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Exploring gendered experiences of women working in the media industry in Uganda:

Case of Uganda broadcasting corporation (UBC).

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Rosemary Amutuhaire

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Members of the Examining Committee:

Dr. Rosalba Icaza

Dr. Freek Schiphorst

The Hague, The Netherlands
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Inquiries:

Postal address:

Institute of Social Studies
P.O. Box 29776
2502 LT The Hague
The Netherlands

Location:

Kortenaerkade 12
2518 AX The Hague
The Netherlands

Telephone: +31 70 426 0460
Fax: +31 70 426 0799

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List of Acronyms

AFCODE	Action for Development
CEDAW	Convention on the Elimination of All Forms of Discrimination Against Women
CNN	Cable News Network
CSOs	Civil Society Organisations
FMT	Feminist Media Theory
ILO	International Labour Organisation
INGO	International Non-Governmental Organisations
IWMF	International Media Women's Fund
NGO	Non-Governmental Organisations
OSH	Occupation Safely and Health
SH	Sexual Harassment
UBC	Uganda Broadcasting Corporation
EAJA	East Africa Journalist Association
UMWA	Uganda Media Women's Association
UN	United Nations
UNDP	United Nations Development Plan

Acknowledgements

Abstract

This Master's Thesis "Exploring Gendered Experiences of Women Working In the Media Industries In Uganda: Case Of Uganda Broadcasting Corporation Kampala" explores the experiences of women in the work place in the media industry that go on unreported and unchallenged and the effect such experiences have on women's performance in the workplace. It focuses on the national broadcaster, the Uganda Broadcasting Corporation, which employs the largest number of women than any other media house in Uganda, as a case study. The case study approach was chosen because it is an encompassing research method that can bring out both qualitative and quantitative evidence on a subject that is almost considered taboo in society. The study focused on the workplace because workplace experiences reproduce the whole society.

The study is anchored on a realization that the media workplace, like most others, is gendered and prioritizes men and masculinity at the expense of femininity and women. It is awash with practices and behavior such as discrimination, sexual harassment and stereotypes against women which are normalized and are perpetuated by entrenched negative cultural beliefs and attitudes. The study employed the Feminist Media Theory and related concepts to find answers to the question: "What are the gendered experiences of women working in the media industry, how do women deal with the experiences they encounter because of their gender and how has these gendered experiences of women working in the media industry in Uganda affected their performability in the workplace?" Data was collected through qualitative methods the choice of which was because it offers the researcher an opportunity to participate actively in data collection and to adjust the research in case of unforeseen circumstances.

The key findings of the study included testimonies of the women working in the media workplace of those experiences that they face almost on daily basis but which have been normalized. Such included segregation and discrimination at recruitment, deployment & assigning of roles, and promotions on the basis of gender, which

reinforced the glass ceiling in the media workplace. More testimonies were given regarding stereotypes, mansplaining and the negative portrayal of women in the media workplace which invariably impacted their performativity. The study exposed widespread sexual harassment against women in the workplace. It revealed that these experiences cause depression, stress and loss of morale to women and hence have profound effect on their performance. The study noted that while UBC and many other media houses are employing more and more women journalists, the motive is mainly business than gender equality because this gives a woman's touch to the news so as to cultivate more women readers, viewers and listeners. Women are seen as decorative performers, and this masks their actual exclusion from the news discourse and the plight they face in the media workplace.

The study concludes noting that the claim by UBC and other media work places that they are gender neutral does not hold. To the contrary their structure and operations reflect dominant masculinity and dominant feminine norms. It points that the media workplace is sex-segregated and women and men in it face different experiences, some of which have been normalized and hence go unreported and unchallenged. In situations when some of these experiences are exposed, they go unpunished even when the media houses have elaborative regulations and policies on how to address these, thanks to deep rooted masculine prejudices.

Relevance to Development Studies

The study is relevant to development studies as its aimed at addressing issues women continue to face under expenses of men in workplaces despite their efforts to attain gender equality. Gendered experiences of women working in the media industry appear to be a social justice problem that needs redress through physical activism but also academic activism.

This study aims at contributing to the existing wider body of knowledge that address women's issues in workplaces. The study mainly looks at existent issues faced by women working in a unique entity "media", an institution which is expected through its mediums to bring light to the public about such issues. Highlighting the existence of gendered issues of women in media shows how important it is for women to put in more effort while advocating for the rights of women in the wider society.

Keywords

Feminism media theory, sexual harassment, gendered experiences, media workplace and gender

CHAPTER 1: INTRODUCTION

Workplaces (experiences, attitudes and expectations) reproduce wider society (Volčić 2008)

This research seeks to explore the experiences of women in the media workplace that are usually normalised and go unreported. It also explores the effects of these experiences on women's performability in the media industry in Uganda. This chapter presents the influence of the media on public opinion about women emphasizing that the jobs in the media workplace are sex-segregated and founded on femininity and masculinity concepts. It presents the context of gendered experiences existent in Uganda and global media workplace. It also presents the problem statement and objectives of the research. Outlined too is the main and specific questions of the research. In addition, it dwells on the historical background of the normalization of discrimination and bias against women in the media in Uganda. The central focus of this chapter is therefore to provide background to the research problem and the specific questions that this research is trying to find answers to. It also describes the methodology and tools that I used in collecting data from the field.

1.1   Background

It is no doubt that media is the biggest influence on public opinion globally. However, the news media in today's world accords higher status to men and the masculine. It has painted a picture of a world in which women barely exist despite their numbers because it is a world occupied, defined and structured by men. The definition of what a woman should be is context – specific according to (Beauvoir 1949:273) who argues that "one is not born, rather becomes a woman" adding that a woman is socially constructed. It goes that the identity of women working in the media is defined through socialization and culture. This enforces differences between masculinity and femininity where positive attributes such as rationality and objectivity are associated with men while women are seen as dependent and the 'other' (Zhou 2015:12). Masculinity is related to superiority while femininity is associated with inferiority.

De Beauvoir has illustrated that gender is a key factor in structuring relations in the family as well as the society, workplace and the media industry through the division of labor

in accordance with gender roles. The foundation of masculinities and femininities is in the relationship of women with domestic sphere and men with the economy. This is also reflected in the workplace. At the workplace work is sex-segregated with certain tasks associated with masculinity and 'reserved' for men and others associated with femininity and 'reserved' for women. (Connell and Messerschmidt 2005) argue that tasks reserved for the masculinity are more valued than those reserved for women and the femininity. Tasks considered for the masculinity are thought to be easy to undertake. Work associated with masculinity is considered to be 'difficult, more dangerous and hence deserving more pay' than work considered to be feminine which is seen to be easy and less dangerous hence deserving 'normal' pay. However, when women take tasks reserved for the masculinity such tasks are devalued thanks to social constructions. This kind of situation also obtains in the media workplace.

The media workplace is awash with discrimination, sexual harassment and stereotypes against women owing to male dominance and the entrenched negative socio-cultural practices and attitudes. Women all over the world experience a series of challenges in their workplace because of their gender. Challenges such as occupational segregation, inequality in wages, sexual harassment, gendered violence, mansplaining, gender bias, stereotypes are few of the gendered experiences of women reported in the workplace (Acker 1990). In addition Newsrooms in the Eastern African region are not gender friendly as sexist jokes, stereotypes, work practices that are not family friendly are common features at workplaces in the media industry. The media houses in the East African region have one of the worst invisible barriers (glass ceilings) to women commonly found in middle and senior management levels[1] (11. Carolyn M. Byerl: Global Report on the Status of Women in the News Media, 2011:9). According to UMWA (2014), in Uganda, women's overall participation in the print media stands at only 20 %.

Therefore, in this research I explore and document experiences of women in the media workplace with specific focus on the electronic media. This is research departs from similar studies that have explored the status, portrayal of women and gendered allocation of roles and tasks in the print media (Zhou 2015, UMWA 2014, Mutebi 2014) and feminist media activism

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[1] (11. Carolyn M. Byerl: Global Report on the Status of Women in the News Media, 2011:9) (https://www.iwmf.org/wp-content/uploads/2018/06/IWMF-Global-Report.pdf accessed on 30th July 2018)).

(Minić 2014). It is a unique study as it focuses on the gendered experiences of women in the electronic media. In this study I highlight gendered experiences of women in the media workplace that are often normalized and ignored by most of the researchers. This study attempts to trace the roots of these gendered experiences with the help of concepts such as Masculinity & Femininity, Gender and Heteronormativity, and include prejudice, discrimination and stereotypes. I do this from the perspective of the Feminist Media Theory, which verbalizes feminist standards and ideas to media procedures, for example, hiring production, conveyance, partners of representation and reception and entertainment (Steiner 2014:359). I use this study to document some of the women's gendered experiences that are considered taboo or have been 'normalized' in the media workplace and which most likely go unreported. Using case studies and personal testimonies I also document and highlight the effects of the gendered experiences on especially women's performances and general work in the media work place.

This study alludes to Acker's theory of gender organisation (Acker 1990) which argues that whereas organizations claim gender neutrality in their general policies, meaning that any person can fit into any job on merit, in reality, organizations prefer a typical worker who is considered totally committed to work and not easily distracted – such a worker is usually a man. Furthermore organizations claim to have gender neutral organizational culture. Organizational culture refers to the norms and practices that represent an organization which have been used overtime such that they appear normal and natural. Basing on the assumptions of objectivity and rationality organizational culture is perceived to be gender neutral and is, therefore, assumed to treat everyone in the workplace as equals (Acker 1990). In reality, however, elements of organizational culture tend to favour masculinity to the exclusion of women. Such includes a culture that emphasizes long hours of work which favours men more than women as the women have more distractions (Zhou 2015) such as breast feeding and domestic chores. This study uses the principle of normativity (Parfit 2011) to highlight some of the negative gendered experiences women face in the media workplace but which are considered 'normal' and in conformity with the organizational culture.

1.2 Context of the Uganda media industry: Highlighting some of the gendered experiences of women and what has been done to eliminate such experiences.

Uganda has a liberalized media industry with more than 200 FM radios, about 40 Television stations and several newspapers licensed and broadcasting in different parts of the country. Majority of the media houses in Uganda are privately owned and hence are profit oriented. The ownership and profit motive of most of the media houses has a significant impact on the operations and relationships within the media workplace. However, in these media houses women face exclusion with only two of Uganda's top newspapers by women – "Barbara Kaija, Editor in Chief of Vision Group, and Carol Beyanga, Managing Editor of Daily Monitor"[2].

The underrespresentation and discrimination of women in media houses is not only limited to fledgling democracies like Uganda but is a global concern. "Globally 73% of the top management jobs in the media industry are occupied by men compared to 27% occupied by women. This is despite the fact that women constitute the largest number of students in journalism schools"[3]. Among the ranks of reporters, "men hold nearly two-thirds of the jobs, compared to 36% held by women. However, among senior professionals, women are nearing parity with 41% of the news-gathering, editing and writing jobs" (Byerl.C.M.2011:9)[4].

In the Eastern Africa region[5] Uganda inclusive, a report by the Eastern Africa Journalists Association notes that there is gender bias in mainstream media with "only 17% of news sources being female (although women make 52% of the population), while women sources for politics, economics and sports stories are only less than 10%. In addition the same report notes that whereas women comprise 17% of the members of parliament in the region only 8% of politician sources are women" (EAJA 2008:11). That 'women are not equal partners in telling the story' is quite discriminatory to women journalists in both practice and consideration and is bedrock for discrimination against women in media workplaces.

In Uganda specifically, women are deemed not capable for specific roles at the workplace as a result of their gender, which is tantamount to occupational segregation deeply rooted in

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[2] (https://acme-ug.org/2015/02/20/2155/ accessed on 30th July 2018)

[3] (https://acme-ug.org/2015/02/20/2155/ accessed on 30th July 2018)

[4] (https://www.iwmf.org/wp-content/uploads/2018/06/IWMF-Global-Report.pdf accessed on 30th July 2018)

[5] Eastern Africa region comprises Uganda, Kenya, Tanzania, Rwanda, Burundi, Somalia, Ethiopia and Eritrea.

stereotypes (UNDP, 2012:17). Women are subjected to glass ceiling point that limits promotion (ACFODE, 2014) and when they manage to find themselves in the gendered defined dominant male occupational role, they face discrimination (ACFODE, 2016:9). Besides, hostile working environment policies that care less for nursing mothers (UNDP, 2012, UNDP-Uganda, 2017) as well as sexism, mansplaining, inequalities in wages among others, are some of the factors that shape the gendered experiences of women in the work place in Uganda.

Although the Uganda government has made series of efforts to change the situation of women in Uganda by focusing on how to narrow the gender gap in the country, particularly, in the workplace where this effort has yielded excellent results as more women have entered into the labour force as against the traditional norms where the gender role restricted women to be working within the household, which are unpaid (Twinomujuni, 2013; ARISE, 2016; ACFODE, 2016) gender based injustices imposed on women are still existent.

For instance, while the Uganda Employment Act, 2006 Section 6 and 7 specifically itemized what can be considered as gender discrimination and sexual violence in the workplace, therefore making it unlawful, women seeking employment in Uganda are being asked for sex to be given jobs by managers and other employees in the industry who can influence their job acquisition (Benedetti and Kijo-Bisimba 2012). In media work settings, women are being asked for sexual favours by their male bosses in return for incentives such as job promotions, favourable postings, and higher pay among others even though sexual harassment at the workplace is prohibited under the laws. All these experiences affect women in their workplaces. General effects of this include psychological effects such as stress and low self esteem; social effects such as domestic violence; and economic effects such as loss of jobs and low pays among others. These effects are stimulated by the gendered experiences.

Due to failure of policies to zero down women's issues in the workplace, CSOs such as Action for Development (ACFODE) and UMWA have embarked on opposing the negative portrayals of women within the media by implementing various and studies including publishing a monthly pull out "The Other Voice" in four local languages. The pull out articulates diverse issues targeting women, children and the disadvantaged. Both ACFODE and UMWA enlist female media practitioners in their membership with a view that they would help them address the negative portrayals of women within the media.

In addition, recently there have been several campaigns from different organizations across the world fighting to address a few women's issues. For stance there has been a renewed global attention towards women gendered experiences in the workplace in the wake of the recent "Me Too" movement[6] which spread explosively as a hashtag utilized on social media to create awareness of women's sexual harassment and other gendered related challenges that women encountered in the workplace. The campaign was developed following the public revelations of sexual harassment accusations against a renowned film producer known as Harvey Weinstein.

More than ten women came forward accusing Weinstein of raping, sexually harassing or sexually assaulting them (Mendes et al. 2018). The accusations prompted other women from various corners of the world to come forward to name their perpetrators and sexual harassment cases using the "Me Too" hashtag. Such revelations demonstrated that sexual harassment of women at the workplace is indeed a global phenomenon and even African nations such as Uganda have not been left behind. While the recent "Me Too" campaign renewed the global attention towards Sexual harassment in the workplace, it also ignited a series of debates around the different problems that women must deal with in their professional careers strictly because they are women.

It is against this backdrop that it is necessary to explore some of the common gendered encounters of women working in media and the general effects of these experiences to the women working in the media industry in Uganda. In the next section, the focus will be on the literature review of a number of workplace gendered experiences and their effect on women performances in the workplace.

1.3   Problem Statement

Uganda Media Women's Association (UMWA), an organization that fights for the rights of women working in media, while assessing the impact on the success of women in workplaces, revealed that many women face discrimination because journalism was considered a men's career while women were stereotyped to be better left in the kitchen (Goretti Nassanga 2008). As women started joining different labour industries they also

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[6] https://metoomvmt.org/. The **Me Too movement** (or #MeToo movement), with many local and international alternatives, is a movement against sexual harassment and sexual assault.

started to challenge such stereotypes. The Ugandan media industry is one of the sectors in the country that has witnessed significant growth and expansion which continue to attract female employees when compared to other sectors.

Women journalist confront expanding perils, for example, rape, "regardless of whether as a focused on sexual harassment, frequently in retaliation for their work; crowd related sexual violence pointed against journalists covering public events; or the sexual abuse of journalists in detainment or imprisonment. A considerable lot of these wrongdoings are not reported because of intense cultural and professional stigmas (UN Plan of Action on Safety of Journalists, 2012). Women journalist, regardless of whether they are working in an uncertain setting or in a newsroom, they confront dangers of physical attack, sexual harassment, rape, assault and significantly murder.

Just like other labour industries in the country, the Uganda media industry is particularly gendered and lots of women go through different experiences simply because they are women (UMWA, 2014). For example, a study on 5 major print media houses in Uganda revealed that women's participation in the print media is quite small in comparison to that of the men. Overall, "in print media news women are 20%, news writers 13%, photographers, 15%, news anchors 24%, appearing in photographs 28%, and being quoted 20%" (UMWA, 2014:8). Although the statistics above reveal that the media has witnessed increase in the number of women employees, the reality remains that this increase does not reflect the number of women who are news writers, editors among others.

According to UMWA, this inequality can be partly explained by the dominant cultural barriers including gendered norms that curtail women from fulfilling their roles as journalists. Apart from occupational experiences, which include inequalities, occupational segregation, demotions, among others, women face other experiences related to their gender. Such includes intimidation and abuse, gender discrimination at the workplace, failure to be granted maternity leave, demotion of women while on maternity leave, and most importantly, disrespect of women's rights (UMWA, 2014: 8). The experiences of women in the workplace are not homogeneous; some are gendered for instance sexual harassment, mansplaining, and

gender bias which leads to occupational or roles segregation. Such experiences impose negative effects on women working in the media industry. Studies have proved that gendered experiences such as stereotypes have direct effects on performance (Picho et al. 2013).

1.4   Relevance and Justification

UBC, the official National Broadcaster, was formed by an Act of Parliament in 2005. It was formed from the merger of Radio Uganda and Uganda Television. The choice of UBC stems from its being a government owned media house that has more women employees (Nassanga 2008: 646) than any of the private media houses. Out of the over 500 employees at UBC at least 200 are women. It is also the largest broadcasting media house in Uganda with several radio stations and TV stations which broadcast in different languages and some of which are located in different regions of Uganda.

This research explores the experiences of women working in a gendered media workplace in Uganda, with particular focus on the electronic media. In this research I emphasize that the media workplace is gendered and prioritizes men and masculinity at the expense of femininity and women. I argue that due to patriarchy, the family and society has 'normalized' certain practices and behaviours and these have been extended to the workplace. This has led to women being left at the lower end of the journalism hierarchy. In addition women's experiences have not been adequately documented or even reported because they are considered 'normal'. There are also irritating behaviours of men towards women in the media workplace but which have also been taken as 'normal' and so have gone unreported and unchallenged to the detriment and marginalization of the women.

Women's workplace experiences, social networks, knowledge, viewpoints, dreams, hopes and pains mean a lot to them not only in the work place but indeed in the entire community. Therefore, in any workplace, including in the media industry, inclusion of gender perspectives as well as increased women's access to and participation in key roles and spaces should be viewed as an issue of rights, of development, and of justice, as well as of harnessing the human resource base and potential of a community, country and the world at large. Inclusion of women and women's issues in the media is one way of causing meaningful development by ensuring women are not ostracized and their contribution is recognized.

Undertaking continuous research into the situation of women in the media industry, unlike other workplaces which also employ women, is to supplement the existing body of knowledge on the same subject and calling upon state actors, CSOs to action since media is considered as an entity that plays watch dog roles in the society. Uncovering such issues existing in the media industry is contrary to their roles and responsibilities hence an additional move for intervention from different stake holders.

Required actions include strengthening the capacity of media houses in gender analysis and mainstreaming through deepening their gender expertise and skills. Ultimately this would help them put in place mechanisms of presenting to the public engendered news, adequately cover women's experiences and issues, adequately address women's workplace gendered experiences, and ensure that the voices of both women and men are equitably covered and heard also in other workplaces.

Whereas different studies have examined various forms of gendered experiences of women such as discrimination in employment, sexual harassment, gender-based violence against women in various sectors in the country, there is little evidence of any study that approaches the gendered experiences of women in workplace from the perspective of the effects that these experiences have on women or through the Feminist Media Theory. It is important to understand how these gendered experiences at the workplace affect the women in a broader context and the implication such experiences will have on the women that are aspiring to become journalists or work in the media industry.

While original data from several studies collected from previous studies that seek to understand the women experiences could be valid, from my own point of view, the gendered experiences of women cannot be explored comprehensively without knowing and documenting the consequences of such experiences on women. Most importantly the process that involves acquiring such experiences thence finding out such scenarios from women themselves would be handy for this study. Furthermore, it is important to study gendered experiences of women to identify new experiences that have not been researched about because they are taken to be normal (Jackson 2006a) and are brought about by patriarchal ideologies given the fact that such ideas are common place in work places almost in every

system in their societies. This has been proved in the study because Uganda is a patriarchal society where innate male authority notion hinders the accommodation of women's rights indicating an established configuration of hegemonic masculinity (Statistics 2013, Wyrod 2008).

1.5   Research Objectives

To examine the gendered experiences of women in the media workplace in Uganda and the effects of these experiences on their work.

1.6   Specific objectives

To investigate normalised and unreported gendered experiences of women working in the media industry in Uganda.

To examine effects of the gendered experiences on women's performance within the workplace

How have women dealt with such experiences?

To document and create awareness of the urgency of issues affecting women working in the media industry in Uganda due to their gender

To inspire state and none state actors to redress the gendered experiences of women in the media workplaces.

1.7   Main Question (S)

Women working in media in Uganda experience different issues due to their gender. How do women deal with such experiences and how has gendered experiences of women working in the media industry in Uganda affected their performability in the workplace?

1.8   Sub-Questions

What are the normalized, unreported gendered experiences of women working in the electronic media industry in Uganda?

What other experiences of women, other than the unreported and normalised ones are faced by women working in the media industry in Uganda?

How do gendered experiences of women working in the media industry in Uganda affect their performability and how do women deal with gendered experiences in the workplace?

1.9   Structure of the Paper

This paper is made up of four chapters. In the first chapter I present the introduction to the study which entails the purpose, objectives, research questions, rationale, a brief on theory and methods used, and the scope and significance of the research. In the second chapter I discuss the theoretical framework and the major concepts that are used to explain the various experiences of the women in the media workplace. It also provides a review of the literature relating to the research that has been carried out relating to women's experiences in the media workplace. In chapter three I document the testimonies of the women in the media workplace and cite literature to affirm my position as backed by the findings. In the fourth chapter I present the conclusion. The final section of the paper consists of the bibliography and the annexes.

1.10   Methodology

The case study research, which was conducted between July and August 2018 in Kampala, Uganda. The significance of a case is that it endeavors to comprehend the mind boggling social process that would be accomplished by centring looking into it containing an all encompassing and certifiable point of view (Yin 2014:4). For information that was gathered to answer the research questions for this study, qualitative method of data collection that included both primary and secondary research approaches was adopted. Secondary research approach involved the review of relevant and up-to-date secondary sources obtained from the reputable search engines such as Springers, Science Direct, JSTOR, ISS library, Google, and Google Scholars. Keywords such as Sexual Harassment, Workplace Harassment, Gender Discriminations, Gender Based Violence, Masculinity, and Uganda among others were deployed to narrow the search for specific outcomes. Also, relevant official documents and reports from IGOs, NGOs, UN, Uganda government, conferences proceedings, working papers as well as blogs, News Papers and press releases were explored to acquire relevant secondary data for the study.

The choice of the qualitative method was because the method offers the space where the researcher can participate actively in the process of data collection and gives ample room for flexibility that allows the researcher to adjust the research design in case there is the emergence of unforeseen circumstances (Wimmer and Dominick 2013) . Considering that data required for this study deals with personal experiences which are not homogenous, a qualitative approach remains the most plausible approach that allows an in-depth understanding of what the women that suffer gender discrimination, mansplaining, sexual harassment among others in their workplaces are going through. There are several forms of qualitative approach; however, semi-structured interviews approach was adopted for data collection.

The semi-structured interviews were deployed to get the views of women working in the media industry on their gendered experiences and the effect the experiences have on them. The choice of Semi-structured interviews was to ensure that the researcher listened to stories of the respondents as they shared their experiences. This was aimed at building rapport with them which was helpful in identifying more of the experiences that might not be shared due to fear or because they are always taken for granted and normalised by both men and women because they repeatedly happen, and nothing is done by duty bearers to address them. These interviews helped build trust between the researcher and the respondents. In addition, it allowed the researcher to crosscheck if the research questions had been answered using guiding questions (O'Leary 2017) Also, the fact that the research did not use the observation method, semi- structured interview was the solution because it helped in getting information that couldn't be observed but had been observed by participants.

However, in selecting the respondents who participated in the interview section, purposive sampling techniques were used in identifying the source of data. This sampling method is relevant to the study because the data required for the study, which is about personal and often confidential experiences, can only be acquired from specifically targeted individuals. Considering the selection criteria, purposive sampling technique was most suitable because the researcher could not randomly select participants as they had to fall within specific criteria (O'Leary 2014). Therefore, semi-structured interviews were conducted with a sum of 13 people altogether where 12 women, 1 participant was a man, all these aimed at answering the study questions of what are the gender experiences women go through while

working in the media industry and also aimed at identifying and answering the question of what are the effects of these experiences on women in the workplace?

Two more members from related civil society organisations that advocates for the rights of women were also interviewed to identify their knowledge of women's experiences in the media but also test their level of intervention on women's issues in the media workplace. All these interviews took place at Uganda Broadcasting Corporation (UBC) which was used as a case study. Government has direct control of all the activities going on in this media house including monitoring and evaluating whether gender equity and gender-based justice prevails in the media company.

In addition, the choice of interviewing women working in the media industry was influenced by my personal experience. I have been working in the media industry since 2015, and I have experienced all forms of gender discrimination, most especially mansplaining and sexual harassment first hand during my work on several occasions and these experiences are often taken for granted and normalised in the public sphere. For instance, when I was first looking for a job, male bosses would first ask for sex from me to be given the job. The fact that this kind of injustice happened to me thrice (The observer, August 2017)[7] and keeps happening to lots of other women working in the media industry reveals my motivation of studying the gendered experiences of women working in media. From this experience, I found it also necessary to organize semi-structured interviews for 2 officials from a related agency that advocates for the rights of women in the media industry aimed identifying whether they were aware of gendered encounters of women prevailing in the media workplace and the effects of such experiences on work performance. This would help in identifying what kind of intervention is needed to address issues related to gender in media companies. Details of the data collection process are summarized in table 1 which is attached as annex...

Conducting interviews with women who were both journalists and non-journalists was structured basing on women representatives from different departments. There are 6 departments at the UBC which included the general administration department, library department, technical and IT department, news/production department, human resource department, and marketing department. And the study worked with at least two

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[7] *1https://observer.ug/lifestyle/54250-amutuhaire-seeks-to-defend-women-s-rights*

representatives from each with an exception of one department where one person participated because she was the only single woman in that department. This is because the study intended to get the correct representation of the entire media house.

In addition, most of the participants interviewed were not comfortable to reveal their age, the years they have been working for the media house, education background, sexual orientation or even marital status including their gender. It was agreed on this note as explained earlier in ethical considerations section to respect that and the entire research was anonymised except for the case study (UBC).

In general, the study analysed the qualitative data by segmenting texts, interviews records and questionnaires, field notes, recordings and later reassembling and synthesizing it to understand the gendered experiences of women in the workplace as well as the effect the experiences on women's performances.

The case of UBC helped in analysing data by providing detailed information since the method itself allowed me to combine all the evidence gathered which helps in coming up with the best analysis (Gerring and McDermott 2007). The method of using a case study also provided possibilities of analysing the situation while collecting data. However, the choice of using UBC as a single case to represent the rest of the media companies in Uganda made the analysis a bit tasking because data couldn't entirely be generalised. Nevertheless, this gave rise to analysis basing on theoretical prepositions in addition to a personal testimony that I worked in a different media company with same issues faced by women.

1.10.1   Scope and limitations

The scope of this research is to bring to the fore the discourse of gendered experiences of women in the media workplace basing on their life stories. The Uganda Broadcasting Corporation was used as a case study. Since women have encountered lots of injustices in every aspect of their lives, it was important to look beyond the present situation they find themselves in at their workplace by looking back at how these experiences have affected their general lives within their workplaces.

However, collecting data through interviews was challenging. Apart from the fact that it was time consuming, the readiness and availability of the women who could freely participate in the study was one of the major challenges in the field. This was because some of them reported that they were too busy with their work to spare time to give an interview to the

researcher. Married women whom the researcher suggested to meet after work said they couldn't do it because they had to rush back home to take care of their families and other duties thereof. The same was the case for respondents whom I hoped to interview on Saturday and Sunday outside the place of work. Whereas I thought of asking those who claimed being too busy at the workplace to grant me an interview or to take with them home an interview schedule and fill it in this also proved fruitless as they declined to take it.

It was also hard to get the targeted number of participants which was 15 because all participants were worried of the ongoing restructuring process at the media house with fear that most of them would not return to the media house especially if they disclose such sensitive information and this was overcome by strengthening the idea that the research was anonymous and their names or identification would not appear anywhere whatsoever.

1.10.2   Ethical considerations, positionality of the research

I decided to explore the gendered encounters of women working in the media industry because of the two years I spent working for a media company which exposed me to different challenges women do face most of which are done by male counterparts. This motivated me to do academic research in addition to what had been done by other scholars, but decided to do it in another media company, to see if other women face same challenges. Most of the participants were fellow journalists who work at UBC whom I had met in events or conferences while working in the media. As a researcher, I tried to maintain the research ethical relationship to get information from them. Much as some were my bosses, I utilised the research skills I learnt from ISS to get unbiased information.

In line with doing this research, the researcher followed research ethics by making participants comfortable to freely participate in the study. This was done by requesting for their consent verbally to participate in the study prior to the interviews. Consent was also sought in recording the interviews and those that felt uncomfortable with the recorder while sharing their experiences were asked to freely tell the interviewer to pause the recording which was always done. An ethical promise to anonymize their identities during and after the study in the final written research paper was also made.

The fact that this research was done during a reshuffle of new employees at the UBC, respondents requested and agreed with the researcher that their names, age, gender, and years of working at UBC should not be indicated any where in the paper, something that was

respected though the researcher has all this information on file. For some of the experiences which were too sensitive like sexual harassment manifested in all forms, it was agreed with participants who happen to be victims to expose these issues in the research paper on conditions that their names are not mentioned which was also respected.

1.10.3   Original Contribution

Lots of related research has been carried out in other workplaces like educational institutions (Bhana 2018) in Uganda, Uganda Prison services (Aloka 2009) except in the media which, incidentally, is the source of knowledge production, distribution and agenda setting.

It was important for me to study gendered experiences of women in the media workplace unlike other workplaces where I assume women face same challenges because media is the watchdog against any actor - both state and non-state - that intend to or violates the fundamental human rights of women in society and the vessel of enlightenment, for victims of all forms of injustices on how to claim their rights if violated (Bhana 2018).

CHAPTER 2: WOMEN AND GENDER INEQUALITY IN THE MEDIA: A THEORETICAL FRAMEWORK

2.1 Introduction.

In Chapter one I emphasized that jobs in the media workplace are sex-segregated and founded on femininity and masculinity concepts. I highlighted the context of the normalized gendered experiences existent in Uganda and global media workplaces and mentioned some of the reported examples of these experiences and their effect on women's performability in the media work place. I pointed that such gendered experiences are rooted in masculinity and femininity and can only be better understood from the perspective of the Feminist Media Theory with the help of key concepts such as gender, sexual discrimination and heteronormativity among others. This helped me to state, explain and justify the problem and purpose of the study and the methodological approach I used to collect and analyse the data.

In Chapter two I describe in detail the conceptual framework and main concepts that I have used to provide an understanding of the gendered encounter of women in the media workplace in Uganda with a focus on the broadcasting and electronic media. The chapter discusses the conceptual framework, concepts and theories that were used to explain the differences in experiences of people working in the same media workplace. These concepts are discussed from a feminist point of departure and include the feminist media theory, masculinity, gender, mansplaining, heteronormativity, performativity, sexual discrimination, and stereotypes.

In this chapter I argue that gender analysis from a feminist perspective is critical in understanding the inequalities in organizations and the difference in experiences between women and men working in the similar working environment. The concepts that are discussed to demonstrate that in the same organization and workplace men and women are socially ascribed different roles and statuses which, to a large extent, discriminate against and disadvantage the women. Furthermore I use the concepts to provide a firm background that I later use in chapter three to examine and highlight the specific normalized gendered experiences of the women in the media workplace and the outcomes of these experiences on their performance. Following this is a review of the literature on research that has been carried relating to women's experiences in the media workplace. The review of the literature

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demonstrates the various ways in which women are marginalized in the media workplace because of their femininity. I showcase several aspects such as socialization and gender roles, organizational culture, and portrayal of women with reference to how women are viewed and treated in the media workplace. Several studies (UMWA, 2014, EAJA 2008), also (Myers et al. 2009) have highlighted how these aspects impact the marginalisation and exclusion of women mainly in the print media. This research focused on the encounters of women in the broadcasting and electronic media workplace in Uganda.

2.2   Faminist Theory

The feminist hypothesis, an augmentation of faminism, means to comprehend the idea of gender equality by delving into theoretical, fictional or philosophical discourses. Through varied fields of anthropology, sociology, communication and media studies among others, the Feminist the theory analyzes women's and men's social roles, encounters, interests, errands, and feminist politics. Other than breaking down gender iniquality, the FMT hypothesis likewise investigates different topics, for example, discriminatio, typification (particularly sexual generalization), oppression, patriarcy and stereotyping among others. Women's activist conjecturing is political and addresses control (Steiner, L, 2017). The objective of feminism is a social difference in unequal relations among people (Minic, 2014). In this investigation the Feminist Theory is utilized to find and clarify the Feminist Media Theory (FMT).

2.2.1 Feminist Media Theory (FMT)

The Feminist Media Theory expresses feminist standards and ideas to media procedures, for example, procuring, distribution, examples of portrayal in news and reception and entertainment. According to this theory gender is taken seriously because it structures identity and experiences. Its long standing assumption is that "if women controlled media production, content would be different and better" (Steiner, L. 2017). This assumption is in line with the recommendations of the UN Fourth Global Conference on Women, held in Beijing in 1995 which emphasized the equality of the sexes (Danica Minic: 289). However, other authors differ with this assumption of the Feminist Media Theory. For instance in a 2012 study of full time employees in 522 media organizations in 59 countries surveyed it discovered that in every aspect of media, women were all the while confronting issues in accomplishing equality (IWMF-Global-Report.pdf, p. 6.).

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This was confirmed by evidence from studies by social researchers that represent that women's inclusion in media work is not adequate for realizing change in how women are depicted in media. This is on the grounds that the media items, generally speaking, are made by men, in men's tastes and for men. The media keeps on having biased states of mind towards women and depend on male perspective when depicting women (Davtyan-Gevorgyan 2016). On her part Margaret Gallagher, a feminist media researcher (Gallagher, 2000 cited by Danica Minic: 285), points out some contradictions in the feminist theory of media and activism. According to her, the accentuation of women's media activism ought not to simply be a unimportant increment in the level of women present in the media, yet rather in the implications and significance given their support in the media. She calls for social and political change in which women's rights to correspondence are comprehended, respected and executed including that feminist media activism should talk the dialect that media experts comprehend: that of certainties and numbers since this is the day by day bread of journalists and individuals who make programs.

Unlike many other approaches that masked their politics, the FMT takes "gender seriously – as a factor that structures identity and experiences – without assuming permanent or static gender differences" (Steiner, 2014;359). The Feminist Media Theory as a body of knowledge offers significant details that challenge the subordination of women by providing an understanding into the genesis of gender inequalities in the media workplace (Creedon and Cramer 2007).

The Feminist Media Theory takes into cognizance the absence of women in the media calling and how women are spoken about in the media. This is vital in light of the fact that the media assumes a critical job in forming an egalitarian democratic society where the two people appreciate equal rights. This it does by raising women's legal awareness through several means, including mental, social, economic, philosophical, awareness with human rights, political et cetera. White, 2009, perceives the basic job media can play in the advancement of gender equality, both inside the workplace (as far as business and promotion of female staff at all levels) and in the portrayal of women and men (regarding reasonable gender depiction and the utilization of unbiased and non-gender particular dialect). He asks those working in the media to accomplish more to stand up to gender mutilations in

newsrooms and in associations (White and Rastogi 2009)**.** Shockingly women are depicted in a limited scope of characters in mass media – in anecdotal news women are depicted as family unit or sex objects, for example in adverts and magazines women are normally depicted as young, thin and with magnificence (sex objects) and in news reporting they are portrayed as lacking roles (Davtyan-Gevorgyan,2016:2). These stereotypes are rooted in femininity, as well as masculinity, which are cultural constructs built by the family, training, general society, and to a bigger degree, the media, and which strengthen the observations and stereotypes women face in the general public.

Historically media was exclusively managed by men who created pictures of the people they wished to find in actuality. Therefore, the images of the women and of the men depicted in the media were tailored to the men's preference (Davtyan-Gevorgyan 2016). However, even though today's media increasingly associates femininity with autonomous and great women, this femininity largely depends on qualities informed by sexuality. Female characters portrayed in the media are generally impacted by the magnificence legend (immaculate skin, thin stature and typify all segments of excellence as shown in the public arena). This fosters discrimination against women. This view is shared by Volcic who notes that from its very beginning journalism was constituted as gendered calling and can't be comprehended without a hypothesis of gender power (Volčić 2008)

Therefore, the Feminist Media Theory is relevant to this study because it theories identity and helps in delving deeper into the implications individuals have of their own encounters (Creedon and Cramer 2007). Moreover, it has the concept of gender entrenched at its core that is interconnected to other concepts such as masculinity, heteronormativity, stereotyping and discrimination that shapes the gendered experiences of women as well as the effects it has on women at the workplace.

2.3 CONCEPTS RELATED TO FMT

2.3.1 Gender

Feminist researchers considered gender as the rudimentary organizing principle that is very instrumental in shaping the circumstances that surround every aspect of women and

men's lives. The term gender can therefore be described as "a social construct, a legal designation and personal identity. Through the social processes of gendering, gender divisions and their accompanying norms and role expectations are built into the major social institutions of society, such as economy, the family, the state, culture, religion and the law" (Lorber, 2005:9). The concept of Gender is most appropriate for this study because it explains why there is gendered hierarchical segregation in workplaces in Uganda.

The hierarchical segregation and allocation of roles in the workplace are shaped and informed by social standards concerning who possesses open space, which are gendered motivated because the workplace is the space where personality is comprised and sexual orientation performed (Carmona and Ezzamel 2016). This is on account of "work environments matter to the manners by which we need to arrange our sexual orientation characters. While the gender assigned roles for women have to be socially constructed since childhood, the workplace is a place where the cultural representation and depiction of gender are recreated (Hearn and Parkin 2001) because the workplace is typically masculine (Young 2005). For instance, the gender segregation of women roles at workplace as a result of masculinity is the product of organizational practices and processes that have impacts on women and their work in the organization (Acker, 1990). In the main, the gendered construct of the professional workplace femininity is constituted as deficient and inferior in comparison to masculinity (Carmona & Ezzamel, 2016:2).

In the media house gender plays a critical role in what news is covered, by who, and how it is presented. Zala, 1990, agrees with White who seen that before a story moves toward becoming news it goes through a few entryways which are opened and shut by journalists as the guards (White, 1950:383 as refered to by Zala) who are influenced by three major identities namely gender, organizational[8] and professional identities[9]. This notion is agreed to by De Bruin, (2004:1) who argues that journalists must negotiate around three major identities when making decisions – their gender, professional identity, and organizational identity. This identity of the journalist is critical in the way they conduct themselves in the work place and may influence the content and presentation of their news stories. For instance a journalist whose proficient personality opposes composing commercial stories might be constrained into

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[9] Organizational identity refers to the structure of the institution the journalist is working for

doing as such by the hierarchical character. In like manner a male journalist who opposes doing humanizing stories might be compelled to make his story more personal in light of the fact that the authoritative character requests it.

This research explored further the concept of gender and how it affects women's experiences in the workplace. Feminists such as Zala Volcic quote De Beauvoir, as cited in Kearney, 2006:9 who noted that Gender is socially built – "One is not born, but rather becomes, a woman". This view is very important for this study as it helps in unravelling whether women and men working in the same media workplace face the same or different experiences. Feminists argue that since men and women have an alternate arrangement of desires set on them by their way of life and "women have different perspectives because of their different lives" (Gill and Gill 2007) it follows that in a work place a female journalist will hold "experiences, attitudes and expectations" unlike those of a male one ((Volčić 2008). This is likely to be reflected in the wider community since work places reproduce wider society. This study has attempted to document the experiences of women within and also outside their media workplace as contrasted to that of their male counterparts.

The study also explored whether the gender of a journalist has a bearing on the news they cover, publish or present and the experiences they encounter within the media workplace. This was to be tested against Breed's hypothesis of Social dominancy in Newsrooms (Breed 1995:277) (see table 3 in the annex...). In this theory Breed distinguished six functions of news room that worked to make sure employees conformed to the dominant policies of the newsroom.

2.3.2 Heteronormativity and Masculinity

It is a concept that allowed us to have an idea on the role that gender, masculinity and sexuality play in shaping the experiences of women to accept specific behaviours and roles at the workplace as a normal, expected and acceptable societal behaviour in their communities and in the workplace. (Wyrod 2008) discovered masculinity tendencies in the workplace where men did not want their ultimate authority over women to be undermined by women's rights. Another study (Connell and Messerschmidt 2005) recommends that masculinity tendencies in patriarchal societies need to be challenged to eliminate gender-based oppressions and injustices.

Although heteronormativity as a concept originated from scholars in the Queer studies to bring to the forefront of the discourse of the heterosexual/ homosexual hierarchy, studies have shown that heteronormativity also establishes hierarchies among heterosexuality that lead to "hegemonic and subordinate forms of heterosexuality"(Jackson 2006b) The implication of this is that women experiences have been normalized by the patriarchal gender assigned role to accept some deeds as normal treatment of women (Jackson 2006b) regardless of whether the socially accepted behaviour have significant undesirable effects on them which is tantamount to what violates their human rights; for example, expression of their sexual orientation, equal employment opportunity, freedom and professional aspirations.

While there is no definite definition or approach that the concept can be conceptualized, heteronormativity can merely be described as the hierarchical societal arrangement that strengthens patriarchal gender assigned roles in the society. These assigned gender roles come with the expectation of what is the normal behaviour from both men and women in the society. What heteronormativity does is that it breaks down, enforces, and normalizes norms and practices about what they consider "normal" in everyday life activities in the society (Jackson, 2006). The concept is relevant to the study because it helps in going deeper into the effect of socially constructed "normal" sexual behaviour of male towards female in the society on women working in the media industry. Besides, the ''normal" sexual relationships standard created by heteronormativity that place men and women in a power relations in a way that depicts masculinity as persistent, powerful and active, and femininity as passive but also sympathetic to the sexuality of the male (Jackson,2006; Hird, 2002). The implication of this is that women at their workplace are expected to understand that a male co-worker or boss by nature is superior and will be persistent in making sexual advances even when the woman makes it clear that she is not interested. Moreover, the male is more sexually active than the female. Therefore, it can be argued that heteronormativity creates gender stereotypes between masculinity and femininity that support men's superiority over women by relegating women to the bottom of the leadership pyramid at the workplace.

While heteronormativity allows us to examine the gendered encounters of women in the media industry, it is also useful in the understanding of why women that belong to the minority sexual orientation that are not heterosexual, which is the "normal" in the society, are invisible (Roberts 2018) from the narrative of gender discrimination and sexual harassment and workplace bullying in the Uganda media industry.

2.3.3 Stereotypes, Prejudice and Discrimination

Stereotypes, prejudice, and discrimination are different but interrelated concepts (Enteman 2003);(Fiske and Lee 2008); (Stangor 2009) that explain the process that contributed to the gendered experiences of women at workplace (Bobbitt-Zeher 2011); (Heilman and Eagly 2008); Fiske, & Lee, 2008). While stereotypes are considered as the most cognitive element and regularly happens without conscious awareness, prejudice is the affective constituent of stereotyping while discrimination is one of the behavioural mechanisms of prejudicial reactions (Fiske, 2008). Stereotypes reverberates the expectations and beliefs about women's secondary role in the society that transcend beyond the household into the workplace. Prejudice represents the emotional response towards the idea of why women cannot rub shoulders with men in the workplace, which is previously reserved for men. The action taken as a result of the emotional response becomes discrimination because it ensures women don't enjoy the same right as men at the workplace. The process of stereotype-prejudice-discrimination tripartite view of men about women in the media is responsible for the numerous harmful gendered experiences that women continue to suffer in the workplace

I have used the concepts of Stereotypes, Prejudice and Discrimination to examine the representation and personal experiences of women in the media. Basing on documented experiences such as of the BBC guide for journalists as well as of Minic (2014) which list under-representation (in terms of equity at work and the media coverage), stereotyping, distorted information and unrealistic images of women, and offensive words as problems that are shared by women and all individual who are historically discriminated against in the media, I have explored if the same obtains for women working in the media houses in Uganda.

Most of the trending research on women and media is about the coverage of women issues as well as access to and representation of women in the media vis-à-vis that of men. Zhou 2015 studied the gendered encounters of female journalists in the print media in Zimbabwe in which she argued that journalism is a gendered calling that privileges men and the patriarchal standards to the exclusion of women. She notes that journalism in Zimbabwe is structured around an "ideal worker" who is a man hence women in the media workplace are excluded, thanks to social constructions of masculinity and femininity. She adds that the

media workplace is dominated by a masculine culture which also defines the competitive nature of the media profession. The same culture, she argues, associates women with the domestic sphere, reproduction and childcare and hence they are unsuitable for the journalism profession (Zhou 2015:12). UMWA 2014 generally agrees with Zhou (2015)'s findings and adds that the image of the world given by the present news media is one in which women scarcely exist since it is a world occupied, organized, and characterized by men…. where a higher status is accorded to men and the masculine (UMWA, 2014).

These studies reveal that the media negatively portrays women across the board, allocates little space and time to women's issues considering them not to be news worthy, and neglect to give a decent image of women's diverse lives and commitments to society. UMWA (2014:8) notes that the media has treated women in degrading and dehumanizing ways and labelled them as stupid and dump - to be seen and not to be heard neither in print nor electronic media. The media also portrays women as objects of humour or disparagement, and as sex objects through sex appeal creations, beauty fronting, and image undressing.

2.3.4 Mansplaining

Mansplaining is a relatively new concept used in describing the gendered experiences of women in the workplace. According to Kidd (2017), mansplaining is a precise and regulated type of oppression that hushes women, certainly uncovering the lesser estimation of the female voice (Kidd 2017) It is been used to describe the situation where a man frequently interrupts a female co-worker in a condescending manner explains something the female colleagues at workplace already know. Hupke (2016) maintained that it is a common phenomenon at the workplace for a man to assume that the woman is not knowledgeable enough on the topic of discussion and therefore he frequently interrupts or talks over the female co-worker. Nevertheless, mansplaining is not limited to only the workplace, it is present in every aspect of life as suggested by (Frangou 2016). For Frangou, it very unlikely to see a woman that has not in one instance or the other dealt with mansplaining in every phase of their life. However, there are those that opposed the idea of mansplaining as a gendered experience on the ground that the term itself is sexist because it solely targets men. Moreover what many called mansplaining is just an intersection between cluelessness and overconfidence where some portion of that gender gets stuck (Solnit, 2012). However, Solnit

maintained that, mansplaining is real because it keeps women in self-limitation and "self-doubt just as it exercises men's unsupported overconfidence" (Solnit 2014).

CHAPTER 3: GENDRERD EXPERIENCES OF THE WOMEN IN THE MEDIA, EFFECTS OF THESE EXPERIENCES ON WORK PERFORMANCE AND THE GOVERNMENT'S RESPONSES TO THE EFFECTS.

3.1   Introduction

In chapter two I presented and discussed the conceptual framework and the main concepts that I used to investigate and explain the findings on the normalized and unreported encounters of women working in the media work place. From the review of literature, I have emphasized that gender analysis from a feminist perspective is critical in understanding the inequalities in organizations and the difference in experiences amongst women and men working under the same environment.

In chapter three I present the key findings, particularly the normalized and unreported experiences of the women in the media workplace, and the outcomes of such experiences on the women's performance including responses on how UBC as a government entity addresses these issues. In this chapter the conceptual framework and key concepts elaborated in the previous section are used to explore and highlight the experiences of the women in the media workplace and how such experiences affect their performance. The key concepts used in this chapter are gender, discrimination, prejudice, heteronormativity, and stereotypes. Concrete real-life experiences are discussed to elaborate the meaning and effect of these concepts to a female worker in a media work place.

3.2   Gendered Experiences Of Women working at UBC media company and effects of these experiences on work performance.

3.2.1 Gender Segregation and Discrimination

As explained earlier in most workplaces' jobs are sex-disaggregated and are usually male dominated. UBC is not an exception to this. For instance, out of the six top managers at UBC, only one, the Human Resources Manager, is female. This scenario also plays out in more advanced economies such as that of the USA. A study about the corporate women in America concluded that men win more promotions, all the more difficult assignments and more access to top pioneers than women do (Waller and Lublin 2015). Men are more probable than

women to feel certain that they are on course to an executive job and feel all the more unequivocally that their employers prizes merit. The report includes that women, in the interim, see a more extreme trek to the best. Not exactly 50% of women feel that promotions are granted decently or that the best open doors go to the most-meriting workers. Most women say that sex has been a factor in missed promotions. Considerably more trust that their sexual orientation will make it harder for them to progress later on—a feeling most firmly felt by women at senior levels (Lublin et al 2016).

To verify if the American experience described above also applies to Uganda, I interviewed women respondents from the UBC newsroom (R1 (27/07/2018; R3 (28/07/2018; and (R7 30/07/2018) who noted that most of them joined UBC from University in capacities such as interns and news translators and were later taken on and assigned different roles including editing and presenting programs, anchoring news and assisting in the management of the broadcasting equipment. However, one of the respondents claimed that much as her motivation to join UBC was to be the best news anchor, this wasn't possible because of the role segregation that is existent. She adds that she has never been given an opportunity to anchor news but just does voice overs. The respondent (R1 27/07/ 2018) adds that this affects her work because she is doing something she doesn't like to do and hence performance is always low because sometimes she doesn't come to work at all since she gets demoralised.

In addition, other respondents said that male counterparts do not respect women's unique gender roles while assigning tasks. A respondent from the news department observed that women news anchors are always assigned to present early morning (6:00AM) news bulletins irrespective of whether they are mothers to young babies or not. This means they have to be in the studio by 5:00AM. An example was given of a woman news anchor who presents the 6:00AM news bulletin. She would come with her newly born baby at 5:00AM, lay it somewhere in the cold studio and proceed to present the news at 6:00AM. At times she would fail to make it to the studio fearing that her baby, who was allergic to coldness, would catch a cold. She tried to ask for a change in time of her programme but her manager, a man, refused and instead asked her to write an apology letter. Other respondents noted that women are also assigned work that takes them late into the night and yet there is no provision for late night transport or accommodation.

This was confirmed by Cha (2013:159) in her study on work and gender segregation, she argues that working for long hours is seen as common trend and has advantages for those who are seen to be adhering to it as they are viewed as more active and committed to work than those who do not abide to this norm. She further argues that this affects women especially for mothers who have family and childcare responsibilities. Also (Nemoto 2013) stresses that long hours of work is a "gendered marker" for the perfect workers and thus, women are viewed as unable or reluctant to work. As a result, Masculine working styles have an effect of marginalising women in the work place.

Whereas all the women respondents (R1(27/08/2018;R2(27/07/2018;R3(27/07/2018;R4(28/07/2018) among others at UBC noted that their recruitment was reportedly regularized through public service interviews on merit and this was corroborated by a representative from the Human Resource Department who noted that recruitment and promotion at UBC was a prerogative of the Government through the Public Service Commission, there were cases where some of the respondents noted that there are insistencies when merit is not followed in recruitment of employees at UBC. They noted there are reports of discrimination where some people are recruited based on 'technical-know-who' and one respondent had this to say;

> *"Well before the current reshuffle which is going on there are people who would be recruited on merit, others have their people or tribe mates in the media company who would connect them. There is also this thing of asking for money to connect you to certain positions especially for people who are not on payroll. At least I have seen this happen to a friend of mine"* (R2 27/07/2018).

When asked how all these experiences affect their performance at the workplace, most admitted that being discriminated and segregated affects their career growth because most of them work with unprofessional mentalities at the back of their minds and don't put in any efforts in what they are doing because of being demoralised. A respondent explained as follows;

"The moment I see my friends not being given a chance to present programs they are good at and instead those programs are given to men I tend to develop the I don't care attitude in every assignment my boss gives me after all no one will appreciate my efforts" (R2 27/07/2018).

3.2.2 Unfair Treatment of Female Staff Due to their Gender.

At the UBC women are treated differently according to respondents compared to men. These treatments mainly come from male bosses, colleagues and clients and this makes women feel they experience these simply because they are women. Some of the specific cases cited include women who are not on the UBC payroll being denied public holidays and their maternity leave is granted but not paid for because they are paid per news bulletin aired. Talking to one respondent, she (R3/28/07/2018) says that Maternity leave for women who work part-time in the media house aren't paid for and this means if you don't work or when you fall sick or you are operated on while giving birth, you cannot earn anything which is so unfair compared to men who don't get pregnant and don't leave their jobs to go for maternity leave

Women in management positions too feel that they are treated differently due to their gender. Some say much as they tend to maintain the professional distance from subordinates, they admit to having a social life, and this is where they feel discriminated and treated differently due to their gender. For example, speaking to one manager who admits to be a lesbian, she wishes to expose her other gender but admits to getting scared because of the unaccommodated nature of the law in Uganda which doesn't tolerate non heteronormative orientations.

Asked whether exposure of her sexual orientation affected her work especially performance she noted the day she exposed her orientation to a man friend who was sexually harassing her nearly made her loose her job adding that the friend started talking about her with fellow men hearing these comments from men made her uncomfortable, felt segregated and discriminated because men stopped talking to her (R4 28/07/2018). In addition, she says she felt out of place, and took off days off work leaving all her responsibilities at stand still thus affecting her performance.

Also another respondent who noted that she is a lesbian reported that her sexual orientation, once revealed to a fellow worker who was a man, became ground for her discomfort and continued harassment in the workplace (R5 28/07/2018). This is because men took her for granted thinking she was unserious and that there is no such a thing as being a Lesbian or homosexual since the law doesn't accept it in Uganda. Nevertheless, some scholars argue that in cultures where heteronormativity is existent such as in the media industry of Uganda, it helps us examine the gendered encounters of women in the media industry. It is

also useful in the understanding of why women that belong to a certain sexual orientation minority that are not heterosexual, which is the "normal" in the society, are invisible (Roberts 2018); Zukic, 2017) from the narrative of gender discrimination, sexual harassment and workplace bullying in the Uganda media industry.

3.2.3 Stereotypes

Depiction of women in the media: in the print media, women have been portrayed as objects of sex with the intention of using their sexuality to evoke emotions of eroticism, romanticism and sensuality thereby degrading women's dignity. The women have also been portrayed as toys for the men with the latter being portrayed as powerful and dominant over the women (UMWA 2014: 19). News coverage and content is biased to gender stereotypes about and between women and men in the use of adjectives such as "Chairman" instead of the gender neutral and inclusive "Chairperson". Such subjective words depict men as powerful and superior to women. Other stereotypes include sexism (*Sheism* and *Heism*) in which the women are often portrayed as less of news makers. Women are also depicted as victims e.g. of domestic violence, and according to Sahn et al (2013), the media hardly profiles stories of women's achievements and hence largely contributes to framing women's issues as problems. On the other hand men are also stereotyped and portrayed as powerful and dominant with the intention of promoting notions of machoism and hypermasculinity (White 2009) to the detriment of the women. This negative portrayal and underrepresentation of women negatively impacts media content and also translates into stagnation of women's career in the media industry, frustration, burn out and job dissatisfaction and eventual quitting of media jobs (UMWA 2014: 34).

For stance at the UBC, It was noted by one respondent that men think female employees are not competent enough and has demoralised many women who even quit their work because of such stereotypical treatment towards them. She noted that;

> "*Men think they are the only ones who can be engineer, or producers; even when we women do certain things in transmission department, they always say we have done it poorly. Even if the TV transmission is off air and it is a lady who happen to have worked that day, men will blame her for the mistake as if the same cannot*

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> *happen when it was a man who was in-charge that day"* (R6
> 29/07/2018).

(Elmore 2007) argues that the newsroom culture is patriarchal where male journalists apply exclusionary strategies, which makes it difficult for women to survive in the industry. Elmore further argues that gender stereotypes are one of the exclusionary strategies used to deny women access to certain types of stories. To some respondents, stereotypes affect their work negatively because it lowers their performances since most of the women say work with bias and pressure to please their bosses and in most cases make mistakes.

3.2.4 Mansplaining

Respondents were asked whether they had ever been in a meeting or amidst colleagues discussing and a male colleague discredits or shuts down their arguments. Some (R1 (27/08/2018; R2(27/07/2018; R3(27/07/2018; R4(28/07/2018; R5(28/07/2018; and R12(11/08/2018) answered in the affirmative saying that mansplaining is common at the UBC citing examples where men shut down women by banging tables in case a woman is giving out her point something which isn't done when men are talking.

All respondents reported that this kind of behaviour of the men towards their female colleagues had profound effects on the performance of women in the workplace. Adding that shaming women in public by banging tables for women to shut up makes them not bring out their issues to table and this gives women a bad attitude towards their work which hinders their performance because most of them say, they never want to face men who shame them publicly again. These masculine working styles have the effect of marginalising women in the workplace. (Du Plessis et al. 2015) noted that these working styles uncomfortable as they prefer softer styles while (Nemoto 2013) argues that masculine working styles tend to deprive women of their power, which makes them fell intimidated and as result, they find it difficult to fit in.

3.2.5 Sexual Harassment as an Unreported and Normalised Gendered Experience of Women Working at UBC

As per the World Health Organisation (WHO), sexual harassment is broken down as: "Any sexual act, attempt to obtain a sexual act, unwanted sexual comments or advances, or acts to traffic or otherwise directed, against a person's sexuality using coercion, by any person

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regardless of their relationship to the victim, in any setting, including but not limited to home and work"(World Health Organization 2013) As feminists contend, sexual harassment is not essentially about sex, or physical fascination, or about boys' and men's endeavors to be "pleasant" to girls or women. Rather, it is about endeavors to keep up distinction and strengthen "expression and enforcement of power and a binary gender hierarchy" (Creedon, 1993:99). This is not to say that men do not face sexual harassment. As contemporary studies show, men experienced sexual harassment less extremely, and with less negative mental and physical impacts than women both in the work environment and outside (Creedon, 1993:100).

Wellbeing of journalists is the capacity for journalists and media experts to get, create and share information without confronting physical or moral dangers. Women journalists confront expanding risks, for example, rape, "whether in the form of a targeted sexual violation, often in reprisal for their work; mob-related sexual violence aimed against journalists covering public events; or the sexual abuse of journalists in detention or captivity. Many of these crimes are not reported as a result of powerful cultural and professional stigmas (UN Plan of Action on Safety of Journalists, 2012). Women journalists, whether they are working in an insecure context, or in a newsroom, face risks of physical assault, sexual harassment, sexual assault, rape and even murder. For instance UNESCO's Director-General noted that in the period from 2012 through 2016, 38 women journalists were killed on duty. Whereas this number appears small, representing 7 per cent of all journalists killed in 2016. However the UN reported that women journalists are vulnerable to attacks not only from those attempting to silence their coverage, but also from sources, colleagues and others.

All female respondents from UBC and UMWA reported that they were aware of sexual harassment within UBC. They added that some of them or their colleagues had been victims of sexual harassment at UBC. They noted that in most cases men sexually harassed women who were seeking employment at UBC with promises of securing it for them from the Human Resources Department. The respondent from UMWA (R8 15/08/2018) said that she personally witnessed cases of sexual harassment while working at the UBC in addition testimonies provided by women who run to her rescue once sexually harassed by men from their media workplaces. She added that main perpetrators of sexual harassment are bosses who tend to take advantage of young girls seeking jobs for employment by asking for sexual favours in return of jobs which she says affected work delivery because the victims always

worked slowly or even missed some days off work since they had a mutual connection with bosses.

(Walby 1994) argues that sexual harassment falls into a patriarchal of prescribed heterosexuality and violence, which has the effects of excluding women as they tend to shy away from certain types of work. Sexual harassment is also viewed as that is meant to keep women in check and a tool to keep women in subordinate positions in the workplace (Cockbum 1991). In addition, from testimonies given by lesbian respondents, Sexual Harassment goes unreported and is often taken for granted because of the heteronormative thinking of the perpetuators which accounts for its recurrences and unpreparedness. This is also in line with the findings of Eaton and (Eaton and Matamala 2014) that revealed the strong influence the endorsement of heteronormative ideologies have on the individual is acceptance of verbal sexual bullying strategies as normal phenomenon not only by the victims but also the perpetrators (Eaton & Matamala, 2014:1443).

As earlier urged that, besides the ''normal" sexual relationships standard created by heteronormativity which situates men and women in a hierarchical relationship in a way that exemplifies masculinity as persistent, powerful and active, and femininity as passive but also sympathetic to the sexuality of the male (Jackson, 2006; Hird, 2002). The implication of this is that women at their workplace are expected to understand that a male co-worker or boss by nature is superior and will be persistent in making sexual advances even when the woman makes it clear that she is not interested. Moreover, the male is more sexually active than the female. Therefore, it can be argued that heteronormativity creates gender stereotypes between masculinity and femininity that support men's superiority over women by relegating women to bottom of the leadership pyramid at the workplace. What heteronormativity and masculinity does to women is that it damages their self-esteem which make them to be less ambitious since they already accept the glass ceiling that limit them to specific roles in their organizations, as well as living with the mental torture for those that suffered sexual harassment as testified by the same respondent.

Other respondents noted that some women are sexually harassed when they seek to be promoted. Another form of sexual harassment of the women was by the company drivers who are men and who utter words of sexual intent to the women whenever they pick or drop them to and after work respectively. Other women reported that their male colleagues sexually harass them especially while on duty at night. The women respondents also reported that they

are sometimes sexually harassed by, people who call them to give them news stories outside the media house.

R9(29/07/2019) noted that a man called her to a hotel for an interview but ended up asking her for sex favours in return of the news story, while another respondent also reported that sometimes guests to be hosted in media programs also sexually harass the presenters by asking for their phone numbers, which they eventually use to sexually harass them.

Since the media have started publishing more and more of their content online, media professionals have been confronted with a whole new kind of public forum where readers and listeners can comment immediately on reports and information. This has also opened the door to offensive remarks and smear campaigns, which are on the increase. Women media professionals in particular are the targets of digital harassment such as hacker attacks, leaking of private information, eavesdropping on telephone calls or chat messages, stalking, hate speech on Facebook or insulting Twitter hashtags. Women journalists and bloggers in Uganda are not just attacked because of their journalistic work, but often because of their gender. Ugandan journalist and blogger cited by (Harding 2015), Lindsey Kukunda says that in Uganda, it's a mentality problem: *"Basically, women are respected less than men and they don't have the same social support. These differences are nothing new, but now social media is making it a whole lot easier to insult women."* Kukunda herself has repeatedly been the target of abusive e-mails and Facebook posts in reaction to her blogs. The online attacks on women can also have an impact on their reputation offline. The word often is that women "have only themselves to blame".

Asked about how sexual harassment affects their work all respondents reported that sexual harassment affected their work. Such included stress and depression among others. The same respondents added that when you report the issue of sexual harassment at the workplace to the Disciplinary Committee and it takes no action, which makes it stressful. It keeps running in one's mind and in the end if one has a program to produce, she won't do it well because the mind isn't settled. In a related incident one respondent (R9 29/07/2018) noted that she was sexually harassed by a male guest she was to host on the programme whom she met in the corridors on her way to the studio to anchor news. The guest started bothering her, asking her for her phone number and even sexually harassing her. This made her delay for five minutes and she ended up presenting the news bulletin five minutes late, which is not allowed. She risked losing her job.

Contrastingly, men at the UBC think if women are affected by SH, like they claim to be, it is because they deserve these harassments. Speaking to one of the male employees in the company, he attributes cases of SH like rape to women being responsible because of their indecent dressing around the workplace adding that cases where women have blamed men for raping them should be ignored because women will continue experiencing such if they don't dress decently. However, this differs from a few feminists who argue that cases of extreme sexual harassments should be viewed not to hold woman accountable but to support and eliminate the vice. Some feminists argue that in cases of rape as an example of sexual harassment, men need to come to the defence of women since women are viewed as men's honours (Žarkov 2007). Therefore, raping a woman is like raping a man's honour. In other words men's ideas of blaming women for rape need to be revised to finding solutions to the act.

For instance, in America a report on a comprehensive study on the state of the corporate woman in America entitled Women in the Workplace 2017[10] notes that whereas Men and women work one next to the other in the media, handling a similar business issues, sitting through similar meetings and strolling the same passages the shared view closes there. It takes note of that men and women encounter distinctively in working environments and that except if these demeanors change, requests from women for better pay, equal opportunities and constructive activity projects may fail to attract anyone's attention (Hadjifotiou 1983). He anyway noticed that when these ramifications for women emerge because of harassment, they may go unrecognized in light of the fact that the harassments either stays covered up or is considered an unchallenged and common piece of working life.

3.3 UBC's Response to Gender Issues and How Women Deal with Gendered Experiences in Media Company.

The 1995 Constitution of the Republic of Uganda, Article 40, makes arrangement for economic rights. Under this law, Parliament is ordered to establish laws to accommodate the privileges of people to work under agreeable, protected and solid conditions, to guarantee parallel installment for equivalent work without discrimination; and to guarantee that each

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[10] *http://graphics.wsj.com/how-men-and-women-see-the-workplace-differently/*

worker is concurred rest and sensible working hours and times of occasions with pay, and compensation for public holidays. Article 40 additionally ensures the privilege of each Ugandan to rehearse his or her calling and to continue any legitimate occupation, trade or business. Article 33 likewise expresses that, Women will be concurred full and equivalent pride of the individual with men. Ladies will have the privilege to measure up to treatment with men and that privilege will incorporate equivalent open doors in political, financial and social activities. Article 29 stipulates that, everybody will have the right to freedom of expression, movement, get together and affiliation; this will incorporate opportunity to look for and confer information and thoughts of all kinds.

The UBC being a government media company is supposed to provide the best to its employees based on these provisions in the constitution. However, this isn't the case because all these guidelines and policies were proved not to be followed according to testimonies from participants despite their existence. Speaking to one participant in the managerial positions about if these policies have been implemented and efficiently utilized at the UBC he had this to say

> *"We have a staff policy manual at the UBC which is always given to employees to go through and get conversant with the policies especially the disciplinary code and procedure which aims at making sure that the employer and the Employees are treated with Mutual respect in all corners and this should be respected" (R11 08/08/2018).*

It was also revealed that the UBC's staff policy indicated in the manual given to employees does not give much special attention to Gender issues except it indicating that women are entitled to a three months maternity leave, and also private negotiations between bosses and breastfeeding mothers to be excused to nurse their babies while on duty are existent though not allowed and not accommodated in the staff policy manual.

However much all respondents acknowledged that there is a disciplinary committee at UBC which handles complaints of discrimination, sexual harassment, mansplaining among others, they claim that the committee is biased in its judgement especially on issues concerning women because it usually listens to only one side of the story. It is key to state that women empowerment according to some scholars will depend on the activism of those who have a direct stake in the attainment of equal opportunity. Lafky (1993) provided a touching

advice that those who seek social and economic justice in the workforce would do well to remember the words of Dr Martin Luther (King Jr 1963)

"We know through painful experience that freedom is never voluntarily given by the oppressor; it must be demanded by the oppressed" (Lafky 1993).

Therefore, it is incumbent on women in the media to fight for justice through opening up and participating actively or even take refuge to CSOs as some of the respondents cited benefiting from UMWA a nongovernmental organisation that fights for the rights of women in the media company. Some respondents credited it for devising plans to help young women learn practical defence mechanisms in cases of mansplaining and sexual harassment since most young women in media have no idea that they are being sexually harassed or mansplained. Respondents added that they have benefited from the recently launched UMWA strategic plan aimed at mentoring young junior journalists and equips them with knowledge on challenges they encounter in the workplace and how to overcome them through collective action and finding refugee in other organizations that fight for the rights of women in media.

3.4   conclusion

In this chapter, I have demonstrated that jobs in the media workplace (the case of UBC) are sex-disaggregated with females being dismally represented in top management. I have also demonstrated that women face huddles including discrimination, tribalism, bribery and sexual harassment in accessing employment and promotion at UBC. I have presented evidence that the women's peril does not stop there. It continues within the workplace. They are unfairly treated in terms of career growth mainly because men are biased against their performance and hardly recognize it. Women are assigned less prominent roles. I have also pointed out that there is gender insensitivity in assigning roles and treating women at UBC. The workplace at UBC is also not gender sensitive to, for example, lactating mothers as it lacks suitable facilities such as a nursery for the toddlers and breastfeeding room. I have also exposed mistreatment of women at UBC e.g. through reckless statements by the male colleagues that women are prostitutes. The situation is also not helped by the unreported and unrecognized but widespread mansplaining. I have also demonstrated that Sexual Harassment is widespread but has been normalized at UBC. Concurrently, I have argued that these experiences demoralize women and negatively affects their performances at work. Also included has been

the measures taken by the employer to address gender issues in the workplace and explained that the UBC has official policies like the UBC staff policy manual which indicates all the guidelines and gives provisions like the existing disciplinary committee for women to find rescue in case they are disrespected though this hasn't been beneficial to them.

CHAPTER4: CONCLUSION AND RECOMENDATION

This chapter presents the general conclusions that I have drawn from this study regarding the existence of normalized and unreported gendered experiences of women in the media workplace, the effects such experiences have on women's performance in the work place, the actions taken when such experiences are reported, and the how the lessons revealed in this study can be used by different stakeholders to take or cause action to be taken on some of these experiences.

Existence of normalized and unreported experiences of women working in the media workplace: This study has revealed and concluded that women in the media workplace in Uganda have experiences that have been 'normalized' and have not been reported. Such includes discrimination and segregation against women in recruitment, promotions and posting. For instance, out of the six heads of department at UBC only one is a woman and only two women head two of Uganda's major media houses – the New Vision and Monitor Publications. The study has also provided evidence of unfair treatment, shaming and negative portrayal of women in the media workplace. Other experiences include mansplaining, Sexual Harassment of women mainly by the male bosses and lack of social support. Whereas these practices are grave and some of them criminal, the study has revealed that at UBC, as well as many other media workplaces, they have been normalized and go unreported. The study has explained that this is because the media workplace is gendered and is informed by dominant masculinity norms and dominant feminine norms. The study has also concluded that the media workplace at UBC does not provide gender friendly facilities such as nursery for lactating mothers, and transport and accommodation for women who have to work late in the night.

Effects of the gendered experiences on women in the media workplace: This study has revealed and documented the (negative) effects of the gendered workplace experiences on women. It has pointed out some of the key effects which can be categorized as economic, social, psychological and emotional. The economic effects include loss of income due to denial of opportunities, loss of jobs, missing work, and slowing down career growth due to slippery floors and glass ceilings which curtail horizontal and vertical career growth respectively for the women. The study has also provided evidence of the social effects of the gendered experiences of the women in the media workplace. Such includes discrimination and

marginalization of women in the workplace and acceptance of negative statements such as verbal sexual bullying as a normal phenomenon. Others are demoralization and slowing down of work and instilling fear among the survivors. The psychological and emotional effects of the gendered experiences include fear by some women who are lesbians to express their sexual orientation and self denial to a social life of their choice; damaged self esteem of the survivors of sexual harassment and mansplaining which in turn makes the women less ambitious and easily accepting the glass ceiling and slippery floors; mental torture of the survivors of sexual harassment; depression and stress; and damaged reputation of women due to online and offline harassment.

How experiences are dealt with: This study has revealed that Uganda's legal and policy framework promotes gender equality and mainstreams gender in almost all programs including in the workplace. The Constitution in Articles 40, 33 and 29 among others promotes the economic rights and freedoms of the women. The national employment act prohibits discrimination in employment on the basis of gender and outlaws sexual harassment in the work place. Also, the UBC as a company has the staff policy which outlines the guidelines and rules or the code of conduct expected from employers and employees although these policies are general and do not give priority to contemporary gender issues like sexual harassment, mansplaining at the workplace. This study has revealed that these policies are not followed and used to act on reported cases of sexual harassment, gender discrimination, mansplaining among others. The study has revealed that UBC, like other media houses, has a Disciplinary Committee but the respondents concluded that this committee does not take action when gender issues are reported to it because it is allegedly dominated by men who are biased against women. This is due to insensitivity of some of the members of the committee who reason that women provoke men to sexually harass them. All respondents reported that sexual harassment brought them stress and depression and this negatively affected their work.

This study has provided a strong theoretical background to explain the existence of normalized and unreported gendered experiences in the media workplace. From the testimonies in the UBC case study and other pieces of evidence from literature the study is quite informative to state and non state actors who can use it to guide their interventions in ensuring that journalism continues with its original roots of fighting for decency, progress and rights for all, starting with the media workplace. This study can help stakeholders to debate, argue, train and secure commitment to confront discrimination (against women) wherever it

appears. In this way this study is a contribution to the realization of the declaration of the Beijing Declaration and Platform of Action (Declaration 1995) that puts into consideration the potential of the media for women empowerment. It called upon governments and International Development Organisations to take a step to address "stereotyping of women and inequality in women's access to and participation in all communication systems, especially in the media"('International Federation of Journalists, 2009: Getting the Balance Right Gender Equality in Journalism; International Press Centre Residence Palace, Block C 155 Rue De La Loi B - 1040 Brussels Belgium').

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Table 1: List of participants *(agreed to disclose this information with participants)*

Number	Title in the media company	Reference codes used in the text (R stands for Respondent)	Gender	Date	Place of the interview.
1.	Human Resource department (anonymised title)	R1	Female	27/07/2018	UBC
2.	Presenter	R2	Female	27/07/2018	UBC
3.	Producer	R2	Female	27/08/2018	UBC
4.	News Reporter	R3	Female	28/07/2018	UBC
5.	Human Resource Department (anonymised title)	R4	Female	28/07/2018	UBC
6.	News Anchor	R5	Female	28/07/2018	UBC
7.	Transmission/ Technician	R6	Female	29/07/2018	Kampala city centre
8.	General Administration (anonymised	R7	Female	30/07/2018	UB

	title)				
9.	NGO Representative	R8	Female	15/08/2018	UBC
10.	News Editor/Producer	R9	Female	29/07/2018	UBC
11.	Sales	R 10		07/08/2018	UBC
12.	Manager	R11	Male	08/08/2018	UBC
13.	Disciplinary Committee	R12	Female	11/08/2018	UBC

APPENDIX: 2

Table 2: describing newsroom culture in the workplace

Reason for conforming to policy	Summary of explanation
Institutional authority and sanctions	Editor openly requests particular policies be followed or ignores and changes stories that defy the policy.
Feelings of obligation and esteem for superiors	Younger journalists may feel indebted to the older journalists, who they learnt from or were hired by.
Mobility aspirations	Conforming rewarded professionally
Absence of conflicting group allegiance	No evidence of unions or informal groups resisting
The pleasant nature of the activity	"The newsroom is a friendly, first namish place", with interesting work and access to important people and decisions.
News becomes a value	"News comes first"

(Breed, 1995:277-279)

APPENDIX 3

Interview Guide

Question 1 for Women

Media House:

Department:

Section:

1. **Personal Details of the Respondent**
   a. Highest Level of Education / Qualification
   b. What is your marital status? Single / Married / Divorced / Widowed
   c. When did you join this media house? What was your position at entry in this media house?
   d. What is your current position?
   e. What were your previous position(s)? State year of appointment to each of these positions
   f. What informed your change in positions?

2. **Recruitment, appointment to the position and promotions**
   a. How were you recruited to this media house: i) As a volunteer who was later taken on; ii) Retained after internship in this media house; iii) Through Public Service Interviews; iv) Seconded from another agency / department; v) Through the backdoor
   b. What are the criteria for the following: i) recruiting new staffs; ii) promoting staffs; iii) seconding staffs for career advancement?
   c. Are there cases where these criteria have not been followed? Elaborate
   d. What are your personal impressions with regard to the application of the criteria in the recruitment, placement and promotion of female staff in this media house? i) On merit and free and fair i.e. strictly depends on candidate's personal competence; ii) Not strictly on merit i.e. one needs to have connections within or outside the media house before they can

be recruited or promoted; iii) Bosses demand for sexual favours before recruiting or promoting female staffs

e. What is the ratio of female to male staffs in the following positions in your agency / department?

    i. Board of Directors

    ii. Top level management (Executive Director, other Directors)

    iii. Middle level management (Heads of Department, Editors)

    iv. Senior reporters

    v. Junior reporters

    vi. Free lance reporters

    vii. Support staff

f. What reasons can you give for the above observations?

3. Work place experiences

a. How can you describe your relationship with your male colleagues at the work place? i) They are respectful and treat females as equal colleagues; iii) Disrespectful and they treat women as unequal colleagues; iv) They are bossy and patronizing to the females; v) They are inferior to the females

b. Are you aware of sexual harassment and its manifestations? Yes / No

c. Have you or any other female staff in your department or media house experienced sexual harassment at the work place? Yes / No

d. If the answer to 3 (b) is Yes would you freely share a story of what happened? How did you or your colleague address it?

e. Are there incidences at your work place where female staffs have been treated unfairly simply because they are women? Yes / No

f. If the answer in 3 (e) above is yes, with the help of specific examples, describe the way women are treated unfairly in your work place: i) They are assigned to less prominent and profitable roles; ii) They are discriminated against in promotions and other career opportunities; iii) They are sexually harassed; iv) They are made to work very long hours; v) They are not paid equally as men in terms of basic pay and allowances; vi) They are unfairly treated when it comes to exposure and career growth; vii) They are denied fringe benefits such as maternity leave with pay; viii) they are denied basic facilities e.g. nurseries for lactating mothers; ix) They are not assigned suitable roles in consideration of

the gender conditions e.g. when pregnant; x) They are not allowed to freely express themselves; xi) others

g. At your work place does a female staff's sexuality (e.g. chastity, sexual orientation), religion, ethnicity and political affiliation play a role in her getting chance of recruitment, deployment, promotion or career growth? Yes / No. If yes cite cases in point.

h. What are the effects of this kind of discrimination on the female staffs in your media house? Can you share your experience or that of other female staffs?

i. How is discrimination against women, sexual harassment and mansplaining addressed in your media house? Cite specific case examples.

Question 2 for managers

Media House:

Department:

1. Personal Details of the Respondent

 a. Highest Level of Education / Qualification

 b. What is your marital status? Single / Married / Divorced / Widowed

 c. When did you join this media house? What was your position at entry?

 d. What is your current position?

 e. What were your previous position(s)? State year of appointment to each of these positions

 f. What informed your change in positions?

2. Relationship with subordinates

 a. With the help specific examples how can you generally describe your relationship with the female staffs in your charge? i) cordial & friendly; ii) I treat them as equals; iii) dominating and overbearing; iv) Unfriendly

 b. How can you describe the relationship of the male staffs under your charge with their female counterparts? Cite examples. Elaborate the underlying reasons.

 c. How would you describe the relationship of the female staffs towards their male counter parts? Cite examples. Elaborate the underlying reasons.

 d. How can you describe the relationship of the women in positions of responsibility towards their female subordinates? Cite examples. Elaborate the underlying reasons.

 e. How can you describe the relationship of the subordinate women towards their female bosses? Cite examples. Elaborate the underlying reasons.

f. How can you compare the relationship of the women towards their female women versus that of women towards their male counterparts? Cite examples. Elaborate the underlying reasons.

g. Have you ever experienced cases of sexual harassment, discrimination, mansplaining against female staffs in their professional work and at the work place simply because they are women? Cite examples. How do you address them?

h. What is your response when female staffs report cases of sexual harassment and discrimination?

i. What considerations do you use to deploy staffs (male and female) to cover events and report news? Cite examples.

j. What considerations do you make in promoting or exposing female staffs to further career advancement? Cite examples.

Question 3 Government and NGOs

Name of the NGO/CSO:

a) Have you heard or documented cases of sexual harassment, discrimination, mansplaining, gender inequalities, and other gendered experiences from women working in various media houses?

b) Are there reports documented specifically from Uganda broadcasting corporation, a government owned media house that employs more women as compared with other private media houses?

c) As a promoter of the rights of women media workers what interventions did you take or can you take or can recommend to be taken when you come across cases of discrimination, sexual harassment, and mansplaining of women working in the media?