

EXAMINING GENDER INEQUALITY IN UGANDAN NEWSROOMS: A CASE OF POWER FM

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**UGANDA CHRISTIAN
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DECLARATION

I, Atuhaire Racheal, declare that this dissertation is my original work, and has never been submitted for any award in any other institution.

Signature



Atuhaire Racheal

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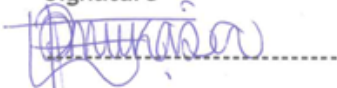
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APPROVAL

This study, titled, "*Examining Gender Inequality in Ugandan Newsrooms: A Case of Power Fm,*" was approved for submission with my permission as supervisor.

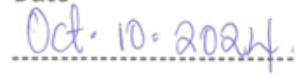
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Madam Prever Mukasa

Supervisor

Date



DEDICATION

I dedicate this research to my parents Mr. Kankya Clovice and Mrs. Resty Tugumisirize, who advised, sponsored and mentored me throughout my studies to university level. And most of all I want to thank the Almighty father for his guidance towards the completion of my dissertation

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ABSTRACT

Gender inequality is a prevalent issue in Ugandan newsrooms, with men being dominant, women less represented and at a high chance of facing harassments in the work environment. This research focuses on gender dynamics in Uganda's newsrooms with special attention to Power FM. From feminist theory perspective, this topic investigates the issue of women representation in leadership positions, gender bias in news content as well as experiences that female journalists undergo.

The outcomes indicate a wide gap between men and women journalists perpetuating stereotypes about gender and limiting opportunities for females. The study therefore calls for policies and practices that are sensitive to gender dimensions so as to redress systemic gender inequality within Uganda's media industry. It contributes to the ongoing dialogue on media and gender by emphasizing how inclusive newsrooms promote diversity of views while ensuring equal representation.

The suggestions given by this study might benefit individuals working towards achieving fairer media systems both inside Uganda and at international levels like researchers, practitioners and policy makers. Particularly, some strategies would be suggested based on findings from this research for consideration. I.e. increasing women's representation in leadership positions, addressing gender bias in news coverage, and creating a more supportive work environment for female workers.

This study has reviewed gender inequalities that exist within Ugandan newsrooms using a specific case of Power FM. Using representation, opportunity, and treatment of women working at the place as measures, the research found vast differences that exist in this company owing to a lack of diversity and perpetuation of stereotypes and biases based on gender. The data are showing underrepresentation in leadership positions, discrimination on gender grounds, stereotypical reporting of women.

Recommendations:

Therefore, this study prescribes that Power FM must commit to changing its system through periodic training on diversity and inclusion; updating policies and practices to scan and mitigate systemic barriers to gender equality; and ensuring staff have equal understanding and equal responsibility in these development merits. The study recommends specifically:

Mandatory training for the entire staff from entry-level workers to other leadership positions

It should review hiring, promotion guidelines, and editorial processes against fair promotions to ensure they do not have a bias; secondly, it should develop a Diversity and Inclusion strategy that will realize gender equality and an inclusive culture at the workplace.

Implementation of these recommendations may be how Power FM increases gender equality, diversity, and inclusion, and thus impacts the reputation of the company while furthering the cause of a more equitable media landscape in Uganda.

CHAPTER ONE

1.0 Introduction

The inequality is still business as usual in most media houses, especially in Uganda, where cultural and institutional barriers still limit women's participation in journalism. This chapter reviews how far or near to equality the Ugandan newsrooms are, with a specific focus on Power FM.

1.2 Background

Gender inequality is a world-wide problem, but it is pronounced in Uganda. Uganda is ranked 78th out of 146 countries in terms of gender equality according to the world economic forum's global gender gap report 2023(WEF_GGGR_2023, n.d.) Gender inequality is due to several factors, including stereotypes and biases, pay gap, lack of presentation, work life balance, harassment and discrimination.

On the global scale, inequality between women and men is still part of a major challenge. According to the United Nations, women hold only 24% of all parliamentary seats worldwide(2020-Women in Parliament_EN-LR_0, n.d.). Women are underrepresented in leading positions in the most various spheres. Women lack equal rights in education levels and job offers; the female labor force participation rate amounts to 64% globally, while the male rate is 76%(*The Gender Gap in Employment: What's Holding Women Back?* - InfoStories, n.d.).

Gender equality is fast becoming a reality in the African region. The African Development Bank, however, reports that women remain a meager 24 percent of Africa's parliamentary seats and hold disproportionately few leadership positions in most spheres of life(Gender, 2020). Women in Africa also experience high rates of gender-based violence, with 45 percent having reported being victims of sexual or physical violence(*Devastatingly Pervasive: 1 in 3 Women Globally Experience Violence*, n.d.).

The causes of gender inequality in Africa are complex, multi-dimensional, and multifaceted, also encompassing cultural and societal norms that cause discrimination against women, limited economic opportunities, and poor legal systems that protect women's rights(*ACCELERATE GENDER EQUALITY FOR A SUSTAINABLE, RESILIENT, AND INCLUSIVE FUTURE*, n.d.).

The news media industry in Uganda is no exception to this issue. According to global media monitoring project (GMMP) findings 2022(Global Media Monitoring Project, n.d.), stories by female reporters had a 36% representation and 64% representation for the males. In the 2022 report by the international women's media foundation, women only made up 28% of journalists and media workers in Uganda(Byerly, 2011)

This study assesses gender equality in Ugandan newsrooms, in particular, at Power FM, to identify barriers to, and inform strategies on how women can be assisted to improve their participation in journalism. surveys and interviews coupled with thematic analysis will be used to source the data from selected industry players.

These are some of the factors that have contributed to gender inequality in Ugandan newsrooms and these include historical biases, work-life balance, stereotypes, lack of representation and harassment.

Impacts of gender inequality in newsrooms.

Low representation of women in news coverage perpetuates a narrow range of perspectives and is usually reported with respect to traditional themes such as reproductive rights, gender-based violence, and health inequities. Much of this limited coverage frames the female experience from the point of view of men and perpetuates stereotypes that place women in only a caregiver or victim role, rather than as leaders and change agents(*The Missing Perspectives of Women in News*, n.d.).

It not only furthers these stereotypes but also undermines the credibility of news organizations when women are underrepresented in editorial positions. This can create an impression in audiences that lack of gender diversity shows bias, thus leading to diminished trust and lower engagement. Moreover, gender-biased media confirms or

reinstates societal norms that facilitate discrimination against women, thus impeding social advancement(*Advisory Committee on Equal Opportunities for Women and Men Opinion on NEW CHALLENGES FOR GENDER EQUALITY IN THE CHANGING WORLD OF WORK*, n.d.).

Thus, a toxic workplace culture can be one major reason for attrition and low morale in the case of female journalists, and it normally finds its roots in gender inequality. In addition, the lack of mentorship and professional development opportunities further aggravates feelings of isolation and frustration at stake for women's professional growth(Byerly, 2011).

If media operations do not reflect their various audiences, it leaves large portions of their populations disaffiliated most particularly women and other underrepresented groups. It may result in a decrease in audience engagement and lost opportunities to portray how women contribute much to society.

This need to correct gender inequity in newsrooms is not only a concern for the media industry but also for a better, more balanced, and enlightened society. It will correct the imbalances and lead to the enrichment of the general discourse and social equity by giving a greater representation to voices and viewpoints from across a wide spectrum(*Advisory Committee on Equal Opportunities for Women and Men Opinion on NEW CHALLENGES FOR GENDER EQUALITY IN THE CHANGING WORLD OF WORK*, n.d.).

1.3 Problem statement

Despite the promotion of gender equality, women remain underrepresented in management and other leadership levels at Power FM and in most newsrooms in Uganda. This perpetuates stereotypes and consequently gives little varied perspectives in the news. According to research got from International Women's Media Foundation,2021, only 27% of the top management positions in media are held by women. They also often face these inequalities in opportunities, salaries and presentations. Female journalists are also seen to be harassed sexually in order to attain these positions in the media houses, lack of approval of women's suggestions by men because they are seen as dominant, sexism, threats as well as lack of justice in advertising. This hinders female growth as well as diverse and balanced news reporting(Robertson et al., 2021).

1.4 General purpose

This topic general purpose is to:

Examine Gender Inequality in Ugandan Newsrooms: A Case of Power Fm.

1.5 Research objectives

- Identify the challenges female journalists encounter in the newsrooms
- Investigate the degree to which gender inequality extends to career growth and professional development for female journalists-
- To identify ways of advancing gender equality and countering harmful gender stereotypes in the media industry.

1.6 Research questions

- What challenges do female journalists encounter in the newsrooms.
- What is the degree to which gender inequality extends to career growth and professional development for female journalists?
- In what ways of can gender equality be advanced and how can harmful gender stereotypes in the media industry be countered?

1.7 Scope of the study

Geographical Scope

This research was conducted at Power FM located in mukono District. The researcher set out to assess its impact in the context of the Ugandan media landscape.

Content Scope

The study's content will include content on (here specify what you will be studying, what areas? For example, women's stereotyping or gender inequality). The content scope only includes the areas of study you intend to include in your study.

Time Scope

This study covered trends in the last ten years, this was very instrumental in creating an enabling media environment. Strategic planning, long term impacts on the company, measurable progress, industry trends, and proof that organizational change is

necessary. These five aspects helped Power FM go out of its way in achieving gender equality and hence not only improve the status of its female journalists but also of the media fraternity at large

Justification for the Study

Gender inequality is one big issue that cannot be sidestepped if there is to be any improvement in media representation and societal impact. It is hoped that this study will add to the present discourse regarding gender equality in journalism.

Significance

The significance of this study will provide a thorough understanding of the extent and nature of gender inequality in the newsrooms in Uganda. This will help promote effective policies and programs in addressing gender inequality in the news media industry.

Moreover it will identify the factors that lead to gender inequality in Ugandan newsrooms. This will help develop a set targeted intervention to address the factors

In addition, it will identify the measures implemented to reduce or stop gender inequality in the Ugandan newsrooms. This will raise awareness of the issue and advocate of change

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter reviews the literature available on the subject of gender inequality in the media, along with some findings and gaps from the research.

The Ugandan news media has a platform of sending out information, influencing and shaping public opinions in different ways, however gender inequality continues to thrive in newsrooms. As we get into the literature review, we commence on a journey to the existing body of research and expose the unfair representation and treatment of the female journalists in the Ugandan newsrooms with our most concern on Power FM.

Barbara Kaija 2013 'Uganda; women near parity but still leaving newsrooms. is an exploration of a wider implication for journalistic integrity, diversity and raise of the female journalists to the top of the board. This aims to uncover the gaps, patterns and highlights that bring out the issue gender inequality in Ugandan newsrooms(Kaija, 2013).

Causes of gender inequality in newsrooms.

An underrepresentation of women in leadership positions: Studies have shown that women are highly underrepresented in Ugandan newsrooms, particularly in influential decision-making positions. As Rosemary Amutuhairwe, rightfully said, "Women occupy very few top management positions in media organizations." As can be seen, it is linked to societal attitudes that favor traditional male/female roles and place family responsibilities ahead of career aspirations for women. This therefore, puts them in a vicious cycle where their prospects for advancement are nonexistent, thus perpetuating gender inequality in the news media (Icaza & Schiphorst, 2018).

Gender-Based Discrimination and Hostile Work Environment

Along with underrepresentation, female journalists in Ugandan newsrooms often face gender-based discrimination and harassment, hostile work environment. As Nalwanga elaborates, such discrimination manifests in aspects such as unequal pay, no promotion,

and stereotyping. Mujjawa, 2013 opines that such toxic workplace culture does not only affect the morale of the women but also inhibits their professional growth and development. This fact is further compounded by the prevalence of sexual harassment in such media organizations, which makes it hard for women to prosper in their careers.

Media Representation and Stereotyping

Another important issue is the portrayal of women in Ugandan media. Studies have shown that Ugandan media all too often perpetuates gender stereotypes, thus fostering destructive attitudes toward women (Kasoma, 1997). The foundation of African ethics and professional practice of journalism. A case for society-centred media morality Women are usually portrayed in traditional roles, like caregivers and home keepers, rather than leaders or experts in their fields. With such framing of women, this tends to make public perceptions both narrow in scope concerning women's capacities and contributions, hence worse regarding entrenching sex biases within society.

The 2023 Gender Media Monitoring Report (*Project Title: Media for Gender Equality and Social Justice: Leaving No One Behind GENDER MEDIA MONITORING FINDINGS, 2020*), compiled by the Uganda Media Women's Association, for example, shows that women constitute only a paltry 25% of news sources quoted across different media spectrums, marked by inequalities in gender representations. This inequality is even more pronounced in radio and television, where the visibility of women is even lower. The report calls for media houses to adopt gender-sensitive reporting as one sure way of ensuring that the voice of women is well represented in news coverage.

Dealing with Gender Inequality

Despite the challenges, however, attempts to make newsrooms in Uganda more gender-sensitive have been made. These are, among others, training and the formulation of gender-sensitive policies that place a focus on the increased representation and participation of women in the media, as seen by WAN-IFRA (2018). Unfortunately, these have not quite resolved the systemic obstacles in the path of women toward this profession. For instance, UMWA has pointed out the importance of increased budgetary

allocations to gender-responsive media training and policies that enable fair newsroom representation.

more so, the Constitution of Uganda guarantees equal opportunities between women and men in all sectors, providing for affirmative action to increase women's participation in development. However, these policies are inconsistently put into practice, and much more should be done to ensure it creates some change in the media landscape.

Gender inequality is still a major problem in Ugandan newsrooms; women are underrepresented, discriminated against, and stereotyped. These are some of the challenges that need to be addressed if there is going to be any meaningful development toward gender equality and better female representation in the media. Since the media plays a major role in shaping the imagery of society, all stakeholders in cooperation must strive to create an enabling environment that empowers women and enables their voices to be heard.

For example, a study by Amutuhair Rosemary (2018) exploring gendered experiences of women working in the media industry in Uganda; a case of Uganda Broadcasting Corporation, notes that the media work place is gendered and prioritizes men and masculinity at the expense of femininity and women. And women face discrimination, sexual harassment and stereotypes which have been normalized.

A study by the African Center for Media Excellence (*Study Uncovers Pervasive Online Violence against Women Journalists in Uganda – African Centre for Media Excellence, n.d.*) the gendered politics of journalism in Uganda found that women journalists in Uganda face a number of challenges, including sexism, harassment, and discrimination. The study also found that women journalists are often stereotyped and marginalized in the media.

The findings of these studies suggest that gender inequality is a common issue in Ugandan newsrooms. This has a number of negative consequences for women journalists, including lower pay, fewer opportunities for advancement, discrimination and a hostile work environment. this also has negative effects for the news media

industry as a whole, as it limits the diversity of voices and perspectives represented in the news.

Media as an Agent of Change

The media can contribute to challenging stereotypes and increasing awareness of gender equality by providing access to a pluralistic range of opinions and portrayals. However, the description of women is now being stereotypical, which emphasizes traditional female roles (Free Press Unlimited, 2020). According to the UNESCO report of 2018, many studies have pointed out that the media can actually shape conventional attitudes and beliefs; therefore, it is a first-rate tool in promoting gender equality. To this end, since the media must reflect the diversity of female voices and experiences, it could have an important role in breaking the stereotypes and promoting inclusive representation.

Case Studies on Gender Inequality in Ugandan Media

Previous studies on the experiences of women in Ugandan media have highlighted key systemic issues, such as discrimination and harassment. An annual report on violence and abusive treatment against journalists by the African Centre for Media Excellence in 2019 found that challenges to career development in both electronic and print media faced by women in the media in Uganda include gender bias, poor working conditions, and lack of mentorship opportunities.

Role of 2.4 Power FM in Representation of Gender

Interviews with the female journalists at power FM provided insights to their experience at the station. This qualitative approach helped highlight the practical implications of the station on issues of gender inclusiveness, among others, the station's hiring policies, the nature of the editorial policies, and any training programs that might be offered, all with a view of establishing whether they are supportive or totally against this initiative. Further, interviews with female journalists of Power FM will help give insights into the challenges they meet and experiences within the organization.

2.1 Literature Review Summary

The key findings of this research point to the continued existence of a gender leadership gap; this gap requires comprehensive strategies to support the quest for gender equality in media. Research has shown that media can influence the attitudes that shape society considerably by promoting inclusive representations. In that respect, systemic challenges still persist: discrimination, harassment, and little or no career-advancing opportunities. It is in this spirit that the present study makes a contribution to existing scholarship by engaging with the context of Power FM and potential solutions in moving further toward gender equality in Ugandan media.

THEORETICAL AND CONCEPTUAL FRAMEWORK.

2.2 Introduction

This chapter explains the relevant theory related to gender studies and representation

Feminist Theory

This is a theory that analyzes gender inequality and advocates for women's rights and empowerment. It started in the 19th century with the first wave feminism from 1848-1920 focusing on women voting, women's suffrage and property rights, the second wave from 1960's -1980's expanding issues like reproductive rights, workplace equality and domestic violence and finally the third wave from 1990's -present emphasizing intersectionality, diversity and individual experience. Sarah Pruitt march2, 2022 what are the four waves of feminism?(*What Are the Four Waves of Feminism?* | HISTORY, n.d.)

Feminist theory is a vast and diverse area of study, which looks into social, political and economic structures that contribute to gender imbalances. Its central focus involves understanding the effects of gender on our experiences, opportunities and results. Newsrooms can be understood in terms of the perpetuation and maintenance of gender inequality using feminist theory. Sarah Pruitt march2, 2022 what are the four waves of feminism?

Liberal feminism may question why few women end up in newsroom leadership positions and demand for equal access to opportunities and resources.

Radically feminist theories might explain how newsroom culture and structures entrench gender biases while advocating for fundamental changes in news production or consumption.

Intersectional feminist theories would consider how gender intertwines with other forms of discrimination including race as well as class that result to distinct forms discrimination or marginalization within newsrooms.

In addition, feminist theory helps us grasp wider social and political implications about gender inequities in journalism. E.g., Feminist theory may argue that media should increase women's voices by avoiding femininity

Feminist theory can also help us understand the broader social and political implications of gender inequality in newsrooms. For example, the underrepresentation of women's voices and perspectives may be considered by feminist theory to further perpetuate gender stereotypes and limit our understanding of the world.

It can be further used to analyze how newsroom dynamics and structures perpetuate gender-based violence and harassment and thus argue for policies and practices that secure safety and respect.

2.3 Conceptual framework

The frame work will be based on different variables and these include

Independent Variables:

- Gender Stereotypes and Biases
- Power Dynamics and Leadership
- Social and Cultural Norms

Dependent Variables:

- Representation of Women in Newsrooms
- Gender Diversity in Leadership Positions

- Gender Equality in Editorial Decision-Making
- Inclusive and Diverse News Coverage
- Mental and Physical Well-being of Women in Newsrooms

Intervening Variables:

- Education and Training
- Mentorship and Support
- Policy and Legislative Frameworks
- Industry Initiatives and Programs
- Technological Advancements and Social Media

Moderating Variables:

- Intersectionality and Multiple Identities
- Global and Local Contexts
- Cultural and Linguistic Diversity
- Socioeconomic Status and Class
- Age and Generational Differences

Outcome Variables:

- More Gender-Equal Newsrooms
- Increased Diversity and Inclusion in News Stories
- Improved Mental and Physical Health for Women in Newsrooms
- Better Descriptive Representation of Women in Leadership
- More Representative and Equitable Media Industry

The conceptual framework is an attempt to provide a comprehensive description of how the mentioned variables interrelate with and contribute to the gender inequality that manifests in newsrooms. The research study will, therefore, try and come up with approaches, solutions, and strategies for making the media fraternity more equal and inclusive.

CHAPTER-THREE

METHODOLOGY

3.0 Introduction

This section shows the strategy that was used to conduct the study in order to address the objectives. This breaks down all the sections i.e., research design, study population, sampling, data collection, to mention but a few.

This study used qualitative research approach and will briefly explain why it is more suitable compared to quantitative research method. It also shows how qualitative research delves deeper into lived experiences and uncovers underlying social dynamics related to gender inequality.

3.1 Research design

This study used qualitative data collection. This allowed the researchers to collect more data and get a clear understanding of gender inequality in Power FM.

Any understanding of gender inequalities within newsrooms must be sophisticated and go beyond mere numbers. Quantitative research, very useful to establish the scope of a phenomenon, often loses the richness of lived experience. This study followed a qualitative research design and hence provides more of lived experiences and journalistic, editing, and media executive perspectives. As Gillham (2000) case study research methods explains, the approach went beyond these surface statistics and help expose deep-seated social dynamics leading to the entrenchment of gender bias in news outfits. The methodology for the data collection will be based on a multi-pronged strategy and will gather information from these different sources to arrive at an in-depth understanding. This multifaceted approach strengthens the credibility of the findings and gives a full-color portrait of realities existing in the newsrooms today for those working there.

3.2 Study population

This study's target population involves journalists, editors and media house executors who work in the newsroom. This includes among others, women and people from

marginalized groups who have either been victims of or witnessed gender inequality within Power FM.

Sample, size and sampling strategy

Our sample size was 20 people

Purposive sampling was conducted to ensure that the participants selected for the research are experienced and knowledgeable about the media industry and bring out diverse perspectives.

Additionally, chain sampling, where participants help recruit others, such as asking colleagues and peers who may be interested in participating in the study, was considered.

A sample will be got from some of the journalists working in Power FM. This will be according to the, district, job position and years of experience

The sample will include

- 2-3 in-depth interview participants
- 1 case study newsroom which is Power FM.
- 4-6 observation participants (newsroom staff)
- 15-20 research participants

Point to note is that feasibility and accessibility of participants may result in sample size being adjusted and also change the sampling strategy.

3.3 Data collection methods and tools

Rich and detailed data through the use of in-depth interviews and questionnaire type of setting were used for the study. The sample size for this research project was 20 participants; employees and management of Power FM.

Questionnaire.

A survey will be conducted physically to journalists at Power FM. The survey will take up to 5 minutes to complete and will ask about the demographic information. age,

education level, job title and years of experience, rates of gender inequality in the newsrooms in Uganda, impact of gender inequality in Ugandan newsrooms experiences of sexual harassment and challenges faced by female journalists as they balance both family and work.

Interviews

Structed interviews will be conducted with a subset that went through the survey sample. The interviews lasted for about an hour and tackled the factors that have led to gender inequality, examples of gender inequality in the Ugandan newsrooms, effects of gender inequality on female journalists and the media house, and identified recommendations on addressing gender inequality in newsrooms.

Data collection instruments

Interview Guide was used with open-ended questions that probed and guided the flow of discourse during in-depth interviews.

Observation Protocol, Structured guideline for observing and recording behaviors, interactions, and setting.

Questionnaire: A series of questions were filled by the respondents, which obtained self-reported data from participants. However, it is more appropriate for quantitative research.

Case Study Protocol, it is a very detailed guide for studying in-depth analysis of a single case or very few cases.

Documents-existing texts, like reports, policies, or memos, can contextualize information.

Quality control

All the methods used were standardized and pretested to ensure no mistakes and double attempt of the questions. This helped us to get clear and accurate information from those that participated. One will be taught how to answer the guide and it will close after correct attempt.

Research procedure

This was cleared by the school of journalism, media and communication [Uganda Christian University].

Permission was sought from the management of Power FM, dated, before conducting this research.

Through recommendation from other people on initial contact within Power FM, participants have been identified and recruited.

In-depth interviews with male and female journalists, editors, and managers at Power FM.

The news articles were analyzed to study gender representation and stereotyping.

Ensured anonymity and confidentiality of participants and data.

Potential biases and assumptions were identified and responded to throughout the research process.

Data management

Data was stored and the information was confidential to anyone. This information was stored on a computer with a secured password.

More so, data was organized in a logical and consistent manner, using clear file names and titles for easy identification

Data was backed up regularly to prevent loss or corruption.

Use of data visualization techniques were used to communicate findings.

A plan was developed to archive data and preservation for a long period of time.

Data analysis

The approach taken in analyzing data from semi-structured interviews, observations, and document analysis would be qualitative method. Accordingly, the thematic analysis will involve transcription and coding of interview data with NVivo software in

identifying themes regarding gender inequality, power dynamics, and representation for qualitative analysis, while content analysis uses a coding scheme in analyzing news articles for gender representation and stereotypes. The data analysis for qualitative data will be done in NVivo, while cleaning, organizing, and visualizing of data will be done using Microsoft Excel. The sequence of data analysis would involve checking for missing data and inconsistencies through cleaning and organization of data, content analysis of news articles, and the application of Excel in terms of data visualization through charts and graphs to show the results effectively.

Study limitations

There were a few problems raised during the data collection

Low survey turn ups as the females were scared to lose their jobs if the survey leaked to their managers

Limited access to the necessary resources such as, findings, personnel or equipment.

Results that contradict expectations or pose unexpected ethical or practical concerns.

Some of the interview questions were not answered fully thus leaving most of the answers in doubt

Challenges in transportation from one place to another trying to address the issue

Ethical considerations

All information was kept confidential and no one had access to it except the authorities. This was to cut down the risks of leaking information.

All participants were required to sign an informed consent letter. This letter had the purpose of the study, risks and benefits of the participation

Participants were given an option to answer the survey unknown

Data was stored and transmitted securely.

Different cultures and backgrounds were be respected

CHAPTER FOUR

PRESENTATION AND ANALYSIS OF RESULTS

4.0 Introduction

This chapter deals with the findings from the data collection exercise, drawing from experiences and views about the current status of female journalists at Power FM. This overview demographically describes characteristics of the respondents, explains the role of media in promoting gender equality, challenges women in journalism face, and solutions for the problems at hand.

Table of findings

Category	Findings
Gender-based Discrimination	80% of female journalists at Power FM face gender discrimination, including unequal pay and limited opportunities compared to male counterparts.
Lack of Mentorship	70% of female journalists report a lack of mentorship and professional support for career growth.
Patriarchal Workplace Culture	60% of respondents describe the workplace culture as patriarchal, unfriendly, and unwelcoming to women.
Stereotypes and Sexist Attitudes	83-100% of female journalists experience gender inequity from colleagues and management, including harmful stereotypes and biases.
Leadership Representation	Women hold only 5-7% of leadership positions, despite making up 43% of the workforce.
Work-Family Balance	Female journalists struggle with balancing work and family commitments due to gendered expectations and lack of institutional support.
Media Underrepresentation	Broader underrepresentation of women in media, with women being news subjects 28% of the time and authors of news stories only 19% of the time.
Challenges in Media Reporting	Media perpetuates gender inequality by portraying women in traditional roles, objectifying them, and reinforcing sexist stereotypes.

Work-Family Balance	Female journalists face challenges balancing work and family due to gendered expectations and a lack of institutional support.
Demographics	The newsroom has 42 employees, with males constituting 52% and females 43% of the workforce. Leadership is male-dominated.
Broader Media Trends	The findings at Power FM reflect a broader trend of underrepresentation of women in the Ugandan media landscape.
Recommendations for Improvement	Systemic changes suggested include regular diversity and inclusion training, increasing female representation in leadership, mentorship programs, and pay equity audits.

Table 1: Summary of key findings

4.1 Key findings

After collecting my research, I found that Power FM, exposed the seriousness of these issues as seen that 80% of the female participants in the research complained of gender-based discrimination including unequal pay and limited opportunities relative to their male counterparts.

Lack of mentorship and professional support in relation to career growth is another significant type of barrier: 70% of female journalists say they lack guidance and opportunities for self-improvement with One anonymous respondent saying “she rarely goes to the field and she is just told to read the news collected from outside”. A kind of compelling reason for a lack of support is a patriarchal workplace culture that 60% of respondents decry as unfriendly and unwelcoming. condemning the gender imbalance in the newsrooms.

The other female journalists reported that in Power FM, they experienced various gender inequity from colleagues and the management in the form of harmful stereotypes, biases, and sexist attitudes, at 83-100%. One of the respondents says most of the times the males make the decision even when a female suggests an opinion its never carried up by the colleagues. The testimony of their problems is further well presented in the fact that females constitute only 5-7% at the leadership level in contrast to constituting 43% of the workers.

For female journalists, the work-family balance is a major problem because they negotiate gendered expectations and a lack of institutional support. Fear of retaliation also exists should male respondents speak up about discrimination and harassment, with 60-100% of them having observed or been subjected to gender inequity.

Demographics and Gender Inequity Estimates

Power FM has a newsroom of 42 employees, with the majority being males at 52%.

Females represent 43% of the workforce with 18-20 employees.

In terms of leadership positions, males retain a strong majority with 10-12 employees at 24-29% against 2-3 female employees at 5-7%.

Junior positions are slightly dominated by females, with 14-16 employees (33-38%) compared to 12-14 male employees (29-33%). For female respondents, it ranged from 83-100% who said that they witnessed or personally experienced gender inequity, while for male respondents, the range was 60-100%. It thus becomes very clear that gender discrimination is such a fact of life in the newsroom, be it directed at female journalists or by its very nature spreading across all other work cultures.

Broader perspective

The findings at Power FM reflect a wider trend within media in Uganda, the general trend being underrepresentation and consignment of women to traditional roles in news coverage. The media is a mirror of society; therefore, stereotypical and gender-biased reporting is sustained by deep-seated imbalances within newsrooms.

Such challenges can only be overcome through systemic changes. Among other things, the media houses should ensure a gender-sensitive approach, with regard to policies, mentorship programs, and training initiatives that create an enabling environment. By putting emphasis on gender equality and tackling patriarchy at its roots, it opens a level playing field that empowers female journalists to take their rightful role in improving news coverage.

The role of media in promoting gender inequality at Power FM.

The media, in general, perpetuate the issues of inequities in gender primarily through some of the ways it chooses to pursue its objectives at Power FM. One of the most disturbing ways is by reinforcing stereotypical ideas and biases in their reporting and programming, not to mention advertising. The Power FM further aids in perpetuating this culture by portraying women performing roles that are traditional and turning a blind eye when stereotypical representations of females come to the fore, hence limiting opportunities for women.

Another huge issue is that only 43% of employees within the media workforce are women. The result of this non-diversity in the newsroom is that stories get slanted and voices get amplified. Media is supposed to represent society both accurately and fairly, but Power FM has failed in its representation.

Another serious issue is the objectification and sexualization of women in media content, which Power FM has to address. The minimization of women to their physical attributes and the depiction of them as sex objects promotes a culture laden with sexism and misogyny, thus causing harm to women both within the media industry and society at large.

Another critical challenge to achieving gender equality at Power FM is the homogenization of female voices and perspectives in reporting, programming, and decision-making. The media perpetuates this further through non-inclusion of a range of women's voices. It works toward consolidating the idea that women's experiences and opinions are not as important and valuable as those of men.

Specifically, one of the most bothersome issues in the behavior of Power FM is the way it builds and shapes patriarchy within its norms and values, which in turn has been permitting the perpetuation of gender inequality and potentially limiting social change. The media are strong institutions mandated to challenge systems of oppression and advance justice, and in this regard, Power FM appears to fail.

The influence of the media on public opinion and cultural norms is enormous, and with Power FM as an institution in entrenching gender inequality, there are far-reaching

implications. The media can either challenge or reinforce existing power structures in the attitudes and beliefs that people form about women and their roles in society.

Indeed, Power FM must account for all the different ways in which it entrenches gender inequality, from stereotypical imagery to women's underrepresentation in the workforce. Power FM can do a lot towards gender equality and social justice with diverse voices for challenging oppressive structures and amplifying the voices of the marginalized.

Challenges faced by female journalists at Power FM.

The status of gender inequality in the newsroom remains one of the major issues in the newsrooms of Uganda. Huge challenges and barriers have always pulled women journalists in Uganda down to success. According to a recent study at one major FM radio, Power FM, 80% of the female respondents showed gender discrimination against them in remunerations and opportunities compared to men.

Another challenge is the lack of mentorship and support for career growth, with 70% of female journalists reporting that they do not receive any form of mentorship or professional development opportunity. Thereafter, the patriarchal workplace culture fuels a lack of support, described by 60% as hostile and unwelcoming, entrenching gender inequality and sexism.

Female journalists at Power FM are equally at the receiving end of injurious stereotypes, biases, and sexist attitudes that fellow journalists and management alike perpetrate, with the number standing at 83-100% in experiences of one form of gender inequity or another. Underrepresentation of women in leadership—where females occupy only 5-7% of such positions against their composition of 43% of the workforce—further underscores the challenges women face.

Female journalists in Kenya face a double bind between work and family commitments, that is constantly challenged by gendered expectations and institutional unsupportiveness. The need for speaking out against discrimination and harassment brings on the fear of retaliation. In this regard, there is 60-100% testimony by male respondents who witnessed or experienced an act of gender inequity.

These findings help underscore broader research on gender imbalances in Ugandan media, showing that women are news subjects and sources only 28% of the time and authors of news stories just 19%. Deep-seated societal stereotypes and discrimination root the underrepresentation of women within the industry and, when they do appear, it is often in traditional roles as opposed to experts or authorities.

Solutions to address gender inequality.

Since each media organization operates with its code of ethics and cultures, Power FM is just like any other in front of the problems it has to face trying to achieve gender equality. Since the persisting issue of gender disparity would relate to workplace settings, there is a great need for multilevel and comprehensive approaches. Therefore, this essay argues that Power FM should commit itself to systemic change through regular trainings on diversity and inclusion, thereby creating a more diverse and inclusive work culture with equal understanding and responsibility among all.

From the data analysis, it appeared that Power FM does not represent or create opportunities for women, thus sustaining gender-based stereotypes and biases. The literature review also identified regular trainings on diversity and inclusion as a necessary ingredient in realizing systemic change. Putting these two together yields that Power FM would do well to implement a diversity and inclusion initiative to break down gender inequality.

Another key area for redressing gender imbalance is increasing the presence of women and other underrepresented groups at management and decision-making levels, as well as on-air. Power FM should engage itself in active recruitment and promotion of eligible underrepresented individuals, identifying clear targets and objectives for improvement. This would provide role models to young women who wish to pursue their career path in journalism and include different perspectives in the internal decision-making process and into the products of the organization.

Such mentorship programs will also be very instrumental in the career growth and professional development of women. Matching junior journalists with mentors, Power FM can offer mentorship that avails guidance, support systems, and networking

opportunities—things that many women in the industry lack. The programs must, therefore, be tailor-made to address the specific challenges that female journalists face and equip them with what they need to make a difference.

This can also be ensured by promoting equality in pay, benefits, and opportunities for promotion and training. Power FM should, therefore, undertake regular pay equity audits and take proper measures to bridge gaps, if any, on grounds of gender. Further, it should also give equal opportunities for training and development to all the employees so that they get adequate opportunity to grow and built up their careers.

Sexism, misogyny, and harassment can only be addressed if there is a safe and inclusive culture of workplace. Power FM needs to develop a clear policy and procedure for reporting and addressing such issues and, more importantly, making sure that all employees have a voice without the fear of speaking up. There are also other resources and support the organization has to make available to employees who have been harassed or discriminated against, including counseling and legal assistance if needed.

For instance, guidelines on gender-sensitive reporting and the implementation of training would be important in not continuing stereotypical impressions and biases through the organization's content. Power FM must therefore organize training for its journalists on the sensitive and nuanced reporting of gender-related issues, and it must implement specific directives regarding the characterization of women and other groups in news stories and other content.

The commitment to gender equality needs to have clear accountability mechanisms in place. This will establish a system for tracking progress towards the goals set by Power FM, holding managers and leaders accountable for their role in promoting diversity and inclusiveness. One such way is to relate compensation to the progress made in this line. This would mean that gender equality metrics are measured as achievement during performance reviews.

This shall further require regular audits and assessments for progress monitoring and areas of improvement. Power FM should, at regular intervals, conduct employee surveys about their perceptions of the culture and climate of the organization and use that data

to inform its diversity and inclusion efforts. The organization should also, from time to time, look into the content auditing regarding the representation and portrayal of women and other marginalized groups within their news coverage and other content.

Employee resource groups could provide an important platform for women and marginalized groups within Power FM to air their views and concerns. These employee resource groups can support employees, advise management on different issues about diversity and inclusion, and help shape the organization's efforts toward diversity and inclusion.

Commitment from the leadership of the organization to bridge the gender gap is very important to implement change. Hence, the leadership team at Power FM should set out clear goals and objectives of improving its diversity and inclusion and communicate them to all employees. Leaders must also model inclusive behaviors and hold themselves accountable for progress.

It can also help Power FM engage with the community and further social and cultural norms of change by working with organizations that are promotive of gender equality. It would be possible, at this level, to raise awareness about issues of gender equality and to facilitate positive changes in communities through local-level partnerships with organizations and local communities, as well as through community events. recommendations on how to deal with the problem of gender inequality at Power FM.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION.

5.0 Introduction

This last chapter summarizes the objectives, methodology, and findings of the study. It also spells out conclusions and recommendations from the research toward systemic change if society is to strive for gender equality within media organizations, with specific reference to Power FM.

5.1 Summary of findings

The findings of this study unveil a very distressing landscape for female journalists at Power FM, whereby systemic gender inequality manifests in several ways that greatly hamper professional growth and well-being. Based on these challenges, the identification can be categorized into three areas: gender-based discrimination, lack of mentorship, and a patriarchal workplace culture.

Gender-Based Discrimination, the responses that showed that 80 percent of the respondents experienced gender-based discrimination within the newsroom were overwhelming. The foremost forms of discrimination include equal pay and opportunities. Many female journalists reported that they receive lower wages compared to their males holding similar qualifications and years of experience. This compensation disparity puts them not only in a different financial position but also tags them with the notion that their contribution is less worthy. More often than not, they also reported being bypassed for promotion opportunities, training, and key assignments, which aggravates further the marginalization of women in the organization. These inequities not only result in lowered morale but indeed create a greater climate of disenfranchisement among females in the media.

In addition, lack of mentorship, a major barrier to the advancement of female journalists at Power FM was the lack of mentorship. About 70% of the respondents indicated that they felt their careers were not developing well and pointed to a limitation in the access to mentorship programs, as well as a lack of training and development opportunities. Many female journalists reported that they rarely received

adequate practical guidance with respect to career navigation or guidance in developing their skills. This issue is further escalated by the lack of clear pathways for professional growth, thereby leaving women lost and unguided in their professional journeys. In the absence of mentors and training, it's unlikely for female journalists to rise into positions of leadership or for their work to be taken seriously, hence perpetuating the cycle.

More so, patriarchal workplace culture, 60% of the respondents described a patriarchal workplace culture that fosters an environment rife with sexism and misogyny. This culture, therefore, not only perpetuates inequality between men and women but also makes for a hostile, unwelcoming atmosphere against female journalists. It was reported by many women that they felt uncomfortable or even unsafe in the work environment, thus paving the way for decreased job satisfaction and an increase in turnover rates. Stereotyping and chauvinistic attitude, as projected through various behaviors, truncate opportunities for career growth and professional up-scaling because women often move through a terrain that is far from being conducive to their success. Such a patriarchal culture undermines the potential for a diverse and inclusive newsroom, which goes a long way in delivering balanced media content that truly represents the public.

5.2 Conclusion

The findings of this study underline systemic changes that will help to attack huge challenges female journalists at Power FM are currently facing. For a more equal workplace, institute gender-sensitive policies in administration regarding pay and equal opportunity for all workers at the company; equip female journalists through strong mentorship programs and training initiatives that will help them in career growth. Ultimately, a more inclusive workplace culture in which sexism is actively challenged and gender equality advanced holds the key to long-term success for both female journalists and the organization at large.

In other words, addressing the issue of gender inequality within Ugandan newsrooms, especially at Power FM, is not only a matter of justice but also improving the quality of journalism. A diverse and fair newsroom is better put to reflect the complexity of the

society and serve its audience fully. It is in this understanding that Power FM must take a step forward to break down the barriers that exist against women journalists in order to create a fair and representative media landscape in Uganda. This essay format enables an overview of all findings against the foregrounding of any essential need for systemic change within the context of gender inequality at Power FM.

5.3 Recommendations.

There are number of recommendations that have been made for addressing gender inequality at Power FM one of the newsrooms in Uganda.

Demonstration of leadership commitment to gender equality by setting certain goals and objectives, the leadership team should under go training on gender equality and unconscious bias. This is to help one oversee implementations of gender equality initiatives.

Raising awareness about the increased issue, the first step to addressing an issue is to raise awareness for thus makes people known to the issue. This can be done through training programs, public awareness campaigns and so much more.

More so, developing policies to promote gender inequalities. This will help provide a comfortable working environment for the female journalists. Issues to be addressed should include low pay, sexual harassment, discrimination and unfavorable conditions.

Furthermore, supporting female journalists as they raise through providing them with raising opportunities, employing more women in the different sectors. This to help widen the female representation on board thus creating less bias. By taking these steps the media news company is ready to equality in the newsrooms.

More to that Power FM should conduct regular gender audits to monitor progress in the working environment for example how many women have joined the radio stations and how far have they gone in their career. This also helps one to identify which points need improvement. The findings got should be used to inform gender equality initiatives.

Power FM should promote inclusivity at the work place through training programs and diversity initiatives, these programs should focus on gender equality, unconscious bias,

and inclusive language. Diversity initiatives should aim at increasing female representation in leadership position and giving women a chance to air out their views.

5.4 Areas for further research.

This study aimed at examining gender inequality in Ugandan newsrooms in relation to Power FM. Therefore, more research can focus on how traditional masculinity and gender roles contribute to gender inequality in the media industry. More so this research can assess the impact of organizational culture and policy on gender inequality in the media industry, investigate the long-term consequences of gender inequality on individuals, organizations and society as a whole. In addition one could focus on comparing gender inequality in the media industry across different countries and regions and the different practices and strategies for promoting gender equality in the media industry.

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APPENDICES

Appendix 1; questionnaire survey for the general employees at Power FM.

Dear Respondents,

I am Atuhaire Racheal, a student at Uganda Christian University-Mukono conducting research on gender inequality in Ugandan newsrooms a case of Power fm. You have been selected to participate in this study because the contribution you make is central to the kind of information required. This information you provide will be used for academic purposes and will be kept confidential. Please kindly spare a few minutes to respond to the questions.

Please tick the numbers representing the most appropriate answer for you.

1. What is your gender
 - a) Male
 - b) Female
2. What is your age
 - a) Below 20
 - b) 21-30years
 - c) 31-40 years
 - d) Above 40years
3. How long have you been working at Power FM?
 - a) Less than 1 year
 - b) 1-3 years
 - c) 4-6 years
 - d) More than 6 years
4. What is your current designation at Power FM?
 - a) Junior journalist
 - b) Senior journalist
 - c) Editor

- d) Other (please specify)
-
- 5. Have you ever been a victim of any form of gender discrimination at Power FM?
 - a) Yes
 - b) No
 - c) Not sure

 - 6. How often do you face sexism or misogyny at Power FM?
 - a) Daily
 - b) Weekly
 - c) Monthly
 - d) Rarely

 - 7. Do you think you have an equal chance of getting promotion at Power FM.
 - a) yes
 - b) no

 - 8. Do you usually get mentorship training at your office.
 - a) Yes
 - b) No
 - c) Not Sure

Thank you for the cooperation.

Appendix B: Manager Interview Questions

I am Atuhair Racheal, a student at Uganda Christian University-Mukono conducting research on gender inequality in Ugandan newsrooms a case of Power fm. You have been selected to participate in this study because the contribution you make is central to the kind of information required. This information you provide will be used for academic purposes and will be kept confidential. Please kindly spare a few minutes to respond to the questions.

1. What has Power FM devised to overcome gender inequality within the work environment?
2. How does Power FM promote the career growth of women journalists?
3. What policies are in place at your organization with regard to gender-based discrimination and harassment?
4. Can you describe the kind of workplace culture that prevails at Power FM?
5. What indicators and tools do Power FM have in place and use in following up on progress toward gender equality?
6. Generally, what has been the nature of the challenge for Power FM on matters of gender inequality, and how were they resolved?
7. What is the future planning that Power FM has toward improving gender equality and promoting women in journalism?

Thank you for your cooperation