such as family, lifestyle, arts and fashion. Other subjects that are referred to as 'hard' news like politics, economy and war is less likely to be written or covered by women journalists. Global Media Monitoring Report is a global survey taken every five years since 1995. According to the report by the year 2005, 57% of all TV news presenters were women yet only 29% of news items were written by female reporters. At the same time only 32% of hard news were written or covered by women.

Kenyan Media and Women in Political News (2013) report revealed that on the role of women journalists in Television, male reporters tended to get assigned hard roles of going to the field and filing reports while women were assigned softer roles such as news anchors. It revealed that women journalists were more dominant as news anchors (74%) than men (22%). But almost half of the reporters were men compared to 30 that were female. Besides that, majority of those who covered political stories were male journalists.

Many journalists, commentators and scholars argue that differentials still exist between women and men for the same work. Beasley (1992) found that women journalists were less likely to be married or in long term relationship. Women were also significantly less likely to have children. Gill (2012) argues that a simple numerical increase in the number of women producers or directors or journalists, then, cannot be taken as straight forward evidence of greater equality, since for women, but not men, achieving this seems to involve major sacrifices in other parts of their lives. While men can and do expect to 'have it all'.

Moreover it takes very little for a woman to be discredited as a war correspondent Gill (2012). Gill gives an example that when Express journalist Yvonne Ridley was captured by the Taliban in October 2001, it provoked a chorus of misogynist comments from journalists on other papers, concerning both her ability and even more worryingly her entitlement as a mother to be doing a job that placed her at risk.

Representation of women in the media has always been a subject under study since the 1970s. Media Watch (1995) found that only 17% of the world's news subjects (newsmakers or interviewees) were women. Women are less likely to appear in news stories about politics, government, business or the economy and most likely to feature in discussions in the more traditional feminine domains of health and social issues as well as arts. Gill (2012) argues that, it is not just small number of women in news that is a cause for concern, but also the way in which women are portrayed when they do become 'newsworthy'. One consistent finding is that most news about women focuses on their physical appearance. Apart from that, studies on the representation of women in the media have now moved into the actual news production process itself within the media industry. This is in terms of the positions they hold and the roles that women play in the news production processes whether as a producer, a director or a journalist.

According to a handbook called 'Getting the Right Balance: Gender Equality in Journalism' by the International federation of Journalists (2009), Progress has been made in recent years in women breaking into the war correspondent club, previously a preserve for men. While this is a welcome, employers should consider the extra risks faced by women in conflict zones. Not only are they subject to the same dangers as their male colleagues, but they also face additional threats of sexual violence, intimidation and gender discrimination. Even when it comes to risks protection with women forced to use ill-fitting safety equipment designed for male shapes and sizes only.

Muteshi (2006) argues that access for women to media that has been accomplished to date through women's NGOs has ensured that their expertise and gender perspectives influence public discourse on a variety of public and private issues that have been recent subjects for Kenya, such as; gender based violence, HIV/AIDS and

disarmament.

In Kenya, more women are becoming involved in careers in communications. However few have attained positions at the decision making level or serve on governing boards and bodies that influence media policy. There is need to keep the bigger global picture in mind when trying to assess progress and challenges in the advancement of women and in analyzing government's contribution and its impact in creating this enabling framework for women in Kenya. UNESCO Report (2009) states that, "For the media to accurately mirror our societies and to produce coverage that is complete and diverse, it is critical that the news reflect the world as seen through the eyes of women as well as men."

The report, *Kenyan Media and Women in Political News* (2013), states that, overall there are more men than women in Kenyan media. But men are to be found in other aspects of the media work, in addition to the newsroom. They make up the majority of media owners and top managers. In the newsroom, content generated by men far overwhelms that of their female counterparts. The study revealed that for stories reported on television, radio and newspapers, those by female reporters accounted for 32% compared to 53% by men. There were more women in the newsroom than in the field. In radio too, women were in more visible as presenters.

According to the report, *Women in the Media: An Analysis of Newsmakers and News subjects in the print media in Kenya and Uganda* (2011), Print media is still dominated by men both as news makers and news subjects. The report states that only 16% of the stories in the analysed Kenyan and Ugandan newspapers were written by women journalists. The report also revealed that in the Kenyan case, the big newspapers have a lower percentage of articles written by women than the smaller newspapers, *The People* and *The Star*.

According to the journal *Agenda: empowering women for gender equity* (2006). Research indicates that less than 11% of women in Africa hold media management positions. This means that women generally have little or no control over content creation and dissemination of public information. 21 years after Nairobi, despite the fact that women acknowledged through NFLA and BPFA that the media were critical for women empowerment and achieving gender equality, the use of the

media by women has not improved. The media continues to be dominated by men and male values, pg54.

A study entitled, *Getting the Balance Right: Gender Equality in Journalism* (2009) states that, a repetitive use of notorious gender stereotypes (such as showing women only as carers of the family or as sexual objects) affects public's perception of reality. Such stereotypes exist in the portrayal of glamorous women as to promote cosmetics and beauty products or in stories of women as carers and homemakers, again often to sell household food and services.

That phenomenon was denounced in the declaration adopted at the United Nations Fourth World conference on women in Beijing, 1995, that called on media owners and media professionals to develop and adopt codes or guidelines to promote a fair and accurate portrayal of women in the media.

## **2.2 Conflict**

Conflict is a process in which one party perceives that its interests are opposed or negatively affected by another party. Conflict stems from unsatisfied human needs. Mwangi (2006) argues that conflict arises when two or more parties have incompatible goals about something. He says that the effect of conflict, wherever it is located is to dislocate valued relationships and to cause stress on the structure on which relationships are based.

### **2.2.1 Methods of conflict**

There are two methods of conflict;

Coercive or physical method of conflict is a situation whereby each party may seek to destroy the other, with an aim of controlling it and occupying its territory. A non-violent or Persuasive method of conflict involves efforts by each party to isolate the other, to persuade him to change his policy, ideology. Claim or to defeat him in accordance with the rules of the game.

### **2.2.2 Motivation of conflict**

According to Stewart (2002), there are four factors that motivate conflict in the society. These are individual gain from conflict, failed social contract, group inequalities and environmental pressures.

Private motivation hypothesis is where by people who fight have their own private motivation for doing so. According to Stewart, War confers benefits on individual as well as costs which can motivate people to fight. Stewart argues that young uneducated men, in particular may gain employment as soldiers. War also generate opportunities to loot, profiteer from shortages and from aids, trade arms and carry out illicit production and trade in drugs, diamond, timber and other commodities. This greed hypothesis has its base in rational choice economics.

Failure of social contract (the grievance hypothesis) Stewart (2002) argues that this is based on the view that social stability is based on a hypothetical social contract between the people and the government. She says that people accept state authority as long as the state delivers services and provides enabling economic conditions. With economic stagnation or decline, and worsening state services, the social contract breaks down, and violence results. Hence, high and rising levels of poverty and a decline in state services would be expected to cause conflict.

Green War hypothesis (Environmental pressure) is caused by the contest to control declining natural resources that is majorly catalyzed by population pressure. Environmental scarcity causes conflict in three ways; there is supply scarcity due to the depletion and degradation of environmental resources, Demand which causes scarcity linked to population growth that leads to pressure on existing resources. While structural scarcity is caused by unequal distribution of resources.

Group inequality or group motivation can be associated to political conflicts where groups admire to acquire independence and take over the state. In order to acquire that these groups on the basis of ideology, religious or ethnic views, they mobilize supporters.

### **2.2.3 Conflict resolution**

Conflict resolution is also a factor that features where conflict exists as a means to manage the conflict. According to scholars, one of the most effective ways of conflict resolution is identifying the underlying causes of the conflict and addressing those using solutions that are self-perpetuating, sustaining and mutually satisfactory? There are three conflict resolution strategies; Win-lose strategy which is fighting to win, compromise which it invokes negotiating a compromise and Win-Win that involves problem solving.

### **2.2.4 Media's role in conflict**

There is a growing recognition of the importance of local media coverage in shaping and developing the conflict on the ground. The battle for hearts and minds is as important as the battle for territory. According to a report published by International Media Support, called *Voices of War: Conflict and the role of the media*, the media arena is often where that battle is conducted. The media itself becomes a rallying point for all the combatants-and every combatant aspires to control its own media.

The report argues that, in addition to the representation of the groups they are reporting on-in these case parties to the conflict-journalists also present their own views and interests. In this respect the media becomes an actor in the conflict. For example, when it takes an editorial position or when the media focus on certain issues or aspects of the conflict leads to the exclusion of others. The idea that the journalist sits outside of the events they are covering, whatever their perspective on “peace journalism”, is misleading.

Apart from that, the report affirms that the media constitute a space in which the conflicts of a society can be articulated and are inevitably themselves actors in that conflict. They add that the combatants in a conflict will usually relate to each other either on the battlefield or through the way they are represented in the media (and this latter, as is evident in many recent conflicts, may often be more important to them than the battlefield.

In conflict the provision of reliable information is crucial and is often difficult to provide. Even the international media can find themselves at the mercy of rumors and propaganda and the situation can be even worse for the local media. In the corresponding information vacuum, combatants will use information to cause the maximum confusion and to dehumanize their opponents.

## **2.3 Theories**

### **2.3.1 Genderlect Styles Theory**

The theory was formulated by Deborah Tannen and it focuses on explaining how men and women communicate differently based on their different objectives and perspectives on the same issues at hand. One of the tenets of Genderlect Style Theory is that, in any communication, women seek human connection while men are concerned mainly with status, Tannen (2012).

Tannen cross cultural approach to gender differences departs from much of feminist scholarship that claims conversation between men and women reflects men's effort to dominate women Griffin (2012). According to Griffin, Tannen assumes that male and female conversational styles are equally valid.

Tannen insists that there are gender differences in the way we speak. For instance, she says when men aren't trying to be funny; they are telling stories in which they are heroes, often acting along to overcome great obstacles. On the other hand, women tend to express their desire for community by telling stories about others.

According to Griffin, Tannen description of much male-female strife since they see life as a contest, many men are more comfortable with conflict and are therefore less likely to hold themselves in check. To most women conflict is seen as a threat to connection-to be avoided at all cost.

#### **2.3.1.1 Relevance of the Theory to the Study**

The theory can form a reference point on how women journalists view conflict and express the aspects of conflict from a gender-difference point of view. The theory can be used to explain the aspects of conflict that women journalists report on.

### **2.3.2 Standpoint Theory**

The theory was formulated by Sandra Harding and Julia Wood. Standpoint is a place from which to view the world around us. Whatever our vantage point, its location tends to focus our attention on some features of natural and social landscape while obscuring others. Sandra Harding and Julia Wood as Standpoint theorists claim that “the social groups within which we are located powerfully shape what we experience and know as well as how we understand and communicate with ourselves, others and the world”. Our standpoint affects our worldview.

Harding claims that when people speak from the opposite sides of power relations, the perspective from the lives of the less powerful can provide a more objective view than the perspective from the lives of the more powerful”. Her main focus is the standpoint of women who are marginalized (Griffin, 2012).

Standpoint theorists see important difference between men and women. Wood uses the relational dialectic of autonomy-connectedness as a case in point. While all human see both autonomy and connectedness, the relative amount of each that is preferred appears to differ rather consistently between genders. Men tend to want more autonomy; women tend to want more connection. This difference is evident in each group communication.

According to Griffin (2012), Wood does not attribute gender differences to biology, maternal instinct or women’s intuition. To the extent that women are distinct from men, she sees the difference largely as a result of cultural expectations and the treatment that each group receives from the other.

“A culture is not experienced identically by all members. Cultures are hierarchically ordered so that different groups within them offer dissimilar power, opportunities and experiences to members”. Along these lines, Griffin (2012) says that feminist standpoint theorists suggest that women are under advantaged and, thus men are over advantaged-a gender difference that make a huge difference. Standpoint theorists emphasize the importance of social location because they are convinced that people at the top of the social hierarchy are the ones privileged to define what it means to be female, male or anything else in a given culture.

### **2.3.2.1 Relevance of the theory to the study**

The theory forms a scholarly foundation to explain the perspectives and viewpoints that have emerged concerning the study of women journalists and conflict reporting.

### **2.3.4 Agenda setting Theory**

The agenda setting theory was first formulated by Maxwell McComb and Donald Shaw who originally suggested that the Media sets the public agenda. The theory talks about the power of the news media to set the nation's agenda and to focus the public attention on a few key public issues. Here, people also learn how much importance to attach to a topic on the basis of the emphasis placed on it in the news.

#### **2.3.4.1 Relevance of the theory to the study**

The theory formed a scholarly foundation in understanding the significance and objectives of the roles played by women journalists based on what they were reporting on during the post-election violence.

## CHAPTER THREE

### RESEARCH METHODOLOGY

#### 3.0 Overview

In this chapter we discuss methodology. This includes philosophical paradigm, research approach, research method, study population, target population, sampling frame, sampling technique and data analysis. Apart from that it also has ethical consideration of the research.

#### 3.1 Philosophical Paradigm

A philosophical paradigm constitutes of a way of looking at the world and interpreting what is studied and therefore an indication of how research ought to be conducted, by whom and to what degrees of involvement and interpretation (Rubin and Rubin, 2005).

There are two main issues to consider here. One is ontology which is defined as the nature of reality or the assumptions we have about reality or knowledge. The other issue is epistemology which refers to the way reality or knowledge is studied. Ontological assumptions are conceptualised into two that is realism and relativism.

Realist perspective looks at the world as an objective entity that has rules and regulation that govern behavior hence the existence of an objective truth. The role of the realist in research is to be neutral while their purpose is to discover the objective reality. On the other hand the relativists take a subjective position that there is no single viewpoint of the world and therefore reality is internal to and dependent on the individual's perceptions and experience (Johnson, 2008).

The study has operated within the relativist ontology that argues that there always exist multiple viewpoints on any subject under inquiry. Every researcher brings some set of epistemological assumptions into the research process and this assumptions influence how they understand and interpret their data (Klenke, 2008).

There are two common epistemological paradigms. These are; Positivist and Interpretivist-Constructivist. The study has employed the interpretivist epistemology whose aim according to Mason (2002), is to seek to generate data from people

themselves, aiming to get knowledge about how people perceive, interpret and understand issues that affect them in their contexts. This has made interpretivists to use interviews as the main source of data generation.

### **3.2 Research Approach**

According to Mugenda (2008) there are two types of research approaches. That is qualitative and quantitative approaches. This study has employed the qualitative approach. Jwan and Ong'ondo (2011) define qualitative research as an approach to inquiry that emphasizes a naturalistic search for relativity in meaning, multiplicity of interpretations, particularity, detail and flexibility in studying a phenomenon or aspects of it that a researcher chooses to focus on at a given time. Qualitative research seeks to generate an understanding of the various possible meaning of a subject (used here to mean focus of the study) in its natural setting (without undue manipulation of the conditions of existence). This is informed by the type of data and methods of data collection that will be used.

### **3.3 Research Method**

The study has used a case study research method. Case study is one of the most popular methods in qualitative research which typically involves an in-depth observation of an individual unit such as a student, a family or an entire culture and is used to gain in-depth understanding of the participants, focusing on the process rather than the outcome (Jwan and Ong'ondo 2011). Jwan and Ong'ondo (2011) have adopted three ways of classifying case studies. This include; Intrinsic, instrumental and multiple.

Intrinsic case study-This is whereby the study is being undertaken because one wants a better understanding of a particular case and not necessarily because the case represents other cases (Yin, 2009).

Instrumental case study-Here the case is of secondary interest, it plays a supportive role, facilitates our understanding of something else (Stake, 2005, p.445). Therefore it is used if a particular case is examined mainly to provide insight into an issue or to redraw a generalization.

Multiple case study-This is whereby a number of cases may be studied jointly in order to investigate a phenomenon, population or general condition (Yin, 2003, 2009).Jwan and Ong'ondo (2011), argues that the cases may be similar or not, they are chosen because it is believed that understanding them will lead to better understanding or better theorizing about a larger collection of cases.

### **3.3.1 Purpose of case study**

There are several purposes for case study. The major ones are;

Exploratory-This is used where filed work and data collection may be undertaken prior to any specification of the research questions, even though the generic framework of the study needs to be created ahead of time.

Explanatory-these are case studies aimed fundamentally at casualty. In complex, multivariate cases, analyses can search to document patterns of practices and accounts as a way of testing competing theories of the issue.

Descriptive-These case studies require the investigator begins with a descriptive theory or the possibility that problems will occur during the project. This implies that in this kind of study is the formation of hypothesis of cause-effect relationships.

### **3.4 Sampling Frame**

The study has focused on the media coverage of the post-election violence during the period of 31<sup>st</sup> December 2007 to 31<sup>st</sup> January 2008.This is because most of the atrocities happened during the first two weeks after the presidential election results were announced on 30<sup>th</sup> December 2007.The other two weeks period is a follow up period on what happened after the first two weeks or the follow up on the impact of the first two weeks. Therefore, my sampling frame is from 31<sup>st</sup> December 2007 to 31<sup>st</sup> January 2008.Therefore, my sampling frame is made of 32 days. This is the total number of individual days under the study.

### **3.5 Study Population**

All stories on post-election violence in the 32 *Daily Nation* newspapers and 32 *Standard* newspapers have formed my population. *Daily Nation* had 336 news stories while *Standard* had 346 news stories. Hence my study population is 682 news stories.

### **3.6 Target population**

All the news stories on post-election violence that have been written by women journalists only among the 682 news stories are from which I have formed my target population. Here, I have come up with those stories that have been written by women journalists by looking at the bylines. *Daily Nation* had 33 news stories on post-election violence written by or that collaborated women journalists while *Standard* had 64 news stories on post-election violence written by or that collaborated women journalists. Therefore, 97 news stories on post-election violence have been written by or collaborated women journalists. From those 97 news stories, I have used purposive sampling to come up with my target population.

### **3.7 Sampling technique**

The study has involved purposive sampling method. This is a type of non-probability sampling technique where the units that are being investigated are based on the judgment of the researcher. It involves choosing a case because it illustrates some feature or process in which we are interested. The technique has also allowed me to focus on particular characteristics of a unit that are of interest which has best enabled me to answer the research question.

Therefore, the study has used purposive sampling to identify and select stories written by women journalists from study population of 682 stories on post-election violence. Patton (1990) says the logic and power of purposive sampling lies in selecting information rich cases for study in depth. Information rich cases are those from which one can learn issues of importance to the purpose of the research.

### **3.8 Data collection**

The study has involved content analysis of the *Daily Nation* and *Standard* newspapers. This is because the *Daily Nation* and *Standard* newspapers are the largest newspapers in Kenya in terms of their daily copy circulation. *Daily Nation* has a daily circulation of 200,000 copies while *Standard* has a daily circulation of 95,000 copies.

This is after seeking for authorisation and permission from the head of library in the Nation Media Group Newspaper library. The newspaper library at nation is a digitized

library. Therefore, for content analysis, I was able to access the stories from the nation newspapers in PDF format.

Besides that, I also sought authorisation from the Kenya National Library Services. Newspapers at the Kenya Library Services are not digitised. Therefore, I accessed the bound volumes of the newspapers and captured them.

I did that by looking at the bylines and identifying the stories on conflict written by women journalists. I also looked at the number of published stories on conflict written by women journalists, their placements in the papers and content aspects of such stories as my unit of analysis.

### **3.8.1 Interviews**

Apart from that, the study has also employed the use of interviews to collect data. I have interviewed two assignment editors from the *Daily Nation* and *Standard*. I have captured the interview using an audio recorder. It is recommended that interviews in qualitative research be audio recorded. Recording the interview gives the researcher time to concentrate on the flow of the conversation and to direct the interview appropriately without worrying about taking elaborate notes. Bassey (1999) concurs that “the advantage of recording for the researcher is that she can attend to the direction rather than the detail of the interview and then listen intently afterwards”. That is data directly emanating from interaction with participants that are usually referred to in research circles as primary data. Cohen et al. (2007), citing Cannell and Kahn define an interview as a technique of generating data that involves gathering data through direct verbal interaction between individuals.

Interviews can be semi-structured or structured. In semi structured interview, the interviewer has a general idea of where he or she wants the interview to go and what should come out of it. Topics and issues rather than questions determine the course of the interview. In structured interview, the agenda is totally pre-determined by the researcher who works through a list or a set of questions in a predetermined order. In qualitative research, the semi structured interview allow deeper exploration of responses by participants-probing and exploring emerging dimensions that may not have previously considered pertinent aspects of a study (Cohen et al,2007; Richards,2003;Nunan,1992).It also enables the researcher to develop a relationship

with the participants. By relying pre-dominantly on open-ended question, it has the potential to generate data which are more elaborate and qualitative richer than those generated by closed questions (Anderson and Burns, 1989).The study will employ the use of a semi-structured interview.

Jwan and Ong'ondo (2011) state that data is mainly made up of words, the words may exist in oral forms, for example as they are spoken by participants during interviews. Some data may exist in written form for instance documents and journals. We have also observational data-usually made up of notes taken by a researcher as he interacts with participants. There are numerous techniques of data generation a qualitative researcher could use.

### **3.9 Data Analysis and Presentation**

The study has involved thematic analysis as the data analysis strategy within my area of study. This is because thematic analysis allows for flexibility in the researchers choice of theoretical framework. This kind of flexibility leads to rich, detailed and complex description of data. Individual news stories have formed my unit of analysis.

The study has also employed the use of narrative method in data analysis and presentation.

Jwan and Ong'ondo (2011) define data analysis in qualitative research as a systematic process of transcribing, collating, editing, coding and reporting the data in a manner that makes it sensible and accessible to the reader and researcher for purposes of interpretation and discussion.

### **3.10 Trustworthiness of the Study**

The study has ensured that there is trustworthiness in the qualitative study. This is by strengthening the level of credibility, transferability, dependability and conformability (Jwan and Ong'ondo 2011).

Under credibility (Extent to which the study actually investigates what it claims to investigate and reports what actually occurred in the field. (Yin 2003; Mason, 2002), I have ensured that I have reviewed my key concepts clearly by coming up with clear

operational definitions of the key concepts that I am dealing with in the study and used it consistently throughout the study.

The study has also employed the use of triangulation. Here I have used multiple methods, sources of data and techniques so as to strengthen the trustworthiness. I employed Member checking as a form of checking the credibility of study. Here I have given out drafts of the research report to participants to confirm that they have been reported correctly.

Transferability is the extent to which the research findings can be generalized to other cases or context (Yin, 2003; Mason, 2002). Here, I have ensured that my statements regarding the generalizability of my findings are tentative where I argue based on the study, there could be a relative chance that the findings are relevant to or apply to similar contexts.

Under dependability (Extent to which research procedures are clear to enable other researchers replicate the study and get similar results)

Under conformability. Here, I have ensured that I am neutral as a researcher and acknowledged my role in the research process and admitted if there was any possible influence.

### **3.11 Ethical Considerations**

These are the moral principles that have guided me throughout the research process.

During my data collection process that has also involved engaging human beings, I have referred to them as participants and not subjects. This is because scholars argue that the term Subject sounds derogative and creates the perception that they are perceive. Secondly, I have also ensured that there was informed Consent. The study has ensured that all research participants were given accurate and detailed information about the Research and there express consent was assured before going on with my research activity.

Besides that, I have ensured that there was no use of falsified data and faking of results. This was done by ensuring that I actually investigated what my study claims to study and reported the actual findings that occurred. The study has further avoided

plagiarism. It ensured that ideas, results and written materials from other sources have not been presented as my own in this research.

In addition to that, I have obtained a signed letter from the school of journalism and mass communication authorising me to conduct the research. Finally, I have also obtained a signed proposal field work form from the school of journalism and mass communication verifying that I actually went out to the field and conducted the research.

## CHAPTER FOUR

### DATA PRESENTATION, ANALYSIS AND INTERPRETATION

#### 4.0 Overview

This chapter focuses on data analysis, results presentation and discussion of the findings. The overall objective of this study was to find out the extent of involvement of women journalists in reporting on the 2007 post-election violence in the print media in Kenya. The research findings are presented in form of narratives, tables and figures.

#### 4.1 Response Rate

The data analysed here represented all the news stories on post-election violence written by women journalists that the study considered adequate for the analysis. The study attained a high response rate due to the fact that all the newspapers under my sampling frame that of the period of 31<sup>st</sup> December 2007 to 31<sup>st</sup> January 2008 were available.

#### 4.2 Newspaper Profile

All news stories on post-election violence in the 32 *Daily Nation* and 32 *Standard* newspapers formed my population. *Daily Nation* had 336 news stories on post-election violence while *Standard* newspapers had 346 news stories on post-election violence. Hence my study population was 682 news stories on post-election violence.

*Daily Nation* had 33 news stories on post-election violence written by both male and female journalists while *Standard* newspaper had 64 news stories on post-election violence written by both male and female journalists. Total News stories on post-election violence written by or that incorporated women journalists were (64+33=97). Therefore, 97 news stories on post-election violence were written by both male and female journalists. From the 97 news stories, the study used purposive sampling to come up with the target population.

#### 4.2.1 Stories written by Women Journalists only

**Table 4.1:** Stories written by women journalists only

Newspaper	Female		Male	
	No. of Stories	%	No. of Stories	%
<b>Daily Nation</b>	<b>10</b>	<b>1</b>	<b>303</b>	<b>44</b>
<b>Standard</b>	<b>32</b>	<b>5</b>	<b>282</b>	<b>41</b>
<b>Total</b>	<b>42</b>	<b>6</b>	<b>585</b>	<b>85</b>

Source: Researcher 2015

The *Daily Nation* had 33 news stories on post-election violence written by both women and male journalists. Among the 33 news stories through purposive sampling only 10 news stories were written by women Journalists only. This means only a third of the news stories on post election violence were written by women journalists only. That is only one percent while 44% of the total number of news stories on post-election violence in the *Daily Nation* were written by male journalists only. This shows that women Journalists involvement in reporting on the post-election violence in the *Daily Nation* was very low. When you compare that with the *Standard*, the study noted that in the *Daily Nation*, the rate of involvement of women journalists in reporting on the post election violence was very low. The *Standard* had 32 news stories written by women journalists only while *Daily Nation* had only 10 news stories written by women journalists only. That represented five percent of the total number of news stories written by women journalists only in the *Standard* while *Daily Nation* had only one percent. That shows that in the *Daily Nation*, women journalists were highly sidelined when it came to reporting on the post-election violence compared to the *Standard*.

Besides that, according to the findings in Table 4.1 when you compare the *Daily Nation* and *Standard* on the extent of involvement of women journalists in relation to the male journalists, the *Daily Nation* involved the male journalists more in the

coverage of the post-election violence at the expense of women journalists than the *Standard*. It established that, in the *Daily Nation*, 44% of the total number of news stories on post-election violence were written by male journalists only while the *Standard* had 41% of the total number of news stories on post-election violence written by male journalists only. *Daily Nation* had a total of 303 news stories on post-election violence written by male journalists only while the *Standard* had a total of 282 news stories.

According to findings in Table 4.1, 85% of the total number of news stories on post-election violence was written by male journalists only. One of the assignment editors in the *Daily Nation* attributed that situation to the effects of the *Daily Nation* newsroom being male dominated and also the effect of a low ratio of availability of women journalists in their operating system. Another Editor felt that that was also caused by the reality of women journalists having a short longevity period in the *Daily Nation* newsroom compared to male journalists.

This means that women journalists tend to quit newsroom earlier than their male counterparts, making the ratio of their availability in the news room operating system to be very low. Most of the women journalists are said to quit newsroom to join other field of communication and communication agencies after finding the operating system of the newsroom unbearable. Some are said to join public relations firms, Non-governmental organisation while others go to do other different things all together. This small number of news stories on post-election violence written by women journalists showed how assignment editors preferred the available male journalists then to write the major news stories on the post-election violence.

According to some of the assignment editors, post-election violence was a unique situation, which required the best suited reporters who could deliver the news stories. This was in terms of those reporters with good writing skills, capability and past experience and knowledge of covering such news events. Very few women journalists were able to be selected in that category because most of the top writers/reporters then with the capability and past experience were male journalists. This made the assignment editors to assign the major lead news stories of the post-election violence to the male journalists instead of the available women journalists who were seen to lack the experience and capability to deliver major news stories of the post-election

violence as per the editor's expectation. Therefore, the coverage of the post-election violence in the *Daily Nation* was dominated by male journalists as women journalists were highly sidelined.

The *Standard* had 64 news stories on post-election violence written by both women and male journalists. Among the 64 news stories through purposive sampling 32 news stories were written by women journalists only. This showed that rate of involvement of women journalists in reporting on the post election violence in the *Standard* was high compared to the *Daily Nation*. This is because the *Daily Nation* had only 10 news stories on the post-election violence written by women journalists only. This finding showed that women journalists in the *Standard* were given more opportunities and platforms to report on the post election violence compared to their counterparts in the *Daily Nation*. This is because at least half of the news stories that were written by both women and male journalists in the *Standard*, were written by women journalists only.

One of the assignment editors in the *Standard* attributed these findings to the effect of having a high ratio of availability of women journalists, who were correspondents at that time, in their operating system. According one of the editors, most of them happened to be in the areas where the conflict was emanating from. That situation made their stories not only relevant but also appropriate at that time for publication. This saw such women journalists in the field working hard to write as more and more relevant news stories of the post-election violence since as correspondents they were being paid per the news stories published in the *Standard*.

This showed that the *Standard* had more room/platform for the news correspondents and highly used their stories during the post-election violence compared to *Daily Nation* which heavily used their reporters at their news bureaus together with the other reporters who were deployed from Nation center in Nairobi to other various regions in the country. That did not help either when it came to the involvement of women journalists in the coverage of the post-election violence for the *Daily Nation*. This is because the operating system of the *Daily Nation* had a very low ratio of availability of women journalists then causing the small number of news stories that were written by women journalists only in the *Daily Nation* compared to the *Standard*.

Therefore, in total from both the *Daily Nation* and *Standard*, there were 42 news stories (32+10=42) on post-election violence that were written by women journalists only. Hence the 42 news stories that were written by women journalists only formed my target population. 42 news stories shows how women journalists were highly sidelined and not highly involved when it came to reporting on the post-election violence. This means that the coverage of the post-election violence in both the *Daily Nation* and the *Standard* was dominated by male journalists. This is because *Daily Nation* had a total of 336 news stories on post-election violence while the *Standard* had a total of 346 news stories on post-election violence. From both the *Daily Nation* and the *Standard*, we had a total of 682 news stories on the post-election violence. This means that, Out of the total 682 news stories on the post-election violence only 42 news stories were written by women journalists only. This is only 6% of the total new stories that were written on the post-election violence.

Therefore, with such data, it clearly shows that the coverage of the post-election violence in the print media (*Daily Nation* and *Standard*) was dominated by male journalists. This supports one of the findings of the study that established that women journalists were highly sidelined during the coverage of the post-election violence in the print media. When referring to print media, I am referring to the *Daily Nation* and the *Standard*.

#### **4.3 Placement of news stories on post-election violence written by women journalists only.**

These are news stories that were written by women journalists only in the two leading newspapers. The table 4.2 shows where the individual news stories were published in terms of the page in the two leading newspapers.

### 4.3.1 Placement by page

**Table 4.2:** Placement by Page in the *Daily Nation* and *the Standard*

Page	News Story		News Story	
	<i>Daily Nation</i>	%	<i>Standard</i>	%
1-5	3	30	6	19
6-10	2	20	8	25
11-15	0	0	9	28
16-20	0	0	9	28
21-25	2	20	0	0
26-30	2	20	0	0
31-35	0	0	0	0
36-40	0	0	0	0
41-45	0	0	0	0
46-50	0	0	0	0
51-55	1	10	0	0
Total	10	100	32	100

Source: Researcher 2015

From the findings in Table 4.2, when it comes to placement by page in the *Daily Nation*, only three news stories were published between page one and page five. The other news stories were published between page six and page 30. This shows that news stories that were written by women Journalists only in the *Daily Nation* were not given great prominence in terms of their placement by page. This suggested that most of the news stories that were written by women journalists in the *Daily Nation* did not entail the components of a lead story, a major story or stories that had great impact to warrant being published between page one and page five. An editor at the *Daily Nation* attributes that to normal editorial policy guidelines on placement of news stories based on their newsworthiness and certain news elements and not whether the stories have been written by women journalists or male Journalists. This meant that major news stories of the day on the post-election violence were not assigned to women journalists, they were instead assigned to male journalists. One of

the editors confided to me that, post-election violence was a unique situation and what they were looking at before deploying reporters was their capability and past experience and knowledge of such news events and not whether the journalist was a woman or a man.

The study established, based on the perception of the assignment editors on individual journalists, that during that time, most of the top writers/reporters were male journalists. The editors saw them as the ones who could deliver major lead news stories as per their expectations. That perception ended up having most of the major lead news stories on the post-election violence being assigned to male journalists instead of the available women journalists. That is why very few news stories written by women journalists ended being published between page 1 and page 5. This is because the news stories were not the major lead news stories of the day to warrant being published between page 1 and page 5.

When it comes to placement by page in the *Standard*, only six news stories were published between page 1 and page 5. Most of the news stories were published between page 5 and page 20. This shows that there were more news stories written by women journalists only in the *Standard* published between page 1 and page 5 compared to those published in the *Daily Nation*. This is because the number of the news stories by women journalists only published in the *Standard* is double the number of those published in the *Daily Nation*. Among the 32 news stories written by women journalists only in the *Standard*, only 6 news stories were published between page 1 and page 5. This shows that most of the news stories that were written by women journalists only in the *Standard* were given a very low level of priority when it came to their placement by page. This means that most of the news stories that were written by women journalists were not major lead news stories to warrant being published between page 1 and page 5. This is because placement of news stories by page is determined by certain news elements of the stories, like significance, personalities involved, relevance, proximity and gravity of the news story.

Therefore, this basically showed that the news stories written by women journalists only lacked most of the essentials that entailed the components of a lead news story or a major news story to warrant being published between page 1 and page 5. This means that between page 1 and page 5 was dominated by news stories that were written by

male journalists. This is because the news stories were the major lead news stories of the day and they were assigned to the male journalists as well.

From both the *Daily Nation* and the *Standard*, there was no single story written by a woman journalist only that was published on page 1 as a major lead news story. This means that no woman journalist was assigned to write the top major news events of the day during the post-election violence. This could also mean that there was no single woman journalist who was able to write a news story that had essential elements of a major lead news story to warrant being published on page 1 as the lead story of the day.

One of the assignment Editors at the *Standard* says that one of the causes of that was that during that time most of the top brilliant skilled writers were male journalists who happened to be assigned the top news stories then by the assignment editors. After which women journalists were assigned other news stories that were seen to have the soft side of the post-election violence. This saw women journalists being assigned soft side of the post-election violence like humanitarian crisis, peace building and the social aspect of the violence while being sidelined when it came to reporting on the major events of the actual violence like violent attacks.

When it came to major news stories especially on actual violence that were published on page 1 written by male journalists, women Journalists were only incorporated sometimes in such news stories as contributors. Some editors told me that in such major news events on the post-election violence that involved violent attacks, when women journalists happened to be deployed together with their male counterparts to cover the story as a team, the women journalists were assigned the soft side the major news event. For instance, women journalists were mostly assigned to cover the humanitarian side of it, family issues and the internally displaced persons while their male counterparts were assigned the hard side of the conflict like covering the violent attacks, combat, security personnel machinery and weapons.

#### **4.3.2: Placement by size in the *Daily Nation* and the *Standard***

On placement by size in the *Daily Nation* and the *Standard*, study sizes were categorized as full, half, quarter and brief. Table 4.3 shows the size of the page on which the individual news stories were published in the two leading newspapers.

**Table 4.3**

Placement by Size	Frequency			
	<i>Daily Nation</i>	%	<i>Standard</i>	%
Full	0	0	5	16
Half	4	40	9	28
Quarter	6	60	7	22
Brief	0	0	11	34
Total	10	100	32	100

Source: Researcher 2015

From the findings in Table 4.3, when it comes to placement by size in the *Daily Nation*, there was no single story written by women journalists that was given a full page. Majority of the news stories (six news stories) were given a Quarter page while the other four news stories were given a half page. This shows that most news stories that were written by women journalists only in the *Daily Nation* were not prioritized when it came to their placement by size. That also means that among the news stories that were written by women journalists in the *Daily Nation*, none of them had the appropriate essential news elements of newsworthiness that deserved to be published as a lead story in a full page.

One of the assignment editors at the daily nation attributes that to the result of placing the news stories by size based on their newsworthiness that is informed by the critical news elements that have to be considered and not whether the news story has been written by a male or a female journalist. Some of the factors that were being considered among other factors were the significance and relevance of the news story, proximity, personality involved and the gravity of the story. Therefore, news stories which could not meet these criteria did not warrant to be published in a full page.

When you narrow down such factors to the *Daily Nation*, they showed that, there was no single woman journalist who was able to write a news story on the post-election violence that had the necessary essential to warrant being published in a full page. Besides that, it can also mean that the assignment editors failed to assign the women

journalists news stories that were worth being published in a full page during that period of post-election violence.

All the news stories that were published in a full page in the *Daily Nation* were written by male journalists. That showed that all the major news stories on the post-election violence that deserved to be published in a full page were assigned to male journalists. The study established that that was informed by the fact that during that time, most of the top brilliant writers who had the skills and experience were male journalists. And since the assignment editors were looking at the best suited reporters who could deliver the news stories as per their expectation, they ended up assigning those top brilliant writers/reporters, who happened to be male journalists, to deliver the major news stories that deserved to be published in a full page. This is how women journalists ended up not having news stories that were not published in a full page. Therefore this showed that women journalists did news stories that were not prioritized when it came to placement by size in the *Daily Nation*.

From the findings in the Table 4.3, when it comes to placement by size in the *Standard*, majority of news stories written by women journalists only were published in briefs. Only five news stories were given a full page. Nine news stories were given a half page while seven news stories were given a quarter page. Among the five news stories that were given a full page, three of them were special reports, one of them was a news feature while the other was a news item on the humanitarian crisis.

This findings show that despite women journalists being given more priority in the *Standard* compared to the *Daily Nation* when it comes to placement by size, majority of their stories were published in briefs (11 news stories). This means that majority of the news stories that were written by the women journalists were not major stories, they were stories with less news value compared to those that were written by their male counterparts. That is why the news stories were published in briefs as opposed to a full page or a half a page.

The study established that when it came to placement by size, women journalists in the *Standard* were given more chances for their news stories to be published in the

various categories of sizes than the women journalists in the *Daily Nation*. For instance, the *Standard* had nine news stories published in a half a page while the *Daily Nation* had only 4 news stories published in a half a page. In a quarter page, *Standard* had published seven news stories while *Daily Nation* had published six news stories. When it came to news stories written by women published in briefs, *Standard* had published 11 news stories while *Daily Nation* had published none. This means that the editors at *Daily Nation* could not even find any extra news story written by a woman journalist which could qualify to be published at least in brief rather than not being published at all. This translates into how deeply women journalists in the *Daily Nation* were sidelined during the coverage of the post-election violence since their level of involvement was very low even when it came to the placement by size of the news stories written by women journalists.

When you compare the *Daily Nation* and *Standard*, *Standard* has given more priority in terms of placement by size to the news stories written by women journalists compared to the *Daily Nation*. For instance, in the *Daily Nation*, no single news story written by a woman journalist was published in a full page while the *Standard* published five news stories written by women journalists in a full page. This shows that most of the news stories that were written by the women journalists in the *Standard* had more newsworthy values to warrant being published in a full page as opposed to women journalists in the *Daily Nation* whose news stories did not meet the essential elements to warrant being published in a full page.

Among the five news stories that were published in a full page in the *Standard*, three news stories were special reports, one of them was a news feature and the other one was a news item on the humanitarian crisis. When you consider the types of news stories among the five news stories that were published in a full page, they showed that women journalists could only be lucky to have their stories published in a full page in the *Standard* only if they happened to have written a special report or a news feature. Those who happened to write news story items had the lowest chance of being published in a full page. This is because among the 32 news stories that were written by women journalist only in the *Standard*, only one news story item was

published in a full page compared to those that were in the form of special reports and news features.

In the *Daily Nation*, there was no single special report or news feature on the post-election violence written by a woman journalist only during that period. The study established that in the *Daily Nation*, published stories that were written by women journalists only were news items on various aspects of the post-election violence, especially the soft aspect of it. Their failure to be engaged in or to be engaged in news feature writing or special report during that period seemed to have drastically reduced their chances to have their news stories published in a full page. That shows how deeply women journalists in the *Daily Nation* were highly sidelined during the coverage of the post-election violence. Therefore, the study established that in terms of placement by size and page, women journalists were highly sidelined. That was because their news stories were not highly considered or prioritized when it came to placement of news stories by size and page for publication in both the *Daily Nation* and the *Standard*.

That basically meant that women journalists were not assigned major lead news stories that warranted to be published in a full page or between page 1 and page 5. Secondly that showed that the news stories that the women journalists happened to write during that period were not highly considered to have high news value compared to those that were written by their male counterparts to warrant being published in a full page or between page 1 and page 5.

Therefore, editorial judgment of the news editors in regard to where each news story should be published played a big role in determining the placement by page and size of the news stories. A point that the editors insisted to me that, it was never determined by whether a news story was written by a female or a male journalist. The outcome of that fate ended up having news stories that were written by women journalists published where they felt those news stories really deserved to be published from a broader journalistic point of view.

#### 4.4 Thematic Analysis

The study has involved thematic analysis as the data analysis strategy within my area of study. One of the reasons why I chose thematic analysis is its ability to allow for flexibility in the researchers choice of theoretical frame work. This kind of flexibility leads to rich, detailed and complex description of data. The individual news stories have formed my unit of analysis.

After categorizing the individual news stories on the post-election violence that were written by women journalists only in the *Daily Nation* and the *Standard*, there were themes that came up from the content of those news stories. These themes were; Humanitarian crisis/events, actual violence, economic impact, peace building, education crisis and health crisis. Besides that, other themes were politics, justice, diplomacy, religion, family, social impact and death.

I have categorized the individual news stories under the specific themes they had captured in their content and came up with a frequency table showing the number of individual stories under the each of the specific themes.

The study established that the major themes that came up were on the humanitarian crisis, Peace building and Actual violence. Other minor themes were also established such as education crisis, health crisis, economic impact, politics and justice. This thematic analysis, based on individual news stories as my unit of analysis, has established what aspect of the post-election violence did the women journalists focus on during the coverage of the post-election violence. It has also established where the women journalists were majorly involved and where they were highly sidelined during the coverage of the post-election violence.

Through thematic analysis, the study has established that women journalists were majorly involved in the reporting of the humanitarian crisis/events during the post-election violence. That was then followed by women journalists being involved in reporting on Peace building during the coverage of the post-election violence. Besides that, through thematic analysis, the study established that women journalists were highly sidelined when it came to reporting on the actual violence during the post-election violence. The study established that when it came to reporting on the actual

violence like violent attacks news stories, women journalists were only incorporated as contributors in such stories that were majorly written by their male colleagues.

**Table 4.4:** News stories by women journalists as per relevant theme.

The table below shows the number of published news stories on post-election violence by women journalists on the specific themes in the Standard newspaper.

Theme	Frequency			
	<i>Standard</i>	%	<i>Daily Nation</i>	%
Humanitarian crisis	8	25	4	40
Peace building	6	19	2	20
Violence	4	13	0	0
Health Crisis	3	10	0	0
Education crisis	2	6	0	0
Politics	2	6	0	0
Death	2	6	0	0
Family	1	3	0	0
Economic Impact	0	0	2	20
Diplomacy	1	3	0	0
Social impact	1	3	0	0
Justice	0	0	1	10
Election dispute	1	3	0	0
Religion	1	3	1	10
Total	32	100	10	100

**Source: Researcher 2015**

#### **4.4.1 Women Journalists on Humanitarian crisis**

From the findings in the Table 4.4 above, most of the news stories on post-election violence by women journalists only published in the *Daily Nation* and *Standard*

majored on the humanitarian crisis during that period of post-election violence. *Daily Nation* had four news stories on humanitarian crisis written by women journalists while the *Standard* had eight news stories on humanitarian crisis written by women journalists. This showed that women journalists were highly involved in reporting on the humanitarian crisis during the post-election violence.

Therefore, among the published 42 news stories on post-election violence written by women journalists only in both *Daily Nation* and *Standard*, 12 news stories were on Humanitarian Crisis during the post-election violence. This showed that 29% of the total news stories that were written by women journalists were on humanitarian crisis. This means that women journalists in both the *Daily Nation* and the *Standard* were majorly assigned to write on what is referred to as the 'soft news stories' compared to their male counterparts who were assigned to write on what is referred to as the 'hard' news stories. When you compare *Daily Nation* and the *Standard*, the study established that *Standard* gave more chances to women journalists to report on the humanitarian crisis than the *Daily Nation*. This is because the number of news stories on humanitarian crisis by women journalists published in the *Standard* was double the number of those that were published in the *Daily Nation*.

An Editor from the *Standard* attributes that to the cultural attitude of the male assignment editors in the news room, which is still male dominated, who still view the women journalists as a weaker sex who should only cover the 'soft' news stories like family, arts, culture, and not the 'hard' news stories like politics, economy, war and violence that they feel are a preserve for the male journalists. Another editor attributed that to the effects of male editors viewing women journalists as the ones who are in a best position to capture the human side of a conflict due to their nature and also the African traditional assumption of the presence of human feelings that is normally highly attached to women in our African societies.

That attitude affirmed one of the perceptions about women journalists that states that when it comes to covering conflict, women journalists are the only ones who are able to bring in the human side of the conflict and then put it into context as opposed to their male counterparts who will only focus on the bombing, the military and the military machinery.

The post-election violence was a unique situation according to the editors I interviewed. During this time the only factor that editors were concerned with was to get the best suited reporter to deliver the major news stories during that time of post-election violence. That was informed by editorial judgment on whether the reporter had the good writing skills, capability, past experience and knowledge of covering such conflict. During the post-election violence, the major news stories of the day were news stories on the actual violence like violent attacks and combat. During that time, most of the brilliant top writers/reporters, who could deliver the major news stories as per the expectations of the editors, were male journalists who ended up being assigned those major news stories as women journalists were assigned the other alternative stories of the conflict. That is one of the reasons why women journalists were highly involved in reporting on the humanitarian aspect of the violence instead of the actual violence during the post-election violence.

The move by assignment editors to majorly involve women journalists in reporting on humanitarian crisis news stories instead of the actual violence news stories during that period showed how women journalists were seen to be more vulnerable to covering the actual violence compared to their male counterparts. This is why one of the editors in the daily nation disclosed to me that they preferred not to send women journalists to cover the actual violence because they felt that women journalists could not cope up with the physical activities and threats that were involved in covering such news stories. For instance, women journalist were seen to lack the physical energy to keep running up and down while carrying equipment through a harsh geographical terrain. Also, they were seen to lack the physical energy to counter threats especially threats from male culprits in their line of duty. Therefore, factors to do with the safety of the journalists that were being put into consideration then seemed to favour the male journalists than the women journalists.

According to the findings in Table 4.4, the study established that in the *Standard* those women journalists who were not highly involved in reporting on the humanitarian crisis were also highly involved in writing on a major theme like peace building. Apart from the *Standard* highly involving women journalists majorly in reporting on the humanitarian crisis and peace building, it also highly involved

women journalists in reporting on other minor aspects of the post-election violence than the *Daily Nation*.

The *Standard* also involved women journalists in writing on minor themes like violence, Health crisis, Education crisis, Politics and Death as other aspects of the post-election violence. That was not the same with the *Daily Nation*. This is because there was no single news story written by a woman journalist on Violence, Health crisis, Education crisis, Politics and death as aspect of the post-election violence that was published in the *Daily Nation*. This is despite those themes also being part of the various aspects of the post-election violence that were being covered during that period. That meant that in the *Daily Nation*, a woman journalist had a higher chance of having her news story being published if she only wrote about the humanitarian crisis of the post-election violence or she wrote about the peace building events of the post-election violence.

This just affirms one of the finding of the study that established that the *Standard* highly involved women journalists during the coverage of the post-election violence than the *Daily Nation*. While the *Daily Nation* highly sidelined the women journalists during the coverage of the post-election violence compared to the *Standard*.

#### **4.4.2 Women Journalists on Peace Building**

From the findings in Table 4.4, the second theme that women journalists were highly involved in was in reporting on Peace building during that period of post-election violence. *Daily Nation* had two news stories on peace building while the *Standard* had 6 news stories on peace building written by women journalists only. Therefore, among the 42 published news stories on post-election violence written by women journalists only, eight news stories were on peace building. This means that 19% of the total news stories that were written by women journalists only were on peace building. This showed that women journalists were only majorly involved in writing or covering news stories that involved the human side of the conflict with an aim of either showing the negative humanitarian impact that emanated from the post-election violence or the need of resolving the post-election violence with an aim of building peace.

This move seemed to affirm one of the perceptions about women journalists covering conflict that states that when it comes to covering conflict women journalists are the only ones who are able to bring in the human side of the conflict and then put it into context as opposed to the male counterparts who will only focus on the bombing, military and the military machinery. Such a move tends to show that women journalists are better when it comes to reporting on conflict management and resolution and peace building events. When it came to peace building news stories, women journalists covered news to do with various political, religious and diplomatic leaders together with other domestic and international organizations calling for peace and while condemning the actions of the perpetrators of the violence during the post-election violence. Their news stories showed the need of stopping the violence and embracing peace.

Besides that, women journalists wrote news stories about the efforts of resolving the violence, managing the violence and about initiatives and activities to counter the violence with an aim of restoring peace during the post-election violence. Such news stories had a common objective of building peace during the post-election violence. Therefore, that became the second aspect of the post-election violence that women journalists were majorly involved in the print media. This kind of involvement in reporting on peace building was highly established in both the *Daily Nation* and the *Standard* during that period. This showed that assignment editors readily assigned women journalists news stories on peace building as they preferred to assign news stories on the actual violence to the male journalists. One of the editors confided to me that one of the reasons towards that was that women journalists were seen to be more vulnerable to the threats that came with covering of the violent attacks and that is why the editors preferred to assign them other alternative aspects of the violence like stories on peace building.

During that period of post-election violence, news stories on the actual violence like violent attacks and combat were the major lead news stories of the day. Such news stories were only assigned to brilliant top writers/reporters available in the operating system of the newsroom. Editors that I interviewed insisted that during that time all the available brilliant top writers, who could deliver the news stories according to the perception of the assignment editors, were male journalists. Those male journalists

were the ones who ended up being assigned such stories as the available women journalists were assigned the other soft side of the violence like news stories on peace building.

#### **4.4.3 Women Journalists on Actual Violence**

From the findings in table 4.4, from both the *Daily Nation* and *Standard*, only four news stories on post-election violence written by women journalists only were on the actual violence of the post-election violence. Actual violence includes rape and violent attacks during that time. This means that only 10% of the total news stories on post-election violence that were written by women journalists only were on the actual violence. The study established that when it came to reporting on the actual violence, women journalists were only incorporated as contributors in news stories that were written by their male counterparts. This shows how women journalists were sidelined when it came to reporting on the actual violence. They were relegated to mere contributors in news stories done by a team of male journalist.

One of the assignment editors in the *Standard* attributed that to the move by assignment editors to intentionally assign women journalists the soft side of the violence/conflict when they are assigned together with their male counterparts to work on a news story as a team. According to some of the assignment editors, post-election violence was a unique situation, which required the best suited reporters who could deliver the news stories. This was in terms of those reporters with good writing skills, capability and past experience and knowledge of covering such news events. Very few women journalists were able to be selected in that category because most of the top brilliant writers/reporters then with the capability and past experience were male journalists. This made the assignment editors to assign the major lead news stories of the post-election violence to the male journalists instead of the available women journalists who were seen to lack the experience and capability to deliver major news stories of the post-election violence as per the editor's expectation. These major lead news stories of the day during the post-election violence happened to be the news stories of the actual violence like violent attacks and combat that were basically assigned to the male journalists.

That was also contributed by the fact that the assignment editors viewed women journalists as being more vulnerable to the actual violence than their male counterparts. Women journalists at the time were seen as the weaker sex who could not cope up with the physical activities and threats that came with covering the actual violence.

The study established that when you compare women journalists and male journalists when it comes to covering violence, women journalists are vulnerable to more threats than their male counterparts. For instance, during the post-election violence, women journalists were vulnerable to the threat of being raped. Another editor confided to me that they viewed women journalists as being unable to cope up with what it takes to cover violence in the field. For instance, women journalists were seen to lack the physical energy to keep running up and down while carrying equipment throughout the coverage of the violence. Also, women journalists were seen to lack the physical strength to counter threats that they encounter in their line of duty especially threats coming from a male culprit.

Another assignment editor in the *Daily nation* claimed that having women journalists as contributors when it came to reporting on the actual attacks was just a coincidence when it came to putting together the several news stories on the violence with the same theme from different reporters, so as to be published as a news story by a team, using the byline 'by *Nation team*'. He claimed that most of the stories came from the field or from the bureaus. After they have been compiled as one news story, when they identified those who wrote the individual stories among the stories that were published, news stories by the male journalists happened to be more than those that were written by women journalists under the same theme of different aspect of the actual violence in the compiled news story under the byline '*Nation Team*'.

At the end of the day, that kind of outcome affirmed the findings of this study that showed that women journalists were highly sidelined when it came to reporting on the actual violence. This is because even when it came to reporting on the actual violence from the field, there were very few women journalists whose news stories were incorporated with other news stories for publication as one news story by a team of journalists.

The move to incorporate women journalists merely as contributors in the news stories on the actual violence written by male journalists seemed to affirm the effects of the fact that there is a low ratio of availability of women journalists with the knowledge, skills and past experience in reporting on actual violence in the operating system of the news rooms. That seemed to have been made even worse by the fact that the operating system of the newsroom is male dominated.

#### **4.4.4 Women Journalists on Health Crisis**

According to the findings in Table 4.4, from both the *Daily Nation* and *Standard*, three news stories on post-election violence written by women journalists only were on Health crisis/issues related to the post-election violence. *Daily Nation* had no single news story written by a woman journalist on health crisis.

#### **4.4.5 Women Journalists on Politics and Economy**

When it comes to political news stories related to the post-election violence, the findings showed that only two news stories were written by women journalists. From both the *Daily nation* and *Standard*, there were also only two news stories written by women journalists on the economic Impact of the post-election violence. That seemed to affirm the existing perception that reporting on politics and economy is ‘hard’ news that is a preserve for male journalists and not women journalists.

#### **4.4.6 Women journalists on Family, Diplomacy, Religion, Justice, Education**

From the findings in table 4.4, at least 1-2 news stories written by women journalists were on issues to do with family, diplomacy, religion, justice and education in relation to the post-election violence. These themes basically showed how women journalists were involved in reporting on the soft side of the post-election violence.

#### **4.5 Extent of Women Journalists Involvement in Post-Election Violence Reporting**

The study sought out to find out the extent of involvement of women journalists in conflict reporting during the post-election violence. According to the findings of the study, women were majorly involved in reporting on the Humanitarian issues/crisis during the post-election violence. Secondly, after the humanitarian issues, they were

highly involved in reporting on Peace building events/issues during the post-election violence.

The major reason behind that, which the study found out, is that the assignment editors felt that the women journalists were more vulnerable to the violent attacks during the post-election violence. They preferred male journalists to cover the 'hard' side of the conflict while women journalists were highly assigned the 'softer' side of the conflict. Their vulnerability was based in terms of their weak physical strength and their vulnerability to other threats of violent attacks like rape. Some Editors felt that most women journalists do not have the physical strength to endure harsh physical environment in case there was a need to do so when covering conflict. For instance, Physical strength of running up and down while carrying equipment on a severe geographical terrain or even the physical strength to counter male members of the parties in conflict who may want to harm them while in the line of duty. In the event of a conflict or violent attacks, the study established that women journalists face extra threats compared to their male counterparts.

For instance, it was established that women journalists face the threat of being raped by male members of the either parties in conflict. Such factors, being put in mind, made most of the assignment journalists to prefer sending male journalists to cover the post-election violence instead of the women journalists.

The study further established that women journalists were highly sidelined when it came to reporting on the actual violence during the post-election violence. This includes rape and violent attacks. This is because among the 42 news stories on post-election violence written by women journalists, only four news stories were on the actual violence.

The findings showed that when it came to reporting on the actual violence in terms of violent attacks and combat, women journalists were only mostly paired up with other male journalists as contributors.

In addition, study established that women journalists were highly sidelined during the coverage of the 2007/2008 post-election violence in Kenya. This is because the study found out that out of the total 682 news stories on post-election violence that were written and published (from both the *Daily Nation* and *Standard*) only 42 news stories

were written by women journalists only. That represented only 6% of the total news stories that were written and published on the post-election violence during that period. On that, the study established that the ratio of availability of women journalists in the operating system of the newsroom of both the *Daily Nation* and *Standard* was very low causing small number of women journalists who reported on the post-election violence. That low ratio also contributed to having few women journalists in the field during the pre-election and post-election deployment of reporters.

The study established that this low ratio of availability of women journalists, as one of the editors confided to me was also caused by the reality of women journalists having a short longevity period in the newsroom compared to the male journalists. This meant that women journalists tend to quit newsroom earlier than their male counterparts, making the ratio of their availability in the news room operating system to be very low. Most of the women journalists are said to have a tendency of quitting the newsroom to go to other fields of communication like joining public relations firms or other communication agencies after finding the newsroom operating system unbearable.

#### **4.6 Placement of News Stories Written by women journalists**

The study sought out to find out where published news stories on the conflict during the post-election violence written by women journalists have been placed in the *Daily Nation* and *Standard*. From the findings in table 4.1, from both the *Daily Nation* and the *Standard*, only nine news stories were published between page 1 and page 5.

Most of the news stories were published between page 6 and page 10, between page 11 and page 15 and between page 21 and page 25. There was no single news story on post-election violence written by women journalists only that was used as a lead news story in the front page in both the *Daily Nation* and the *Standard*. Therefore, this showed that most news stories on conflict during the post-election violence written by women journalists were not given a high priority in terms of their placement by page.

From the findings in table 4.1, the *Standard* gave more opportunities to women journalists to publish their news stories between page 1 and page 5 compared to the *Daily Nation*. This is because the *Standard* had six news stories written by women

journalists published between page 1 and page 5 while *Daily Nation* had only three news stories written by women journalists published between page 1 and page 5. This shows that the number of news stories written by women journalists only, that were published between page 1 and page 5 in the *Standard* was double the number that was published in the *Daily Nation*.

From the findings in Table 4.3, among the 42 news stories on post-election violence written by women journalists, only five news stories were given a full page. Among the five news stories, three news stories were special reports, one news story was a news feature while the other one was a news story on the humanitarian crisis. In the *Daily Nation*, majority of the news stories that were written by women journalists only, were published in a quarter page. In the *Standard*, majority of the news stories written by women journalists only, were published in briefs. In terms of placement by size, the *Standard* gave more priority to news stories written by women journalists compared to the *Daily Nation*. This is because *Standard* had at least five news stories written by women journalists published in a full page compared to the *Daily Nation* that had no single news story written by women journalists published in a full page. From both the *Daily Nation* and the *Standard*, among the 42 news stories, majority of them were published in a quarter page.

Therefore, when it came to placement by size and page, news stories written by women journalists were not given great prominence. On that, the study established that the editors were looking at the newsworthiness of the individual news stories and what was the biggest story of the day to decide which story was to be published in the front page.

Most of the biggest story of the day that were seen as hard news by assignment editors were not assigned to women journalists. It was rather assigned to top skilled writers who were mostly male journalists then. One of the reasons behind that was that when it came to unique situations like the post-election violence what mattered is to use the best suited reporter to deliver the news story and not whether the reporter was a woman or a man journalist. Major lead news stories during the post-election violence were assigned to top writers/reporters who had the skills and past experience of identifying significant angles to such news stories and delivering them in an

interesting and relevant manner to the target audience as per the expectation of the editors.

The study established that during the post-election violence most of the brilliant top writers/reporters were male journalists who ended up being assigned most of the major lead news stories on the post-election violence. This automatically meant that those were the news stories that were highly prioritized in terms of placement by size and page in both the *Daily Nation* and *Standard*. Since women journalists then were not assigned such major lead news stories because of their lack of capability and past experience of covering such news events, their stories were not highly prioritized in terms of placement by size and page because they were not among the selected top major lead news stories of the particular days for publication.

#### **4.7 Factors considered when assigning women journalists certain aspects of the conflict.**

The study interviewed two assignment editors from the *Daily Nation* and *Standard* on some of the findings of the study informed by the general and specific objectives of the study.

##### **4.7.1 Data obtained from interviews.**

The study sought to find out what factors inform editors' decision before assigning women journalists certain aspect of conflict/post election violence. The study established that Safety and security were the key factors. Editors felt that women journalists were more vulnerable to the attacks compared to men journalists. That made editors to prefer assigning male journalists the violent side of the conflict while assigning women journalist the softer side of the conflict.

Their vulnerability was based in terms of their weak physical strength and their vulnerability to violent attacks likes rape. Some Editors felt that most women journalists do not have the physical strength to effectively run in case there was a need to do so when covering conflict. In the event of a conflict or violent attacks, the study established that women journalists face extra threats compared to their male counterparts. For instance, it was established that women journalists face the threat of being raped by male members of the either parties in conflict.

Most people who participate in carrying out violent attacks are male members of the society. Putting women journalists in their midst was seen as putting women journalists in a very vulnerable environment dominated by male members of the society who are said to view women as the weaker sex in the society. Such factors, being put in mind, made most of the assignment journalists to prefer sending male journalists to cover the post-election violence instead of the women journalists.

In addition, the study established that in situations where there was risk to life, the editors looked at the experience of the reporters to see whether the reporter had survived that kind of context in the past and whether they had the skills and ability to survive. This entailed whether among the available journalists in the newsroom then, there was one who had a track record of reporting on violent attacks effectively, efficiently and made the significant not only Interesting but also relevant. The answer to that factor favoured the male journalists.

One of the Editors confided to me that that was because during the post-election violence, majority of the top journalists/writers were male journalists. Since the assignment editors were looking for a journalist who could deliver the particular news story in the best way possible, they ended up settling for the available top skilled writers to cover most of the major news stories during the post-election violence. Therefore, that factor ended up having most of the news stories on violent attacks being covered by male journalists while women journalists were assigned to cover the soft side of the post election violence.

The other factor was the Editor's perception of strengths and weaknesses of the available reporters. Here the assignment Editors assigned journalists in the newsroom based on their strengths. The study established that most of the top writers in the main newsroom and bureaus at the time were male journalists. According to the editors' perception most of those male journalists happened to have more strength in journalistic skills than the available women journalists. By referring to journalistic skills, I mean those who had first-rate writing skills, good ability to identify significant, Interesting and relevant story angles and deliver them as per the editors expectations. This kind of perception ended up having more and more male journalists assigned to report on violent attacks and other major news stories during

the post election violence instead of the available women journalists in the operating system of the newsroom.

The study also established that the decision that editors take in matters of conflict are unique to that situation. They have nothing to do with the normal practice in the newsroom. They argue that in such a situation like that of the post-election violence, what matters is the need to use the best suited reporter at the time. One of the editors told me that when it comes to covering unique situations like that of the post-election violence, the issue of a journalist being a woman or a man is not the main issue they consider at that time when they need to deploy a reporter to the field. To them, what matters first, is the ability and skills of the reporter to deliver that news story. Besides that, the past experience and knowledge of reporters on such unique situations was also highly considered during such situations. When this factor was put into consideration, it ended up working to the favour of male journalists who were in the operating system then. This is because at that time of the post-election violence majority of the available journalists who had the skills and past experience in covering conflict were male journalists. This saw more and more women journalists available in the operating system of the newsrooms being sidelined when it came to reporting on violent attacks and other major lead news stories of the post-election violence.

#### **4.8 Discussion of findings**

The study established that women journalists in the print media (*Daily Nation* and *Standard*) were highly sidelined during the coverage of the 2007/2008 post-election violence in Kenya. This is because the study found out that out of the total 682 news stories on post-election violence that were written and published (from both the *Daily Nation* and *Standard*) only 42 news stories were written by women journalists only. That represented only 6% of the total news stories that were written and published on the post-election violence during that period. Some editors who were interviewed stated that one of the reasons behind that was the effect of low ratio of availability of women journalist in the operating system of the newsrooms. By that, it means that the newsrooms are still dominated by male journalists since there are very few women journalists in the newsrooms. The editors argue that when it came to deployment of reporters to the field to cover the post-election violence, there were many male

journalists to be deployed compared to their female counterparts who were very few then due to their low ratio of availability in the operating system of the newsroom.

Secondly, study established that most of the women journalists were majorly involved in reporting on humanitarian issues. That was then followed by news stories on peace building. The major reason behind that, which the study found out, is that the assignment editors felt that the women journalists were more vulnerable to the violent attacks during the post-election violence. They preferred male journalists to cover the 'hard' side of the conflict while women journalists were highly assigned the 'softer' side of the conflict.

Their vulnerability was based in terms of their weak physical strength and their vulnerability to other threats of violent attacks like rape. Some Editors felt that most women journalists do not have the physical strength to endure harsh physical environment in case there was a need to do so when covering conflict. For instance, Physical strength of running up and down while carrying equipment on a severe geographical terrain or even the physical strength to counter male members of the parties in conflict who may want to harm them while in the line of duty. In the event of a conflict or violent attacks, the study established that women journalists face extra threats compared to their male counterparts.

For instance, it was established that women journalists face the threat of being raped by male members of the either parties in conflict. Most people who participate in carrying out violent attacks are male members of the society. Putting women journalists in their midst was seen as putting women journalists in a very vulnerable environment dominated by male members of the society who are said to view women as the weaker sex in the society. Such factors, being put in mind, made most of the assignment journalists to prefer sending male journalists to cover the post-election violence instead of the women journalists.

It was also established that the ratio of availability of women journalists in the operating system of the newsroom of both the *Daily Nation* and *Standard* was very low causing small number of women journalists who reported on the post-election violence. That low ratio also contributed to having few women journalists in the field during the pre-election and post-election deployment of reporters.

The study established that this low ratio of availability of women journalists, as one of the editors confided to me was also caused by the reality of women journalists having a short longevity period in the newsroom compared to the male journalists. This meant that women journalists tend to quit newsroom earlier than their male counterparts, making the ratio of their availability in the news room operating system to be very low. Most of the women journalists are said to have a tendency of quitting the newsroom to go to other fields of communication like joining public relations firms or other communication agencies after finding the newsroom operating system unbearable. Therefore, this is one of the factors that was said to have contributed to have more available male journalists deployed in the field where the news stories on post-election violence were coming from.

The study also established that when it came to reporting on the actual violence like violent attacks and combat, women journalists were highly sidelined. When it came to reporting on actual violence like violent attacks and combat, they were only incorporated as contributors in news stories that were written by a team of male journalists. Most of the assignment editors interviewed admit that during the post-election violence, most top writers on hard news in the newsroom and in bureaus were male journalists.

According to the editors' perception most of those male journalists then happened to have more strength in journalistic skills than the available women journalists. By referring to journalistic skills, I mean those journalists with good writing skills, good ability to identify significant, Interesting and relevant story angles and who had past experience to deliver them as per the editors' expectations. This kind of editors' perception towards individual reporters' capability ended up having more and more male journalists assigned to report on violent attacks and other major lead news stories during the post-election violence instead of the available women journalists in the operating system of the newsroom That contributed to women journalists being assigned soft side of the conflict whenever they were incorporated with the male journalists.

The study also established that the editorial decisions that the editors took in matters of the post-election violence were unique to that situation. Some argue that they had nothing to do with the normal practice in the newsroom. They argue that in such a

situation like that of the post-election violence, what matters is the need to use the best suited reporter at the time. One of the editors told me that when it comes to covering unique situations like that of the post-election violence, the issue of a journalist being a woman or a man is not the main issue they considered at that time when they need to deploy a reporter to the field. To them, what mattered first were the experience, capability and skills of the reporter to deliver that news story.

Besides that, the past experience and knowledge of reporters on such unique situations was also highly considered during such situations. When this factor was put into consideration, it ended up working to the favour of male journalists who were in the operating system then. This is because at that time of the post-election violence majority of the available journalists, who had the skills and past experience in covering conflict, were male journalists. This saw more and more women journalists available in the operating system of the newsrooms being sidelined when it came to reporting on violent attacks and other major lead news stories of the post-election violence.

Apart from that, the study established that news stories written by women journalists were not highly prioritized when it came to placement by size and page. No single news story on post-election violence written by women journalists was used in the front page as the lead story. The study established that the editors were looking at the newsworthiness of the individual news stories and what was the biggest story of the day to decide which story was to be published in the front page.

Most of the biggest story of the day that were seen as hard news by assignment editors were not assigned to women journalists. It was rather assigned to top skilled writers who were mostly male journalists then. One of the reasons behind that was that when it came to unique situations like the post-election violence what mattered is to use the best suited reporter to deliver the news story and not whether the reporter was a woman or a man journalist. Major lead news stories during the post-election violence were assigned to top writers/reporters who had the skills and past experience of identifying significant angles to such news stories and delivering them in an interesting and relevant manner to the target audience as per the expectation of the editors.

The study established that during the post-election violence most of the brilliant top writers/reporters were male journalists who ended up being assigned most of the major lead news stories on the post-election violence. This automatically meant that those were the news stories that were highly prioritized in terms of placement by size and page in both the *Daily Nation* and *Standard*. Since women journalists then were not assigned such major lead news stories because of their lack of capability and past experience of covering such news events, their stories were not highly prioritized in terms of placement by size and page because they were not among the selected top major lead news stories of the particular days for publication.

## CHAPTER FIVE

### SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

#### 5.0 Introduction

This chapter presents a summary of findings, conclusion and recommendations for practice and further research on the problem. This study aimed at establishing the extent of involvement of women journalists in conflict reporting during the post-election violence in Kenya, to establish what aspect of conflict that women journalists report on in the print media, to establish the placement of published news stories on conflict written by women journalists and to establish what informs editors decision before assigning women journalists a story on conflict in the Nation and Standard newspaper.

#### 5.1 Summary of findings

The study established that women journalists in the print media (*Daily Nation* and *Standard*) were highly sidelined during the coverage of the 2007/2008 post-election violence in Kenya. This is because the study found out that out of the total 682 news stories on post-election violence that were published (from both the *Daily Nation* and *Standard*) only 42 news stories were written by women journalists only. That represented only 6% of the total news stories that were written and published on the post-election violence during that period.

From the findings of the study, women journalists were majorly involved in reporting on humanitarian crisis/events during the post-election violence in Kenya. Among the published 42 news stories on post-election violence written by women journalists, 12 news stories were on Humanitarian crisis/events. That was followed by news stories on Peace building. Among the published 42 news stories on post-election violence written by women journalists, eight news stories were on Peace building.

In addition, the study found out that, women journalists were highly sidelined when it came to reporting on the actual violence, which includes violent attacks during the post-election violence. There were only four news stories on the actual violence written by women journalists that were published.

The findings showed that on the actual violence which includes violent attacks and combat, women journalists were only mostly paired up with other male journalists as contributors.

The study also established that news stories on the post-election violence written by women journalist were not given a high priority when it came to their placement by page and size for publication. There was no single news story written by a woman journalist that was published in page one as the major lead story. Only nine news stories were published between page 1 and page 5. Most of the news stories were published between page 6 and 10 and page 11 and 20.

In terms of placement by size, the study found out that only five news stories that were written by women journalists were allocated a full page. Most of the news stories were given a quarter page followed by news stories that were published in briefs. Therefore, the study established that news stories on post-election violence written by women journalists were not prioritized when it came to their placement by page and size.

When you compare *Daily Nation* and *Standard*, the study found out that *Standard* gave more chances to women journalists to report on the post-election violence than *Daily Nation*. *Standard* had published 32 news stories on post election violence written by women journalists only compared to *Daily Nation* which had only published 10 news stories written by women journalists only.

## **5.2 Conclusion**

This study concludes that women journalists in the print media were highly sidelined during the coverage of the 2007/2008 post-election violence in Kenya. This is because the study found out that out of the total 682 news stories on post-election violence that were published (from both the *Daily Nation* and *Standard*) only 42 news stories were written by women journalists only. That represented only 6% of the total news stories that were written and published on the post-election violence during that period.

In addition, the study established that women journalists in the print media were highly sidelined when it came to reporting on the actual violence (that included violent attacks) during the post-election violence. On reporting on the actual violence/the violent attacks of the post-election violence, women journalists were

mostly paired up with other male journalists. In addition, it was also established that ,when it came to their publication, news stories on post-election violence that were written by women journalists only were not given great prominence when it came to their placement in the newspapers by page and size. Most of news stories were published in briefs or in a quarter page by size while by page most of the news stories were published between page 5 and page 20. Between page 1 to page 5 was dominated by news stories written by male journalists.

It was also noted that during the post-election violence women journalists in the print media were majorly involved in reporting on Humanitarian events/crisis. That was followed by news stories written by women journalists on peace building aspects of the post-election violence in Kenya.

### **5.3 Based on the findings, this study made the following recommendations.**

1. From the findings, women journalists were majorly involved in reporting on humanitarian events/crisis. The study also established that women journalists were highly sidelined when it came to reporting on the actual violence. Therefore, the study recommends that more and more women journalists should be involved and trained in reporting on actual violence (hard news side of the conflict) in the print media.
2. The study established that the ratio of availability of women journalists in main newsrooms and in bureaus is very low. The newsrooms are male dominated. The study recommends that the local print media industry should increase the number of women journalists in their operating system so as to increase the ratio of availability of women journalists during deployment of reporters to the field.
3. Besides that the study recommends that assignment editors in the print media industry should change their pessimistic attitude towards women journalists and stop treating women journalist as vulnerable and weak people who should only report on the softer side the conflict.
4. In addition, the study recommends that, when it comes to deployment of reporters to report on conflict, women journalists should be judged on the basis of their professional qualification, skills and experience and not their gender.

5. The study also recommends that the print media industry should come up with policies that prohibit discrimination based on gender and cultural issues at the expense of journalistic principles, ethics, qualification and skills.

6. The ratio of availability of women journalists reporting on conflict in the Nation newspaper is very low, therefore the study highly recommends that Nation Media Group should come up with training initiatives that will inspire, mentor and empower its women journalists with skills, knowledge and experience in reporting on conflict so as to increase their presence in reporting on conflict in the *Nation* newspaper.

7. Besides that, the study recommends that the Media Council of Kenya should come up with training initiatives and concepts geared towards empowering women journalists with the knowledge and skills in reporting on conflict.

10. Organizations whose mandate is to train journalists and promote quality standards of the practice of journalism should come up with programs that seek to empower women journalists with the skills and knowledge in covering conflict. Such organizations should come up with incentives to reward women journalists who cover and excel in conflict reporting.

11. The study recommends that the Media Council of Kenya, in its annual journalism excellence award, should incorporate a conflict reporting category, one for women journalists only and another for men journalists only, to reward and promote women journalists who excel in reporting on conflict especially violent attacks.

12. The study recommends that newsrooms should come up with modalities of reducing vulnerability of women journalists who will want to engage in conflict reporting. The newsrooms should invest in protective gears like bullet proof jackets and helmet for women journalist covering conflict. Editorial department should also invest in providing at least trained security personnel to accompany such women journalists during assignments to boost their physical ability in case of a physical threat during assignment.

13. In addition, the study recommends that there should be a paradigm shift on the remuneration of journalists who put their life at risk to cover conflict. These journalists should be well remunerated in terms of their salaries and padiems which should not only be higher than the remuneration of those who don't cover conflict but

should also reflect the kind of environment conflict journalists operate in. Such a move will encourage and motivate journalists, especially women journalists, to have interest in acquiring knowledge and skills in covering and reporting on conflict in Kenya.

14. Newsroom managers should come up with operating policies in the newsroom that are conducive for women journalists to be able to stay longer in the newsrooms, especially those that are married or those that are mothers. The operating environment should be made to at least sometimes be cognizant of their motherhood necessities like breastfeeding and child care. This will increase the longevity of women journalists in the newsroom hence increasing the ratio of availability of women journalists in the operating system of newsrooms during the deployment of reporters.

#### **5.4 Recommendation for further Study**

This study recommends further studies in establishing whether women journalists report on conflict differently from men journalists when both genders are deployed to cover a particular conflict.

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## APPENDICES

### APPENDIX 1: Table 4.5. NEWS STORIES IN THE *DAILY NATION*

#### WRITTEN BY WOMEN JOURNALISTS ONLY.

The table below shows the news stories in the *Daily Nation* written by women journalists only.

Date	Page	Byline	News story	Theme
31/12/2007	28	Muna Wahome	Most retailers closed down due to tension	Economic impact of the conflict
08/01/2008	3	Amina Kibirige	Mombasa looters return stolen property	Human interest/religious aspect
08/01/2008	25	Eunice Muchuhi	Two charged with post chaos looting	Justice
24/01/2008	2	Caroline Wafula	Camping families leaving Jamhuri park	Humanitarian Crisis
26/01/2008	27	Joyce Chumbi	Tears as families ordered out of camps	Humanitarian Crisis
28/01/2008	6	Caroline Wafula	Camps for displaced people closed	Humanitarian Crisis
28/01/2008	24	Joyce Kisaka	EAC market in limbo	Economic impact
29/01/2008	5	Caroline Wafula	Find long term solution to crisis	Peace building
30/01/2008	48	Caroline Wafula	MPs bury differences for country	Peace building
31/01/2008	6	Caroline Wafula	Insecurity affect humanitarian efforts	Humanitarian Crisis

**APPENDIX 2: Table 4.6: NEWS STORIES WRITTEN IN THE STANDARD  
BY WOMEN JOURNALISTS ONLY.**

The Table below shows the news stories in the *Standard* written by women journalists only.

DATE	PAGE	BYLINE	NEWS STORY	THEME
02/01/2008	9	Edith Fortunate	Women rape in post-election violence	Sexual violence
03/01/2008	10	Beatrice Obwocha	Resign UASU tells Kibaki	Political power
03/01/2008	12	Beatrice Obwacha	Politician killed in ethnic violence	Violence
06/01/2008	6	Evelyn Ogutu	University delay opening dates	Education Crisis
06/01/2008	7	Evelyn Ogutu	Police sent to thika to curb violence	Peace building
06/01/2008	7	Evelyn Ogutu	Security intensified at water reservoir	Peace building
06/01/2008	16	Lilian Allianga	The time Kenya swam in sea of chaos	Election dispute
07/01/2008	4	Elizabeth Mwai	KMA warns of possible outbreak	Health risks
07/01/2008	12	Edith Fortunate	Kenyans pray for peace	Peace building
10/01/2008	8	Khadija Yusuf	Stolen goods returned	Human interest/religious aspect
13/01/2008	20	Lilian Aluanga	A people with no place	Humanitarian crisis

15/01/2008	6	Roselyn Obala	Clerics accuse VP on dishonesty	Religious aspect
17/01/2008	18	Elizabeth Mwai	Blood to be sent to Kisumu hospital	Humanitarian crisis
19/01/2008	12	Beatrice Obwocha	Stigma still a major blow	Humanitarian crisis
19/01/2008	12	Beatrice Obwocha	Post-election violence leads to blood shortage	Humanitarian Crisis
20/01/2008	5	Rosemary Okello & Joyce Chimbi	Displaced women tell of misery in the chaos	Humanitarian crisis
20/01/2008	5	Lucianne Limo	Medics put western death toll at 43	Deaths
20/01/2008	20	Lilian Aluanga	School bear the brunt of chaos	Education crisis
26/01/2008	5	Beatrice Obwocha	Tension in Nakuru as chaos erupt	Violence
26/01/2008	13	Roselyn Obala	Doctor miraculously survive after shooting	Violence
26/01/2008	17	Evelyn Ogutu	Agony of internally displaced persons	Humanitarian crisis
26/01/2008	17	Evelyn Ogutu	Skirmishes tear families apart	Family
27/01/2008	20	Lilian Aluanga	Kibera lies in ruin a	Social Impact of

			month later	the conflict
28/01/2008	5	Beuttah Omanga	PNU blames ODM	Politics
28/01/2008	9	Beatrice Obwocha	Death toll in Nakuru hits 60	Deaths
29/01/2008	5	Maureen Mudi	Suffering as camps disbanded	Humanitarian crisis
29/01/2008	11	Elizabeth Mwai	1000 new HIV infection	Health Crisis
30/01/2008	11	Caroline Mango	EU's stand on political crisis	Diplomacy
30/01/2008	14	Lucianne Limo	Women call for dialogue	Peace building
30/01/2008	15	Beuttah Omanga	Commuters held up for days after attack	Humanitarian Crisis
30/01/2008	17	Beatrice Obwocha	Morgue out of room as corpse swell	Health Crisis
30/01/2008	16	Beatrice Obwocha	Nakuru still under curfew	Peace building
31/01/2008	17	Lucianne Limo	Reconvene house to end crisis	Peace building

### APPENDIX 3: KEY INTERVIEW GUIDE

1. Why is that in the nation newspaper, there were very few news stories on post-election violence written by women journalists compared to the Standard newspaper. *Daily Nation*-10 news stories.*Standard*-32 news stories?
2. Most of the news stories on post-election violence that were written by women journalist were on humanitarian crisis, followed by news stories on peace building, what might be the reason behind that?
3. Why were women journalists highly sidelined, when it came to reporting on the actual violence like rape and violent attacks? They were only incorporated as contributors in news stories written by a team of male journalists?
4. How come news stories written by women journalists were not prioritized in terms of their placement by page and size. There were only 5 news stories by women journalists published between page 1 and 5. There was no single news story by women journalists that was used as a lead story in the front page. Most of the news stories were allocated a quarter page while others were published in briefs?
5. What factors inform editors decision to assign women journalists certain aspects of conflict to cover?

## APPENDIX 4: INTERVIEW RESPONSES

### INTERVIEWEE 1

Transcription of the responses of Interviewee 1

1. Most of the news stories on post-election violence that were written by women journalist were on humanitarian crisis, followed by news stories on peace building, what might be the reason behind that?

Response: Is it because of our nature. You know the way women are normally describes as the weaker sex. They felt maybe suffering in the camps maybe moved them.

2. Why were women journalists highly sidelined, when it came to reporting on the actual violence like rape and violent attacks?

Response: It goes back to leadership within the newsroom. Newsroom being male dorminated, they also try to send just men thinking this one can't hack it. The reporters who were at the field then were just male reporters.

3. How come news stories written by women journalists were not prioritized in terms of their placement by page and size?

Response: The news editor, this period that I have been in the newsroom, there has not been a single female editor at SG. Women tend to play second field in the newsroom. Those stories are taken to be hard news and then they are assigned to men. It's about newsroom being male dominated and women being seen as the weaker sex then being given soft stories. And then, sometimes the women themselves didn't prove themselves, they go to the field and the kind of stories they bring even your editor can't see it as making the lead compared to your male colleagues whom you went out to the field with.

4. What factors inform editors decision to assign women journalists certain aspects of conflict to cover?

Response: Think of the security, can this female journalist hack it. Her age, physical strength. Is she in a position to fight back if need be? That is when I will go for men especially the young ones under 35.

5. Why is it that in the *Daily Nation*, there were very few news stories on post-election violence written by women journalists compared to the *Standard* newspaper?

Response: Standard has more correspondents, and you know when you are aggressive. When it comes to that you have to prove yourself. When there is violence there is rape so they incorporate women to do the rape story. To do the aspect that the male journalists are unable to do.

## **INTERVIEWEE 2**

Transcription of the responses of Interviewee 2

1. Most of the news stories on post-election violence that were written by women journalist were on humanitarian crisis, followed by news stories on peace building, what might be the reason behind that?

Response: We had sent teams outside Nairobi to cover elections the way we do always to supplement our staff numbers in the bureaus. When you are sending guys away for 3-4 weeks sometimes you don't want to send female, mothers, coz you want to sent them to assignment that are brief where they will come back at least to their families at the end of the day. At one stage we had to resque teams, to get teams out of kisii to get teams out of Kisumu, we had to helicopter them out. When that happened you had to think kabisa before sending out people. Maybe unconsciously that contributed to that.

2. Why were women journalists highly sidelined, when it came to reporting on the actual violence like rape and violent attacks?

Response: You pick a topic, when you are putting stories together under nation team. If it is violence that led to deaths, so you pick all the stories in the systems that are related to death. Sometimes you don't know even who wrote them. When you are putting them together is when you realized that so and so has written certain story. it is the way we deployed pre-election.

It's also a fact that almost 75% of our newsroom are male. So from that point we were already biased. The same ratio also translates to bureaus where most of the stories come from. May be is also, the longevity of journalists in newsrooms. I tend to find male journalists lasting longer than the female journalists. Female journalists may jump and do may be PR, sometimes peer to go to weekend features. So even as newsroom strive, you find that some preference by female journalists to go into the softer side of news. I do not understand.

3. How come news stories written by women journalists were not prioritized in terms of their placement by page and size?

Response: Elements of newsworthiness must also come in. It does not matter whether a story has been written by a woman or a female journalist. The deployment that we had pre-election during the campaign and election day, the ratios that are there in our main newsroom and the bureau and even among stringers is still a biased ration for things that are either historical or cultural.

During the period, business interests also came in, the board was very interested in what was happening. Most of those stories were eventually written by the news editors themselves after collecting them and edited by the editor in chief himself. The kinds of staff compliment you had and whom you had deployed where that informed the decision on what went on page one. But on page one, we selected the biggest story of the day.

4. What factors inform editors decision to assign women journalists certain aspects of conflict to cover?

Response: Safety is the first thing I will look at. Then I will have a chat before they leave...on various issues including how to take care of your valuables. I have a rough idea who can do what and I will deploy based on my perception for the strengths and weaknesses of a reporter. Reporters are compartmentalized in beats. Guys on the crime beat you will find two male, one female, health is all female dominated. They request to be so. Because of that compartmentalization, you find that by default whenever there is a big story, it's probably the two male reporters will go. Maybe the female journalist will be assigned to do the softer side of it. The ratio is so skewed in favour of the men. Also availability, who is in this beat and will not be injured

5. Why is it that in the *Daily Nation*, there were very few news stories on post-election violence written by women journalists compared to the *Standard* newspaper?

Response: Men tend to stay at Nation longer than the female journalists. The perception in the media industry is that the *Standard* is an easier place. You can go there, take time and be easy. The perception is that *Nation* is first paced, its target driven, its high adrenaline. May be that makes a lot of the female journalists not to want to stay longer.

### **INTERVIEWEE 3**

Transcription of the responses of Interviewee 3.

1. Most of the news stories on post-election violence that were written by women journalist were on humanitarian crisis, followed by news stories on peace building, what might be the reason behind that?

Response: There was no deliberate policy to send women journalists one way or the other to do humanitarian. The decisions were taken on a need basis. When things happen you look at the guys you have and distribute them. I don't know whether it will be very responsible at a time of conflict to enforce concepts of equality. The thing is to look at the most suitable person at that time.

2. Why were women journalists highly sidelined, when it came to reporting on the actual violence like rape and violent attacks?

Response: The decisions were taken on a need basis. As I had said, I don't know whether it will be very responsible at a time of conflict to enforce concepts of equality. The thing is to look at the most suitable person.

3. How come news stories written by women journalists were not prioritized in terms of their placement by page and size?

Response: That is purely coincidental. Because I would expect the front page story would be something to do with the actual violence itself. If none of the conflict story was done by a woman journalists then obviously it will not be on page one.

4. What factors inform editors decision to assign women journalists certain aspects of conflict to cover?

Response: You cannot generalize the practices and decisions that are taking in conflict journalism to the rest of journalism because this is a life threatening situation. The decisions that editors take in matters of conflict are unique to that situation. They have nothing to do with the normal practice of the newsroom. If it is a situation where there is risk to life then I will look at experience, I need to see that the reporter has survived this kind of context in the past and then I need to look at the skills and ability to survive and whether they had training in the past in covering conflict.

5. Why is it that in the *Daily Nation* there were very few news stories on post-election violence written by women journalists compared to the *Standard* newspaper?

Response: The difference does not arise because of reality it arises from the way you are sampling. It also matters what generally the topic is. There are areas where you find a larger population of men and other areas you find a larger population of women. Thus the way this thing distributes normally in any profession in any human endeavor. There will always be that natural tendency for a particular of one gender to move towards one direction others in the opposite direction. But there is no that deliberate policy at the Nation (a) not to use women reporters or two not to use their stories or three not to use their stories well. There is no discrimination against women at all and if you do that here, you will not stay for long.

#### **INTERVIEW 4**

Transcription of the responses of Interviewee 4

1. Most of the news stories on post-election violence that were written by women journalist were on humanitarian crisis, followed by news stories on peace building, what might be the reason behind that?

Response: Most women journalists prefer to cover the human side of conflict or the feature like side of the conflict. You know most of the top stories on the actual violence were less likely to be assigned to women reporters then because most of the top reporters with the experience to cover crime and conflict were men and they are the ones who were assigned those top stories while women journalists were assigned the humanitarian side or the soft side of the post-election violence.

2. Why were women journalists highly sidelined, when it came to reporting on the actual violence like rape and violent attacks?

Response: You know there are very few women journalists who report on conflict or crime in the newsroom. When you look at the crime beat, you will find maybe only one woman journalists, others are in the health beat or feature beats, so you end up to have very few women who can write and deliver conflict or crime stories. This low ratio of availability of women journalist who have specialized in crime or conflict reporting worked against them favoured the men coincidentally. Most of the assignment editors then were male editors, who still viewed women journalists as a weaker sex who should be assigned soft side of the post-election violence.

3. How come news stories written by women journalists were not prioritized in terms of their placement by page and size?

Response: One of the main obvious causes of that was that most of the top stories or major news stories of the day then were mainly written by male journalists. This is likely because most of the top brilliant writers then were male journalists. It is either the women journalists were not assigned the top stories of the day or they were unable to write stories that were worth being given great prominence in terms of their placement by page and size compared to those that were being written by male counterparts.

4. What factors inform editors decision to assign women journalists certain aspects of conflict to cover?

Response: Safety is the major factor that I will consider. You know when it comes to covering conflict or violent attacks, I will find it uncomfortable to send a woman journalist there. You know I feel women journalists are more vulnerable to threats in a conflict situation than men. They even face the danger of being raped. Another is the experience and skills of the particular journalist to deliver on certain aspects of the conflict.

5. Why is it that in the *Daily Nation* there were very few news stories on post-election violence written by women journalists compared to the *Standard* newspaper?

Response: The newsroom is still male dominated. The *Standard* had more available women journalists then as compared to the *Daily Nation* during that period of

covering post election violence. Whereby some of them were in those areas where the stories on post-election violence were emanating from. During the deployment of reporters to cover the election, the availability of more male journalists in the operating system of the *Daily Nation* newsroom coincidentally favoured the male journalists and it was not deliberate. Even the newsrooms in the bureaus across the country was male dominated then. That did not help either.