

EXPLORING THE REPRESENTATION OF WOMEN IN UGANDA'S TELEVISION INDUSTRY

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Abstract

The purpose of the study was to explore the representation of women in Uganda's Television media workforce. This study was guided by feminist theory in mass media studies, which stresses that women are most disadvantaged in some ways and therefore not allowed the same rights as their male counterparts. The approach was qualitative and the method was in-depth interviews with purposefully selected participants at TV West, and data was analyzed through thematic analysis. The study found out that men dominate higher positions compared to women. This study also found out that women who were promoted to high positions most preferred to work with men and not fellow women. The issues related to inflexibility, inflexibility to certain activities, and reluctance to work extra hours beyond the stipulated work schedules were an attest to this. The study further found out that women face the challenge of sexual harassment, societal pressures, the challenge of balancing family and work, thus find the Television job much costly to maintain. This study concludes that women remain underrepresented, and recommends that future researchers do a comparative study on women's representation across different Televisions in Uganda, and also investigate the mode of training of television professionals in Uganda.

Declaration

I, **Amon Mukamasiimwe** hereby declare that this is my original work, is not plagiarized and has not been submitted to any other institution for any award.



.....
Signature

August 20, 2023

.....
Date

Approval

This dissertation has been done under my supervision and is submitted to the School of Journalism, Media and Communication with my approval.



Signed.....

Date: August 20, 2023

Prof. James Kiwanuka-Tondo

Supervisor

Dedication

I dedicate this work to my dear wife Brenda and little Maya Asimwe.

Acknowledgement

I am nothing but a pencil in the hands of the creator. Oh God! What could I have done without your knowledge, your wisdom and your understanding! I can't appreciate you enough.

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List of abbreviations

| | |
|---------|--|
| ADB: | African Development Bank |
| UoR: | University of Reading |
| AMB: | African Media Barometer |
| CDC: | Commonwealth Development Corporation |
| WB: | World Bank |
| SDGs: | Strategic Development Goals |
| ILO: | International Labor Organization |
| AIDS: | Acquired Immunodeficiency Syndrome |
| HRM: | Human Resource Manager |
| AWM: | African Women in Media |
| NRM: | National Resistance Movement |
| UCC: | Uganda Communications Commission |
| UMWA: | Uganda Media Women Network |
| UNESCO: | United Nations Educational, Scientific and Cultural Organization |
| WHO: | World Health Organization |
| WIMN: | Women in Media Network |

Chapter one

General introduction

1.1 Introduction

Although discrimination and subjugation of women is a global phenomenon, the consequences in some places in the world, particularly in developing countries, are devastating. According to Leeper (2019), studies over the last four decades have consistently revealed that male employees outnumber their female counterparts in the media industry. Women have been hesitant to build their careers in a steady pace, in a field that has long been controlled by men (Aneeta et al., 2019). Women have played an important role in delivering news content to the media (UNESCO Courier, 2020). However much the primary objective for women empowerment is to advance the quality of their lives, it also needs be noted that it has deep implications in their social, representation, professional and employment significances (Amutuhaire, 2018). In the following chapter presented are the introduction, the background of the study, the problem statement, the purpose statement, the objectives of the study, the research questions, the prepositions, the justification and the significance of the study, the scope of the study, as well as the theory and the structure of the thesis.

1.2 Background

According to Aceng (2020), Uganda is regarded to be the paradigm for successful implementation of affirmative action strategies in Africa. About a decade ago, international research showed that Uganda was neither outstandingly poor nor

noble compared to other African nations with respect to women's media engagement and employment (Amutuhaire, 2018). The overall presence of women in high positions of media leadership, management, and ownership in Africa is quite modest (Daniels et al., 2018). Rather, sexism is still prosperous as 'a business model' in these regions (Dralega et al., 2016). The amount of media attention they receive, the roles and responsibilities given to them, as well as how long they can keep their positions up, can reflect their representation. Obviously, the variables of females' access to the media and their responsibilities are quite significant (Maractho, 2019). Kaija (2013) contends that there is an increased number of women in the Ugandan radio and television stations. Nonetheless, they cover a diminutive portion of scripting, editing, and writing behind the scenes.

Like in many other countries in the world, the representation of women in the television workforce has been a subject of concern in Uganda, reflecting broader gender disparities within the media industry (Amutuhaire, 2018). Women have historically been underrepresented in key decision-making and high-ranking positions within television organizations (Byerly, 2018). The upper echelons of management, executive roles, and positions of influence often have been predominantly occupied by men (Amutuhaire, 2018). This gender gap is influenced by various factors, including traditional gender roles, societal expectations, and inherent biases (Umukoro, 2017).

In the early years of Ugandan television, which commenced in the early 1960s, the industry was predominantly male-dominated (Daalmans, et al., 2017). Societal norms and traditional gender roles often limited women to supportive and administrative positions within television networks (Daniels et al., 2018). The

representation of women on-screen and in decision-making roles was significantly limited during this era (Umukoro, 2017). As Uganda progressed through the late 20th century and into the 21st century, there was a noticeable shift in the representation of women in television (Amutuhaire, 2018). Efforts to challenge gender stereotypes and promote gender equality gained traction (ibid). The emergence of women-focused television programs and channels played a crucial role in providing a platform for women to voice their opinions and perspectives on various issues, thereby contributing to a more diversified representation within the media (Dhiman, 2023).

However, the representation of women in Uganda's television workforce remains a complex issue influenced by historical, cultural, socio-economic, and political factors (Amutuhaire, 2018). Uganda, like many other African countries, possesses a complex cultural context that has historically influenced the roles and participation of women in various sectors, including the media (Anyango, (2011). Gender representation within the media, particularly television, plays a significant role in shaping societal perceptions, attitudes, and values (Bulus & Lwahas, 2020). Understanding this representation necessitates a multifaceted examination of various dimensions, including historical context, media ownership, cultural norms, policy frameworks, and the socio-economic status of women (Umukoro, 2017). Therefore, this study concentrates on female employees in Ugandan Television stations as well as their occupational prestige. It examines how women enter the mainstream media to work and their career transitions, responsibilities assigned to them and the challenges they face. This research also proposes solutions to the challenges women television workers encounter face while carrying out different responsibilities assigned to them.

1.3 Statement of the Problem

Ideally, it is imperative that women are represented in equal proportion to their male counterparts in order for any media to authentically reflect society and offer equal career progression (Aneeta et al., 2019). However, the reality is that the media workplace in Uganda is gendered and gives priority to men and masculinity at the expense of women and femininity (Amutuhaire, 2018). Women in Television stations are underrepresented and they find it hard to keep their positions as their vocations are embroiled by several female-based uncertain setbacks (Aneeta et al., 2019). This underrepresentation and discrimination of women in media houses is not only limited to fledgling democracies like Uganda but is also a global concern. For instance, a study by Byerly (2011) indicates that in top management jobs of the media industry, men occupy 73% as compared to women who occupy 27% (Byerly, 2011). Consequently, this underrepresentation does not only result into feelings of isolation amongst women, but also exerts excessive and greater pressures to women in their attempt to prove competence (Creedon & Cramer, 2007). This study therefore sought to identify the cause of the underrepresentation of women in the television media sector in Uganda and outline initiatives to address such representation gaps.

1.4 Research Objectives

The main objective of this research was to explore why women are underrepresented in Uganda's Television media workforce. The specific objectives for this study were:

- 1) To find out the positions and responsibilities given to women vs men at TV West.

- 2) To find out the challenges faced by female employees at TV west.
- 3) To find out the possible solutions to these challenges that female employees at TV West face.

1.5 Research Questions

The Specific questions for this study were:

- 1) What are the main responsibilities and duties assigned to women vs men at TV West?
- 2) What challenges do female employees at TV West face?
- 3) What could be the probable solutions to these challenges faced by female employees at TV West.

1.6 Scope of the Study

This study is centered on the status of women and their representation in TV stations' workforce in Uganda. Unlike other media forms in Uganda, the representation of women in mainstream media specifically in Television had not been widely documented. The research was done locally on TV West - television station in Mbarara, a regional city in western Uganda because of ease of access.

1.6.1 Geographical Scope

This investigation was carried out in western Uganda at TV-West, a television situated in Mbarara City. This TV-West was considered because of its accessibility and convenience to the researcher and also it is the prevalent television in western Uganda.

1.6.2 Content Scope

This research concentrates on ‘exploring the representation of women working in Uganda’s television industry’; to determine how well the television is doing in addressing (in)equalities between men and women. The content of the literature used is that which was relevant and shaded light on how women are faring in a formally male dominated occupation, considering how they access the media, their responsibilities, success, what the management was doing so women can keep their positions in rising up their career ladder and challenges they face.

1.6.3 Time Scope

The span of this study was from 2000 to 2022. This enabled the researcher to obtain data that could at least explain or shade light on the current status or representation of women in Uganda’s Television workforce. This period was considered because in it, there was less data concerning the representation of women in Uganda’s Television workforce.

1.7 Justification

Several studies have been conducted on Uganda's media for instance; the study by Aceng, (2020) on the online attacks and harassment women journalists in Uganda are faced with, the study by Anyango, (2011) on the perceptions of Journalists on women access, employment and participation in news production in print media in Uganda, Amutuhaire (2018) on the ‘gendered experiences of women working in the media industry in Uganda’, Mwesige, (2004) on the ‘profile of Ugandan journalists in the new millennium’, Kaija, (2013) on ‘women near parity but still leaving newsrooms’ in Uganda, Maractho, (2019) on ‘(re)production’ of cultural narratives

on women in public affairs programmes in Uganda’, Ahikire, et al. (2015) on ‘making a difference beyond Numbers: Towards women’s substantive engagement in political leadership in Uganda’, Dralega, Jemaneh, Jjuko, & Kantono, (2016) on the ‘gender mainstreaming in media and journalism education - an audit of media departments in Uganda, Rwanda and Ethiopia’, UMWA (2018) on ‘gender dimensions in Uganda’s print media’. However, not much research had been conducted to examine the situational challenges that women television workers overcome to keep their jobs. This research provides facts and data that can help media owners to understand and handle women’s issues and their involvement in media growth. Also, this investigation makes a contribution to the body of knowledge on women and their representation in Uganda Television stations’ workforce, provide information that could be used by media and its stakeholders such as the ministry of gender, ministry of information and communication, the civil society and any other organizations in advocacy for women’s rights, and equality of men and women in the television media. The findings also address the gaps in literature concerning representation of women in Uganda’s Television workforce.

Also, since the area specifically Uganda has not received plentiful academic exploration, the study adds more knowledge onto the existing literature on women, media and employment by other scholars in their efforts towards creating balances and holistic approaches in media representation, and, future researchers will understand the gap that exists between policies, research and practice. The study also identifies other factors that could have been previously ignored by Ugandan media yet paramount in improving women’s participation in different media undertakings. The findings are also an additional guide to future gender policy makers who may want to enact bills, policies and laws to harness the equality

between men and women. In addition, this work provides information for any further investigations.

1.8 Propositions

This research attempted to interrogate women television workers, especially when their tales were subjected to defamation or rejection, to uncover their laborious interactions. Studies on women and the media continue to show that women have been underrepresented in media houses, and recommendations to increase this figure continue to rise (Amutuhaire, 2018).

1.9 Theoretical Framework

This research is directed by feminist theory in mass media studies. Feminist theory in mass media studies emerged in the late 1960s and early 1970s as a response to the underrepresentation and inaccurate portrayal of women in the media (Beam, & DiCicco, 2010). It is argued that the field of feminist media studies began with Betty Friedan's attack on popular women's magazines which was run by men (Banks, 2009). According to Banks (2009), the whole idea of those magazines was that working women were unhappy and anxious and women can find fulfillment only as devoted housewives and mothers. Hence, the aim of the feminist movement was to combat sexism and misogyny by challenging established social conventions and addressing gender inequality (Carter, Steiner & McLaughlin, 2015). The movement deals with women exploitation and oppression, for example in order to achieve equality between men and women (Beam, & DiCicco, 2010). Feminism theorists believe that women are most disadvantaged in some ways and therefore not allowed the same rights as those allowed to their male counterparts (Carter, Steiner &

McLaughlin, 2015). The notion usually relates to social revolutions through which women have tried in several countries to get equal treatment like their male counterparts, and also possess the opportunity to engage in public reflection, institution building, and democratic operations in their communities (Beam, & DiCicco, 2010). Consequently, women cannot be regarded as men and nor can males be viewed in the same light (Anyango, 2011). The goal of feminism is to provide empathy of the nature of female inequality, with much emphasis on politics, power relations, and sexuality (Carter, Steiner & McLaughlin, 2015). Whereas largely providing an account on social relationships, much of feminist philosophies put prominence on investigating the preferment of civil rights of women, their interests, and all matters about females.

1.10 Structure of the thesis

Chapter one of this research work presents the introduction to the study which includes background of the study, statement of the problem, purpose statement, Objectives of the study, the research questions, the rationale, significance of the study, the scope of the study, a brief introduction on the theory, the structure of the thesis and conclusion. The following chapter two will present an analysis of both national and international studies that have been done about the situation of women in the media. It will also present a comprehensive breakdown of the theory of feminism and media studies. Chapter three presents the methodology of data collection. Chapter four presents data collected, Chapter five presents the discussions of the findings, and Chapter six presents the conclusions and recommendations.

Chapter two

Literature review

2.1 Introduction

Being born a woman or a man has a lot to do with having specifically dissimilar sexual characteristics, and, through socialization, people co-opt customs of sensation, interrelating as well as communicating (Byerly, 2011). People's sexual belonging start to direct the guidelines that need to be tracked as well as the different roles to be played based on social as well as cultural interpretation (Carter, 2011). Prominence is determined by the conception of tasks, functions, and roles attributed to women and men in society and in public and private life. Conversely, equality according to World Health Organization (2017) refers to fairness and justice in the distribution of benefits, power, resources and responsibilities amongst both men and women. The concept recognizes that "women and men have different needs, power and access to resources, and that these differences should be identified and addressed in a manner that rectifies the inequity between the sexualities" (World Health Organization, 2017).

2.2 Feminist Theory

Feminist theory is simply a leeway of feminism into a theoretical discourse. Maractho (2019) explains that feminism is a fundamental initiative of female expansion as well as an inherently multidisciplinary undertaking. The common misconception is that feminist theory is about females achieving social or true equality with their male counterparts (Banks, 2009). Feminist theory assists researchers to better understand and deal with unequal and repressive gender

relations (Pietaryte & Suzina 2022). In this way, feminist theory offers an effective methodology while also laying the groundwork for practical praxis (Banks, 2009). The fight against women discrimination in Uganda's mainstream media necessitates a determination to consciousness and activity (Amutuhaire, 2018). If the Ugandan society is to participate in meaningful empirical practice, it must therefore devise methods to free the media from sexist and patriarchal institutions of inequity amongst women and men, and women underrepresentation as well as oppression (Anyango, 2011).

The feminist theorists shift their assumptions and focus away from the male standpoint towards that of women, with the aim of understanding the nature of unequal representation, and examining feminine social roles, experiences, and interests (Lucas et al., 2021). Feminist theorists believe that both sexualities; men and women should be allowed the freedom to equally develop their human interests and talents, and or, even when some of those interests' conflict with the status quo (Banks, 2009). As in the Ugandan scenario, feminist theory opposes the laws and other cultural norms that tend to put a perimeter on income, educational and job opportunities for female workers in the mainstream media (Anyango, 2011).

Findings of the World Development Report indicate that the sexuality differences are particularly persistent when rooted in deeply entrenched sexuality roles and social norms (World Bank, 2012). Likewise, most of the feminist scholars have shown that the media represents women based on stereotypes (Akpoghiran, et al., 2017). For instance, in the Ugandan context, society exemplifies men as strong, powerful, and tough individuals - both physically and intellectually (Maractho, 2019). In most cases, most societies perceive males as dominators and conquerors in everything

(Carter, 2011). Conversely, females are hypothetically soft, emotional, caring and also supportive to people around them (Akpoghiran, et al., 2017), and the Ugandan society expects females to be subordinate to men hence oppress them in terms of representation and career progression (Maractho, 2019).

2.3 Women's representation in the Media

For a number of years, there has been an ongoing debate discussing women's visibility in the media (Anyango, 2011; Pietaryte & Suzina, 2022). Similarly, Maratcho (2019) points to women's representation and participation, as well as their ability to contribute to their societies. According to Kasmach (2017), women are guaranteed in their own right to communicate publicly, as well as in their involvement in the management and technical positions. As such, the media plays an important role in changing the society by the way the media affect how members of the society perceive the different aspects of their lives (Kunsey, 2018). In most cases, the society members have a tendency of believing what they see constantly, and in fact, after some time, they start taking it as the normal way of life (Pietaryte & Suzina, 2022). According to Kasmach (2017), the main way in which the mass media falsify reality is underrepresenting women. Much of this research about female representation has been grounded in assumptions concerning distinct attainment of behaviors, as well as the many ways in which socially constructed women's roles may 'impact negatively an individual's life chances, especially in terms of one's sense of self-worth, social perceptions of women, and their career prospects' (Carter, Steiner & McLaughlin, 2015).

According to Dutt, et al. (2014), women in media and television are misrepresented, drawing from patriarchal society. Women are portrayed as male

spectators' pleasure through their curvy figures, make-ups, and tight clothes. The author refers to this as 'symbolic' representation of women, where man is viewed as an active male gaze. From the perspective of directing films and movies, the roles of women are rightly represented in women-directed movies than men-directed movies (Kunsey, 2018). The critical factor behind the scene portrays a positive role (Anyango, 2011). While these studies emphasize the role women in the films, they also depict some gender inequality and misrepresentation of women in films and movies. Besides, these studies focus more on the films than the television, which leaves a knowledge gap.

A related study on female representation in films and television in USA by Garland (2021) shows that television and films construe femininity, which identifies them as a weak gender in society. However, when television portray women correctly, the women in the audience who suffer from racism and male gaze can improve their image of themselves in appreciation of the portrayal on the television (Kunsey, 2018). A comparison of male and female-targeted TV channels in Netherland by Daalmans, Kleemans, & Sadza (2017) shows an underrepresentation of women on men's channels. On the other hand, women channels indicated equal gender representation. This finding confirms that women are underrepresented stereotypically. Consequently, the gender stereotype portrayed in male channels needs media literacy programs to break (Dutt, et al., 2014). While the findings might be true in a country with a well-developed television industry, they do not inform women representation in the television industry in a developing country like Uganda.

Studies on gender roles in television advertisements by Anweh (2020); Scarlotta & Rockmore (2020); and Pillay (2008) show that the portraying women in stereotype

gender roles discourages young girls from role modelling, besides draining their self-confidence. Most of the adverts present women doing home chores, cooking food, and cleaning the balconies (Scarlotta & Rockmore, 2020). On the other hand, men are presented in telecommunication, professional career people, and as bread winners (ibid). Despite such stereotypes, the laws are still weak to guard against discrimination of the role of women in television. Relatedly, a report on 'The state of media freedom and safety of journalists in Africa' shows that gender equity is still lacking in media (CIPESA, 2022). Political and public debates are still dominated by male guests.

While women are underrepresented in television, the practice is the same even in media (Amutuhaire, 2018). According to Nguyen (2020), women tend to lead programs that are less featured and have few word counts, with less power, less affiliation, and less future-focus. A clear understanding of the potential of women as portrayed on TV and media is a good platform for empowering women to contribute to their full potential (Amutuhaire, 2018). Borrowing from the Swedish television industry, Lundin & Norback (2009) observe that climbing the career ladder in the television industry depends on the project competencies than gender. For instance, network for production requires specialized personnel need for production (Dutt, et al., 2014). Thus, the competent male or female photographers script writers, and the editors qualify for the project.

In Indonesia, the audience have positive opinions about women appearing attractive and sex in soap operas (Padovani et al., 2021). They argue that the nature of women are naturally attractive and that nothing is negative about their sexy appeals on television (Nawiroh, 2019). Besides, televisions are there to entertain

audience, and therefore the attractive appearance of women on TV is just a component of the entertainment. From south Africa, Pillay (2008) shows that women continue to be stereotypically portrayed in advertisements. While the stereotypical representation of women was common in the 1960's the author expected a shift due to digitalization and globalization, a feature that was not found. The findings in these studies present contextual gaps in women representation in media and television industry particular.

2.4 The context in Uganda's media

A study by Mwesige (2004) found that male workers were much more likely to stay in the news media than women. In the same study, Mwesige argues that journalism is a demanding and stressful profession and that it's not likely to retain high percentages of women in a society where they are still expected to play a major domestic role and where, "despite recent progress, opportunities for their professional advancement still face a limit" (Mwesige, 2004). Employment in Uganda is categorically guided by several laws and policies for instance objective VI and objective XI of the 'National objectives of state policy' section (11) in the 1995 Uganda's national constitution guarantees equal representation of women (Land Portal, 2019). Equality and equal representation is provided for all through the constitution and within chapters related to the protection of human rights, Land and environment, and Institution of traditional or cultural leaders (Land Portal, 2019).

This doctrine contains provisions that are directly related to women's equal rights, which explicitly outlaw customs that are against the dignity of females or that undermine their status (Anyango, 2011). Objective XV also recognizes the significant role that women play in society. The government of Uganda created a

ministry in charge of labor and social development. The ministry of labor and social development is among others charged with establishing appropriate ways for coordinating equal rights at various levels in the country, for providing technical support on equal labor distribution to different sectors, various institutions, local government level, civil society organizations and even within the private sector (Land Portal, 2019). However, scholars have argued that much as the government tries to create space for women's full involvement and participation, culture tends to do the opposite (Maractho, 2019). In Ugandan state opens up opportunities for females and, illogically, closes them (Amutuhaire, 2018). The nation's culture describes females' role in the society while the media replicates cultural descriptions that are detrimental to women (Maractho, 2019). In addition, many cultural practices exist in the country that do propagate the disproportion between men and women, and they still continue to be practiced today (Anyango, 2011).

According to Ahikire et al. (2015), the push for women's involvement in the media has taken decades and countless initiatives, and the results are represented in global human rights conventions and also domestic proposals which recognize women's authority to partake in public settings. In Uganda, these attempts have resulted in significant proportions, and therefore a significant improvement has been made in regards to the presence of women (Amutuhaire, 2018). In the parliament for example, Uganda follows in the footsteps of her African counterparts, with 34% of parliamentarians being women. Other important figures in Uganda include a threshold of 30% women's participation at the municipal level (Ahikire et al., 2015). These numbers are simply a reflection of what happens in Uganda's mainstream media.

Similarly, Ahikire et al. (2015) argues that the involvement of women in most of the decision making positions is often based on the belief that women holding such positions would change things for women's inclusion and gender equality. The topic of contributing has sparked a heated feminist discussion over how, once in leadership, women should modify the structure of governance to better serve equality between the sexes (Anyango, 2011).

According to the African Media Barometer Uganda (2016), the unwillingness to debate politics stems from a phobia of the extensive might of intelligence agencies that operate at all classes of the society. When challenging the administration, several media professionals have faced backlash from dubious calls. This issue is not specific to the news business and echoes what is going on in the society generally. The coverage of women and men's issues has also improved a bit, and some journals now include additions that encompass women on a variety of current subjects. Numerous remote radio stations devote more programs to exploring women's concerns, and televisions like NTV currently has a section dedicated completely to women (African Media Barometer Uganda, 2016).

These venues, conversely, frequently adopt an entertainment-focused perspective, covering themes like fashion, marriage, and a variety of milder topics (Amutuhaire, 2018). As a result, there are still lots of difficulties with women participation and the involvement in media (Anyango, 2011). The media "trivializes females and positions them on a poorer social scale," making female-targeted programming "not particularly progressive." Seemingly, the content is uninteresting and straightforward. There is a widespread assumption that women will only address trivial matters (Amutuhaire, 2018). Panelists also highlighted that the majority of

feature articles focus on males, and women are never employed as contributors for stories on a similar scale as men. Primarily, it is always the same females showing up where female issues are present. While there are numerous talented women with powerful viewpoints on difficult issues, their perspectives are not starting to surface (African Media Barometer Uganda, 2016).

Because of male privilege and ingrained negative socio-cultural perceptions, the media industry is rife with sexism, sexual misconduct, and stereotyping against females (Banks, 2009). Due to their gender, a big number of women still face a number of difficulties in their professions (Amutuhaire, 2018). Occupational segregation, salary disparities, molestation, patriarchal violence, toxic masculinity, gender prejudice, and preconceptions are just a few of the biased workplace experiences described by women (Akpoghiran, et al., 2017). Amutuhaire (2018) refers to Acker's supposition of gender institution, which contends that while organizations assert inclusivity in their relevant guidelines, implying that any individual could indeed integrate into any career based on merit, in actual fact, companies prefer a bog-standard worker who is deemed totally devoted to work and therefore not sidetracked - and such an employee is primarily a man. Based on the concepts of neutrality and reason, service quality is considered to be flexible and, as a result, everybody in the workforce is presumed to be treated fairly (Banks, 2009). In practice, however, components of corporate culture strongly favor masculine over femininity. Amutuhaire's (2018) employs the normativity premise to illustrate many of the adverse gendered situations women endure in the media industry, but which are regarded as typical and in accordance with corporate culture.

2.5 Challenges of women in television industry

Discrimination of women in the media and television industry has been documented in many studies (Ozimek, 2020). A report covering women journalists from Costa Rica, El Salvador, Egypt, Malaysia, Nepal, Nigeria, and Pakistan revealed discrimination at the workplace as key among the challenges of women working in media (Khan, 2021). Women are undermined by male workmates, discouraged from covering hard topics, given low wages, and deprived from career growth and leadership positions (Ozimek, 2020). Women are less paid than their male counterparts of the same qualification, a practice that affects the morale, decision-making, and career growth of women (ibid). This report however, focused more on female news reporters than female on television, which leaves a knowledge gap. Besides, the countries covered in the report do not include Uganda, and this presents a contextual gap too.

A study conducted in India on the opportunities and challenges for women journalist in media industry Dhiman (2023) pointed to gender discrimination, and underrepresentation. Women are paid less, bullied, and harassed at the workplace. Besides, women have little say in decision-making, making their career advance hard (ibid). Drawing from Malaysia, a study by Narayanan, Jumbulingam, & Thambiraja (2022) shows glass ceiling, psychological problems, and discrimination as potential challenges to female TV presenters. The author shows that over 85% experience stress in the newsroom while 4% to 20% experience post-traumatic stress in their years of career. While the authors are consistent with Dhiman (2023) and Khan (2021) on gender inequality and harassment, they vary on the psychological

viewpoint of the challenges faced by female TV presenters. These challenges are under researched in the Uganda's TV industry.

Bulus & Lwahas (2020) conducted a qualitative study on women and broadcast news presentation in Nigeria. The study revealed a mentorship gap in the television industry. There are few older women in the industry to provide in-house training to fellow women to counteract the pervasive view of women in media (ibid). The more women in media, the more they challenge the wrong perspectives about their presence (Khan, 2021). Besides mentorship, women are largely absent in news and current affairs presentations, which limits their scope of engagement.

The introduction of social media in the newsroom places women journalists at the front of judgment by the public. Drawing evidence from US women TV anchors, Finneman, et al. (2019) show that women are frequently criticized for their appearance, a matter that was formerly private. Such public criticisms weaken women presenters' confidence, self-esteem, and career development. A related study on air-roles at a US local television shows the forms of harassment women undergo in their career pursuits on air. Through qualitative interviews, the study found disruptive in-person harassment, abrasive-in-person harassment, online sexual advances, and online threats and criticisms (Miller & Lewis, 2022). As women on air go through all this, they work under emotional labor, which affects their output in the face of contesting men (ibid). While the paper contributes to the conceptualization of harassment among women TV presenters, it lacks a context of Uganda.

Drawing from Iranian female broadcasters, Ghasemi (2020) shows that women working in broadcasting organizations struggle with gender discrimination where

men more than women are favored. The religious codes affect women in instances where physical proximity is necessary. Besides the physical proximity introduced by religious codes of conduct, there exists unequal work-opportunities stratifications (ibid). Men more than women are more privileged while at work than women. The author is however, silent on the actual privileges extended to men in the face of women TV presenters.

While there is some evidence that media and television have offered room for women to advance their plight amidst a patriarchal society, they are often placed in soft beat jobs (Prakashan, 2019). They are rarely exposed to current and political topics than enhance their decision-making and curiosity. The same view was echoed by Bulus & Lwahas (2020) who showed that women TV presenters in Nigeria are barred from presenting current and political topics, which limit their intellectual engagement. Besides, the visibility of women in reports as experts is missing. These reports present women as citizens more than experts in topical issues (Ross, Boyle, Carter, & Ging, 2016).

Chapter three

Research methodology

3.1 Introduction

In this chapter, the researcher presents the map which was followed to execute the research project. Specifically, the chapter details the research design, the study population, sampling techniques, data collection and data analysis.

3.2 Research design

Orodho (2009) defines research design as a general layout that is used to answer research questions. This research employs a qualitative case study design using in-depth interviews. The study examines the situation of female employees at western Uganda's leading TV station - TV-West, exploring how women are faring in the Television media sector. This phenomenon includes the time women join the media work, the responsibilities assigned to them, and the challenges they face. The study puts much emphasis on the characteristics that guide the recruitment of workers, and the challenges women television workers face and these in turn help identify the possible solutions that can sustain women's presence in Television media.

3.3 Area of the Study

This research was carried out at TV-West a selected Television station in Mbarara, a City in western Uganda. For purposes of efficiency and soliciting organized data, the researcher chose to study TV-West television station given the time limit of only one months in which the researcher was going to carry out this

study. Also, TV-West was considered for this study because the station is one of the Television media houses in western Uganda which has been stable in its operation since the time it started. The station offers various employment and training opportunities to media practitioners as well as scholars henceforth provides the best site for the researcher to access various television media practitioners both women and men who the researcher was hopeful will provide different viewpoints to this research. This Television was also considered for this study because of its nearness and convenience to the researcher and it being the television with largest coverage in western Uganda. Majorly, women employees at TV-West were the primary informants of this study

3.4 Sources of Information

The primary information for this study came from in-depth interviews which were carried out on women and men working with TV-West television station. The study's investigations concentrated on a limited and purposefully selected number of instances that were intended to give insight into linkages across a population studied. On the other hand, the secondary data for this study was from textbooks, journals, published research reports, government reports, staff attendance lists, unpublished theses, google scholar, and other literature published about the representation of women in the media and specifically on women's representation in Television workforce.

3.5 Population and Sampling Techniques

3.5.1 Study population

Borg and Grall (2009) describes the study population as a common set of study units to which the researcher wishes to generalize results. According to Kothari (2007), the study populations are units that have observable characteristics that the study uses to generalize the findings. The population of this study were the employees' / Staff members of TV West and they comprised 60 employees from whom purposefully selected sample of participants was got.

3.5.2 Sampling Techniques

The study employed purposive sampling method to get the participants of this study. Purposive sampling is a non-probability form of sampling whereby the researcher does not seek to sample research participants on a random basis (Bryman, 2012). The main reason for using purposive sampling is to sample participants in a way that is strategic, so that the participants sampled are relevant to the set research questions (Kothari, 2007). This purposive method of sampling was used because of its advantage of being time saving and also being cost effective to execute while resulting in a variety of responses (Sekaran, 2010).

For this study, the team leader, 8 heads of departments, and 16 junior staff members of TV-West were interrogated in order to prevent excessive and confusing information. In total, 25 respondents were interviewed. This was because after the 21th respondent, subsequent respondents had started giving the researcher information same as what he had already collected from interviewed respondents. Therefore, the researcher realized redundancy of feedback from the 22nd to the 25th

respondents, as no new themes were emerging, and hence, collecting more data was not likely to yield more valuable insights. Thus, the research had reached a point of data saturation.

3.6 Procedure for Data Collection

The researcher submitted a research proposal to the University research ethics committee for clearance. After receiving clearance from the ethics committee to go on and collect data, the researcher arranged meetings with participants at TV West, then met with them and interviewed each of them to measure or find out the representation of females in at TV West. Before interviewing any participant, the researcher informed them about the main objective of the study and presented to them 'Consent forms' for signing before they took part in the study. For the objective of this research, the researcher ensured that from each department or Unit of the selected television station both male and females workers were interviewed. However, the priority was given to women since the study mostly concerned women television workers.

The researcher purposefully interviewed the team leader, the heads of departments, and junior staff members who among others included editors, news reporters, news announcers, program presenters, technicians, program producers. The researcher visited TV West several different days and carried out interviews with purposefully selected participants. Some participants could not have time to be interviewed in their offices, and such cases the researcher could interview them in their cars on their way home after work. While others sked the researcher to find them home if he needed information from them, and so, he did find them at their homes and interviewed them there. Some participants were interviewed while on

their journey to the field to gather news. However, this did not affect the outcome of the study. This phenomenon provides a hybrid and in-depth synopsis of women representation in the Ugandan television workforce.

3.7 Data Collection Instruments

In-depth face-to-face interviews were conducted for the context of the study in order to allow the respondents to express themselves in their own ways and within their own pace, with little retention of answers (Bryman, 2012). Such interviews are intimate, free conversations designed to elicit participants' experiences, sentiments, beliefs, and opinions about the study topic (Kothari, 2007). In terms of data collecting tools, the investigation was carried out with guidance of a semi-structured interview guide. According to Sekaran (2010), Semi-structured interviews are a means of collecting data which entirely depends on asking questions within a predetermined thematic framework. The method involves asking participants a set of open-ended questions and following them up with probe questions to explore further their response and the topic being researched (Kothari, 2007). Some specific questions were prepared in a way necessary for the researcher to lead the session toward the achievement of study objectives, and other queries were met throughout the interviews. Some of the questions that guided the interview included; What do you do at TV West? How long have you been working with TV West? What challenges have you encountered in pursuing your television responsibilities? What do you think can be done about such challenges? The researcher used a sound recorder to ensure that he didn't miss out anything from the interviews with participants. The recorded information was later transcribed into data worth presenting and reviewing for

things like; readability, odd indicators and reliability of data. Also the researcher had a notebook and noted main points in every interview.

3.8 Quality/Error Control

This section entails controlling sampling methods and data recording. For this research, the researcher devised a random visiting plan, which means the researcher was not always visiting the media house on the very same day every week. Throughout these sessions, the researcher interacted with the selected subjects and confirmed their responses. The researcher used a sound recorder to ensure that he recorded the interviews with respondents and later reviewed the recorded information for certain things like; readability, odd indicators and reliability of data. Also the researcher had a notebook and noted main points in every interview.

3.9 Data Processing and Analysis

Kothari (2010) defines data analysis as the process of examining what has been collected in a survey and making deductions and inferences. It involves scrutinizing the acquired information and searching for patterns of relationship that exist among the data groups (Sekaran, 2010). The data obtained from interviews conducted was later transcribed and analyzed using qualitative thematic analysis. This is the type of study in which data is classified into themes so that it may be compared (Bryman 2014). Thematic analysis is a method for analyzing qualitative data that involves reading through a set of data and looking for patterns in the meaning of the data to find themes (Kothari, 2007). It is an active process of reflexivity in which the researcher's subjective experience is at the center of making sense of the data (Sekaran, 2010).

After carrying out interviews, the researcher transcribed the recorded information systematically examining various responses, with the aim of identifying recurring patterns, themes, and issues related to the participation of women at TV West. Through data familiarization, coding, theme development, and interpretation, the researcher identified critical themes like Gendered promotions, Employee entitlements, Sexual harassments, Expensive cost of working TV, Societal pressure, balancing family and work and many other pertinent factors that shed light on the status and experiences of women within the television workforce. After summarizing these themes, the researcher was able to gain a valuable insight into the complexities of gender representation and the related implications for achieving greater gender equity within the television industry.

3.10 Ethical Considerations

Participants were clearly told about the study's aims, and they were guaranteed that their responses would be kept as private and utilized exclusively for educational reasons and specifically for this research. Aside from the aforementioned, subjects were neither mistreated nor exploited, both emotionally and physically during the investigation. Equally, the researcher ensured he established and maintained a very comfortable environment during his interactions with the participants for this study.

3.11 Methodological Constraints

Sometimes, qualitative research does not allow for the quantification of the difficulties under consideration. Hence, the examination of the positions of women in television companies in Uganda - TV West in particular might be impacted by

elements not stated in this research. Also, some of the contributors somehow declined to voice out all their challenges in some situations.

Chapter four

Data presentation and interpretation

4.1 Introduction

In this chapter the researcher gives a detailed presentation and interpretation of the findings or data collected and these findings are based on the objectives of this study. The researcher developed three questions from the objectives of this study and from the three questions, the researcher developed three main themes under which the data collected was presented.

Theme one of this chapter presents the positions and responsibilities given to women vs men at TV West. The theme is presented into subthemes of positions held and roles assigned to women vis-à-vis those given to men, promotions, and entitlements.

Theme two presents women's experiences and challenges facing women TV workers at TV West. The leading challenges include sexual harassment, expensive cost of working with TV, gendered on-station and off-station assignments, the challenge of balancing family and work, high competition (from male counterparts) in the media, the cost of equipment, male attitudes towards females among others.

Theme three of this chapter presents the probable solutions to these challenges faced by female employees at TV West. For purposes of anonymity, the researcher uses the name 'Shama' to mean a man and 'Shilda' for a woman respondent.

4.2 Theme one: The positions and responsibilities given to women vs men at TV West

4.2.1 The positions given to women vs men

This section presents findings on the positions given to women vs men at TV West. From the study findings, it's indicated that most women employed at TV West hold lower positions more especially program hostesses than men who are in top most positions like managers, editors, program directors etc. Results show that men dominated high profile positions as compared to their women counterparts.

Further, as men dominate bigger positions at TV West, women are mostly given programs which do not carry more weight like; entertainment, health, and lifestyle program. That is, they are mostly given programs that require little or no research, and this was because they were considered vulnerable that they could not afford some programs especially those that required much investigations. Hence, these findings imply that women at TV West mostly handle soft TV programs, as compared to men who go for hard programs.

“We are given jobs here but it's very hard for a woman to get a serious program which needs more investigations compared to men, regardless of our potentials and education levels” (Shilda11).

“There are some responsibilities that women really cannot do, maybe because of the nature of a woman. You cannot stress a lady to get on a pickup and go to cover stories far in the hills of say Kabale yet you have guys who can do that” (Shama3).

4.2.2 Promotions at TV West

The findings also indicate that professional promotion is an important aspect for the TV West with reference to its human resource manual of Vision group under which TV West operates. For instance; TV West and Vision group in general was applauded for rewarding different employee entitlements such as annual, sick and maternity leave, funeral benefits rights, among many others. However, *Shilda7* noted that the circumstances under which an employee had to be promoted remained somehow unsatisfying to some of the workers especially women as compared to men.

The findings of this study also indicates that there were acknowledged steps for promotion from one rank to another, however, some promotions depended not on performance but on personal decisions by the top leaders, and also ‘how far close one was to his/her respective supervisor’ played a role in his/her promotion. For example; unlike men, some women have to be too much dedicated to their bosses to an extent of giving in their bodies for a special consideration for promotion.

Further, when others were interrogated about promotions at TV, the respondents had mixed reactions concerning the matter. According to *Shilda2*, the promotions were on merit and were awarded to every worker depending upon their efficiency, time management and general performance.

“When I joined vision group, I came as News anchor from urban Television, shortly after, I was given a contract of news editing, then later, when I was transferred here at TV West, I was given a contract of a senior producer. This has really been done in short period of time

and I am sure it has been based on my performance because I really don't sit. So, depending on how you work, there are chances of promotions, if you really work hard" (Shilda2).

Shama2, one of the leaders in the newsroom also expressed a similar view concerning promotions which implied that there was no discrimination on promotion based on whether one was a man or woman.

"The issue is; whether you are a man or a woman, yeah, you have to work hard and prove that you really deserve a promotion" (Shama2).

"Here, they promote you if they have appreciated your work. I personally came as a field news reporter but now I am a News anchor. That's a good promotion" (Shilda11)

In addition to this, Shama4 a sports presenter also advised women to work hard. He advised that if a woman comes to the media with an interest in taking up the supervisory role, then she should work hard meet deadlines and also, further her studies. This according to Shama4 puts women at a great advantage of climbing up the management ladder;

"It is important that when a woman goes into the media house for instance thinking of media management, she starts looking at how she can be an administrator. Like beating deadlines, performing as expected or even better than expected on different assignments, and also, further studies and trainings. Education gives one a competitive advantage over the others. Yeah, because all this will help her to

compete with men. We always encourage them to do this because almost any promotion everywhere is based on performance (Shama4).

Nevertheless, some respondents reported that the procedure of promoting workers was not balanced. Findings revealed that for an individual to be promoted, he or she needed to first create an intimate relationship with the top decision makers. It was for instance reported that some workers had more than six years working with the TV but had not had any promotion, yet some other workers who were less than three years at the station were getting promotions.

“The way they promote someone here is not clear at all. As if there is no one who knows who can be promoted, when and why. Because even when you have worked and you feel that you have really worked, you are not considered and yet you see someone who just came-in a few years and they get promotion over us who have been here for a while” (Shilda7).

4.2.3 Employee entitlements

All respondents of this study were entitled to a monthly salary, and both workers (fulltime staff and freelancer) testified that they were paid on time according to the stories they had reported. Besides all this, whether man or woman, TV west was applauded for paying everyone their salary on time.

“The salary here cuts across. For instance, if you are an editor, you get a salary of editors, and this is paid immediately into our accounts at the end the month” (Shilda2).

“With TV west and vision group in general, at least we are guaranteed of a contract. At least you know that you are guaranteed of monthly pay throughout the whole a year as long as you are a performer” (Shilda7).

However, it was revealed by some respondents that new workers were not getting the same pay as their ‘senior’ workmates when they were doing the same assignments and within same deadlines;

“Because of the secretive nature of our salaries, we really don't know if the new ones are paid the same salary. That one has become a secret. You get it, but from our conversations with them we are sure they're less paid. That is unfair because the struggle is the same; whether you are new or you have been here for some time, you be expected to give same results at the end of the day. You come early, we meet deadlines but about the payments, we are not really sure that we are paid the same” (Shilda5).

“The fact is that our organization has a salary structure for paying us, but they do not consider it when it comes to paying freelancers. For example, I know some of my colleagues who earn less than I do. Yes, yet we do the same job” (Shilda8).

In association with the above *Shilda10* observed that one was given a salary depending upon his/her bargaining power. However, young and new workers expressed their dissatisfaction with the organization for capitalizing on their low

bargaining skills and their ignorance about how the salary payments system worked prior to joining the company.

“Concerning salary, truth is that I am not comfortable. Finding that you earn less than your counterpart when you’re doing same job. Moreover, the cost of living is becoming high every day, the prices of commodities like food, soap have increased and yet they have not increased the salary. Instead they took advantage of my ignorance of their payment system in the first place and paid me little salary which they still pay me today” (Shilda10).

While serving maternity leave, most freelance workers (specifically women) were at a risk of not earning any salary. They also were at a risk of losing their jobs, unlike their male counterparts who were constantly at work.

“We have challenges with women when they get pregnant. We will not push them to go to field regularly. However, you know newsrooms have reporters who are male, the male can take on the roles for the meantime but the challenge is that most of these newsrooms you see pay freelancers in form of commission. If you go to field and get the story, it will pay you. So if someone is pregnant, it means she will not go to the field, which means she will not earn money, and that’s a very big disadvantage” (Shama1).

It was however reported that a few among women who had mastered how to go about maternity leave made money even after giving birth.

“You know women have several unpaid roles, they have to go home and take care of the family which is challenging to some of them, but super female journalists adopt, they know how to do it. They make money, they recruit house girls, they go home early, so then they balance office work and the homes” (Shama5).

The other benefits as included in the Vision group staff handbook (2008) included annual leave, Funeral Benefit Program, sick leave National Social Security Fund (NSSF) contribution, Health Insurance contributions, contributions towards weddings and giveaway ceremonies, maternity leave, advance loans, among many others. However, such benefits were only limited to staff members who were employed on fulltime basis whether male or female. Thus, women and men at TV West do have equal opportunities and benefits.

4.2.4 Responsibilities assigned to women vs men

This section presents an account of the main responsibilities and roles assigned to women versus men at TV West. Results show that men dominated decision making positions as compared to their women counterparts. For instance, out of the 13 respondents who occupied top/supervisory positions, only 4 were women and the rest were men. In addition, it was also found out that a few women who occupied supervisory positions were “Assistant” to men except in one case.

Whereas men dominated talk shows which the researcher was told ‘required serious research and thoughtful discussions’ like political shows, sports programs, women dominated soft Television shows like Entertainment, Health, and lifestyle

program. Women dominated the Entertainment programs because that's the area they mostly preferred when they came to work for TV West.

“When I joined TV west, immediately I was asked to train for the Entertainment show and this was like a dream come true to me. I had always desired to do music shows. Even at home, all I wanted to watch was the music Television shows of different Televisions like Chanel O. Even while I was at Campus, I used to come close to media personalities who were doing Entertainment shows for both radio and TV, (Shilda16)”.

News Announcing was balanced. When it came to News anchoring and Announcing, there was some balance as the section had 2 men and 2 women fulltime workers.

The finance department was dominated by women, with 2 women and 1 man who coordinated the finance team. Women dominated the finance department because among many other reasons, was that women were highly trusted with money and would easily give accountability as compared to their male counterparts;

“You see, everyone can handle money, but when it comes to companies like the media where not all the money come in systematically, you need to be very careful with who you trust it with. Also, and this I see it even at my home, Men normally have a lot of demands to pay attention to; talk about paying school fees, medical bills, paying electricity and water bills, among others. You see even in the banks; ladies are mostly trusted employed on counters. I am not saying that

men are not trustworthy but some conditions especially home related might cause them not to be. Even us women we meet such bills, but not often like our husbands. So, because of such and other reasons, we tend to distance men from direct cash meant for the company (Shilda9).

Women also dominated the other support service roles like the Reception desk, Office assistant roles. The reception had 4 women and only 1 man. The secretary services/office assistant role was occupied by a woman. Others confessed that they preferred to do Entertainment and music shows citing that these shows do not really come with stress as compared to the other television programs. *Shilda13* had this to add;

“The entertainment show is easy. You don't have to do research. You just put a request on TV screen, on your twitter handle of Facebook page and tell the viewers to request a song, you then play it for them, and also dance to it... It still comes back to women wanting to do soft things. I am a lady, but I want to tell you that some of don't want to think. Me I can even say I want a political show and I can do it. All you need is to have is the current affairs on your fingertips, and the political show is done” (Shilda13)

It was also revealed, according to *Shama6* that the television viewers/audiences also prefer men to women most especially in hard programs like sports and vice versa.

“You see, sometimes you go by what the viewers want because you say your audience is your advertiser. So sometimes you find that the audience decides who should do what program, and for the Entertainment and life style programs, they have often preferred women, and young women by the way, and when you don’t do it, the program loses on viewers. The only thing is that we don’t employ many people for one show, so when its Entertainment we may have 1 man and 2 women for a program” (Shama6).

Men also dominated news reporting and writing. This is because women preferred to report news on vents around Mbarara town center and not away from town. This caused men dominate news reporting since most of stories came from events outside town.

Also, unlike their male counterparts, women did not like commission jobs where they paid salary inform of i.e someone’s income depended on how many stories he/she had brought. Shama3 and Shilda11 also noted that;

“In most cases, women do not like hard tasks. They like simple tasks like breaking news. For instance, I think you watch TV; you will hardly see female journalists in science reporting. Talk of environmental issues, nature, wildlife, water conservation and the like. You will only see men in front of the camera, and by-the-way, even behind the camera is always a man when it comes to reporting on such serious stuff (Shama3)”.

Women were dominated by their male counterparts in most of technical areas like camera work, the control room, and production especially editing section. For instance, all the 4 members in charge of the TV control room were only men. When asked why it was like this, Shama5 said;

“Sometimes we consider the fact that they are women and have other family demands in addition to their Television job. So we don’t give them responsibilities that require them to forego their family responsibilities, you understand.” (Shama5).

“For the last 11 years that I have been in the television industry, at supervisory level, I have seen very fewer ladies with interest of doing camera work. I don’t know but I think it’s too manual. It’s too hectic, but also, it’s good to recognize that some of these jobs were previous thought to be ‘a man’s work’. It’s just a string evolving that we see ladies come and want to do camera work. Most of the ladies that I have supervised prefer to dress smart, and look good. For example, we have a saloon here, most of the ladies go there at least twice a day. They want to have makeup and wear it every time. So, one might not well do camera work with their temporary nails designed” (Shama2).

In addition, the Television’s editorial department and the Sports department was dominated by only men and women were nowhere here. This was confirmed by the interview responses by Fred who asserted that, both the editorial and sports departments are comprised of 7 members and 6 members respectively who were all men against women.

Men also dominated the camera department. The department had 7 members but 5 of them were men and only 2 women. In addition, out of the 7 television program producers 2 of them were men and the rest 5 were women. When asked if they were happy about this underrepresentation in technical positions, different respondents had mixed reaction. Very few women supported the idea but many of them did not like the situation;

“It’s true in media, there are some roles honestly done better by men compared to us, for example, when you go to control room, you hardly find a woman, go through all of them, even other TVs you won’t find them, and this is just the same with the previous three Television stations that I have worked for. The issue is, the control room requires one to be there all day, all night. However, there is need to acknowledge that women can do such jobs if we were given daytime shifts” (Shilda7).

“When it comes to entertainments, they look for you but when it comes to serious staff, they look for men, on that. It’s quite unfair because being left behind just because am a woman, am not being tried because there’s a man. Absurd!” (Shilda12).

“Why should I come for a camera job and you suggest that I be on a music schedule? At least if I must be put on music schedule, then, give me a camera. Let me do the shooting and not the dancing” (Shilda9).

“I think the dominance here is not good at all. You go to the manager’s office, you will find a station manager is a man, the production

manager is a man, the leader of finance team, the leader of the newsroom and even the marketing manager. Seriously, even the General team leader is a man” (Shilda8).

4.3 Theme Two: Challenges faced by women employees at TV West

4.3.1 Expensive cost of working with Television

This research found out that the TV job was too expensive to maintain most especially for women. A number of women recognized that they spend a lot of money on buying dresses, working on their hairstyles, buying shoes among others and this in the end caused them lose interest to keep up with the Television job. This was most especially affecting women who hosted or cohosted television shows/programs.

“Television is very expensive for those who go on air. It was one of the things that pulled me off air because, with Television, you won't have the same hair style for the whole week. When you have it for a week or two weeks, people will think you have had that hairstyle for a long time, and even the program producer will not allow that. So for one to keep up with Television work, she has to spend a lot of money” (Shilda2).

“This Job is nice. People at home watch you on TV and they even send you messages that they love you, they love what you do; but, when it comes to what you have in pocket, you are almost nothing. One time, a month ended and the company paid us. When I paid the boutiques where I used to buy the shoes and clothes, I remained with nothing. I

remember that month I failed to contribute fees for my young sister because I had used up all the money to clear debts of clothes I had bought just in one month” (Shilda9).

Working on television is expensive in the way that “you won't put on the same jacket or dress twice a week or even a month”. The same with makeup especially to those who host or co-host the music shows. So “for a lady, you need a lot to spend on how you look, spend on makeup, spend on dress code”, *Shilda2* added.

Likewise, *Shilda12* reported the same that as women television workers, they don't do any development at home since they spend almost all the salary on themselves to look good. This at the end causes women to leave the television industry. In addition, they spend much on transport to and from the Television station. She also reported that women normally want not to be seen in public if they have to travel with ease and without any pressure from their audience members of the public. So, they have to own cars.

“You know that Television is visual. So when you appear on TV just for one month, you won't walk in public with ease. So, you need a car, which is not easy. Even when you've bought a car, fuel is hard on you. The whole idea is that at the end you find what you earn is what you spend and spending it on yourself not even your family or relatives” (Shilda12).

You can imagine changing clothes 3 times in just one music show which is a little bit weird much as the show is enjoyable. Thus, so some us

end up spending the whole salary on what to put on, and please the viewers” (Shilda8)

4.3.2 Sexual harassment

The issue of sexual harassment at work was key for women at TV West. Both women and men workers who responded acknowledged that females are faced with sexual harassment not only at workplace but also in the field from the news sources especially the women who do news reporting. A number of women workers testified that male workers normally exploit young women most especially the Interns and new workers.

This issue of sexual harassment from news sources was reported by a number of female workers’ especially the news reporters. *Shidra11* also reported that in most cases, most of the male news sources want to sleep with women journalists whenever they have to give them information concerning a certain story;

“Almost every female news reporter may testify that, many sources think that when they give us information, we have to accept and go out with them and even sleep with them” (Shidra11).

Shidra9 narrated how she missed out on what she termed as ‘serious information’ from a certain male source (name withheld) because the source wanted to first share a bed with her;

“When it comes to field work, male sources normally try to play around with Information. In the first place, he did not give me information, maybe he was thinking that I wasn’t going to take it

anywhere because I was a woman. It was so challenging. Even when he noticed that I was serious, he did not give me information because there are some favors he wanted from me. So, he started giving me orders, to find him at a hotel for lunch, and he gave me small-small monies to transport me to that hotel. I knew this money was just to entice me down. First, I was forced to go through a friend of mine and a fellow woman, but still I wasn't successful. So I went to the hotel. When I reached there, I found he had already ordered chicken. I remember I was hungry but I didn't want to eat since I was working on deadline. When I sat down to interview him, he just started touching me. Immediately I left! I jumped on a boda and went back to the station. I missed out important information for my story, and so the news story couldn't run because he - the very rightful source had denied me information" (Shilda4)

Shilda7 also noted some of the experiences she went through when interviewing a male source;

"Sometime last year, I was interviewing a man for an accident story, and, he instead kept looking at my chest. Instead of first answering the questions I asked, he kept complementing on how I had good breasts, how my hair looked nice, my smile, yet the editor was waiting for a news story. You can imagine, the interview, if I remember very well, was meant to take only 20minutes but it instead lasted more than an hour" (Shilda7).

Male news sources normally asked for contact details from female news reporters and thereafter made it difficult for news reporters to really do their job.

Shilda8 adds;

“In most cases, news sources especially men want to have us on bed. They want us to sleep with them in exchange of information. So they will ask us for our phone numbers and if we do give them, in the evening they are hard on us; calling us for coffee, but we are sure they are calling us for something else. I have experienced this several times. When we don’t give them our contacts or turn down their requests, then next time they don’t give us information, and yet some of them (officers) are very sure that they are the very people we again have to go to, if we really have to get information like statements”
(Shilda8)

Besides pressures and continuous demands for sexual deals was also verbal expressions and sexual related comments on women’s physical looks and bodies, which repeatedly made women so uncomfortable. *Shilda10* shared some experience;

“At times one is walking around the corridors and hears comments like, ‘your boobs are grown’, ‘eishi ibunu karimezire’ (literary translated as ‘your bum is growing), ‘your eyes omg’ from men here. I don’t know what they be thinking, but such complements don’t make us happy; me in particular. Sometimes I be walking by and someone wants to hug me forcefully, you know” (*Shidra1*).

Even some male television workers attested that female television workers especially news reporters were being sexually harassed. However, they argued that many women who go through this do not bring it to administrators, maybe because of fear of getting embarrassment.

“The truth is, sometimes these women are sexually harassed for instance when we men give them unnecessary and unusual compliments, and maybe you never know, some of the guys might be demanding to sleep with them. However, they do not want to report these cases, maybe because they fear that they might get embarrassed and ashamed... I don’t know, but I am aware such cases exist”
(Shama4).

“Some of these complements do not make us comfortable. Sometimes you feel maybe you should not have come to work. My friend did not like the whole experience when we had just come and spent only two months here. She left and now works in a boutique downtown.”
Shilda9 recounts.

There was increasing concern about the policy on disciplinary concerns, and about ways of tackling individual cases of sexual harassment when they arise.

“I have always heard that we have policies, but you look for them and you will not see them. For example, what do you do when the very person who is handling disciplinary committee is the very person who will come and harass you. Now where do you go and report. So really,

I am confident that the policy is in place and by-the-way must be very beautiful when you look at it. But who is implementing it” (Shilda12).

“With sexual harassment, it will become difficult to report your boss (supervisor) to your boss (manager). You may report anyone but your boss? Bro! Some of these things we keep quiet about them, as long as you have your job” (Shilda3).

Some senior members at TV west contended that they normally encourage new female workers to resist the advances from male counterparts, but they don't see that happen;

“We of course advise these ladies to resist and report any harassment issues. However, they don't report them to us. That means they are either not there, or maybe the ladies enjoy what they go through” (Shama5).

“But there are some girls who still after getting that advice, they give in yet some men are married and behave like they are going to marry you. But, they are taking advantage of you, just to make use of you... make fun and then throw you there” (Shidra12).

“Such things, you can't rule out that they're not happening to girls, but they don't come to us to report the Culprits. When you hear anyone complain of harassment and has not reported the culprit, what do you do. I encourage them resist and also, to report anything of that kind to the disciplinary Committee” Shama4 added.

There was concern about traditional working relationships and how to challenge them since there is a way how they foster sexism and harassment of women at workplace.

Also, the other things that were reported for a woman to do what *Shama2* referred to as 'serious TV work' like investigative journalism were for instance having a lot of courage, passion, and zeal for the job. This is because women television workers especially news reporters receive threats of different kinds from the news sources over stories such as abduction, rape and shooting when they investigate people with influence as already stated.

"There is when I have gotten threats over news stories and they were like; You are joking; we are going to snatch you; we can rape you. 'Iwe' you just wait." (Shidra11).

The different accounts on the experiences of women at TV West represent the more obvious form of harassment for women than men; where some victims suffer distress. This has always left them give in on their goals and future endeavors in the television industry.

Much of the run-of-mill harassment like those expressed by *Shidra9*, *Shidra3* and *Shidra4* undermine self-confidence, professional performance and operates as a constant reminder of women's inferiority.

4.3.3 Gender promotions: Promoted women preferred to work with men than their fellow women

This research did not only find out that more men were promoted compared to their women counterparts, but also, that a number of women who had been promoted did not like to work with fellow women. They instead preferred to work with men. Among the reasons given was that men were more flexible and could easily work extra hours as compared to their women counterparts. This was a challenge for women especially journalists.

“A number of female journalists who are promoted to big posts, they also don't usually want to look back and pull their female journalists. They want to work with the opposite sex. I have seen this for the more than ten years that I have been in the media. This is not only here with television but also with radio. Some women do not like to work with fellow women so they don't recommend them for promotion when there is an opportunity. Instead they recommend young men” (Shama3).

“The truth is that if you are a hard worker, you are a hard worker, whether male or female. However, it's good to admit that most men are flexible and swift compared to us women. A man will easily jump on a boda and come to work if asked, he will easily find it okay working extra hours and also, men can easily decide, looking at the experience I have had with them here. So, there are some specific engagements where I would certainly not involve a woman when there is a man” (Shilda8).

From these excerpts, it emerges that women are least likely to recommend fellow women to work in higher positions. The tendency that men are quick at making decisions, flexible, and easily adjustable are strong evidence. Some women left television work after they had not earned promotions, something (promotion) they would be hopeful about happening after they have spent many years at the television. They did not like to keep in the field as reporters.

“Not preferring to work with fellow women is a very big weakness. If you are having these girls who will remain down here as reporters, certainly they get tired and leave the profession, since they are not getting promoted”, Shama⁶ who occupied a supervisory role added.

4.3.4 Beauty as a mode of employment

This research also found out that television employment greatly considered someone's beauty, and this was a challenge for women television workers. If for example a woman was physically and sexually attractive, she had many chances of getting employed and if one wasn't physically attractive, she risked not being employed to do television job. This applied most especially on women who sought jobs of appearing before the camera, for instance presenting and hosting television programs, News anchoring and those that wanted to do journalism/ news reporting roles, as news reporting required one to stand before the camera.

“When beauty decides who should do what program, it's just embarrassing. I remember I came here with my friend who we studied Mass Communication together at University, but I was a little pieced when the company gave me a job and rejected her since she was not

beautiful. Yes, they gave me a job, but I up to now I am not happy that Isabella who would be working with us is not here. What happens when you are not sexually attractive is that you're limited from appearing before the camera. So, what else do you do? You quit and leave TV for the beautiful; and yet not all women are sexually attractive in this case. You will find that men will remain dominating with just a few so called beautiful faces of ladies" (Shilda5).

However, the decision on who should be on television and who should not, was not only dependent on the administration but also, it was dependent on the viewers of different the television shows/programs.

"Sometimes you go by what the viewers of the show want. You say your audience is your advertiser, so sometimes you find the audience decide, they prefer females, and attractive young ones. The audience want to have them present music, they want to have them read News, they want to see their faces, yeah. Also, the listeners and viewers want sexy voices. They also have interest in the presenters looks" (Shama8).

4.3.5 The challenge of societal pressures

Some women reported that they had pressures from their husbands asking them to leave the media and concentrate on family. When asked why, many respondents had different reactions. *Shilda6* noted that some of the men still have got a perception that most Television women cheat on their husbands, and therefore discourage them from working with television;

“In their minds, they think we are seen on screen by many men and anytime other men will snatch us away from them (husbands). So some husbands will discourage their wives from working on televisions. In 2018, my friend (name withheld) couldn’t stand the pressure from her husband and decided to quit her TV job when we had only spent three years here. Right now she operates a small boutique down there. I don’t know who can get this thinking off men minds” (Shilda6).

It was also reported that young women who are interested in getting married tend to leave the Television so quickly and early. Citing that determined men who want to marry do not often go for women in the television media, when they (men) are looking for a marriage partner, Shilda11 had this to say in regard to the above;

“Before joining TV, I worked for radio for about 7 years. At least this has been to my record that most men fear to marry women who work with media. I have seen that. By the way, my first boyfriend, we parted because of that. He thought he shared me with my co-host which was not the case. These men have a tendency to think media women will cheat on them. Because of such, in most cases when a woman is interested in getting married in future, she will dodge the media or even quit the media very early after they’ve just joined” (Shilda11).

4.3.6 High competition from men

Most of the women reported that the media industry was increasingly becoming too much competitive for them. This they reported was hard for them

most especially the new entrants since they would find it hard to fit in what they called 'serious' sections that were of strong interest by men like sports, environment reporting, politics, current affairs reporting among others, and ended up into soft issues reporting like weddings and music shows.

When you join this media house, it is not easy to get a camera and start reporting news stories because the cameras are expensive. Secondary, we find it hard to penetrate serious sections like sports, politics, environmental, current affairs, among others because men are strongly interested in these areas. Even when you try to forge your way in there, men will outcompete you. I have tried it not once not twice but, eeh, its touch. This competition is just too much” (Shilda4).

“You see, we are somehow disadvantaged, seriously, a man will swiftly jump on a boda, and move distances. I am sure we also try our best, but editors normally prefer men to us because, to some degree, you will bear with me that men are naturally swift” (Shilda10).

In addition, it was reported that women are not given a priority when the company is looking for leaders. Men were always thought about first; “there's a mentality that a woman can't be a top manager. Even when you are excelling, when they are picking a manager, their first option is a man. I don't know why but that's a general thing”, Shilda8 added.

4.3.7 The challenge of balancing family and work

This was reported as a big challenge for women and most especially those that were married with children. Mothers reported that they needed to prepare their

children and take them to school before reporting to work, and also, needed to take care of their husbands, something that required more time which “working with television” was not allowing them.

“You know; I have to Iron my man’s shirts; I make him breakfast like katogo or something; I have got to take my children to school. All this, I do them early in the morning before I report here to work. Later in evening, I will pick children from school, get them home and make them super, bathe them before they sleep, wash some of their clothing especially uniform, and prepare a meal for my husband of course and make the house tidy, you know men want to come home when all the confusion is done. Amidst all this, you always want to come to TV early and meet deadlines. It’s really tiresome for me as a woman to come here everyday morning... like... if I really have to keep married. I find that Television job really needs someone else and not like me. I am planning to leave, and start... maybe a shop, which I can open whenever I want, but take charge of my family” (Shilda5).

“Sometimes you have family challenges like the kid is sick, you have to leave him/her home early in the morning for a morning TV program, you don't know the condition she will be in later in the day, so sometimes, those are challenges we are getting. You be at work but your mind is at home wondering how the kid is doing” (Shilda4)

Shilda11 reported that her husband had tasked her to report to him every assignment she was given to do and who she was going out to do it with, and on a daily basis, something she was getting used to, although not welcome.

“Even those that are married, most of them work under pressure from their husbands. I personally have got to report to my husband wherever I go and whoever I have gone out with from the station. Imagine doing such every day. I am confident about it much as it appears a burden to me. I am used to it. So, for example, married women who are not patient like me will not stay, especially if they think being in the media risks their marriage”, Shilda11 added.

Supervisors also reported that family responsibilities had been a challenge to mothers and caused them (women) to miss out even on television roles that they actually played better. It was not only found out that women declined assignments that required them to travel far away from their homes, but also, that the supervisors sometimes didn't give women such assignments considering the fact that they had family responsibilities. This also caused the gender imbalance in allocation of assignments.

“At times, it normally becomes a problem for example when you are assigning a woman to report on events outside here like in Kabale. This person has a family, has kids and she will say, this one is hard. Or, we are going for an activation. So at the end of the day you end up using them for activities that are within. For those that may require them to be away even when they are the best people at times because of their family responsibilities, they decline” (Shama3)

“When we are assigning them roles, we consider the fact that they are women and have other family demands in addition to their Television

job. So we don't give them responsibilities that require them to forego their family responsibilities, you understand.” (Shama1).

“How do I expect breastfeeding mother or a pregnant mother reporter to expose her on that long distance trip? All these factors are really considered. We don't give same assignments because of the conditions attached. Maybe because of this reason you will find more men in news reporting than women”, Shilda5 a supervisor added.

At the television station, there was no provision for a room where mothers could leave their babies playing when they (mothers) be attending to their office work. This was also reported as a big challenge to mothers, and as a result some women would leave television job after producing a child, especially if one could not afford to hire a house maid at home or pay a baby seater.

4.4 Theme Three: The probable solutions to these challenges that female employees at TV West face.

In this section, the researcher intended to drive probable solutions in terms of respondents views to the challenges mentioned in the previous section by the study respondents. And thus, varying views and responses by the study participants on how to go about the challenges mentioned are as follows:

“I think they are trying. But media itself needs them like the porters but of course the flexible ones are the males. Males are too flexible compared to us. Maybe if you have a baby or something and yet my husband is flexible. That's how media is. You might have a broken story

at midnight, a man is in position to come and edit it than a woman.

So the nature of the job itself dictates” (Shama4).

This means that even though Vision Group has tried to promote women's rights in the workplace, there is still a need to strike a balance between wages and other benefits at work. In other words, it is not enough to create a ministry of gender, labor and social development and to have competent non-governmental organizations (NGOs) working for women's rights. More research, training and sensitization of these people is needed to minimize incidents of women's rights violations in their workplace. Accordingly, “intensive resources should be made available. Media houses like Vision Group, as well as publishers and other media professionals like the Ugandan Communications Commissions, should facilitate monitoring by improving access to the internet, training materials, key reference materials and national media houses”.

The respondents had this to say;

“I think they can put in some more effort and they are like watching these programs. When you are a woman in this company, we are bringing these privileges purposely for you. Come for these courses, come for training, come for this and that, they see us come. That will really give us some because we feel like we should do something extra when the platform maybe is not set and you are like where can I start from so if such platforms are put purposely for women, they get encouraged. Then they can be like it's been my dream, then they push us to another level” (Shilda7)

“Maybe they can create more friendly female like positions to have more women in the media. But you know women can actually compete. They should now try to recruit more women and put them in managerial positions for the meantime to balance.” (Shilda13)

Accordingly, “there should be a provision of intensive resources. Media houses like Vision Group, together with publishers and other media professionals group like Uganda communications commissions should make follow up easier by intensifying access to internet, training materials, key reference documents and national media houses. That’s, Uganda like many developing countries is grappling with discrimination of any form, despite the fact that she ratified the convention on elimination of discrimination of all forms. Furthermore, Uganda is a signatory and member of the International Labor Organization (ILO), one of whose aim is to effect equal treatment of both male and female, hence should therefore not leave this imbalance undressed”.

“Like I just said you are sometimes forced to quit. Sometimes you end a day without working, yes but me as a person, I have learnt to become resilient whereby if you refuse to give me information for no good reason and I really wanted it, I will leave it. Though I have resolved to have side incomes. I set some small business that if I go to field and I find this person is not willing to release information, I will go back to my business and sit” (Shilda5).

“Media organizations in partnership with the government, should work together to make sure that the media, women and men committing and women should be worked on and again, as long as there is still

thing of gender emancipation, in writing but not abstract, then there is a problem. If we need these ladies to come on board, we have to fight these misconception of stereotype and the fear should work on gender emancipation and also, media houses should create rooms to accommodate ladies. Some of these people harass their counter parts and that drives them away from the profession. If you stood in our newsroom there, and you count men and women, men are many”
(Shilda3)

Based on the statements above, ‘female journalists should also be trained in their profession to fully understand how they should work. For practicing women journalists, an understanding of the law and the various press codes is required. For example, Ugandan journalists are required by law to have a university degree in journalism or equivalent before being licensed by the media council (Media Council, 2015). However, many unqualified journalists have emerged who can obtain licenses without the required qualifications. This is not only a danger to the journalistic profession, but it also affects the content produced in the media, as these journalists may not be professionally trained and may not be skilled in the way they report news’.

“The nonsenses that we get in the field. They want a story from a specific source and even that sexual harassment... that beautiful, you should come a visit me and all that. It is there. Men want something like sex and that is a big challenge. And then comparisons that guys are better than us. Like the video editing and all that are for the males” (Shilda4)

This implies that the government and other non-governmental organizations should help enforce physical protection measures and prosecute those who assault female media representatives, International Federation of Journalists (2019 report). This allows media professionals to do their job fearlessly. While according to the report of the Uganda Journalists Association (1998), there should be a self-regulatory system managed by the media professionals themselves. This should include media monitors that monitor media appearances and press freedom violations, drafted by media professionals and free from government oversight. This can ensure respected, independent and effective media accountability to the public. Also, proper or thorough research is required before an article is published to prevent the public from receiving fake news. What a reporter considers a violation may not necessarily be after further investigation and consultation (Gunter, 2013).

“If someone is pregnant, like a female is pregnant, it means she will not go to the field, it means she will not earn money. We come in, that's the role man. Because women have several unpaid roles, unpaid uneconomic roles, so picking kids, cooking and something like that on top of their work as a reporter, they have to go home and take care of the family which is a challenging to some of the super female journalists adopt, they know how to do it then they make money, recruit house girls, yeah they go home early, so then they balance office work and the homes” (Shilda9)

“I think here, when you go to a working environment most people tend to focus on the work, the money, the delivery. Mentorship is there but is there for only those who are interested in area where they are

comfortable. So the general working community is focusing on target. If you don't come and say Moses, am interested in this, I would like to learn this. Do you think you can help, I have targets to hint. That's my focus. My focus is not you but if you come, then you can be mentored because you have interest. If you do not have interest or you are not interested in this, you will remain where you are comfortable”
(Shama5)

“The age on TV in the media, the age like I have told you and they will look at them when they grow, you look at them because they have experience but for ladies, they don't age on TV because people now start looking at their faces and start comparing their faces with them when they were young. So they want to look at sexy when a woman grows old, the sexism fades, they see old faces with wrinkles”
(Shilda3)

Shama6 suggested that female journalists need to be empowered;

“Journalists are faced with a challenge of Sexual harassment and find their hands tied since they can't report their bosses to their bosses as well. Therefore, there should be female empowerment of journalists. This goes to company, at least have workshops for the female journalists”.

Therefore, in order to have more women in the Television media workforce, the government can offer scholarships for more women who wish to work in the Television media industry, but also the government has to hire more women in her

television media houses since she is an employer too. There are so many media houses that need it so that women can watch it and act like the government is doing it, so let's do it too. Thus, the gross dishonesty associated with the practice simply prevents the insubordination and enslavement of women. Tibulya (2011) in agreement with the findings of this study, testifies that a humane socialization of the gender roles given women and men improve the practice of physical violence. She contends that young boys normally grow up viewing their fathers from a better perspective than their mothers and girls normally grow up seeing their mothers abused. In the latter case, it is accepted and believed in some cultures that a woman is not loved unless she is beaten by her husband. This is why it sometimes invites itself to violence because man can ignore it and must provoke it, although in a negative way. For such a case, a bad reason is better than no warning.

Chapter five

Discussion of findings

5.1 Introduction

In this chapter, the researcher discusses the study findings in accordance to the objectives of the study and with reference to literature from previous studies.

5.2 The positions and responsibilities given to women vs men at TV West

The study findings indicate that most women employed at TV West hold lower positions more especially program hostesses than men who are in top most positions like managers, editors, program directors etc. Therefore, men do dominate bigger positions at TV West and women are left behind with mostly light programs like; Entertainment, Health, and lifestyle program at the TV e.t.c which require little and or no research, because women are considered vulnerable that they cannot afford some programs that require much investigating. Therefore, the above results show that men dominated high profile positions as compared to their women counterparts. Hence, these findings clearly imply that women at TV West mostly handle soft TV programs, as compared to men who go for hard programs. Hence, these findings clearly imply that women at TV West mostly handle soft TV programs, as compared to men who go for hard programs.

The results are consistent with previous scholars on the positions women in television industry hold (Johnston, 2010). Women hold inferior positions and ever junior than men. The technical and managerial positions are often left to men. While the findings from TV west acknowledge that some programs are hard for women, it

is more of a stereotyped practice than reality. The findings do not differ from the underrepresentation of women from the perception of STEM fields reported in 2014 by Geena Davis Institute (2014). Their report revealed that television programming was mostly dominated by intelligent single men. On the contrary, when women pursue such fields, they are equally intelligent. Therefore, the underrepresentation of women in the television industry on the basis of intelligence does not hold and it remains stereotypical, societal, and patriarchal.

From the theoretical review, the recurring themes in feminist media theories suggest that generally women world over are neither portrayed nor treated fairly and they blame this on the structure and ownership of the media institutions. Themes explored in feminism include; gender and media, representation, patriarchy and hegemony among others (Rosser 2005; Creedon and Cramer, 2007).

The misrepresentation of women in media coincides with Dutt, et al. (2014) who show that women in media and television are misrepresented, drawing from patriarchal society. The television industry portrays women as male spectators' pleasure through their curvy figures, make-ups, and tight clothes. Suggestively, the less curvy women and those with little preference for make-ups are left out of the industry. In advertisements, women are acting in roles associated with home, food, cleaning, etc. On the other hand, adverts show men as actors in telecommunication, career people, and bread winners (Anweh, 2020). If not regularized, such representations erode the confidence of young girls interested in modelling.

The findings however appear to disagree with (Garland, 2021) who proves that a correct portrayal of women in television and films can build the confidence of women suffering from male gaze and racism to defend themselves. The face of a

strong and confident woman behind the camera is a solid foundation for a low-esteemed woman to act with confidence. This study also observes that portraying women in either the positive or the negative stereotypes depend on the audience, an area which needs more research. The media has a role to play in as far as changing the audience's constructions of what they consume from the televisions.

Similarly, the underrepresentation of women in TV west disagrees with Pietaryte & Suzina (2022) who investigated the quality of women representation in television. The authors show that women who acted Netflix Global Programming portrayed a dominant role than their male counterparts. This outcome appeared contrary to what is popularly known that women play submissive roles, bowing to male dominance. Related to the television industry, some women are likely to present themselves as domineering over men in the same office.

The findings of this study also indicates that there are acknowledged steps at TV west for one person to get promoted from one position to another, however, it was found out that some promotions depended not on performance but on personal decisions by the top leaders, and also how far close one was to his/her respective supervisors played a role in his/her promotion. However, unlike men, some women have to be too much dedicated to their bosses to an extent of giving in their bodies for a special consideration for promotion.

The absence of women in some positions agrees with Bulus & Lwahas (2020) who found that women are largely absent in news and current affair presentations. This was largely attributed to the lack of old women to mentor young female TV presenters on such issues that can be deliberated upon by women. However, the findings on promotion disagree with Lundin & Norback (2009) who show that climbing

the career ladder depends on the project. Emphatically, the author shows that network for production requires specialized personnel need for production. Thus the photographers, script writers, and the editors must be identified based on competence. Therefore, the view from TV West that promotions are based on managerial preference cannot be generalized across projects.

From the Feminist's perspective, gender is taken as a way in which society assigns characteristics and social roles to women and men (Shivas, 2010). The roles, functions and characteristics of men according to feminists, have been given greater value than those of women, creating unequal gender power relations which perpetuate discrimination against women in both the public and private spheres. Therefore, as per these expressions, we can convincingly say that Opportunities for women at TV West have not increased and might not increase soon. This very observation appeared in the report on 'The state of media freedom and safety of journalists in Africa' where gender equity in media was shown to be lacking (CIPESA, 2022). More instances of gender equity are still evident in political and public debates where male still dominate the bench of guests.

While a previous study by Creedon & Cramer (2007) showed that women at Vision Group under which TV west operates had climbed the career ladder to such positions as top editors and producers at all of its sister stations, the case seem different at TV west. There is a low number of women in top leadership positions and even among the few who are in top positions are Assistants to men and are not key in decision making. This is in agreement with the later research on the advancement of women at Vision Group which suggested that few women occupied

positions of leadership and that the media did not actively seek out and promote women (Trip & Kwesiga 2012).

Before concluding the discussion herein, it is important to reiterate the assumptions of the feminist theory held in the media today. The challenges women in media and particular TV industry undergo are continually cultural and perhaps institutional, thereby lacking theoretical support (Lotz & Ross, 2004; Krijnen, 2017; Deng, Lin, & Xu, 2022). This might present greener directions for research in media. The values advocated in the feminist theory remain important in media, society, and academia not disregarding the epistemic relevance. Appearing on the television is one of the many strides women have taken to bail themselves out of subordination to men, gender inequity, and dependence on women.

5.3 The challenges faced by female employees at TV west

The study found out that a TV job is too expensive to maintain most especially for women compared to men. For example; a number of women recognized that they spend a lot of money on buying dresses, working on their hairstyles, buying shoes among others and this in the end caused them lose interest to keep up with the Television job. This was most especially affecting women who hosted or cohosted television shows/programs. This is true for ladies as they need a lot to spend on how they look, spend on makeup, spend on dress code, hairstyles among others just to look good for their shows unlike men. This at the end causes women to leave their television jobs as they cannot manage and or withstand the pressure from their audiences and fans.

The study indicated that women at TV west do face sexual harassments at work. And both women and men workers acknowledged that females are faced with sexual harassment not only at workplace but also in the field from the news sources especially the women who do news reporting. A number of women workers testified that male workers normally exploit young women most especially the Interns and new workers who want to sleep with them whenever they have to give them information concerning a certain story. Even some male television workers attested that female television workers especially news reporters were being sexually harassed. However, they argued that many women who go through this do not bring it to administrators, maybe because of fear of getting embarrassment. Therefore, the concern here is about traditional working relationships and how to challenge them since there is a way how they foster sexism and harassment of women at workplace as they are looked at as sex objects by some people.

From the feminists' perspective, sex is the basis for discrimination and the violation of the rights of women and girls in all societies (Shivas, 2000). Some of the gender biases and prejudices in the media would be analyzed through the choices media managers, advertisers, and media professionals (editors, journalists, sub-editors, news photographers, etc) make each day. For example, decisions about who will be promoted; who will not; what will make news; what will not; who will be interviewed; who will not; and so on are decisions affected by media professionals' beliefs about where women and men should be in society. However, from the researcher's view, despite the fact that today the media increasingly associates feminism with independent and powerful women, the qualities informed by sexuality continue to play a dominant role in shaping of feminism (Dartyan 2016). It is therefore hard for women to overcome their feminism with traits like being inferior

to men, patient, emotional, and very kind which are in-born. These give them positive representation. However, when they try to differ from them, they are seen unwomanly in society which expects them to be very tender.

Sexual harassment among female journalists and television presenters is common in literature on media and journalism. For instance, a report on the main challenges for women journalists at grassroots level by Khan (2021) shows that women journalists face physical abuse from workmates, crewmembers, people in authority, and public officers. In some cases, the harassment ranges from unrespectful touches to rape and murder. The findings also agree with Dhiman (2023) who pointed to gender discrimination, and underrepresentation as key challenges to female TV presenters. Women are paid less, bullied, and harassed at the workplace. Besides, women have little say in decision-making, making their career advance hard.

This research did not only find out that more men were promoted compared to their women counterparts, but also, that a number of women who had been promoted did not like to work with fellow women. They instead preferred to work with men. Among the reasons given was that men were more flexible and could easily work extra hours as compared to their women counterparts. This was a challenge for women especially journalists.

While academicians and feminists argue for the representation of women in media and television, Kassova (2020) notes that the number of women in media has nothing to do with women representation. In the newsroom, the male-dominated culture and professional standards override gender equality. Therefore, having more women in governance and executive positions in news organization does not

necessarily improve women visibility on the television. Additionally, Padovani, et al. (2021) note though traces of gender inequality remain evident in the television industry, governments in developed economies have strategies to promoting gender equality in the industry. Besides, the new organizations themselves prioritize the needs of women setting up departments that train women professionals or promote career development in media.

This research also found out that television employment greatly considered someone's' beauty, and this was a challenge for women television workers. If for example a woman was physically and sexually attractive, she had many chances of getting employed and if one wasn't physically attractive, she risked not being employed to do television job. This applied most especially on women who sought jobs of appearing before the camera, for instance presenting and hosting television programs, News anchoring and those that wanted to do journalism/ news reporting roles, as news reporting required one to stand before the camera. However, the decision on who should be on television and who should not, was not only dependent on the administration but also, it was dependent on the viewers of different the television shows/programs.

The link between physical attractiveness and women appearance on television coincides with Akpoghiran, et al. (2017) who shows that physical appearance of the female newsreaders attracts viewers' attention though this differs across gender. Women are attracted to the general physical appearance of the female newsreader while men are attracted to facial beauty. The physical appearances as the basis for women appearing on television supports Wolfe & Mitra (2012) who found that selecting women news readers is built on physical attractiveness as opposed to men

in the same office. Consequently, some women self-select themselves out of presenters for lack of physical attractiveness, old age, and having grey hair. This might explain the presence of two-classic feminine saloons behind TV west premises.

Consistent with the feminist theory, Gill (2007) shows that young girls commodify beauty and self-confidence to the extent of undergoing clinical surgery, even when such actions are vulnerable and hurting. This is all about the pressure to look beautiful and attractive to the audience, with its mass mediated ideals of beauty. Focusing beauty dehumanizes women in the television industry. It adds pressure to women to work on and transform the self.

Literally, in Africa culture is synonymous to women and the concepts of “rights” and “culture” continue to be viewed as being at odds, it means that African women would first strip themselves of culture before enjoying their rights (Tamale, 2008). This assertion confirms that it is really impossible for women to overcome these negative representations when they are still controlled by culture since culture can never grant them freedom and will always look at them as the weak binary to always be below men.

In the feminist view, feminist media theorists see patriarchy controlling influences on the status of women in the media as according to Creedon and Cramer, (2007). The concept of patriarchy signifies the historical emergence of particular forms of inequality between men and women. Feminist media theorists have produced generalized explanations about the subordination of women by offering an analysis of how patriarchy is organized and how power relations within it are produced at a general level. The current feminists argue that men set the standards and values, seen as the actors and the first sex while women are seen as the other-

those who lack the qualities the dominants exhibit-the reactors and the second sex (Lorber, 2005). Radical anti-establishment feminists' critics decry institutionalized sexual oppression and pervasive devaluation of women. Lorber (2005) observed that gender inequalities such as the glass ceiling, sexual harassment, underpayment, limited chances for women advancement, sexual exploitation and gendered division of labour mean that equality and justice for all usually means for men, because the structure of gender as a social institution has never been seriously challenged.

The study findings also indicated that freelancers constitute the pool of work, as predicted by the human capital model, there is no pay discrimination among them, while there appears to be pay discrimination based on gender among permanent employees. Any discrimination would result in a smaller pool, making it harder for the employer to deliver high wages. Instead, the practice of paying employees based on their bargaining power and the secrecy of salaried employee compensation have made women journalists more vulnerable to the above misconceptions. Since women are expected to spend less on their jobs and often take time to care for their mothers, it was strongly expected that they would be paid less than men. In some cases they have promised to increase salaries in the future, but have not kept their promises. Setting wages according to one's bargaining position is therefore less favorable for women than for men.

The findings on freelance engagement agrees with Storey, et al. (2005) who posit that freelance employment helps is necessary in TV production and broadcasting where tasks are performed in a limited time. Take for instance, a photographic assignment, sound recording or covering for an absentee member. Such tasks may not require full-time contracts. Men more than women journalists are

more likely to be freelancers, setting job and income uncertainty for the profession (Byerly, 2018). Freelance employment represents the most secure form of employment.

Similarly, the findings are consistent with Templeman (2016) who shows that there are more opportunities outside journalism, which makes freelance a lucrative employment engagement. However, freelance journalists are least likely to develop their skills to improve their chances of full-time and secure employment. While the respondents from TV west revealed the practice of freelance, it disagrees with Markie (2015) who showed that women presenters who are mothers find it hard combining family and freelance working. This suggests that women in the TV industry are more likely to hold secure jobs than men, especially in organizations where the barriers to women on TV have been eliminated.

From a feminist perspective, women are underpaid because they invest relatively little in their professional skills, don't want to work overtime, and take time off to care for their children when their talents run dry lose (Creedon, 1989). This is where gender plays a role in closing the gender pay gap. Feminists argue that women's abilities are often undervalued compared to men's, regardless of their education or experience. Employers may invest less money in hiring women because they believe they can take time off to have children and not get the same return on their investment as men (Creedon, 1989).

5.4 The probable solutions to these challenges that female employees at TV

West face

The study findings indicate that even though some media companies like TV West in this case has tried to promote women's rights in the workplace, there is still a need to strike a balance between wages and other benefits at work. This strategy is consistent with many previous scholars who have agitated for commensurable pay for women television presenters (Pap21; Coukos & Mehri, 2018; Lachover & Lemish, 2018). These scholars argue that it is not appreciable paying remunerating differently individuals for the same roles that require same qualifications. Indeed there are several laws in Uganda that condone paying individuals differently for similar work. It is necessary to understand the effect of child care and welfare state on the output of women presenters, factors that are likely to undermine their performance and consequential pay.

Accordingly, the findings indicating a strong need for intensive resources should be made available. Media houses like TV west, a subsidiary of Vision Group, as well as publishers and other media professionals like the Ugandan Communications Commissions, should facilitate monitoring by improving access to the internet, training materials, key reference materials and national media houses.

Similarly, the study findings indicated that though Uganda ratified to the convention on elimination of discrimination of all forms, and a signatory member of the International Labor Organization which obliges and calls for equal treatment of both male and female, the country is still grappling with unimagined discrimination rate against women. In other words, it is not enough just to create a ministry of gender, labor and social development and to have competent non-governmental

organizations (NGOs) working for women's rights, but instead, more research, training and sensitization is much more needed to minimize incidents of women's rights violations in their workplaces and the community at large.

The fight against discrimination based on gender in the media and television industry is consistent with many previous scholars (Haraldsson, 2022; Nguyen, 2020; Padovani, Belluati, Karadimitriou, Horz-Ishak, & Baroni, 2021). Media should portray women in aspirational ways, which increase leadership aspirations. Besides portraying women in aspirational ways, women should be encouraged to present programs that are political and current, which mobilize female politicians around female issues, including media representation. What is wrong with portraying influential women accurately and objectively in media? This can encourage women to live to their full potential.

Further, the study found out that there is need for female journalists to be trained in their profession to fully understand how they should work. For practicing women journalists, an understanding of the law and the various press codes is required. For example, Ugandan journalists are required by law to have a university degree in journalism or equivalent before being licensed by the media council (Media Council, 2015). However, many unqualified journalists have emerged and obtained licenses without the required qualifications. This is not only a danger to the journalistic profession, but it also affects the content produced in the media, as these journalists may not be professionally trained and may not be skilled in the way they report news. The need for training women in specialized departments has garnered support in literature (Derf-Pierre & edstrom, 2020; Suan & Xu, 2021; Hussein & Parvin, 2020). Granting training opportunities to women in governance

and leadership positions in the television industry can contribute to the internal policies geared towards gender equality. Besides training women in managerial positions in news organizations, colleges and universities need multimedia classrooms to provide technical support to TV presenters. This can improve their efficiency in communication and overall performance. Some NGOs continuously provide training to women journalists in a women-friendly environment to build professional support. This can help women to move away from soft beats to major beats like economics, politics, sports, and politics, which male-dominated.

The findings showed that the government and other non-governmental organizations should help enforce physical protection measures and prosecute those who assault female media representatives, International Federation of Journalists (2019 report). This allows media professionals to do their job fearlessly. The role of government in improving the representation of women in media is evident in many previous studies (Vandenberghe, 2019). Government can take serious actions in areas related to stereotyping of women inequality and participation in media. This calls for the need for regulating gender equality in media.

While according to the report of the Uganda Journalists Association (1998), there should be a self-regulatory system managed by the media professionals themselves. This should include media monitors that monitor media appearances and press freedom violations, drafted by media professionals and free from government oversight. This can ensure respected, independent and effective media accountability to the public. Also, proper or thorough research is required before an article is published to prevent the public from receiving fake news. What a reporter

considers a violation may not necessarily be after further investigation and consultation (Gunter B. 2013).

In reference to the above findings, Zoonen (1994) observed that we seem to be suffering from cultural lag whereby our cultures, beliefs, attitudes and opinions on women are lagging behind reality about women. While, Feminist analysis re-envisages rape and sexual abuse as a symptom of a culture of violence against and disrespect for women, which should be viewed as a form of sexist hate crime rather than an impulsive act of sexual need. Solutions had to include radical social change (Toker, 2004). Thus, refusing to accept that such violence shouldn't be taken for granted, feminists criticized strategies which put the onus purely on women to be 'sensible' such as avoiding public parks, locking car doors, crossing the street to avoid groups of men, going out in the dark. The tongue in-check advice about 'how to avoid rape' highlights the unrealistic nature of most advice. Feminists also challenge the ways in which women were to behave, such as being careful not to dress 'provocatively and obeying an unofficial curfew (Byerly, 2014).

Chapter six

Conclusion and recommendations

6.1 Introduction

In this chapter, the researcher presents the summary and conclusion of the study. The conclusions are structured based on the research objectives. The recommendations are gleaned from the findings of the study.

6.2 Conclusions

The first objective of the study was to find out the positions and responsibilities given to women vs men at TV West. This study has found that men dominate bigger positions compared to women at TV West and the Uganda media in general. There are more men than men in TV west. The few women in TV west hold lower positions and often feature soft beats such as Entertainment, Health, and lifestyle program. Comparatively, men on TV west feature hard beats and characterize such positions like managers, editors, program directors etc. Even when women assume leadership positions within the TV structure, they are assistants to men, which limits their participation in decision-making. This imbalance in job assignments and program features confirms a stereotypical gender inequality in TV. The claim that women are vulnerable and inferior is patriarchal, and ignores the structural and contextual setting within which women TV presenters work. Besides working on TV, women are responsible for their families as wives and childcares. Therefore, it is not professional to discriminate individuals of the same profession on grounds of gender. This conclusion is consistent with the feminist media theories, which posit that world over, women are neither portrayed nor treated fairly. The

unfair treatment is purely orchestrated by the structure and ownership of the media institutions.

The second objective of the study was to find out the challenges faced by female employees at TV west. This study has found frequently pointed to the expensive job and sexual harassment. Working on TV west is very expensive for women. To work as a woman presenter on TV west calls for all forms of attractiveness including but not limited to facial attractiveness, the glowing hair, the nails, the dressing, and the shoes. The presence of two feminine saloons behind the premises of TV west attest to this. Besides the expensiveness of working on TV west as a present, female staff at TV west are sexually harassed. The harassment characterizes fellow male staff, crewmembers, and the public. From within the institution, female employees work under emotional labor due to harassment, unethical practices that discourage young ladies from joining the profession. From outside the institution, harassment erodes the confidence and self-esteem of women TV presenters, which inhibits their work output. These are institutional and public concerns that require urgent redress if the TV profession is to thrive and live to its contribution as the fourth state in governance. Therefore, the concern here is about traditional working relationships and how to challenge them since there is a way how they foster sexism and harassment of women at workplace as they are looked at as sex objects by some people.

The third objective of the study was to find out the probable solutions to these challenges that female employees at TV West face. Most of the employees of TV west who took part in this study pointed to enforcing women's rights at the workplace, equitable remuneration across gender, availability of resources, staff

training, and effectively supervising the functioning of TV west by Vision Group and UCC. Uganda ratified to the convention on elimination of discrimination of all forms, and a signatory member of the International Labor Organization (ILO) which obliges and calls for equal treatment of both male and female. However, the country still grapples with unimagined discrimination rate against women. Unless organs are built to implement these ratifications, women underrepresentation will continue across sectors. While women working on TVs are viewed as icons and role models their numbers are still glaring compared to other sectors like teaching, where women are visible.

As a contribution to knowledge, this study contributes original perspectives to the understanding of women representation in a local television. This study brings out strong evidence that women who were promoted to high positions in the organization did not feel comfortable working with fellow women than men. The issues related to inflexibility, rigidity in adjustment to certain activities and programs, and unwillingness to work extra hours beyond the stipulated work schedules are an attest to this. This is one of the main contributions to this study, which findings have not been reported anywhere in previous research.

The findings from TV west are completely new to media and television research. The context of TV west is still new and under researched compared to other local and international television channels. The findings, which are consistent with the feminist theory that guided this study prove the relevancy of the theory in explaining the disparities in opportunities among the less privileged categories of the population. Feminist approaches are still relevant to the fight against sexism and the misrepresentation of women stereotypically.

6.3 Recommendations

Many changes with regard to women representation in the Uganda's TV industry have happened but much remains undone with regard to women's representation in comparison with their male counterparts in the local television media. Considering the findings from this study, the researcher makes the following recommendations as below:

The Ugandan Constitution provides for affirmative action and equal opportunity for marginalized groups based on gender, age, disability or other reasons created by history, tradition or custom, and insists that imbalances between them are corrected. It would have been more beneficial if there had been monitoring and evaluation provisions to ensure that what was prophesied in the Constitution is implemented. Without oversight, it is difficult to hold media institutions accountable for their commitment to gender equality.

Of vital importance for further progress in this respect are more wide spread awareness and acceptance about the relevancy of media as a powerful instrument for women advancement and empowerment and the need for a gender perspective in media matters. This is because the modern journalism characterized by commercialism, technology, the rise of celebrity, life style, tabloidization, freelancing and the columnist is likely to impact on women employment, participation and portrayal and therefore require a renewed mandate for media industries to promote women's interests rather than reactions to competition. Secondly, the sensitization of media professionals in both public and private sector including those involved in entertainment to gender and other issues my help to

tackle the confusing and conflicting signals currently emerging from the television media.

Associations and /or unions representing journalists of both sexes should as well play a role in ensuring gender justice and equity within the media organization by advocating or supporting initiatives and changes in policies and procedures as well as measures and mechanism to ensure elimination of gender based disparities and disadvantages in access, employment and advancement.

Media training institutes seem to be appropriate sites for strategies to bring about desirable changes in the media workforce and thereby media workplace, media content, and, eventually even media policy. These institutes can contribute to the process of transformation by sensitizing students to the importance of gender awareness, equality and equity in all aspects of life including professional life.

The desirability and stated policy and transparent procedures with regard to recruitment, remuneration, promotion, work assignment another matters that affect professional access, employment and advancement, in keeping with essential principles of gender justice and equity, the need to institute measures and mechanisms to counter or minimize the effect of negative gender-based attitudes and behaviors with regard to sexual harassment.

The practicability of institutional support to women beyond the mandatory maternity leave during particular periods in their lives when it would make a crucial difference to their ability to cope with the often conflicting demands of work and family. This would help to ensure that women's current and potential contributions to the field are not frittered away through the neglect of their felt needs and real

problems since these are not rooted in individual shortcoming but in societal biases and inequalities.

6.4 Areas for future research

This study was based on TV west as the case study. We still do not know how the position of women in the many other television channels in Uganda. Therefore, the findings are not generalizable. Future researchers should consider a comparative study on women representation on Televisions in Uganda.

This study has found freelance as the common form of employment engagement among TV presenters. We still do not know how freelancers perceive this form of engagement. Future researchers should consider investigating the relationship between freelance employment and performance professional development among television workers in Uganda.

This study has also found of that most women lack skills in some specialized departments in the television industry. We still do not know the mode and structure of training television professionals. There is need for an investigation on the mode of training of television professionals in Uganda.

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Appendix

APPENDIX I:

WORK PLAN/TIMELINE FOR PRIMARY DATA COLLECTION & PRESENTATION

| Data Collection: - Took 2 months | | | | | |
|--|--------------------------|--|--|--------------------------------------|----------|
| Key Action Steps | Timeline | Expected Outcome | Data Source and Evaluation Methodology | Person Responsible /Area | Comments |
| Collecting data from TV-West employees | 2 months (March - April) | Getting insights and opinions about the representation of women at workplace | Interviews | Sample respondents The researcher | Done |
| Data presentations and analysis:- Took two month | | | | | |
| Key Action Steps | Timeline | Expected Outcome | Data Source and Evaluation Methodology | Person/Area Responsible | Comments |
| Analysis of data collected and Recommendations | 2 months (June- August) | Explaining pertinent results from the data collected | Thematic analysis | The researcher | Done |

Appendix ii: Budget for this research project

| Item | Cost |
|---|---------------------|
| Supplies | |
| Office supplies and stationary | Ugx150,000 |
| Working books | Ugx50,000 |
| Pens | Ugx2,000 |
| Software | Ugx300,000 |
| Total Supplies | Ugx502,000 |
| Equipment | |
| Audio recorder | Ugx150,000 |
| Computer/Laptop | Ugx2,000,000 |
| Total Equipment | Ugx2,150,000 |
| Communications | |
| Telephone/Cellular phone/Airtime | Ugx100,000 |
| Internet cost | Ugx600,000 |
| Total Communications | Ugx700,000 |
| Travel | |
| Travelling (Includes Bus fare, Taxi & Bodaboda) | Ugx800,000 |
| Total Travel | Ugx800,000 |
| Other Expenses | |
| Accommodation/Lodging (on different days) | Ugx1,000,000 |
| Meals | Ugx400,000 |
| Total Other Expenses | Ugx1,400,000 |
| Total Project Costs | Ugx5,552,000 |