

Gender Audit of Ethiopian Broadcast Media Houses



Initiative Africa



Doc No: IA/PRT/19/001
May 2019

Supported by



Gender Audit of Ethiopian Broadcast Media Houses

Conducted By Initiative Africa



Initiative Africa

Initiative Africa (IA) is a Non-Governmental Organization established in 2004 in Ethiopia. A voluntary organization with the aim to empower young men, women, and children, IA is committed to encouraging sustainable development and to yielding maximum social impact through crafting innovative models and solutions. The core goal of the organization is to bring to the fore citizens that are actively involved in their own governance.



TABLE OF CONTENTS

Chapter One

1. General Introduction	6
1.1 Why Gender and Media	7
1.2 What is Gender Audit?	8
1.3 Gender Audit Outputs	8
1.4 Methodology	9
1.4.1 Document analysis	9
1.4.2 Key Informants Interview	9
1.4.3 Focus group Discussion	9
1.4.4 Email Survey	10
1.5 Sampling Technique	10
1.6 Ethical Consideration	11
1.7 Limitation	11

Chapter Two

2. The Ethiopian Broadcasting from Gender Perspective	12
2.1 Structure	13

2.2 Affirmative Action Measures	14
2.3 Female Professional in Media houses	15
2.4 Sexual Harassment	16
2.5 Integrating Gender issues in News and Programs	17
2.5.1 Specific Gender Program Vs Integrating Gender issues	17
2.5.2 News coverage	18
2.5.3 Advertising, Drama and Music Clips	19
2.6 Knowledge and Skill of Professionals about Gender issues	19
2.7 Walta	20
2.7.1 Gender Mainstreaming within the Structure	21
2.7.2 Gender Mainstreaming at Program Level	22

2.8 Fana Broadcasting Corporate S.C. (FBC)	25
2.8.1 Gender Mainstreaming within the Structure	25
2.8.2 Gender Mainstreaming at Program Levels	27
2.8.2.1 News and Show Room	29
2.9 Dire Dawa FM Radio	30
2.9.1 Gender Mainstreaming within the Structure	30
2.9.2 Gender Mainstreaming at Program Level	31
2.10 Amhara Mass Media Agency	32
2.10.1 Gender Mainstreaming within the Structure	32
2.10.2 Gender Mainstreaming at Program Levels	33
2.11 Afro FM	35
2.11.1 Gender Mainstreaming with the Structure	35
2.11.2 Gender Mainstreaming in Programs	37

2.12 Nahoo TV	38
2.12.1 Gender Mainstreaming within the Structure	39
2.12.2 Gender Mainstreaming in Programs	40
2.13 Addis Ababa University	41
2.13.1 Gender Mainstreaming within the Structure	41
2.13.2 Gender Mainstreaming at Program Level	41
2.14 Ahadu	43
2.14.1 Gender Mainstreaming within the Structure	43
2.14.2 Gender Mainstreaming at Program Level	43

Chapter Three

3. Conclusion and Recommendation	45
----------------------------------	----

CHAPTER 1

1. General Introduction

Each week a new set of movies is released. Every day, television broadcasters put out dramas, news, current affairs programmes, documentaries, children's entertainment, game shows, chat shows, lifestyle programmes, films, soap operas, music videos and more. Magazines, newspapers and adverts all contain images of women and men, and even songs on the radio (or played in shops and cafes) might feed into, or influence, our ideas about gender.

In modern societies, the media plays a significant part in constructing appropriate or inappropriate gender roles. For example, a strong male character is eager to provide physical protection for his girlfriend when she is being harassed. A single mother shows great persistence in raising a family. Through observing the rewards and punishments

experiences somehow.

A number of ongoing initiatives to monitor and promote positive change concerning gender portrayal in the media have also been established in several countries. Most such initiatives are undertaken by civil society organisations, including, for example: Women's Media Watch in South Africa, the Media Monitoring Project in China, the MediaCritic Network in Sweden, MediaWatch in Canada, and Women's Media Watch in Jamaica. Another development in the last decade has been the formation of national, regional and international associations and networks of women in the media. The main focus of many of these organisations is to promote change in the way the mainstream media covers women, and in particular, how it addresses gender equality issues. Some



demonstrated in media content, young people are able to rehearse mentally what will happen to them if they are put in a similar situation. The media images we consume carry abundant information about gender roles. Unfortunately, it seems obvious and inevitable, that we will be affected by these

also focus on mutual support and skills development to strengthen women in their role as media professionals. Women's news services are yet another set of resources that have developed significantly in recent years.¹

¹ Beijing Platform on gender and media

The situation of Ethiopian media is not different. Acknowledging the deep rooted problem, Initiative Africa (with financial support from Embassy of Sweden/ SIDA) has designed the 'Gender Equality: Making Change Happen' project that aims to mainstream gender issues in media houses and business institutions.

The project was targeted to assess the portrayal of gender in Ethiopian Broadcast media. Through conducting gender audit for some selected broadcast media in the country the projects aims at substantiating all the perceptual explanations and commentaries based on empirical findings.

1.1. WHY GENDER AND MEDIA

Gender-conscious, ethical journalism is in line with the news media's traditional, key role in democratic societies: creating what is known as the "public sphere," where information essential to citizen participation in national and community life is presented and where issues of importance to the public are discussed and debated. Democracy critically depends upon an informed populace making political choices. For this to happen, it is clearly important that a wide range of experiences and viewpoints, and the interests and concerns of all sections of society – including the least powerful – be represented in the media.²

Media professionals – not only reporters but also editors and producers, photographers and videographers, researchers and fact-checkers, even designers and illustrators – need to be mindful of the fact that most events, developments and policies have

different implications for different sections of society. After all, journalism is storytelling with a purpose. And the purpose of media coverage is not only to report news as it happens but also, surely, to highlight the impact of what has happened on diverse sections of the people affected – especially those at most risk – so that action to deal with the situation can be equitable and responsive to the special needs of different groups.³

Journalism sets the context for national debates on important current events and thereby affects public perception of issues across the socio-economic and political continuum – not just what are commonly seen as "women's issues." By determining who has a voice in these debates and who is silenced, which issues are discussed and how they are framed, the media have the power to maintain the status quo or challenge the dominant order.⁴

The findings of the 2005 Global Media Monitoring Project show that progress in improving women's participation and representation in the news has been slow. There have been some improvements – the proportion of news items reported by women increased from 28 per cent in 1995 to 38 per cent by 2005. However, the overall situation does not differ greatly from the earlier reports. The findings summarized the project report show that women remain underrepresented as subjects of news stories, as sources, as experts commenting on them, and as reporters of the stories.⁵

Gender mainstreaming within media and journalism education and practice has

2 Resource kit for Gender-Ethical Journalism and Media House Policy Book 1: Conceptual Issues Philip Lee, 2012, Netherlands.

3 Resource kit for Gender-Ethical Journalism and Media House Policy Book 1: Conceptual Issues Philip Lee, 2012, Netherlands.

4 Resource kit for Gender-Ethical Journalism and Media House Policy Book 1: Conceptual Issues Philip Lee, 2012, Netherlands.

5 Beijing platform on gender and media

been described by several scholars as good, representative, critical, ethical, just and balanced. However, the findings underscore the need to revisit not just the policies and

pedagogical approaches but also to focus on awareness- and knowledge-building especially among the teaching staff of journalism schools.

1.2. WHAT IS GENDER AUDIT?

Gender audits share similar characteristics with accounting and social audits. More specifically, recognition of the importance of gender audits has been derived from a growing awareness of the central role of organizational structure and culture in the design and delivery of gender-sensitive programs and projects. This identifies the importance of examining not just accounts, but also the systems and processes within institutions. As Sweetman (1997) argues, this is based on the premise that 'working on gender issues obliges organizations to set their own houses in order, and change aspects of the organizational culture which discriminate against women staff and women 'beneficiaries'.

Gender Audit is an assessment that is used in identifying staff perceptions regarding

how gender issues are addressed in internal organizational systems and activities. It is also a process for creating ongoing gender action planning, and to identify challenges and opportunities for increasing gender skills and organizational equality.

Gender audits require 'consistent and demonstrated political will from senior managers in an organization' (InterAction, 2004). Without such commitment, resistance can easily prevent staff from allocating the considerable time required to complete the different components of the audit. Moreover, gender audits are primarily or heavily focused on internal organizational self-assessments as against external programmatic assessments which traditionally have been the focus of evaluations.

1.3. GENDER AUDIT OUTPUTS

At the end of assessing 8 media houses the expected useful outputs are:

- A reflection of the status of gender equality within the organization.
- Identifies critical gaps and challenges in addressing gender issues;
- Recommends ways of addressing them and suggests new and more effective strategies
- Documents good practices towards the achievement of gender equality
- Provides a baseline for collective discussion and analysis.
- Monitors and assesses the relative progress made in gender mainstreaming

1.4. METHODOLOGY

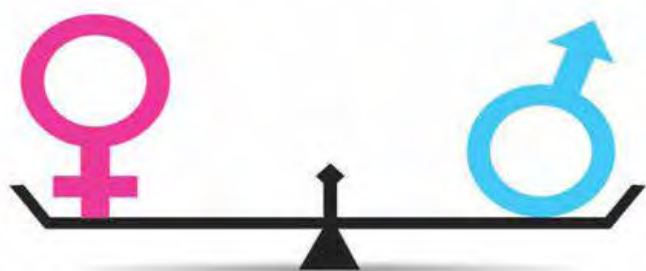
Based on the objective of the assignment, the consultant team has selected the methodology that best serves to achieve the desired goals. The consultant team used both qualitative and quantitative methodology as it is the best means to get an in-depth and interpreted understanding of gender issues within organizations and activities.

The consulting team has applied different methods to triangulate responses and to ensure that there are multiple sources of evidence for validity and reliability of the study. Using more than one qualitative method to carry out an investigation is important; since each brings a particular kind of insight to a study. To this end it has selected methods that enable gathering data that help address objective of the study. The methods are also flexible and sensitive to the study issue at hand. To this end; the team has used three methods namely; document and gender policies analysis, key informant interview, online survey tools and focus group discussion.

1.4.1. Document analysis – the consultant team has used both primary and secondary data to examine the extent of gender integration in the institutions and in activities. In this regard, the researcher has tried to gather information from the different media houses. However, most of them do not have documents such as gender policies, sexual harassment policies, employee promotion regulations and health insurance. Hence, we were only able to analyse human resource document from Walta and Fana media houses.

1.4.2. Key Informants Interview – Key informant interview is selected as one of the methods as it provides an opportunity for detailed investigation of people's personal perspectives, understanding and attitude towards the issue at hand. The consultant team has interviewed managers and professional who are on the top of decision making level in the target media houses. In interviewing key informants semi-structured questions are developed, that are shaped according to the objective of the study at the same time allowing flexibility.

1.4.3. Focus group Discussion – the consultant team has conduct focus group discussion with mid-level professionals and supporting staffs. The consultants selected eight to twelve respondents to discuss over gender integration in their institution and activities. In order to entertain diverse views,



needs and interests both men and female professionals took part in the discussions. Focus group discussion is selected as it generates information through debate and discussion.

1.4.4. **Email Survey** - An email survey is one used to send the survey instrument (e.g. questionnaire) to a respondent via email. They are relatively inexpensive to administer. The consultant team was able to send the exact same instrument to the staff

in the media houses. The Email survey was targeted to gather information from mid-level professionals.

This method is selected considering the internet and computer accessibility and computer skill of the respondents. Significant number of media professionals that include journalists (reporters, editors, and Producers), Technical staff and online media practitioners from media houses completed the email survey questionnaire.

1.5. SAMPLING TECHNIQUE

In selecting participants for the study the consultants have given emphasis for individuals who are more relevant and resourceful by virtue of their position. Experts and individuals who are able to provide the most relevant, comprehensive and rich information were included in the study. In order to select the more relevant

and resourceful participants, the consultants used non-probability sampling technique. The sample size were determined by the point of saturation. The following table shows the number of media professionals involved in the study disaggregated into the media houses they represent.

No.	Name of the Media	Focus Group Discussion		In-depth interview		Online Survey		Total
		Female	Male	Female	Male	Female	Male	
	Amhara Media	4	1	0	1	2	3	11
	WALTA	0	5	0	1	18	30	49
	FANA	0	3	0	0	18	42	63
	Nahoo	0	1	3	1	6	7	18
	Ahadu	3	0	1	0	7	5	16
	Addis Ababa University	0	1	0	3	1	4	9
	Afro FM	2	1	0	1	4	4	12
	Dire Dawa	1	5	0	1	2	1	10
Total								188

Table No. 1 – Number of participants disaggregated by sex in different media houses

1.6. ETHICAL CONSIDERATION

As in any research study, consultants will secure informed consent from all participants involved in the research. This means providing them with information about the purpose of the study, the funder,

who the research team is, how the data will be used, and what participation will be require of them. Moreover, all participants of the study will be anonymous and their words will be kept confidential.



1.7. LIMITATION

The consultant team faced numerous constraints in its effort to gather a balanced and valid information to the research. Most of the professionals in the media house are busy and it was very challenging to meet the desired number of them for in-depth

interview and focus group discussion. The online survey was filled out by media staff of all media houses, but the proportion and representativeness of the participants to the number of professionals is questionable.

CHAPTER 2

2. The Ethiopian Broadcasting from Gender Perspective

Journalism in Ethiopia is still a male-dominated arena. More than 70 percent are men and less than 30 percent women. This makes the Ethiopian newsroom one of the least gender-equal on the global scale. (Skjerdal, 2017) Ethiopia also scores alarmingly low in global measurements of gender equality, placing itself as number 109 out of 144 on the Global Gender Gap Index (GGGI, 2016). Limited and constrained by gender-stereotyped societal norms, women continue to be marginalized, oppressed and underrepresented in society, and the media sector is no exception. Although the situation for women in media remains difficult, there are also positive trends. The rise of the number of women entering the field show signs of a more gender-balanced future for Ethiopian media.⁶

Often Ethiopian women are seen and heard in media only if and when they fit within the frames of certain gender stereotyped roles.

⁶ Strengthening Free, Independent and Professional Journalism in Ethiopia, Feasible Study, commissioned by the Swedish Embassy/Sida in Addis Ababa and carried out by the Fojo Media Institute, August 2017.

For instance, women seen on television are typically assigned the role of housewives (cooking and taking care of children) or secretaries (working for a man on a higher position). Moreover, women's behavior is usually represented in a stereotypical way in television dramas, for example by making women look weak and vulnerable, as well as by making their characters more interested in being beautiful and attractive rather than in achieving their life goals. Male characters, on the other hand, are often represented as innovators, heroes and braves (Kedir, 2016).

A survey by project in 2010 found that more than 90 percent of the news subjects in the researched media outlets were men. Not only are women less heard than men, but when they do are heard, they are often represented in a prejudiced, depreciatory and narrow-minded manner. An in-depth analysis of gender representation in local print media showed that women's knowledge was portrayed as being subjective and as not going beyond their personal experience (Skjerdal, 2016).



2.1 ORGANIZATIONAL STRUCTURE

Most of the media houses involved in this study do not have documents that instruct recruitment, promotion, empowerment and distribution of opportunities in their organizational structure. Walta and Fana are exceptions to this, in which they have adopted the government civil service affirmative action directive and implements the 3% requirement for recruitment, promotion and allocating opportunities. In most media houses candidates compete for recruitment based on merit and experience and they claim there is no discrimination. However, some of the female journalists have disclosed that, the bigger media houses discriminate in short listing and giving opportunities if they know the candidate woman is married.

A good thing in most media houses are; though there is no clearly stated policy or manual on how to empower women employees, they have very good attitude and value towards female employees. Almost all, media houses have stated that, their best and reliable employees at various positions are the women compared with men employees.. Nevertheless, most of the higher and decision making positions in the media house are dominated by men. This probes a question 'why? Is it the lack of interest from the side of the women themselves or the lack of opportunity and trust in the side of the leaders in media?

Though, most media houses do not have preference or intentionally discriminate based on sex in hiring process, they have their own preferences. For instance, in hiring journalists for news and showroom, they said one of the criteria that the candidate will be evaluated is his/her 'fitness for TV screen/Being photogenic'. Almost all media houses that have TV

broadcasting agree this criteria is universal and should be in place as the audience demands it as well. But, the researcher have observed a difference in variation in the criteria of being 'fit/being photogenic' for a woman and men journalist. Some TV stations assess only female journalists on this criteria, while others argue it is important for both sexes.

Similar to all the TV stations who prefer hiring both sexes for the reason of variety, diversity and balance of journalists, radio stations also exhibit the same preference. The need to have a variety and balanced voices in transmission is highly needed in radio stations and forces them to hire equal or equivalent numbers of journalists.

The work of journalism, is not one that requires fixed working time so most of the media houses have flexible working hours, except for few such as Nahoo TV. The flexibility is however due to the character of the job and it might not consider the situation of the journalist. There are some who take this as having positive implication while there are others who think this might even bring more challenge for women with more responsibilities in life. This is a good practice that should be standardized by clearly stated in organizational policy document. However, some of the media houses were not willing to develop a standardized policy about flexible working hours for a fear the responsibility it will entail.

Almost all media houses do not provide breast feeding rooms or allocate time for mothers. This might be challenging for medias that have limited and small space. However, considering the large compound, capacity and area of Walta and Fana Broadcasting the issue of allocating one room for breast feeding mothers should not be a problem.

2.2. AFFIRMATIVE ACTION MEASURES

The history of discrimination directed against minorities and women because of racist, ethnocentric, or sexist attitudes has been long and painful. It is based on the notion that some people, distinguished by their cultural identities or irreversible characteristics such as sex or the colour of skin, are inferior to others.⁷

Affirmative action aims to overcome such discriminatory practices; literally it designates "acting affirmatively": taking positive, specific steps to overcome and redistribute opportunity from those who have been historically advantaged (e.g. men) to those who have suffered disadvantages because of race, ethnicity, sex, or other traits or circumstances (e.g. women).

By their nature, many redistributive policies involve the transfer of resources from the "haves" to the "have not's." these transfers involve highly valued jobs, coveted seats in educational institutions, and other opportunities that allow people to prosper and succeed.⁸

In discussing about the implementation of affirmative action, most participants of the study believe that, affirmative action measures should not be in place, as it has become one indicator for the low status of woman and it will push the society to think, women are getting positive discrimination cause they 'can't make it'. One respondent stated her view like this;



More is expected from women themselves to be competent enough with men in all aspects. I personally consider affirmative action will have negative impact on women. Because as I trust Women has equal ability with men, the only thing everybody should do is ignoring stereotypes toward women and giving equal chance to competition. Above all women have to strive to win cultural and societal impacts and believe that they can do it all.

7 J. Edward Kellough *Understanding Affirmative Action: Politics, Discrimination, And the Search for Justice* (Georgetown University Press 2006)22.

8 J. Edward Kellough *Understanding Affirmative Action: Politics, Discrimination, And the Search for Justice* (Georgetown University Press 2006)12.

This view is reflected by both women and men participants in the focus group discussions as well as in-depth interviews. Very limited participants believe affirmative

action measures are important in education sector but it needs to be abolition when it comes to employment. As, they are in equal terms when trying to be employed.

2.3. FEMALE PROFESSIONAL IN MEDIA HOUSES

The presence of female reporters, editors and producers in almost all media houses is something to be appreciated. Despite, their limited number, particularly in higher and decision making positions, they can advocate and work towards ensuring gender equality within the institution as well as in programs.

Female professionals are found to be passive towards questioning the patriarchal systems

that they are working for different reasons. They are also found to be reluctant towards gearing the contents and directions of media houses. This is prevalent even in media houses that are led by female heads. As one of the acting manager of one of the media responded to the question presented to her about gender. She affirmed her view saying that;

'I am not a feminist. And our media house does not advocate feminist views, rather treat professionals and individuals fairly'

One of the criticisms forwarded by many professionals during focus group discussion and in-depth interview goes in line with the above statement. They stressed on the fact

that, most female professionals in the media houses are not courageous, confident and initiators of issues that affect their own rights. They also point out that, changes on such perceptual issue can come if there are significant numbers of females in the media who believe and advocate on gender equality.

The participants of the FGD and In-depth interview in almost all cases affirm that the presence of active advocates within media houses, can challenge the routine way of transmitting programs. Hence, it will facilitate the effort to integrate gender issues within the media.



2.4. SEXUAL HARASSMENT

Though, the main focus of the study is not to examine the presence of sexual harassment, it has appeared as one and very important issues. It is found out that almost all media houses do not have policies or manuals in place to fight sexual harassment. Even worse, female

employees have shared their experience of sexual harassment in most of the media houses. It is also stressed that, often such actions are evident in high media houses with multiples of hierarchy and structure. As one of the respondent stated the fact like this;

‘Those females selected for screen, like News Anchor should pass through interest of their superior, may be needed to share bed’

The female employees pointed out that, acts of sexual harassment exists particular in times of promotion and application for new positions.

According to the Criminal Code Proclamation No. 414/2004 625 sexual harassment is a prohibited act. It is clearly stated as;

Whoever, apart from the cases specified in the preceding Article, procures from a woman sexual intercourse or any other indecent act by taking advantage of her material or mental distress or of the authority he exercises over her by virtue of his position, function or capacity as protector, teacher, master or employer, or by virtue of any other like relationship, is punishable, upon complaint, with simple imprisonment.



2.5. INTEGRATING GENDER ISSUES IN NEWS AND PROGRAMS

Institutional attitude and commitment towards ensuring gender equality can be examined considering the following points. These include but not limited to, the budget, time and resource it allocates for gender related programs, monitoring and evaluation criteria in place to evaluate programs and performances.

To this end, most media houses involved in the study admitted that they are not conscious in allocating budget nor specific time and resource for gender related programs. In evaluating programs, unless the program transmitted is 'too obvious or too biased' in balancing gender issues, it is hardly a point of discussion.

Similarly, reporters, editors and program producers are evaluated based on their 'performance'. The understating of 'performance', often doesn't entail the need to ensure gender balance nor a duty on the professional to work towards equality.

Considering, the wide practice and attitude towards gender equality in most media houses, it is found out that there is no or minimum commitment towards transmitting gender balanced programs. Moreover, the programmes evaluation system in place is not one that demand professionals and programs to produce balanced information.

2.5.1. Specific Gender Program Vs Integrating Gender issues

In the majority of the media houses, there is at least one program transmission per a week about gender or women rights issue. Often, such programs are sponsored by NGOs rather than covered by the media house themselves. Only few media houses, particularly financed by the government (Fana, Walta, Dire Dawa and Amhara) has shown its commitment towards ensuring broadcasting gender program by financing it from its budget for a one year.

The FGD and in-depth interview revealed that many professionals believe that gender issues need to be integrated in different media program. Nevertheless, there is also a strong believe shared by most that the old way of broadcasting and assigning a single program

is boring and unpleasant. For this reason, there is a fear among some professionals to take up programs that deal with gender issues.

They argue that, it is a common practice for a media house to allocate one hour or less for women related issues but it is observed that audience often tune out. Therefore, it is suggested that if gender issues are mainstreamed in all the programs and if approaches are devised on the how part, e programs that are more appealing and interesting can be produced. This could also contribute towards behavioral change of the society towards gender issues. In explaining the issue at hand, a journalist who attended the FDG said;

'It is a fact that our society hates to hear about Genbot 20, worse than gender issues. But, we were able to get the attention of the society based on the content and the way of presentation. Similarly, if gender programs are done in attractive way, I am sure it will attract the attention of the society.'

2.5.2. News coverage

News media – and media professionals – to realize the importance of gender as a key lens through which all events and issues must be examined in order to tell a complete story. For coverage to become more inclusive and balanced, not only reporters/correspondents but the range of professionals who together shape media content – including visuals – have to be conscious of the need to factor gender into the process of deciding what to cover and how to cover it.

A gender lens enables journalists to view and report the world through women's eyes, thus reflecting women's experiences, concerns and opinions in news coverage, and helping women to tell their stories in their own voices. A gender lens can reveal whether or not an event or process affects women and men, girls and boys in particular ways, thereby allowing reporters to uncover a possible gender angle that may well add a significant and striking dimension to a news or story. A gender lens can also facilitate broader and deeper insights into the range of events and issues covered by the media.

Source of data in most media houses covered in this study stated that, it is difficult to integrate gender issues in news. Often, issues covered under news are current incidents, happenings and issues and in their view it is hard and almost impossible to ensure the integration of gender in all news topics. They believe that, unless the topic of discussion in the news coverage leads to gender issues, they cannot be conscious about integrating gender issues.

Most of them have pointed out that, often the news coverage is about political, economic and social issues. They added that in trying to interview and balance stories with experts opinions, it is challenging to get women experts in high decision making positions. And in some instances, the women are not willing to give their opinions and share their viewpoints.

The other key issue related with gender mainstreaming in media and particular to the news is the lack of understanding, knowledge and skill in the side of the reporters, editors, producers and journalist. Based on the observation of the research team, most professionals understand integration of gender issues as; assigning a single news topic that discusses about gender or women issues or interviewing women on issues or assigning a female journalist in news coverage.

It is found out that the primary reason for such erroneous or incomplete coverage of gender issues in the media houses is that gender has not yet been integrated into the news agenda. The participants of the FGD and in-depth interview agreed that there is still an assumption within the profession that gender is, at best, a "niche" issue that can be left to those who choose to specialize in such "soft" stories and need not concern those who cover "hard" – read weighty – news. It is not yet widely recognized that coverage of events and issues traditionally categorized as hard news – such as conflicts and disasters, politics and business, crime and punishment – can actually benefit from a gender perspective.

2.5.3. Advertising, Drama and Music Clips

Women take part in almost every advertisement spots and clips in radio and TV broadcasts. The FGD and in-depth interview indicated that these Ads are filled with stereotypical roles of gender. According to the data sources they portray women in traditional stereotyped roles and behaviors, which often degrade their potential and productive roles they can play in the society. This is happening despite the improvements regarding women participation and better role in many socio-economic sectors of the country.

Scholars strongly argue that the lack of gender equality may communicate that stories about girls and women are not as important as stories about boys and men. This not only may have a negative effect on some girls' self-esteem, but also may contribute to the perception that boys are valued more than girls are.

It is found out that most of the media houses included in the study face a challenge in striking a balance between transmitting acceptable Ads and securing their income.

Some confirmed that they have the experience of rejecting a number of advertisements because of their unacceptable characters such as nudity, immoral, devaluing and sexist contents.

It is found out that most media houses critically examine the song clips, dramas and lyrics of songs they play in their broadcasting. The participants of the FGD and in-depth interview explained that, though they are not in a position to decide due to efforts the number of stereotyped songs and clips being transmitted is significantly minimized.

The participants of the FGD and in-depth interview agree that the media portrayals of attractive and slim female performers may contribute to and reinforce boys' beliefs that girls and women are to be valued for how they look rather than who they are. Scholars have found a "small to moderate" association between media exposure and internalizing the thin ideal and body dissatisfaction. Research with preadolescents is less substantial, yet it is clear that by age 3, children view fatness negatively.

2.6. KNOWLEDGE AND SKILL OF PROFESSIONALS ABOUT GENDER ISSUES

In almost all media houses involved in the study, it is found out that there is a big lack of knowledge and understanding about gender in general and specifically on how to integrate gender issues in the media in particular. This is particularly true in emerging and financially constrained media houses, where the journalists are fresh graduates with few years of experience.

According to the sources of data most professionals in the media sector do not have a clear understanding about the concept of gender. Moreover, it is found out that none of the media houses included in the study have provided training or orientation about gender integration in the media sector. The participants of the FGD and in-depth interview added that most of the professionals came

to know about gender issues, through the programs they have carried out or professionals they have interviewed. The added that the most common sources of information on gender issues are programs that are sponsored by NGOs such as FGM,

GBV, HTP, etc...

They agree that the issues often covered are commonly reported and the programs are about the widely known ones. Male engagement or masculinity have been least covered gender issues in media houses.



2.7. WALTA

Walta Media and Communication Corporate S.C. is privately owned media house. Founded in 1994 in Addis Ababa, Walta has been a keen player in Ethiopian media especially in the area of producing documentary programs. Walta is now engaged in Television program productions it also uses online platforms to transmit its program. Walta uses local languages in its television programs and it uses English,

and Arabic languages. The programs of Walta focus on social and political issues predominantly.

Its strategic plan states that 'WALTA aims to bring a fresh and innovative approach to news, documentaries, research, and advertisement technologies and other media and communication services, acting as liaison between the public and the media.'

2.7.1. Gender Mainstreaming within the Structure

Among the respondents most of them believe that Walta is much better in integrating gender issues compared to others. One of their justifications is in consideration of the presence of an HRM manual that deals with affirmative action measures in recruitment, selection and promotion of staff. The documents states that “Though, we are business company, we have adopted the civil service principle and apply 3% during recruitment, promotion and opportunities.”

The analysis of the email questionnaire however indicates that from the total of the respondents while 65 percent are male media practitioners the remaining 35 percent are females.

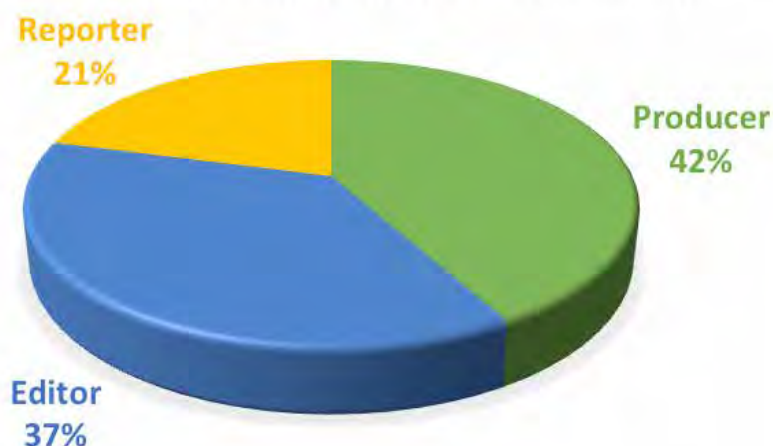
There are female staff in high and decision making positions in the media house, but their number is considered not satisfactory. For instance, in the media editorial department; there are 15 managers of which only 2 are females.

Walata has significant share of its staff distributed to different professional levels. The following chart also shows, share of position based on 44 respondents to the email questionnaire.

The above chart gives us the position of the study respondents in terms of their position. If the above figure is further disaggregated based on sex, the finding shows the big gender gap in high and decision making position within Walta.

Walta has adopted a HRM manual that guide the recruitment and selection of all the staff. However, with regard to other factors that promote gender issues such as creating a better work environment for mothers, there are still important steps to go about. During in-depth interview with the high level management staff it was stated that;

Position of respondents within the organization



discussion as to breast feeding corner or allocating a given hour is not raised even once. But, our compound is suitable, given the wide area and compound. We can do it, if we considered the issue seriously.'

It is found out that there is no clear and specific policy statement of the company that discusses the rights and privileges of female works, particularly working mothers at Walta. However, as the work environment of the media house can accommodate flexible working condition, most mothers are allowed to go for breastfeeding. Members of the top management agreed that 'though the task requires mothers to stay and work late hours, mothers only given the support from supervisors to manage their tasks in the day time..

The respondents mentioned that they strongly believe that there need to be a policy or manual that clearly states the rights and duties of the professional. Situations seem better now because things are done based on the understanding between female employees and the supervisor.

This is also supported by statics, as most respondents seems to lack awareness as to the existence of gender policy within their working institution.

Does your media house has gender mainstreaming guideline(policy) in place?



On the other hand, the researcher has obtained a critics about implementing the newly introduced maternal leave within Walta. This is a clear evidence and a call for concrete policy in place.

'The four months maternal leave that is endorsed by house of Peoples' Representative is not being practiced in our media house.'

2.7.2. Gender Mainstreaming at Program Level

Gender mainstreaming at program level includes three important perspectives. First and for most program level gender mainstreaming is manifested in addressing issues of gender at the appropriate level of depth and width. The second issue is about balancing different news and program issues from gender perspective as well. The third issue is concerning using women professionals to share their views and expertise on different issues.

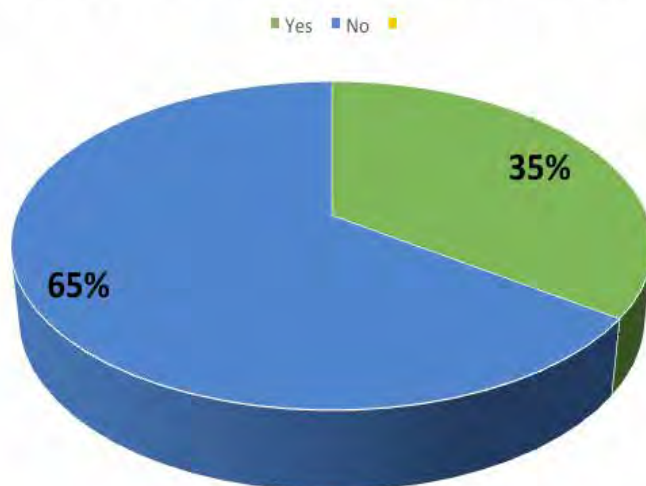
According to the responses from FGD, in-depth interview Walta tries to mainstream gender in its news and programs in different forms. There are programs that specifically focus on women and gender issues. For instance, the weekly programs, 'Ye Hiwote Wege' 'Tegelgaye' and 'Tena' focus on addressing women issues.

Though there is a high interest to integrate gender issues in other programs, there are a number of challenges that hold efforts

behind. To start with, media professionals are not equipped with the knowledge and skill as to 'how to integrate or frame all programs from gender perspective'. So, the programs portray women as 'usual'. Moreover, there is no specific budget assigned to mainstream or encourage gender programs at Walta.

These findings are also supported by the data collected, as it is indicated in the chart it is only 35% of the respondents who said they have taken trainings that address gender issues. The question is framed in general terms, as it aims to know, if the professionals are aware about gender issues in general.

HAVE YOU EVER TAKEN GENDER TRAINING?



Focus group discussion participants assert that Walta does not worry on losing viewership as a result of integrating gender issues in its program. They added that videos, clips and advertisement that portray wrong images of gender such as nudity or immoral seen are not broadcasted. In summary it is found out that the understanding, skill and experience of journalists in integrating gender issues in programs is very minimal.

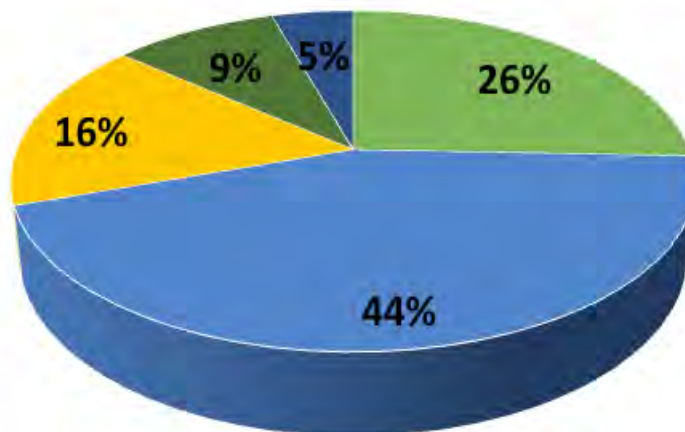
Data collected concerning recruitment of

media staff who are anchors for news and programs indicate that Walta has an inclusive stand. Being good looking that is often explained as 'photogenic' is considered as Walta as a single criterion equally applies for male and female practitioners. Participants of the FGD underlined that Walta faced challenges even from the side of the viewers of the station with regard to physical situations of its anchors. A case recalled on the FGD showed that there used to be a female journalist who is 'beautiful' and good in her presentation and gesture in news. However, because she has size around her chest was very big, criticism has been common from the public. Finally Walta decided to take her off from news anchor's role.

Participants of the study mentioned that Walta has put in place efforts towards balancing programs from gender perspective. For instance, 'Ye Hiwote Wege' is a program that features influential women in different walks of life. Despite the costly nature of the production (156,000 birr each week), it has been on air for more than a year. Most respondents (70 percent) to the email questionnaire seem to agree that Walta needs to integrate gender issues in its programs and within its structure.

WALTA NEEDS TO INTEGRATE GENDER ISSUES WITHIN ITS STRUCTURE AND PROGRAMS

Strongly Agree Agree Neutral Disagree Strongly disagree



In the FGD and in-depth interview it was pointed out that the public has lost appetite for gender issues and it might not be motivating for professionals to work on the issue as well. The idea of integrating gender issues rather than assigning a single program per week could address loss of appetite.

Gender professionals are also criticized for complaining on issues like gender gap and

violence towards women. They however fail to provide implementable step by step actions that can be taken by the media as well as other institutions.

As a way forward, the integration of gender issue should be given due consideration that should be reflected in the time, budget and human resource allocated by the media house. In order to do this, leaders of the media, who are in top positions need to be well aware and committed to bring change.

Strength

- Willingness to change
- Acknowledging the importance of gender gap
- Affirmative action measure in place
- It has assigned a budget, resource and time for gender programs

Weakness

- Lack of knowledge and skill on how to integrate gender issues in the media
- No specific gender policy
- No sexual harassment manual

Opportunities

- there are good initiatives that can be scaled up
- Extensive experience in production
- high human power and resource capacity

Threats

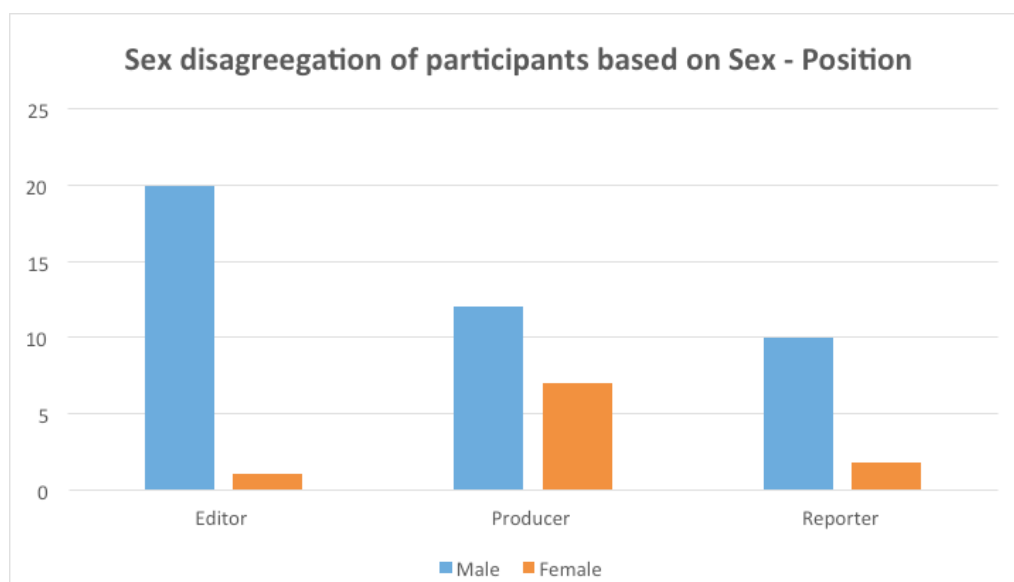
- Some women professionals in decision making position are resistant to gender equality initiatives

2.8. FANA BROADCASTING CORPORATE S.C. (FBC)

Fana Broadcasting Corporate S.C. (FBC) is a private news media company operating in Ethiopia. Launched in 1994 Fana mainly focuses on covering political, social and economic issues locally and internationally. Fana had opened eleven regional stations that are serving as important medium to reach out local communities in the regions. Its now more than twenty years broadcasting in radio programs. Fana has celebrated its one year

anniversary in Television broadcast this year.

The following analysis is based on the focus group discussion, in-depth interview, program analysis and email survey gathered from leaders and professionals working in Fana. In the online survey a total number of 60 professionals have participated, the male taking the large share (70% male and 30% women). The following chart shows the gender gap across the three positions.



2.8.1. Gender Mainstreaming within the Structure

There seem to be a better understanding about gender issues in Fana broadcasting. Among other things, the large numbers of highly experienced professionals, the presence of gender programs funded by NGOs and the provision of orientation by Fana has contributed positively. However, as presented in the chart below, significant number of media staff of Fana have not training on gender issues.

HAVE YOU EVER TAKEN GENDER TRAINING?



It is found out that there is no specific policy on how to mainstream gender within FANA Broadcasting. However the flexible working conditions has helped staff at Fana meet their needs. So, most mothers who work as journalist enjoy flexible working environment. Nevertheless, the fixable working environment does not extend to supporting staff as well.

Significant portions of the respondents also believe, men and women professionals in FANA Broadcasting are treated equality without discrimination. However, there are considerable share of respondents who believe there is discrimination of women

in times of recruitment, promotion and allocating opportunities.

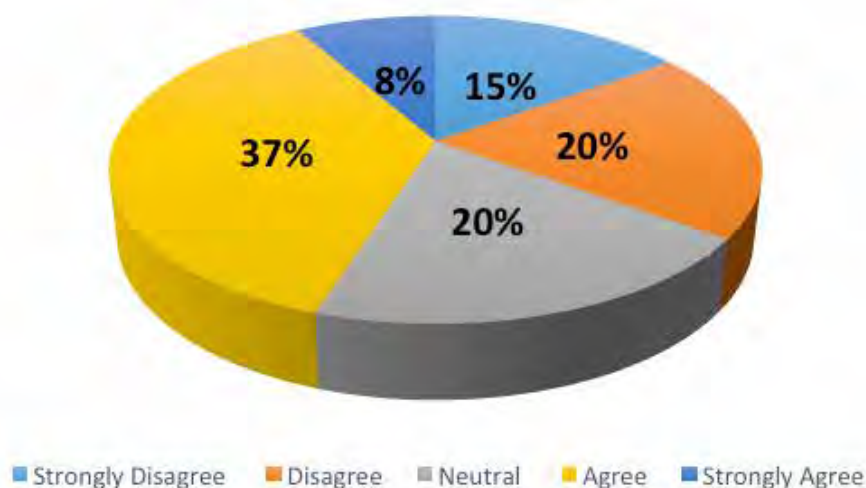
This is particularly observed, in the recruitment process for news and showroom. One of the usual requirements is being 'photogenic' or 'fit for television'. As, television is a visual broadcasting media, besides being good in reading news and gesture, there is a tendency at Fana to value appearance. Though, this is the usual routine and expected way of recruitment, there have been views that challenge this even from the high level leadership of FANA, a participant of the FGD underscored that:

'Our anchors should be individuals who should represent 'Ethiopians' rather than look like a model in fashion show.'

Participants in the FGD seems to agree in that there need to be similar view towards male and female candidates if the criteria 'photogenic' is considered.

The following figure presents the views of the respondents to the email questionnaire towards the fair treatment of men and women within their institution.

In my media house, men and women professionals are equally treated in learning opportunities, trainings and promotions.



It seems that there is a clear lack of consensus on the issues of fair treatments of male and female staff at Fana though large number of the respondents agree that there is.

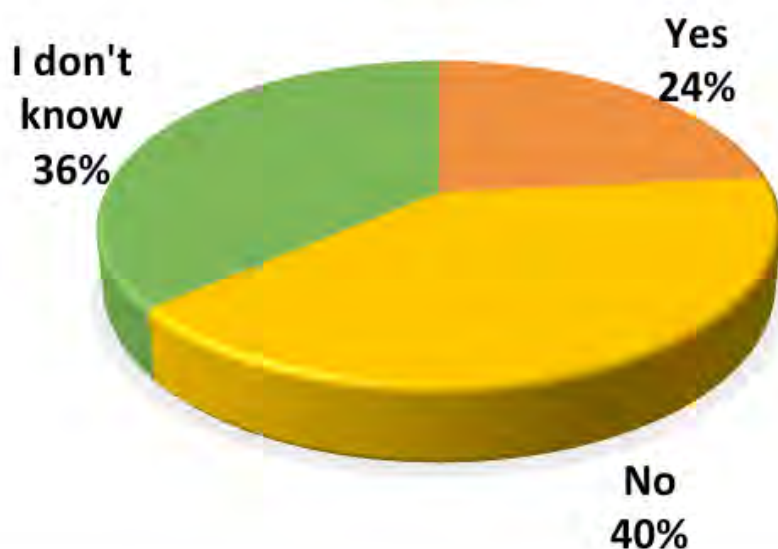
It is found out from the FGD and in-depth interview that, there is no clearly stated affirmative action measure and how to implement it within FANA during recruitment, promotion and provision of opportunities. FANA broadcasting mainly, consider merit and the experience of the professional at times of recruitment, promotion and assigning opportunities.

This issue was argumentative among professionals, as some believe it would be taking gender issues too seriously. While,

the others insisted the need to have a formal gender policy in place. They argue, this will set a system in which employees will refer when they want to request their rights. Moreover, if there is a gender policy in place, it would not discriminate among supporting staff and professionals that work directly on media related activities.

According to the data gathered, professionals in FANA lack the information on the availability of gender policy. Unfortunately, only very few (24 percent) of the respondents claim that they know the existence of gender policy within their organization.

DOES YOUR MEDIA HOUSE HAVE GENDER POLICY IN PLACE?



2.8.2. Gender Mainstreaming at Program Levels

When it comes to programs, FANA broadcasting has editorial policy that guide the production and transmission of program.

The editorial policy clearly states the need to balance information in time of gathering, transmission; and this includes ensuring

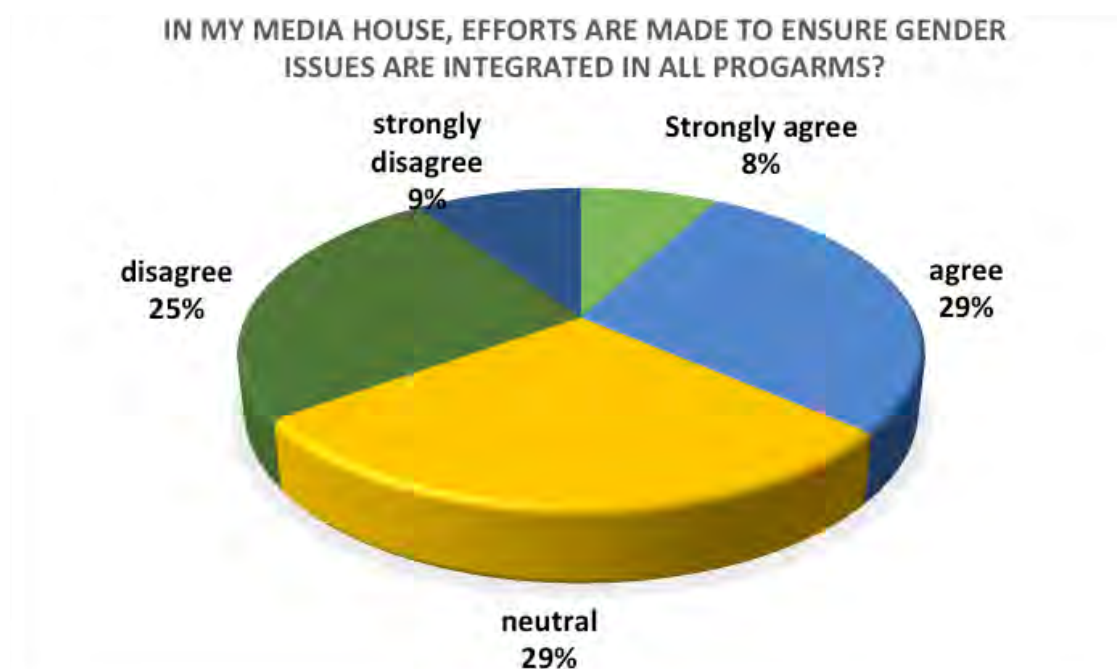
gender balance. All experts who join FANA broadcasting are required to attend an orientation session. Among other things, the orientation includes how to ensure inclusiveness in their day to day activities.

In the context of FANA, the mainstreaming of gender issues in programs can be seen from two angles;

- A. Sponsorship led:** - There are three programs that are sponsored by government institutions and NGOs. For instance, The Ministry of Women and Children Affairs has been working with FANA for the past 20 years on women and children right issues.
- B. FANA led:** - there are programs that are funded and transmitted by FANA broadcasting. There is no

specific program in this regard, but programs were designed to mainstream issues of gender. For instance, there was this program about proverbs posted inside public transportation and their messages were critically analyzed from gender perspective. Moreover, most programs related to health include gender issues (eg, cervical cancer).

Besides the orientation, professionals in FANA get the chance to learn and share information in their daily briefing session. This is a great opportunity, to discuss, debate and criticize the programs and ideas. In this session, the issue of inclusiveness is often raised. However, it was disclosed that the issue of inclusiveness is hardly considered from gender perspective.



Most of the participants of the FGD admit the fact that they have ‘failed’ to achieve their

roles as media. a participant stated:

‘we are also part of the society and some of our programs are reflections of the societal views. So we often don’t question the discriminatory or stereotypical outlooks.’

2.8.2.1 News and Show Room

FANA is one of the leading media houses comes to news coverage. Its eleven regional stations and reports provide it with the large number os news coverage compared to other

media houses. However, the level of concern and effort to present a balanced news coverage is very minimum. As the head of the division described it;

‘In news we cover issues related to events and most of the time we focus on communicating the news rather than on how to ensure gender or inclusiveness as general.’

One of the big challenges, claimed is the limited numbers of women in high and decision making positions in different institutions to supplement the news and program stories. Moreover, they strongly argue, that even the very limited number of women in high positions are not willing to give interviews.

Given the very limited numbers of women in high decision position, their argument holds true. However, in such instances, professionals in the media sector should be creative and shape the question they forward as well as the content so that it will transmit a balanced issues of the society.

As a conclusion remark, it was pointed out in the focus discussion for the need to focus and work on gender and inclusiveness in FANA Broadcasting.



2.9. DIRE DAWA FM RADIO

Dire Dawa FM Radio, is a council financed radio station in Dire Dawa, in north-eastern Ethiopia. It is run by the Dire Dawa Mass Media Agency which also operates a local television station. The radio started broadcasting in 2005, while the television broadcasting started in 2009.

It is expected to reach 300,000 people living within a 150 km radius of the city. The station is on air from 8 am to 12 am in the morning and 2pm to 9pm in the afternoon and evening. It broadcasts for 11 hours in Amharic, Oromo and Somali languages.

2.9.1. Gender Mainstreaming within the Structure

The Dire Dawa Media Agency is under the supervision of Dire Dawa City Council. Hence, all the recruitment, promotion and provision of opportunities are based on the civil service laws and regulations of the country. According to the civil service law, organizations are required to take affirmative actions. Among these are reserving 3% for female candidates during recruitment and promotion. However, the implementation of affirmative action measure in Dire Dawa Media house seems

deviating from the legal requirement.. The practices indicate that female candidates are chosen over male candidates when competitors of both sexes achieve equal points.

As it works for the Dire FM 106.1Dire Television also considers criteria such as being 'photogenic' or 'fit for television' in its recruitment. Among the participants of the FGD it was explained that;

'News anchors are considered as 'images of the media' and the selection is done very carefully; it is understood that they affect the image and visibility of the media house.'

Despite the absence of clearly stated guild line about flexible working hours, most mothers benefit from the organizational culture that encourages flexible working hours. The

research team has also observed, a child in office accompanying her mother in the media house.

No.	Position	Female	Male
	Management	3	9
	Leader	1	8
	Professionals/journalist/experts	34	44
	Expert	2	10
	Journalist	16	15
	Audio and Video Librarian	2	0
	Engineering	1	2
	Technician	0	1
	Studio technician	2	2
	Transmitter technician	0	2
	Senior IT	1	0
	Advertisement	2	2
	Supporting staff	14	10

Table: Sex disaggregated data based on position

2.9.2. Gender Mainstreaming at Program Level

Dire FM 106.1 (Dire Dawa Mass Media Agency) is one of the radio stations that started broadcast in 2005. In addition to the effort in the side of the council and the federal government support, the radio station has benefited significantly from trainings provided by NGOs as well.

As, the media house was established before the promulgation of the CSO law that prohibit NGOs to work on human right issues, most of the senior professionals have benefited from gender and media trainings.

Generally speaking, there is effort made by the media house to mainstream gender issues at program level. Depending on the issue at hand, professionals do their best to integrate gender by interviewing women who can be taken as role models or as experts.

However, it is found out that, there is a big gap in capacity, time and budget to ensure gender integration in all programs. As one of the participants of the FGD expressed it;

'If we analyze the program and depth of the issue, I don't believe it has been touched. There is no sufficient budget on gender issues in our media house. The skill of the journalists is also very limited.'

In the effort to integrate gender, journalists expressed that they have challenges. First and for most, the absence of women in some fields that are highly dominated by men has given them the challenge to include women perspectives of a given story. In order to fill the gap, they said that they often ask male respondents to address the questions from the perspectives of females. For instance, if the program is on construction issues and if the role of women is observed as minimal in different aspects, the journalist ask male interviewees to address as to 'why'. In addition, as it is prevalent

in other media houses, Media practitioners at Dire FM 106.1 radio and Dire TV are challenged by unavailability of willing women experts and community representatives.

Under Dire FM 106.1 FM radio, there is a program that specifically address women issues. According to the participants of the FGD From its name 'Ye-Setoch Guday' only focuses on women issues excluding issues of men. It is transmitted twice a week. The sources of data underlined that there are both advantages and limitations in this kind of approaches.

'I see both advantage and disadvantage in assigning a single program to address women issues. As this program mainly targets women, it can serve as the voice of women. But, this program should not discourage other programs from covering and integrating women's voice.'

Unlike, some other media houses, the research team has observed the inclusion of men in gender related programs. Rather than blaming or out casting men's views on gender issues, there are few initiatives that integrate views of men. For instance, a program about 'men

cooking in the household' was able to capture the interest of many and obtained numerous comments. However, such kind of programs come with a cost and challenge. As producer of this program who took part in the FGD described it;

'This program has challenged me a lot. It took me long time, effort than other programs. I was forced to conduct the program despite the limited budget.. That would have not been a problem, if I would prefer to do the usual kind of program.'

2.10 AMHARA MASS MEDIA AGENCY

The Amhara Mass Media Agency (AMMA) was established in 1991 by the regional government with the aim of broadcasting a balanced information concerning regional and national issues. It transmits program in five languages with the aim of promoting development, sustainable peace and democratization.

AMMA uses radio, television, and online platforms to transmit its news and programs in the region and the country at large. It is now almost four years since AMMA started broadcast its TV news and programs using satellite cable. This has won it viewers out of the region and even the diaspora community.

AMMA has now quipped itself in state of the art production and transmission technology together with a number of media staff. In its effort towards reaching people of the region, AMMA is now in effort towards opening FM radio stations in convenient regional towns.

AMMA has been involved in the study purposelvlyselected. Both email questionnaires were distributed and FGD was conducted to collect data. There was also an in depth interview with the top management of the Agency. The findigs discussed below are from the analysis of the data collected in FGD and in-depth interview.

2.10.1. Gender Mainstreaming within the Structure

The understanding of most of the professionals on gender issues is found to be good. However, quite important number of them have not taken any training on gender issues and on how to integrate gender issues in media programs and productions. Given the fact that the AMMA is abided by the civil service regulations of the government it applies affirmative action

measures in during recruitment, promotion and provision of opportunities (Eg. Education and Training). Accordingly, 3% point is added for all women candidates at times of recruitment and promotion compared to their male counterparts.

Participants of the FGD question the role of affirmative action saying;

'The application of affirmative action measures, should be in place considering the long lasted discrimination against women, and up on measuring the important implication of the action.'

With regard to women in leadership position at AMMA, there are very few . Almost all participants in focus group discussion agree that, this is due to implicitly installed lack of trust on the ability of women to. It is found out that this also has been reflected in decision and actions in multiple occasions.

There is a strong stand that Amhara Mass Media would benefit significantly if it promotes and increases the number of women in leadership positions. In strengthening her stand, a participant of the FGD said;

'I have experienced both men and women as supervisors during my stay in AMMA. I have witnessed the strength and wisdom of the women supervisors I found women supervisors very good in decisions and quality of their work.'

With regards to flexible working environment, all the participants of the FGD acknowledge its importance, particularly for mothers. They underscored that it is unfortunate to see varying application from department to department,

based on the personal temptation of directors. It is exclaimed that in some occasions even, women leaders are observed acting against such practices. The supervisor of news and programs expressed:

'I believe on the importance of flexible working environment that allow a mothers visit their children if need be. If you do this, I can assure you a better result from her assignments. As it is a normal that, a person can't deliver better while anxious'

One thing that can be taken as exemplary at AMMA is the organization of women journalist mentorship and discussion forum. Following, the appointment of two women in leadership positions, they had started a mentoring and

discussion program in which they aim to share their challenges, successes and achievements as women and journalists. However, the forum is not vibrant currently.

2.10.2. Gender Mainstreaming at Program Levels

Amhara Mass Media has an editorial policy. All journalists get orientation about the editorial policy before their engagement. The editorial policy states the need to balance information in planning a program, gathering information, interviewing, editing and transmission. For instance, though AMMA leases air times, in no

case it accept matters that compromise the issue of women, children and disability.

AMMA rather take opportunities to address gaps in different cross cutting issues inline of its editorial policy. A participant of the FGD remembers that,

In a special holiday production, we shared the story of a 'woman' who worked as a cleaner for the city administration for the past 20 years. The 'woman' was recognized as a hero by the media house. Hence, the media house, tries to think outside the box and give recognition to the most neglected and marginalized part of the society.

When it comes to the news, all journalists are required to ensure information balance even for the planning stage, that is often evaluated three or four times.

Amhara Mass Media Agency also faces challenges similar to other media houses in terms of addressing gender issues.

A different experience indicates that the Amhara Mass Media Agency tries to get the views and opinion of men in gender issues. For instance, in a program entitled 'Ye Fikir Temokero' that focuses on how to establish and maintain healthy marriage, it probe questions that are frequently forwarded by women for men. The questions address issues

of 'appreciation' 'recognition' and 'caring' in relationship. According to the participants of the FGD the program has helped increase the awareness and contribution of men in their relationship.

Besides, the effort to integrate gender issues in each program. There are specific programs that focus on women issues such as; 'Yeseto Raeye' and 'Ye enat Weleta'. The greatest number of audience are women in the rural part of the region. The issue of being exclusive to women or including issues of both sexes have been debatable. It is also found out that the effectiveness of assigning a single program on

gender issues and integrating gender issues in each program has been a topic of debate among staff and leadership at AMMA..

It is suggested by some of the participants believe that, it is better to stick to producing specific programs on gender issues, while at the same time working towards mainstreaming gender issues on each program. It is argued that this helps to address the issues of lack of capacity in the side of the media staff.

Ensuring integration of gender in all programs bring a challenge for media houses. One of participants of the FGD expressed her fear towards as:

'We are assigned to conduct interview for a program without much plan, in order to integrate gender issues and ensure gender balance in our work, we need more capacity, time and budget'. Currently, this is lacking. I wonder how far we are committed to address this gap'

There is a strong believe that AMMA can benefit a lot from integrating gender issues in its programs. It stressed that producing a captivating program need to be given attention. For instance, there is a program funded by Propride Ethiopia that focuses on gender issues entitled 'Genber' that is very much appreciated by most of the society. This program is listened by both men and women.

Furthermore, AMMA tries to be sensitive in the dramas, music clips and advertisement spots transmitted. Before transmitting any music clip or drama, responsible team tries to look at even the content of the lyrics. staff working in this regard are much strict on the words used. One of the participants of the FGD pointed out

that one music lyrics such as in 'yaze ejon zega degone....' are asked by the audience, it implies that there are much challenges in the said of the general audience that affect the portrayal of gender in the media.

As a concluding remark, significant number of informants pointed out that, as media is one of the most influential sectors that greatly contribute in building generations, AMMA needs to be conscious putting strategies and implementing them consistently towards addressing issues such as gender. Capacity building efforts and regular monitoring and support by the regional Women and Children Affairs office have a paramount importance in addressing challenges.



2.11. AFRO FM

AFRO FM 105.3, is the first independent, privately owned FM radio in Ethiopia that transmit programs in foreign languages (English and French). It aims to be the most preferred and dominant station to air different programs and news in English and other foreign languages. After receiving the first ever FM broadcasting license to air in foreign

languages from the Ethiopian Broadcasting Authority to broadcast in Addis Ababa and its environs. . Afro FM targets local elite who speak the target languages, the large Ethiopian Diaspora and the expatriate community and foreigners who are not adequately served by the existing stations.

2.11.1. Gender Mainstreaming with the Structure

The Board of PACONET Media Plc (Fro FM 105.3) has 6 members in the board of which two of them are females. The female members within the board has contributed a lot in promoting and advocating issues of inclusiveness and balance of information including gender and other spect.

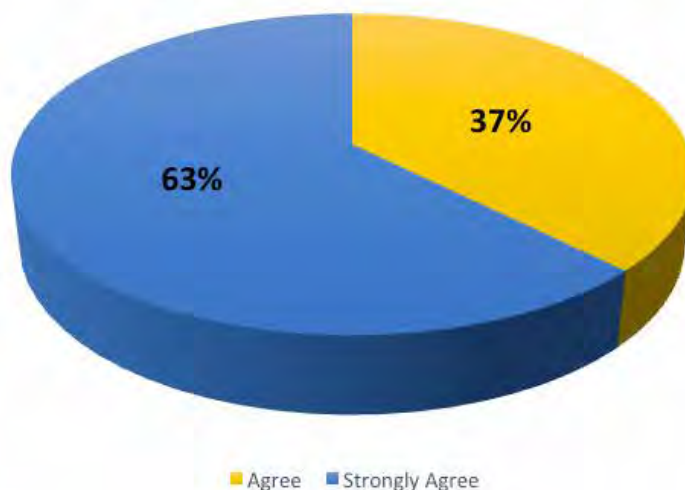
The participants of the FGD underscored that at believes in giving equal opportunities for female staff. And experience indicated that

females staff are found to be more committed, responsible and efficient in their work. It is also found out from the interview that Afro has flexible for female workers.

Almost all participants of the FGD at Afro FM mentioned that the overall gender mainstreaming effort at the media is good. They mentioned that they did not experience discrimination based on sex in the media. One of the informants mentioned:

'All professionals are treated equally without any discrimination, rather, individual treatment is based on merit and performance. For instance, in recruitment, promotion or opportunities, staff are treated based on merit. With regards to media activities/ programs there is a specific program that devotes and works on women issues.'

In my media house, men and women professionals are equally treated in learning opportunities, trainings and promotions.



Within Afro there is neither a policy nor a department that deals with gender issues. However, most of the female employees are positive on the flexibility of work hours. It is underscored that due to the size of the media house (small number of staff (30) compared to others), There is understanding and support.

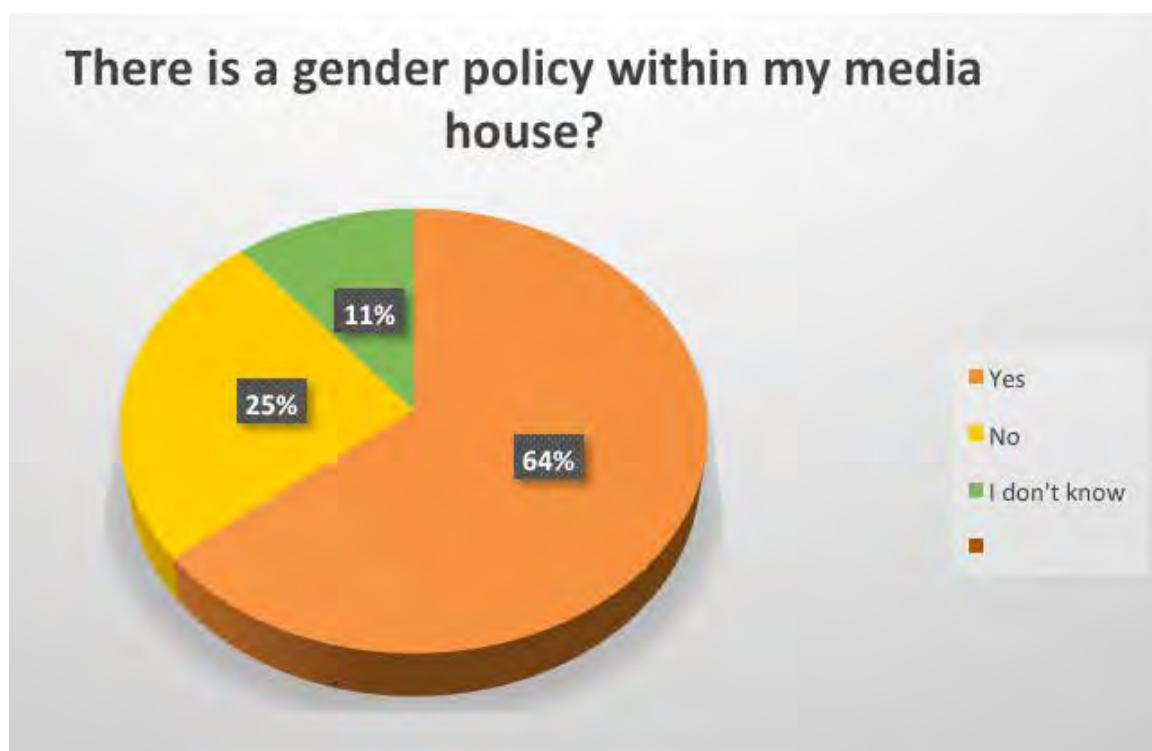
Unlike, media houses, there is management at Afro believes that flexible working environment can attract more senior and experienced female journalists to the media. Hence, there is a strong strand, that there is a need to accommodate and make the media house more flexibility.

It is found out that discrimination in assigning programs or opportunities for men and female professionals is not prevalent at Afro. Programs are rather assigned based on the interest, capacity and experience of the professional. As a concrete example, unlike many media houses, the gender program 'Women in Focus'

is produced by a male journalist. While, the 'hard' political coverage is done by female journalists and reporters.

There is a period performance evaluation at Afro. Among the criterion are meeting deadlines, efficiency at work, creativity, etc... However, balancing news and programs in light of gender and issues is not part of the criteria. Moreover, there is no budget attached to programs and productions that address gender issues. Reward to those who show interest to work on gender issues is not in place as well.

Though the participants of the FGD and in-depth interview stated that there is no gender related policy in place, significant number of respondents (64 percent) of the email interview indicated that there is one. This might indicate lack of proper awareness effort within the Afro towards informing the staff in the presence such kinds of important documents.



As a concluding remark, it was pointed out by most informants that there need a clear gender policy in place. They also underlined the need

for space and facility for breast feeding within the compound or allocation of a time that allows mothers to breastfeed their children.

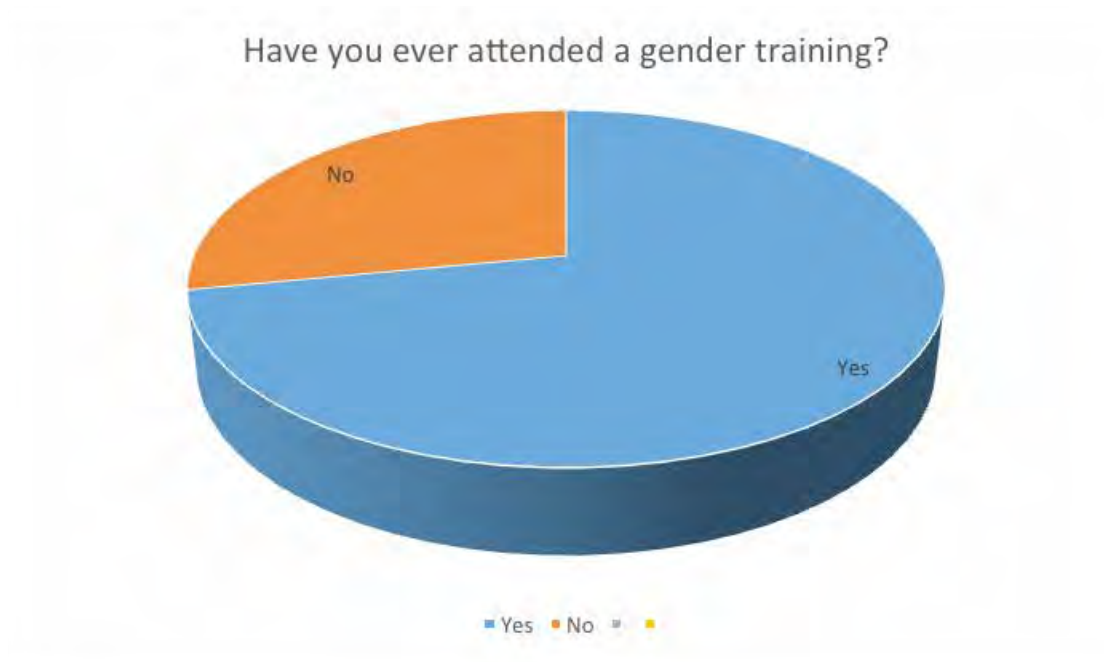
2.11.2. Gender Mainstreaming in Programs

It is found out that the majority of the journalists, reporters, editors and producers have taken trainings on gender issues while working at the Afro FM. Though, the trainings lack the contents that help gender mainstreaming issues in media production, They gave them good awareness about issues such as female genital mutilation, gender based violence and harmful traditional practices. Persisting misconception on the issues of gender mainstreaming is

also manifested in the case of the media staff at Afro. Most of the professionals and media practitioners associate addressing issues of gender only in assigning a female journalist to interview or interviewing a woman. It is also found that addressing gender issues is only associated with common gender issues. This closed the chance to see the possibility of addressing gender issues in every topic.

An informant addresses this saying:

'In editing news or programs, we only focus in editing the content and the issue at hand and not on gender issues.'



During the focus group discussion, the professionals were divided among themselves, on the importance of giving attention to gender issues in their programs. This might be due to the perception towards gender issues. And informant stated:

'Yes, we have female journalists reading the news, asking questions and invite women experts when the issue at hand allows too.'

However it seems that there is a strong belief among most of the informants that it is difficult to ensure information balance and integrate gender issues in the media. They think it is difficult to ensure the gender aspects of programs, news, advertisements and music at every step. Hence, they suggest, it would be better to assign a single program each week that deals with gender issues, such as 'Women in Focus'.

2.12. NAHOO TV

Nahoo television is a free-to-air entertainment television channel that is based in [Nairobi, Kenya](#). It started test broadcasting on [Nile-sat](#) in January 2016 with regular programming starting later that year. The main language of broadcasting is, Amharic. But, it has limited broadcasting in English and Afaan Oromo languages.

The ownership of Nahoo Television is now transferred to an Ethiopian investor. The station aspires to reach out variety of viewership in its various programs. It however focuses on addressing news and current affair issues. Currently Nahoo TV has a sixteen hours transmission.

2.12.1. Gender Mainstreaming within the Structure

Within the structure of Nahoo television there is no any specific policy or action plan in place to encourage recruitment, promotion or provision of opportunities for females. The sex ratio is; 2 to 1 in favor of male staff. The administration of Nahoo television believes that this number is the result of high numbers of men employees as cameraman and other activities that demand 'physical strength'.

Another aspect of indicator of structure level mainstreaming is the recruitment policy concerning anchors. Similar to other media houses, it was disclosed that in recruiting anchors, the appearance and 'fitness for television' is one of the criteria. It is believed that, this is important to attract the audience. However, it was stressed that similar criteria are not in place for both men and women journalists.

'... truly speaking we don't give such place for male anchors as we do for women.'

Unlike, other media houses, the majority of the female employees expressed their resentment towards the lack of fixable work environment

among which working hour is one. This is particularly pointed out by working moms. One of the respondents in the FGD stated that:

'At this time, I am not married and have no child. But, when I have a child, for sure, I will stop this job to raise my child. I have learned from my parent colleagues that I cannot be work in the absence of flexible working environment.'

Some members of the management disregard the role of affirmative action. They say that affirmative action measures are not good

strategies to bring gender equality particularly in the work environment. One of the leader said:

'We are here to work and satisfy the needs of the society, so we will select individuals who are 'fit and competent' for the position. Hence, how can we work on balancing gender equality at the same time, ensure balanced information.'

It is stated by the informants that some position such as server room technicians need more attention and require professionals who feel responsibility. Based on the experience of recruitment at Nahoo television, it is observed that, individuals who are married and with kids feel more responsible in positions such as server room technicians. It is also observed that the turnover of female professionals working as server room technicians is very low. Hence, it is highly recommended and preferred by the management team to select

women for this position.

It is also found that despite the attitude towards affirmative action measures and the lack of flexible working hours, the management team of Nahoo television believes that female professionals are more effective and responsible in their duties. There are numbers of women in high position at Nahoo.

The other criteria that make the management of Nahoo favor female staff for responsible positions is addiction. An informant put it as:

'As most women employees are not engaged in addiction, such as chewing chat, we can count on them'

2.12.2. Gender Mainstreaming in Programs

It is strongly believed that, there is a desire to broadcast a balanced information through Nahoo television. For instance, there is a weekly program assigned for issues of disability that is unique compared to programs in other

media houses. Still, it is believed that most of the reporters, editors and producers lack knowledge and skill as to how to ensure the integration of gender in their programs. The manager of Nahoo Television describe this as;

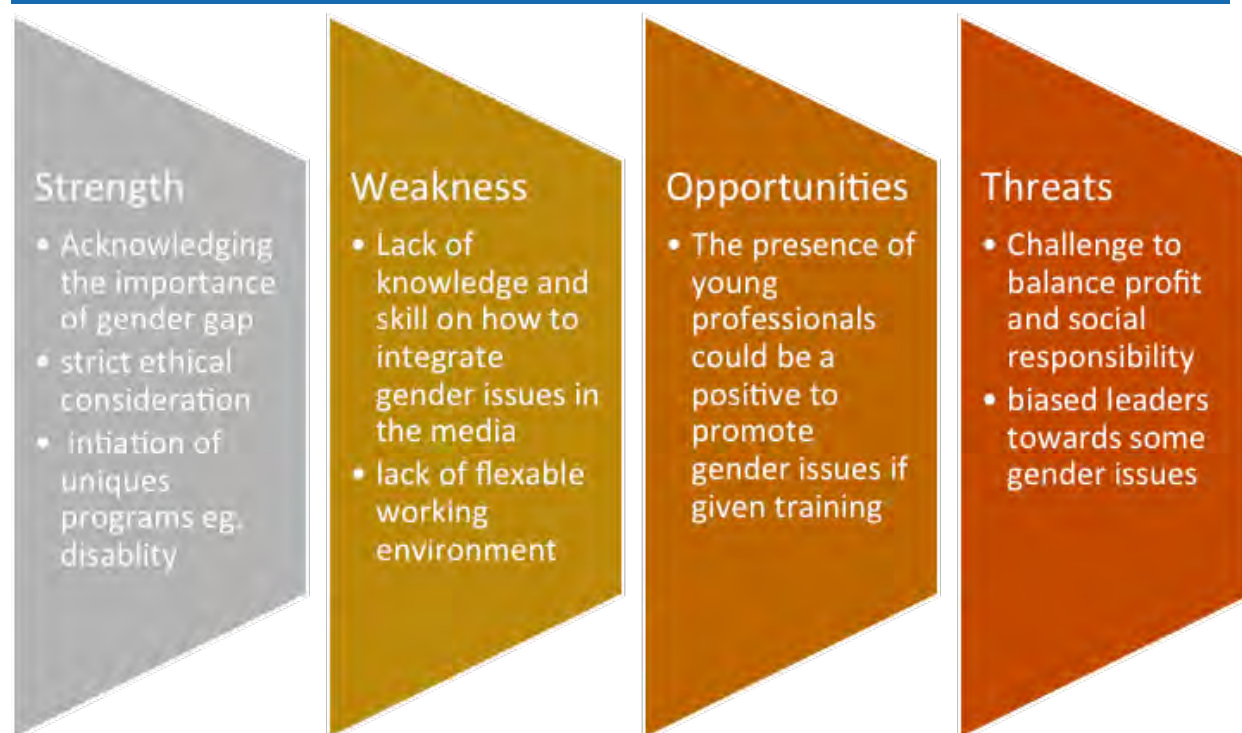
'We try to include gender balance but we are not very conscious to be consistet.. We don't have gender specific programs in , but we believe by integrating gender issues in our programs and we can benefit a lot.'

Similar to most media houses, it was also observed that, most of the professionals who work, consider gender to be 'women' only issue. It was also discussed that, as most of the discussion points covered by Nahoo Television are related to politics and economy, it is challenging to mainstream gender issues. Such kind of views and comments, are good indicators that the professionals lack

understanding, what it means to mainstream gender in media and how to do it.

Nahoo Television has a very strict criteria and value for ethics. It is found out that it totally rejects any kind of degrading, discriminatory and stereotypical music clips and advertisement spots. An informant from the idepth interview remembered that:

'One time, they brought this advertisement to us. It was about condom,... it was full of nudity and sexual seen. We immediately rejected it, though we know we will get money out of it.'



2.13. ADDIS ABABA UNIVERSITY

Addis Ababa University Community broadcasts its programs on 99.4 megahertz. It has got its broadcasting license from Ethiopian Broadcasting Authority in August 2013. It started broadcasting in February 2014. It has now eight hours broadcast a day.

The issues of AAU community radio focuses on life style and culture of the university

community and the community around.

The programs at AAU community radio are aimed at educating and entertaining to both students and staff members. The station provides opportunities to students and staff members to share views and experiences. It conveys important office information in a timely manner.

2.13.1. Gender Mainstreaming within the Structure

Addis Ababa University Community Radio (AAUCR) is administered by the University itself. As a result, recruitment of the staff of the radio is as per the university regulation. Informants for the study mentioned that though, many of the staff working in the station are not well aware if there is the act of affirmative action measures at the time of recruitment, they agree on the absence of preferential treatment (affirmative action) measures.

Similar to the other media houses, the work is done through understanding and fair distribution of tasks. For instance, female journalists are not requested to come early in the morning or be in office late hours as well as during the weekends. There is a desire to recruit more female in the side of the management. However, some of the professionals are not in favor of affirmative action measures. As one of the participants said:

'It would be great to have more female in our media house, as it gives it 'Ye Demtse Kelem' (Beauty/diversity of sounds).'

There is no any policy in place at AAUCR towards gender mainstreaming issues. From the FGD it is learned that there is good level of interest. Moreover, the in-depth interview

revealed that the management of the station encourages professionals to exert effort in as much as possible in this regard.

2.13.2. Gender Mainstreaming at Program Level

All participants in in the FGD and in-depth interview admit that, the integration of gender issues at program level is very poor. They all agree that, they are reflecting and transmitting similar perceptions and attitudes on gender issues similar to the society in their programs. Hence, it was agreed that, there is no informed approach towards addressing gender issues

in their programs. As a result, interviewing, editing and transmission of programs are governed by common practices.

The view towards consciously working on gender issues at program level and assigning a single program brought different views. The managing director expressed his views:

'We don't have programs that is specifically address women or gender issues. Actually, we also don't believe there should be a specific program. We rather think it would be great if we integrate gender issues in each program and make the programs appealing and interesting.'

On the other hand, few of the informants who took part in the FGD expressed their resentment to work on gender issues. A participant said

'The audience will consider our media house, as 'woman propaganda platform' and we will end up being the least to be heard. For this reason I believe, there needs to be a study that show if our media house needs integrating gender issues and how it should be done.'

With regards to managing transmission of dramas, music clips and other transmissions that communicate wrong messages on gender issues, AAURC has been exerting effort. However, according to the respondents it has not been as successful as it needs to be.

It is found out that most, of the professionals working at AAURC do not have the knowledge on the basis of gender issue as well as on how to integrate gender issues in media programs and productions. However, this media house,

should have been the first to benefit from trainings and other services of both gender and communication departments of the university.

As a remark, it was pointed out by the informants of the study that the media should address its limitation in its program that portray gender programs as 'women only' issues. Programs that show the relationship and dynamics between men and women could help ripe a better result.



2.14 AHADU

AHADU Radio Station (Ahadu) is private commercial radio station in Addis Ababa. It transmits its programs in medium frequency on 94.3 megahertz. Ahadu is a mission-driven media that aspires build a station that aspires to be a center of excellence in coverage of News, Analysis and Current Affairs.

In addition to its frequency, ahadu also works

to reach out its alarmingly growing audience base, it is using multimedia platforms. These include Social media channels and its website. Ahadu has made association in its recruitments of staff with its strategic goals. As a result, recruits professionals who are innovative and committed to the discipline. Ahadu strives to exercise responsible and fact-based, independent journalism.

2.14.1. Gender Mainstreaming within the Structure

From the FGD it was found out that Ahadu has no gender policy in place. Hence, recruitment, promotion and provision of opportunities or benefits is based on the merit and performance of individuals as measured by the

management. Some participants in the focus group discussion expressed their negative perception towards affirmative action. One of the female participants expressed:

'I personally believe, affirmative action measures imply that women are less or inferior and should be supported. This devalue the roles of women and degrade their status in the society rather than facilitating or empowering them. Hence, it has to stop!!!'

With regards to flexible working hour, similar to most media houses working mothers enjoy flexible working hours. However, there is no clearly stated policy or guideline that govern

this practice. It is pointed out that this may lead to creat systems that are susceptible to biased decisions.

2.14.2. Gender Mainstreaming at Program Level

It is found out that most media practitioners at Ahadu have not taken any training on gender issues or on how to integrate gender issues in media programs and productions. But, they strongly argue that their programs are sensitive towards stereotypical and discriminatory messages. It is also stated that the media practitioners work hard towards transmitting balanced information. Hence, with the gide of the editorial policy of the station their reports,

editors and producers do their best to bring a balanced information by interviewing and gathering views and opinions from men, women, children, elderly and people with disabilities.

During the focus group discussion it was pointed out that practitioners only stick to the principles of ensuring balanced information as long as the issue at hand allows them to do.

'We interview the person or the professional, who is directly related to the issue at hand. If we go to a government institute, we are required by our editors to interview the high officials, directorates or other professionals who are in position, and in most government offices it is often hard to get females in those positions.'

The research team observed that, the practitioner at Ahadu are young, they also mentioned interest to bringing balanced information to their audience.

The management at Ahadu believes gender balanced programs have importance. However, it is identified that the lack of proper training may affect the efforts towards producing programs in which gender issues are integrated.

Ahadu Radio has leased significant proportion of its airtime(60 percent) to collaborating partners . Hence, the reports, editors and

producers work mainly on news related issues in the program that cover about one third of the whole broadcasting time. Out of more than thirty collaborating partners programs, there is one program that focuses on gender related issues.

There was also a concern raised by the respondents that it is very challenging for Ahadu Radio to balance social responsibility and making profit. Most of the participants of the FGD stated that, the radio station focuses on maximizing profit and it hardly rejects advertisement or programs because of their negative messages on gender or other issues.



CHAPTER 3

3. Conclusion and Recommendation

Generally speaking the Ethiopian broadcasting lacks; the knowledge and skill on how to mainstream gender within its structure as well as in programs. Most professionals in the media house are not aware about gender issues. In the absence of even the very basic concepts of gender, it is extremely difficult to consider and expect journalist to integrate gender issues in their activities.

Almost all media houses have very minimum or no commitment towards gender equality issues. This is reflected in their recruitment, allocation of opportunities, assigning women in higher positions and allocation of budget for gender related issues.

Despite the lack of effective gender mainstreaming in most of the media houses, there is a strong belief that the media would benefit if it integrate gender issues in its

activities. One of the limitation in the effort to mainstream gender is the lack of knowledge and skill by professionals.

Moreover, the manner in which gender programs were transmitted until present is in unattractive style. Most gender related programs focus on the women as victims, care givers or focus on their reproductive role. Hence, there are very few events that show women's success and attitude in productive areas.

The concept of 'gender' in most media houses also focuses almost exclusively on women. However, the discussion of gender should touch on both sexes and the relationship between the two, in order to have a comprehensive understanding.

The following points illustrate actions that could be taken to improve the problem at hand.

- As one of the leading means to shape and change the mindset of the community, the Ethiopian media houses should stand and show their stand and commitment towards gender equality. This should be reflected in their day to day activities and their institutional setups.
- There is a need to give awareness creation training for producers, editors, reporters and members of the management in all the media houses. This should be taken as a leading priority, if media house aspire to integrate gender issues.
- The media house should come up with creative programs that are interesting and catchy. Rather than focusing on the routine 'women only' programs, it should also organize programs that discuss the concept of 'masculinity'.
- Almost all media houses are highly appreciated by their flexible working environment particularly for working mothers. However, most of these arrangements are based on understanding. In order to strength these good practice, it would be great, if it is supported by manual or guideline.

- Significant numbers of media houses have reported sexual harassment in their working environment. This concern should be examined critically and media houses should do everything in their power to make recruitment, promotion and other opportunities transparent. This also need to be supported by anti-sexual harassment guideline.
- Female professionals in the media house should take the lead to advocate about gender issues. Among other things, this need the support and commitment from the management, dedication by female professionals themselves and capacity building programs.
- Most of the media houses claim to have editorial policy that aims to protect the image, values and portray of individuals and groups. From the gender point of view, the focus given for the portray and representation of women seem very low. Hence, media houses need to have a strong and strict editorial policy that will be followed and implemented effectively.

4. List of References

Strengthening Free, Independent and Professional Journalism in Ethiopia, Feasible Study, *commissioned by the Swedish Embassy/Sida in Addis Ababa and carried out by the Fojo Media Institute*, August 2017.

Resource kit for Gender-Ethical Journalism and Media House Policy Book 1: Conceptual Issues *Philip Lee*, 2012, Netherlands.

Kenaw Gebreselassie The Portrayal of Women in Ethiopian Television Advertisements *Addis Ababa University School of Journalism and Communication* 2006.

J. Edward Kellough *Understanding Affirmative Action: Politics, Discrimination, And the Search for Justice* (Georgetown University Press 2006)12.

Beijing Platform on gender and media

Making Change Happen

ለውጥ በለውጥ



Initiative Africa

Tel: +251 11 662 2640

+251 11 662 2641

Fax: +251 11 662 2642

P.O.Box: 1123, Addis Ababa, Ethiopia

Email: info@initiativeafrica.net

www.initiativeafrica.net

This Project is supported by:



EMBASSY OF SWEDEN
Addis Ababa