



WOMEN IN MEDIA

What is
the narrative?

REPORT ON SURVEY FINDINGS
PREPARED FOR NEW FACES
NEW VOICES



GRAÇA MACHEL TRUST



WOMEN IN MEDIA



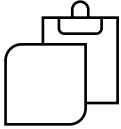
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Definition of Terms



01_ definition of terms



News story

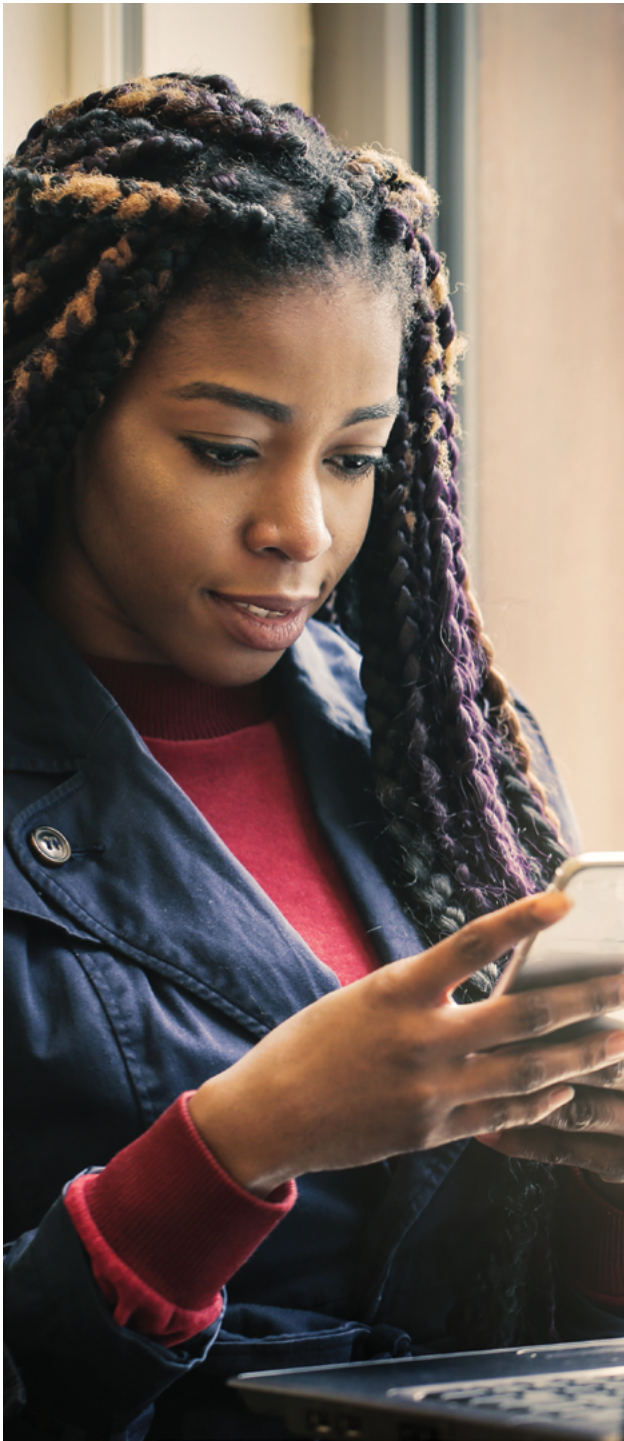
Defined by Infotrak for purposes of this study as any item presented or published by a credible media outlet that reports on women and their issues factually and objectively.

Positive news story

Defined by Infotrak for purposes of this study as any item presented or published by a credible media outlet depicting women and their issues in a favourable manner.

Negative news story

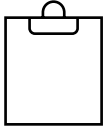
Defined by Infotrak for purposes of this study as any item presented or published by a credible media outlet depicting women and their issues in an unfavourable manner.



Executive Summary



02_ executive summary



800

random
phonecalls

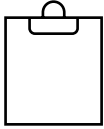
WHERE RANDOMLY
MADE TO THE
GENERAL PUBLIC



The aim of this research was three pronged. It sought to establish the portrayal of women in Kenyan media; the amount of coverage women's issues receive in the media compared to men and the type of coverage that was accorded to women or issues concerning them. To achieve this the research was conducted in three parts. Almost 800 phone calls were randomly made to the general public to get its perception on women's coverage in Kenya media, 10 anonymous in-depth interviews were conducted with female movers and shakers as well as news producers to get their perceptions, experiences and recommendations and Media monitoring of Kenyan print, electronic and online media between 2015 and 2016 was done.

It was important to carry the research because media is powerful not only as a story teller, but as a highlighter of what and who is important. As women struggle for equality, for recognition of human rights, and space in the economies of Africa, women's experiences in the world must be heard and understood. The women's voices must be recognized as having value. A keen look at the media, assessing the story that the media is telling and how that story is received by the consumer is a vital starting point, if ever we are going to change the narrative in the media in Africa to a true and nuanced version of who the African woman truly is.

02_ executive summary



Perception versus reality

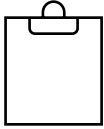
Although the public perception in Kenya seems to point out that women are significantly covered and that the portrayals of women in the media reflect the Kenyan society, there are still concerns that the portrayal of the women in the media is largely negative as it presents women as victims. The general perception in Kenya that because women are allocated columns or spaces in the media that specifically address their concerns is an indication of adequate coverage is a bit disturbing. It just demonstrates the power of the media in influencing or shaping people's opinions. People's opinions and views are influenced by what they read every day and media is one area where gender stereotypes can be reinforced. This is why it is fundamental for to give a true reflection of women based on their voices, experiences and evidence-based information.

Equally worrying is the public opinion that women receive positive coverage in the media because media monitoring has revealed the opposite to be true. There is also the perception that television

covers more women than other forms of media, yet a closer look show different results. The majority of African women live in the rural areas and radio must be utilized more to capture views and opinions of these women in the media. In reality, the media is still heavily biased against coverage of women's issues. This is corroborated in the interviews with some of the media producers. It is also confirmed by other research. For instance, research has already shown that women make up only a small percentage in news across all media platforms and this has been the case since 2010. The gender gap is narrowest in stories on science and health, which is of lowest importance on the news agenda only occupying only 8% of the overall news space. - (Who makes the news, Global Media Monitoring Project, 2015)

Another research done in Kenya shows that women's issues are not significant. The women's issues covered are mainly event - oriented meaning they require much less effort to report and in the long run the systems and structures that perpetuate

02_ executive summary



21%

associates
women's issues

WITH BEAUTY
AND FASHION



oppressive and unequal conditions for women are left unchallenged and women's issues are covered mostly as unfortunate accidents or trifling incidents. (Women in Kenya's Print Media: A Study of the Daily Nation, the Standard, and Kenya Times; June 2002 to June 2003)

Women not heard but seen

This research also shows that a significant amount of people 21 percent associated women's issues with beauty and fashion. This research shows that not many women stories about politics, religion, sports were being covered. There was also little focus on gender-based violence, which is prevalent in most African countries. This is supported in research that has been done by Who makes the news, Global Media Monitoring Project.

Women are more likely to cover women better

This research show that gender influence the way women are portrayed in the Kenyan media. The media admit that women have played an influential role in exposing the injustices against women such as women assaulted in public transport for allegedly not dressed well.

02.1_ executive summary *key findings*



01_ Good

29.9%

judges
education

OVER PHYSICAL
APPEARANCE (20.9%)



Yardsticks against which society gauges women when they are covered by mainstream media

The audience judges education (29.9%) over physical appearance (20.9%) of women in the news. Professional accomplishments are also very important at 20.2%

When asked to opine how society gauges women when they are aired on mainstream media, 29.9% of the surveyed respondents stated that level of education is the yardstick most used while 20.9% mentioned appearance.

Gender of media personalities versus stories on women's issues

When asked if the gender of people who work on different news stories (e.g. reporters, anchors, writers, editors et cetera) affect or influence the way women are portrayed in the Kenyan media, 56.8% of those interviewed stated that the gender of people who work on different news stories does indeed affect or influence the way women are portrayed in the Kenyan media compared to 38.0% of the surveyed respondents who were of a contrary opinion.

“...it does, if you have a man covering women issues in this country where a lot of men are not educated about women’s equality, women’s rights then we have misogynistic overtones coming in; see it in the headlines, choice of stories like now women being assaulted in matatus, before it was my dress my choice the incident that led to that campaign was tapped very deep into news bit stages instead of being a big issue and it took women in newsrooms to make the male editors see it was huge and that changed the narrative because when a woman was drugged and raped in a matatu it was huge. It was given the prominence it deserves by the male editors. So yes, gender plays a role...”

NEWS EDITOR

“...not at all; because you find men who are great at women issues like health and lifestyle just like you find a woman who is a great editor at men’s issues like sports. It is more to do with what’s news worthy....”

TV PRODUCER

02.1_ executive summary *key findings*

12



02_ Worrying

- There is no clear definition of women’s issues;
- 36.2% of the general population thinks that women get equal coverage though a closer look reveals that only 30% of news stories cover women.

36.2%

of the general
population

THINKS THAT WOMEN GET
EQUAL COVERAGE



02.1_ executive summary *key findings*

13



03_ Disappointing

- Newsrooms lack knowledgeable professionals who can discuss women and women's issues authoritatively;
- Even though TV has the most coverage of women and women's issues, only 2.3% & 2.4% of those stories cover business and politics respectively;
- Women are scared to speak to media and this reticence extended to this research where more than 20 declined to be interviewed despite the promise of confidentiality.

only

2.3%

of women
stories on TV

COVER BUSINESS
AND POLITICS



02.1_ executive summary *key findings*



04_ Disturbing

66.1%

of the surveyed
respondents

THINK WOMEN AND WOMEN'S
ISSUES ARE GIVEN ADEQUATE
COVERAGE



Adequacy of Media Coverage Given to Women's Issues

Significantly, 66.1% of the surveyed respondents indicated that women and women's issues are given adequate coverage by the media compared to 31.1% who were of the contrary opinion.

"... It depends on the forum you are talking about. There aren't any sections in the media that are devoted to men but there are sections in the media that are devoted to women. So it would be wrong to say women don't get a lot of coverage..."

NEWS EDITOR

Accuracy of Portrayal of Women in the Media

Notably, 66.4% of the surveyed respondents indicated that the perceived portrayals of women by the media were a true reflection of women in society compared to 33.6% of those interviewed who were of a contrary opinion.

"...not at all, it does not reflect the real situation on the ground. It does not reflect the impact women are making in civic education, business and even politics ..."

TV PRODUCER

"... I think so because women are all these things, women can be corrupt, and they can be victims, nurturing, survivors; assumption is women are different from men but we are not, we are all those things that men are, we are good, we are bad, we are evil, thieves, we have a responsibility to not only show women in good light, but we should tell women's stories from all angles. If we are going to show equality then we need to treat women as equals not as different..."

NEWS EDITOR

02.1_ executive summary *key findings*

Topics Which Women are Mainly Covered in by the Media

With respect, the topics in which women are covered in by the media, 21.2% of the surveyed respondents opined that women are mainly covered in Beauty & Fashion. Health & Nutrition was identified by 19.4% of the surveyed respondents as an area in the media that mainly covers women.

"...skewed and male dominated topics include politics, religion, sports where as women are mostly covered in beauty and fashion, and crime especially if it's viral and several activists are reacting ..."

TV PRODUCER

"...health, nutrition, entertainment, beauty and business, if I was to select one out of the four then I would pick business ..."

NEWS EDITOR

Media Platforms that Provide the Most Coverage on Women's Issues

With respect to the media platforms that provide the most coverage on women, 44.4% of the surveyed respondents opined that TV provides most coverage on women's issues. Mainstream radio stations were identified by 18.8% of the surveyed respondents in this regard while 17.7% indicated that Social Media provided women with the most coverage.

"...if we talk about being misogynistic, the most woman hating media platform is radio. Social media is the most pro feminist... We have very strong feminists on Facebook and Twitter just as we have very strong misogynists. Print has stronger female coverage than television from what I see..."

NEWS EDITOR

"...television by virtue of news, it shows what women are doing; radio is the most skewed because of the nature of the presenters and even the kind of stories they put across. For digital media with access to You Tube you can access what women do; for print media women are mostly found in magazines like True Love..."

TV PRODUCER

Slant of News Stories on Women's Issues

When asked if they thought that news stories about women and women's issues are positive, 65.2% of the surveyed respondents indicated that they were compared to 34.8% of those interviewed who were of a contrary opinion.

02.1_ executive summary *key findings*



05_ Encouraging

50.2%

of the surveyed
respondents

STATES THAT EDITORIAL
POLICY SHOULD BE GEARED
TOWARDS EQUAL COVERAGE



What Media and Policy Makers Should Do to Enhance Balanced Media Coverage on Men and Women's Issues

When asked to opine what the media and policy makers should do to enhance balanced media coverage on men and women's issues, 50.2% of the surveyed respondents stated that editorial policy should be geared towards equal coverage of the same.

"...I think what we need are interventions and ongoing education. The media right now is very top heavy with male influence; people who run various media platforms are generally men. We need policies in place to ensure many women have more top positions, sort of like affirmative action. But beyond that we need to stop having forums where women meet and whine about what is not favoring us and how unhappy we are about not getting promotions. If we invite men as stakeholders they will also participate and they will understand. By education I mean we need to open men's mind, all these managing editors, CEO, the chairmen of these media houses are all men, sit them down so that they understand why this is necessary..." **NEWS EDITOR**

Issues That Affect Women and Those Which the Media Should Focus On

Of those interviewed, 41.5% stated that the media should focus on Gender Based Violence as an issue affecting women. The social and economic empowerment of women was mentioned by 20.8% of the surveyed respondents as another issue that should be covered by the media.



Survey
background



03.1_ survey background

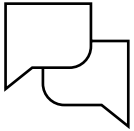
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1. New Faces New Voices (NFNV) is a Pan - African advocacy group spanning across 15 countries that focuses on expanding the role and influence of women in the financial sector. It engages with decision-makers at national, regional, continental and global levels to better harness women's economic potential.

2. Research carried out by NFNV's research suggests that if the financial and business sectors become more inclusive to women, the result will be a large-scale and fundamental shift in the business and financial landscape across Africa.

03.1_ survey background

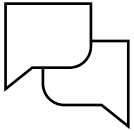


3. Notably here in Kenya, there is disconnect in how women's issues are covered and how their views are shared with the larger public compared to men's issues and views. One may be justified in arguing that the media's general attitude towards matters affecting women and female opinions on diverse topics is skewed and to a certain extent hostile and adversarial.

4. Most issues facing women do not form a significant part of the Kenyan media's and the issues covered are mainly event - oriented meaning they require much less effort to report and in the long run the systems and structures that perpetuate oppressive and unequal conditions for women are left unchallenged and women's issues are covered mostly as unfortunate accidents or trifling incidents.

03.2_ survey objectives

20



Main objective

To assess the current narrative surrounding women within the Kenyan media.

Specific Objectives

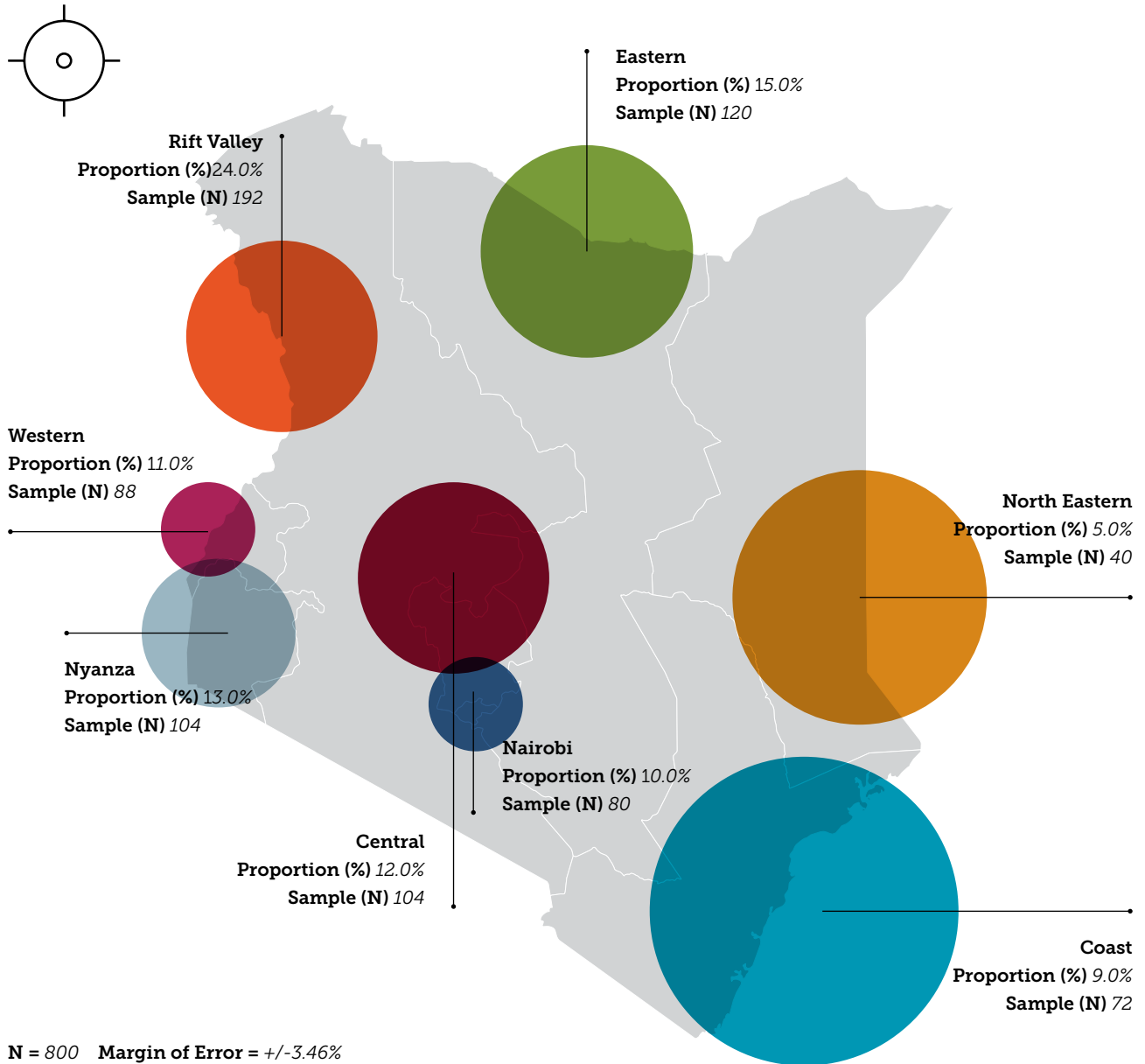
- 1.** Pinpoint exactly what women are depicted as in the media;
- 2.** Determine what the yardstick women are being measured against is;
- 3.** Pinpoint biases and exactly what they look like – adjectives used to describe women, placement of female-centric stories, non-issue based discourse, lines of questioning that are directed at women (clothing, grooming and shopping);
- 4.** Quantify whether the coverage that women enjoy is in fact equal to that given to men – acreage in print media, airtime in broadcasting, do women get top billing and headlines or are they relegated to the middle pages and lifestyle sections;
- 5.** Establish how much of the coverage is positive and celebratory when women do get it.



Survey approach
and methodology

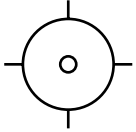


04_ methodology and sampling



04_ methodology and sampling

23

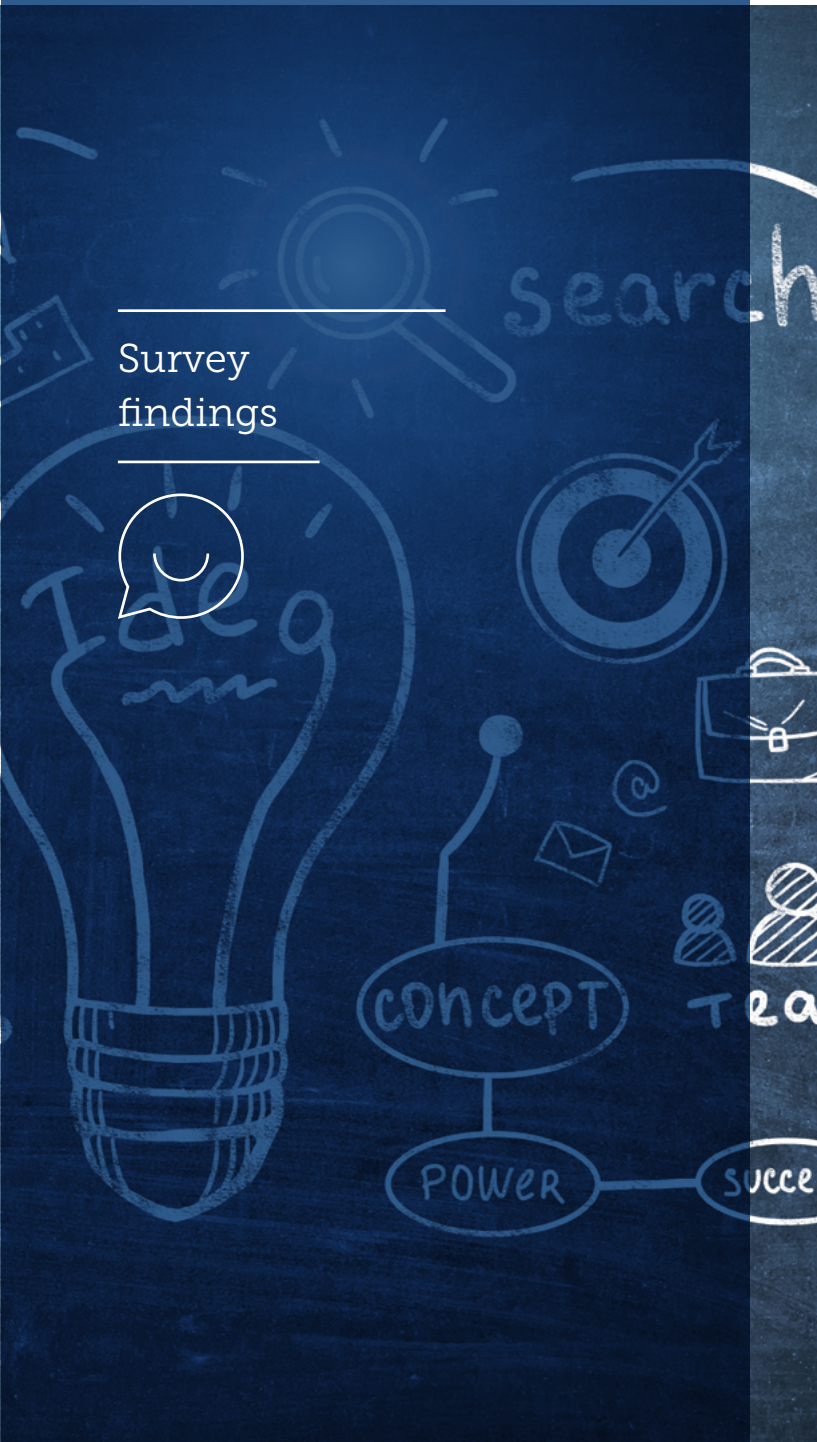


A random sample of 800 respondents from the country's 8 regions were interviewed by way of Computer Assisted Telephone Interviews (CATI).

10 Key Informant Interviews were conducted with purposively identified stakeholders and experts from various fields (media, activism, business, sports, culture and the arts) using semi structured interview guides.



Survey
findings



Survey findings

Media Platforms Mostly
Accessed by Respondents

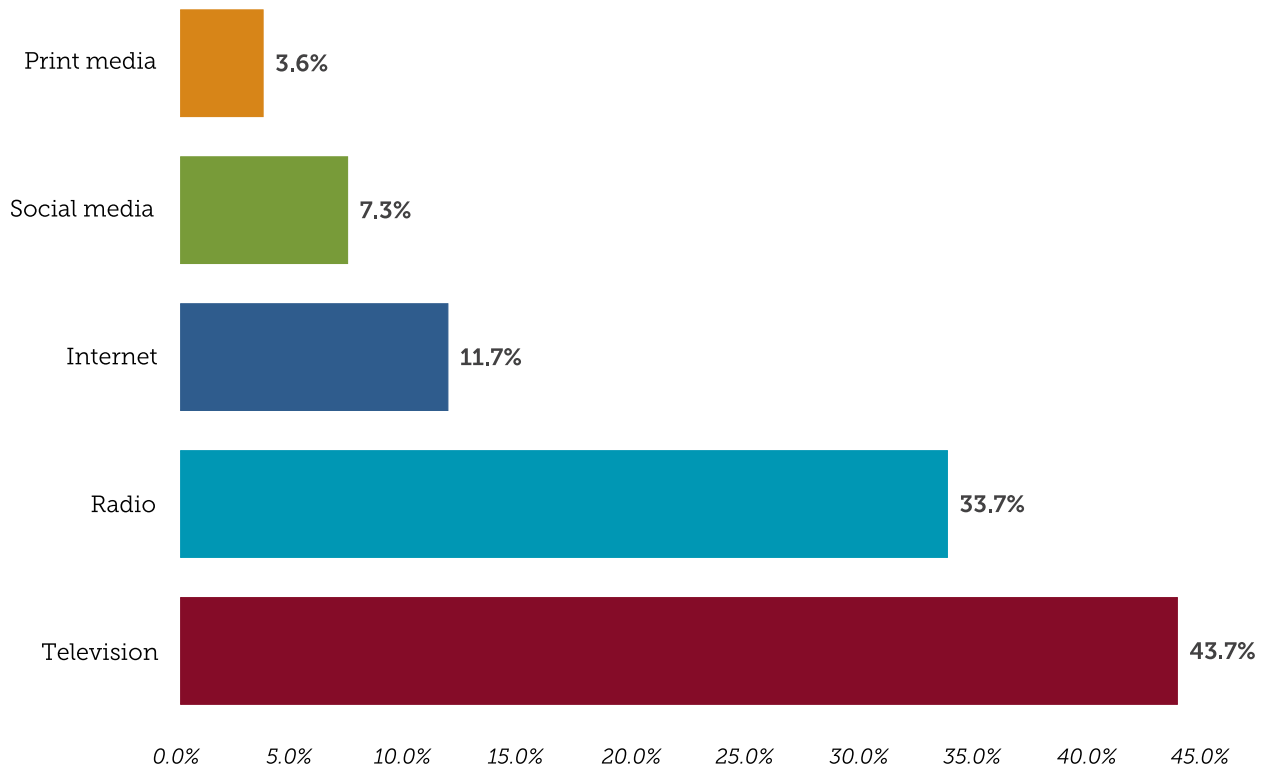
05.1_ media platforms mostly accessed by respondents

26

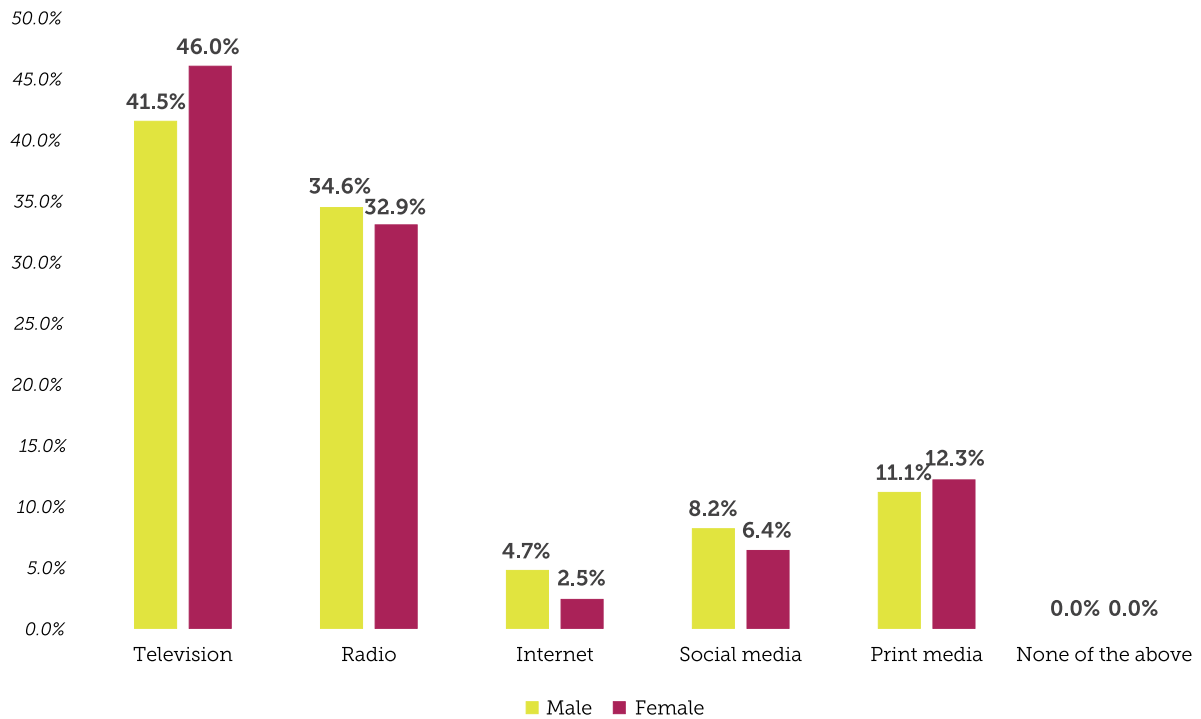
Which of the following media platforms *do you access the most?*

05.1_ media platforms mostly accessed by respondents

27

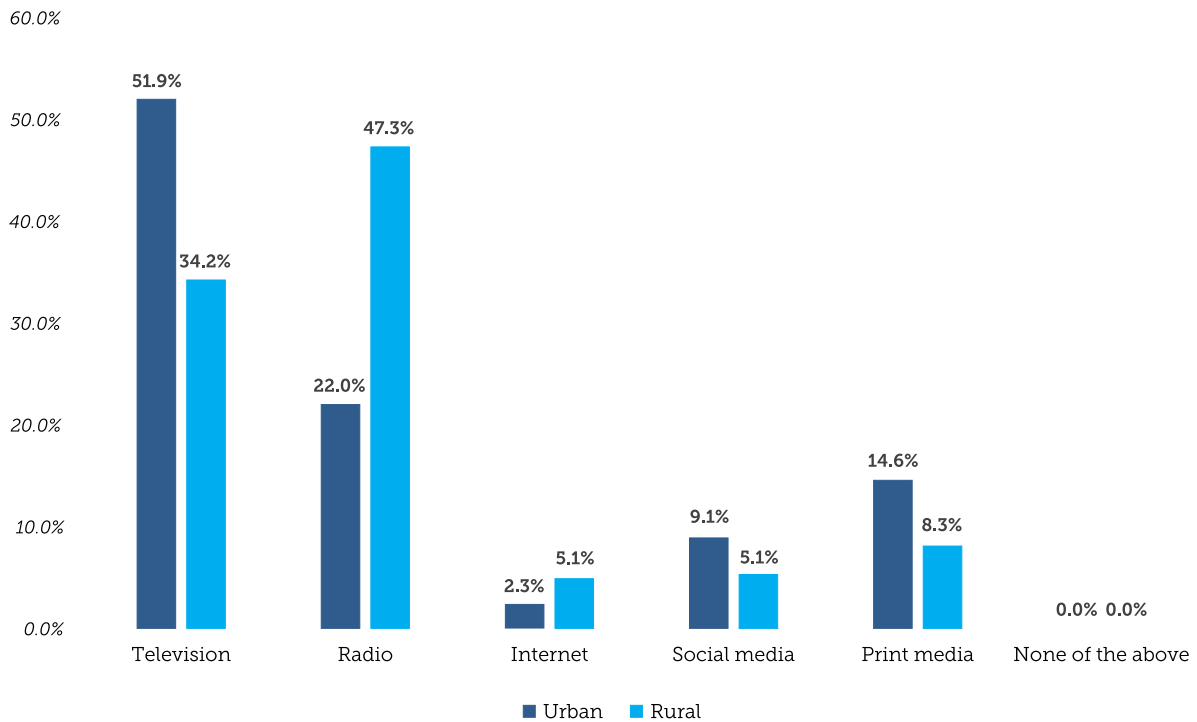


05.1.1_ media platforms mostly accessed by respondents *analysis by gender*



05.1.2_ media platforms mostly accessed by respondents *analysis by location*

29



05.1.3_ media platforms mostly accessed by respondents *analysis by region*

Coast



Television 47.2%
Radio 27.8%
Print media 0.0%
Social media 11.1%
Internet 13.9%

North Eastern



Television 41.0%
Radio 43.6%
Print media 2.6%
Social media 5.1%
Internet 7.7%

Eastern



Television 45.8%
Radio 40.8%
Print media 4.2%
Social media 2.5%
Internet 6.7%

Central



Television 44.2%
Radio 23.1%
Print media 5.8%
Social media 12.5%
Internet 14.4%

05.1.3_ media platforms mostly accessed by respondents *analysis by region*

Rift Valley



Television 42.0%
Radio 34.2%
Print media 4.1%
Social media 6.2%
Internet 13.5%

Western



Television 38.6%
Radio 37.5%
Print media 2.3%
Social media 6.8%
Internet 14.8%

Nyanza



Television 36.9%
Radio 44.7%
Print media 3.9%
Social media 6.8%
Internet 7.8%

Nairobi



Television 56.3%
Radio 17.5%
Print media 3.8%
Social media 8.8%
Internet 13.8%

Survey findings

Media Coverage of Issues
Touching on Women

05.2_ adequacy of media coverage given to women and women's issues

33

Do you think men's and women's issues *are given adequate media coverage in Kenya?*

05.2_ adequacy of media coverage given to women and women's issues

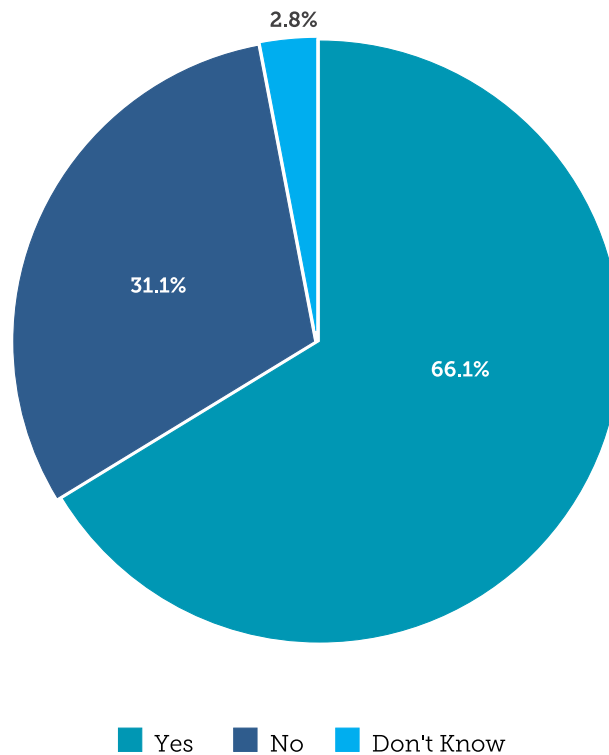
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"... it depends on the forum you are talking about. There aren't any sections in the media that are devoted to men but there are sections in the media that are devoted to women. So it would be wrong to say women don't get a lot of coverage..."

NEWS EDITOR

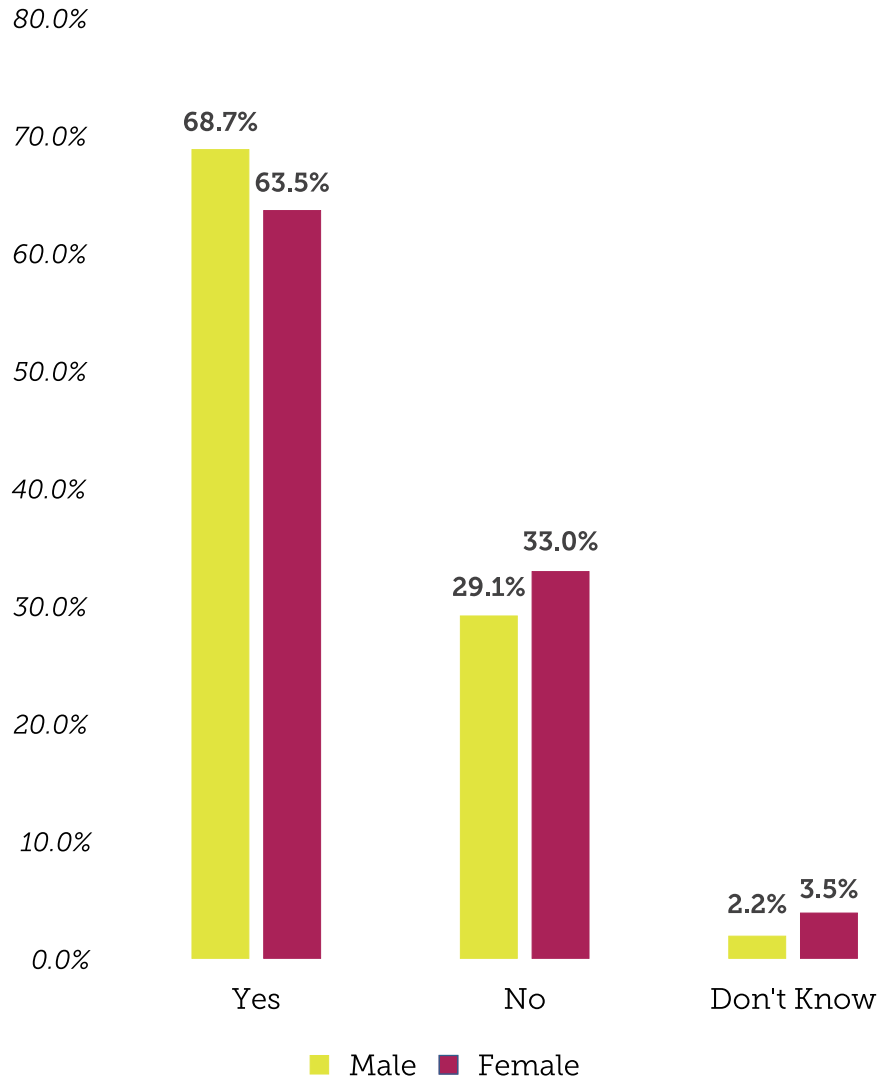
05.2_ adequacy of media coverage given to women and women's issues

35

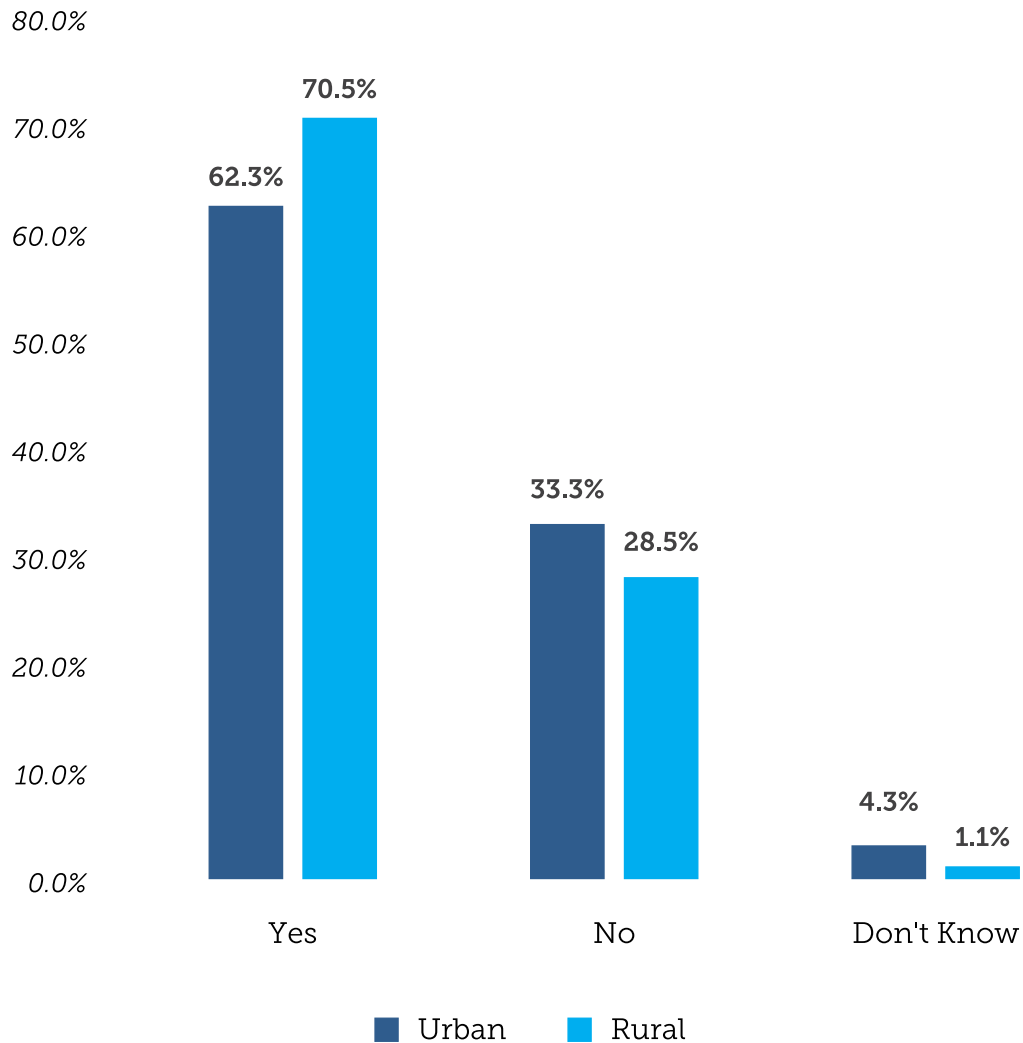


66.1% of the surveyed respondents indicated that women and women's issues are given adequate coverage by the media compared to **31.1%** who were of the contrary opinion

05.2.1_ adequacy of media coverage given to women and women's issues *analysis by gender*



05.2.2_ adequacy of media coverage given to women and women's issues *analysis by location*



05.2.2_ adequacy of media coverage given to women and women's issues *analysis by location*

38

70.5% of the surveyed respondents who identified themselves as urban residents indicated that women and women's issues are given adequate coverage by the media compared to **62.3%** of the surveyed respondents who identified themselves as rural residents and were of the same opinion. On the other hand **33.3%** of the surveyed respondents who identified themselves as urban residents indicated that they did not believe that women and women's issues are given adequate coverage by the media compared to **28.5%** of the surveyed respondents who identified themselves as rural residents and were of the same opinion.

05.2.3_ adequacy of media coverage given to women and women's issues *analysis by region*

Coast



Yes 63.0%
No 31.5%
Don't know 5.5%

North Eastern



Yes 70.0%
No 22.5%
Don't know 7.5%

Eastern



Yes 61.7%
No 36.7%
Don't know 1.7%

Central



Yes 70.2%
No 28.8%
Don't know 1.0%

05.2.3_ adequacy of media coverage given to women and women's issues *analysis by region*

Rift Valley



Yes 63.5%
No 34.9%
Don't know 1.6%

Western



Yes 70.5%
No 23.9%
Don't know 5.7%

Nyanza



Yes 76.9%
No 22.1%
Don't know 1.0%

Nairobi



Yes 55.0%
No 40.0%
Don't know 5.0%

Survey findings

Media Reporting in Relation
to Gender

05.3_ equality of media coverage given to men and women

42

In the media reports, do you think *men and women are given equal coverage?*

05.3_ equality of media coverage given to men and women

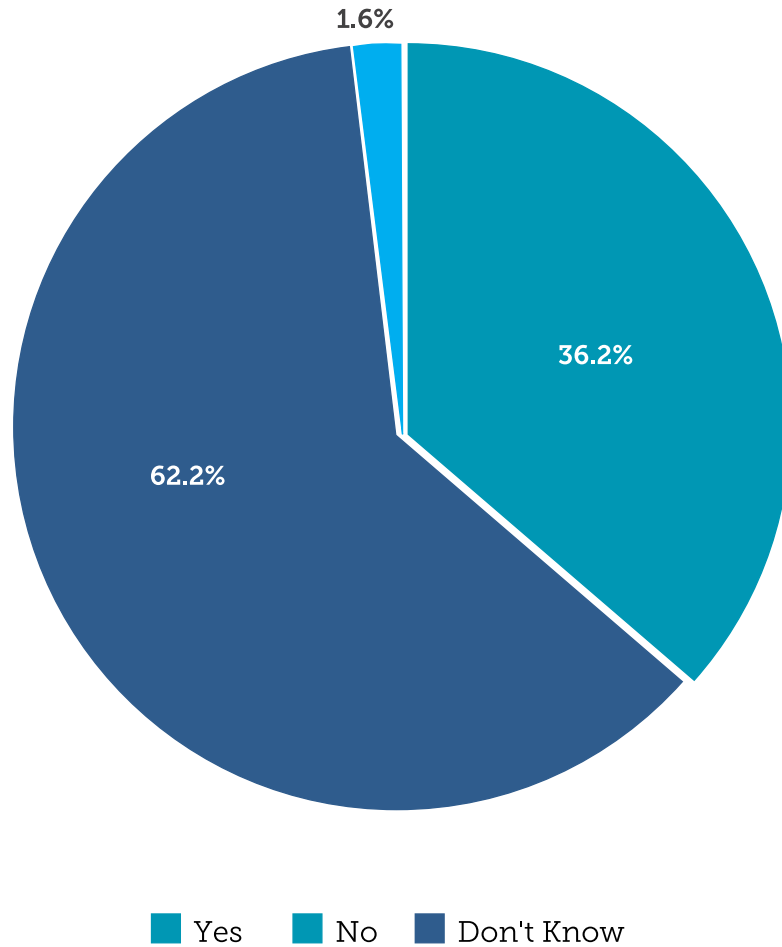
43

“... No. The men get more coverage because there are more male news makers than women news makers. Like when you are covering parliament there are more men than there are women. When you go out to collect news you will probably end up interviewing more men than women ...”

NEWS EDITOR

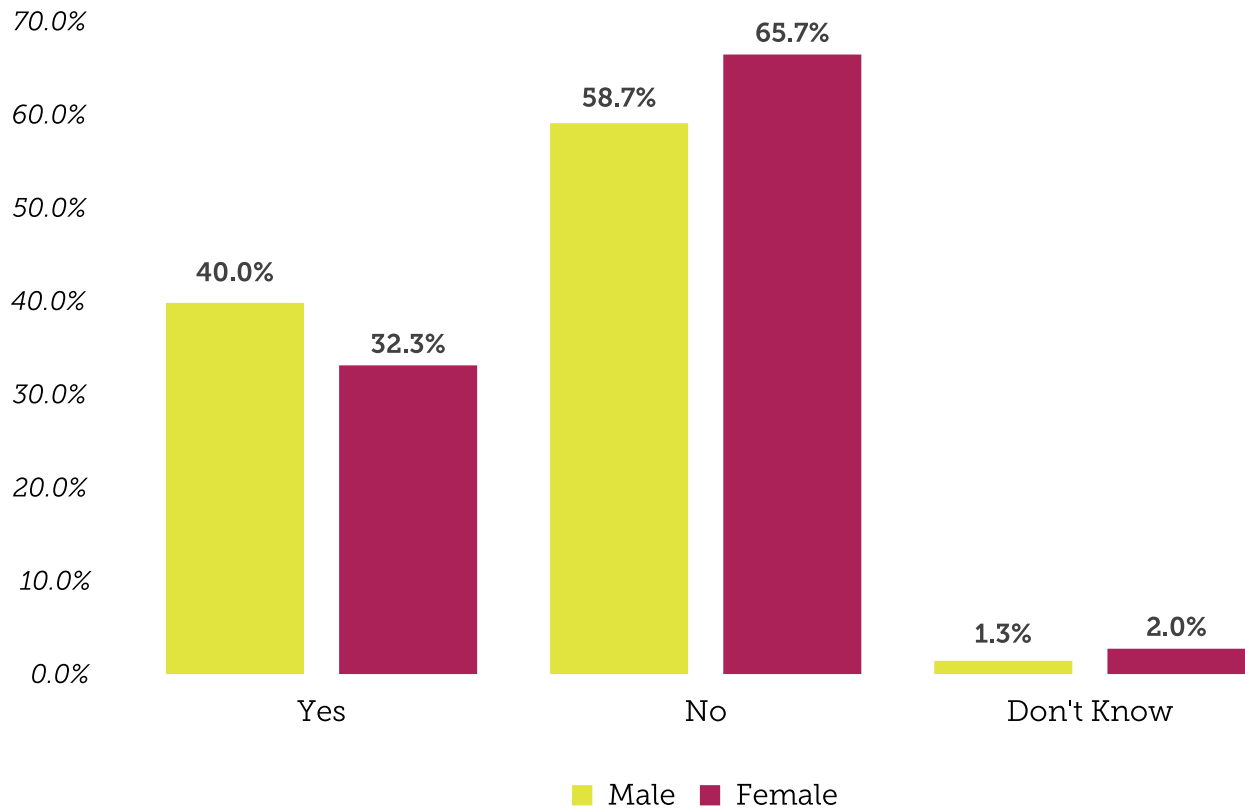
05.3_ equality of media coverage given to men and women

44



62.2% of the surveyed respondents opined that men and women are not given equal coverage in media reports compared to **36.2%** who were of the contrary opinion.

05.3.1_ equality of media coverage given to men and women *analysis by gender*

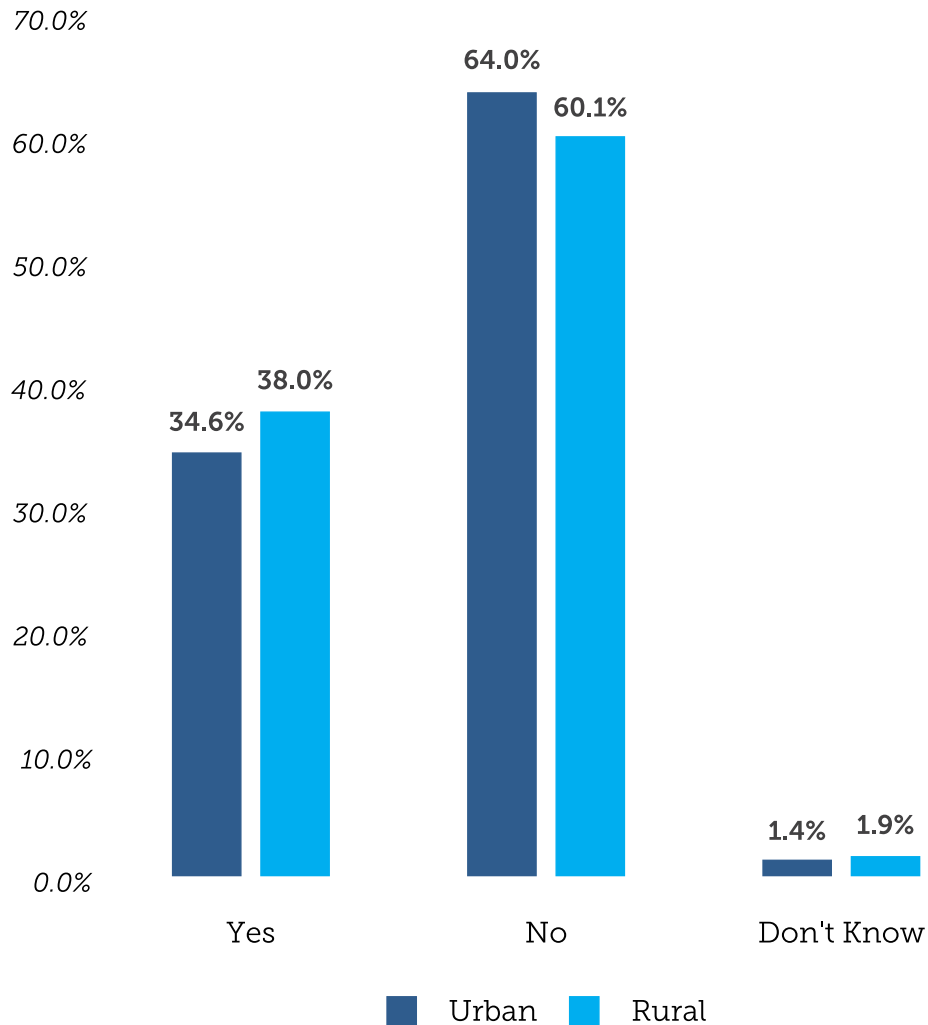


05.3.1_ equality of media coverage given to men and women *analysis by gender*

46

40% of the surveyed male respondents indicated that men and women are given equal coverage in media reports compared to **32.3%** of the surveyed female respondents who were of the same opinion. On the other hand **65.7%** of the surveyed female respondents indicated that they did not believe that men and women are given adequate coverage by the media compared to **58.7%** of the surveyed male respondents who were of the same opinion.

05.3.2_ equality of media coverage given to men and women *analysis by location*



05.3.2_ equality of media coverage given to men and women *analysis by location*

48

38.0% of the surveyed respondents who identified themselves as rural residents indicated that men and women are given equal coverage by the media compared to **34.6%** of the surveyed respondents who identified themselves as urban residents and were of the same opinion. On the other hand **64.0%** of the surveyed respondents who identified themselves as urban residents indicated that they did not believe that men and women are given equal coverage by the media compared to **60.1%** of the surveyed respondents who identified themselves as rural residents and were of the same opinion.

05.3.3_ equality of media coverage given to men and women *analysis by region*

Coast



Yes 40.3%
No 59.7%
Don't know 0.0%

North Eastern



Yes 35.0%
No 60.0%
Don't know 5.0%

Eastern



Yes 37.5%
No 61.7%
Don't know 0.8%

Central



Yes 31.7%
No 66.3%
Don't know 1.9%

05.3.3_ equality of media coverage given to men and women *analysis by region*

Rift Valley



Yes 40.1%
No 58.3%
Don't know 1.6%

Western



Yes 31.8%
No 62.5%
Don't know 5.7%

Nyanza



Yes 41.3%
No 58.7%
Don't know 0.0%

Nairobi



Yes 25.0%
No 75.0%
Don't know 0.0%

Survey findings

General Portrayal of Women
in the Media

05.4_ portrayal of women in the media

52

In your opinion, how are women *generally portrayed in the media?*

05.4_ portrayal of women in the media

53

“...well they are portrayed as people who are fighting for their space in society. I cannot think of anything else ...”

NEWS EDITOR

05.4_ portrayal of women in the media

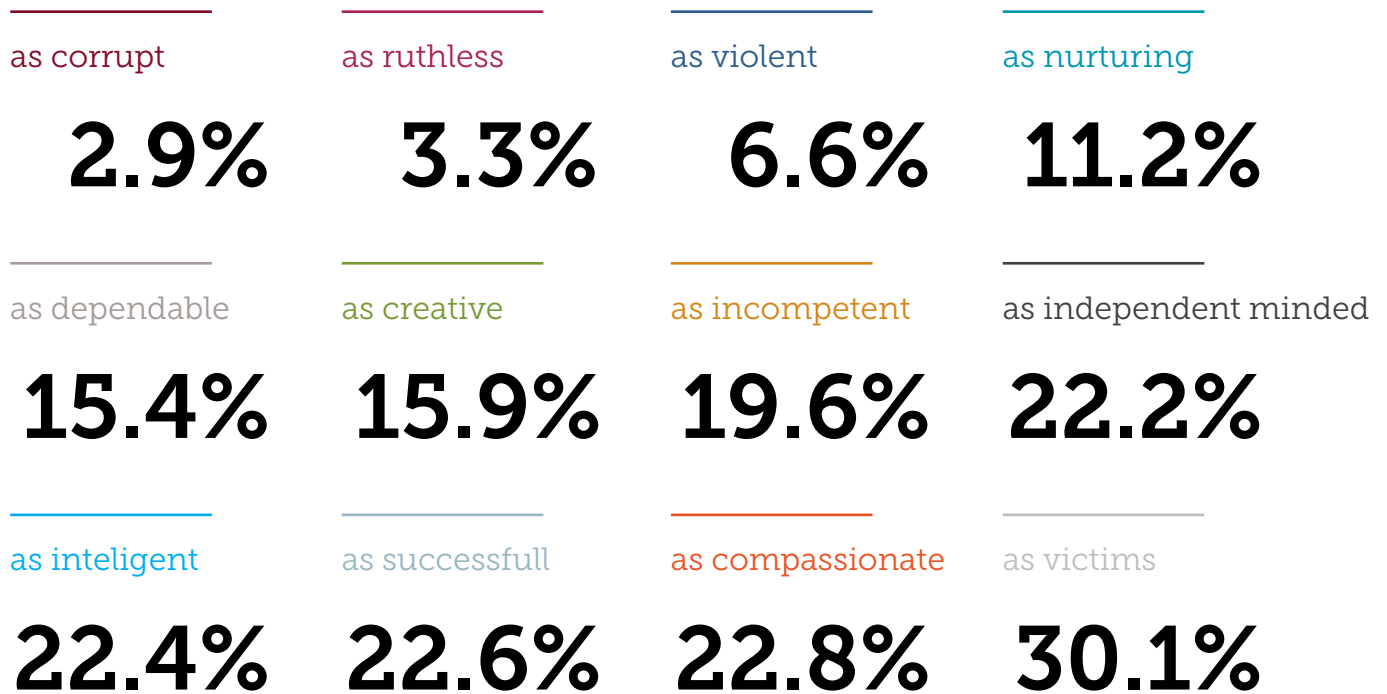
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“...generally hysterical, unreasonable, and too emotional especially in business and politics. Their strength is only observed in nurturing health and education issues ...”

TV PRODUCER

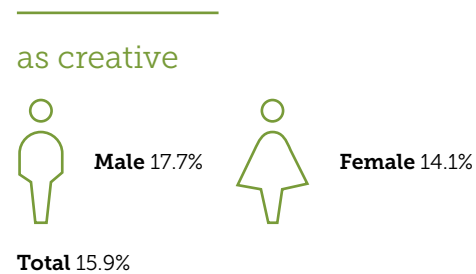
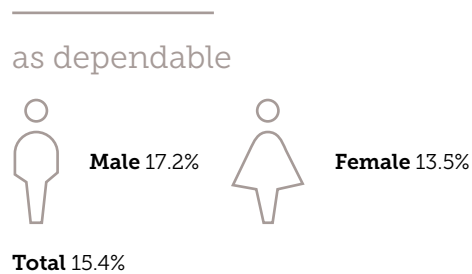
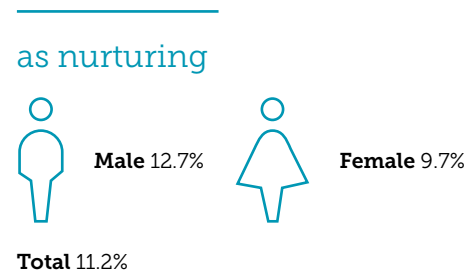
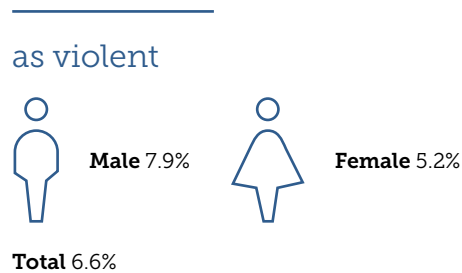
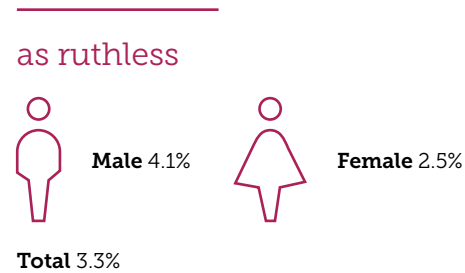
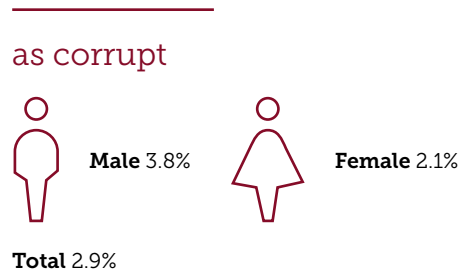
05.4_ portrayal of women in the media

55



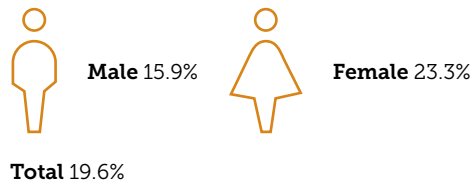
30.1% of the surveyed respondents opined that women are portrayed in the media as victims.

05.4.1_ portrayal of women in the media *analysis by gender*

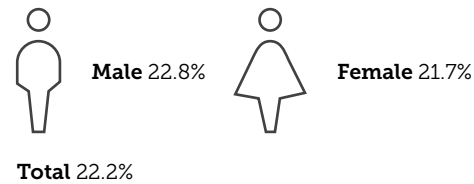


05.4.1_ portrayal of women in the media *analysis by gender*

as incompetent



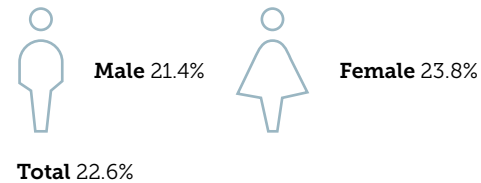
as independent minded



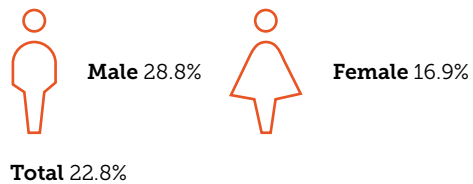
as inteligent



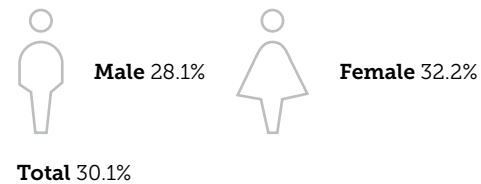
as successfull



as compassionate

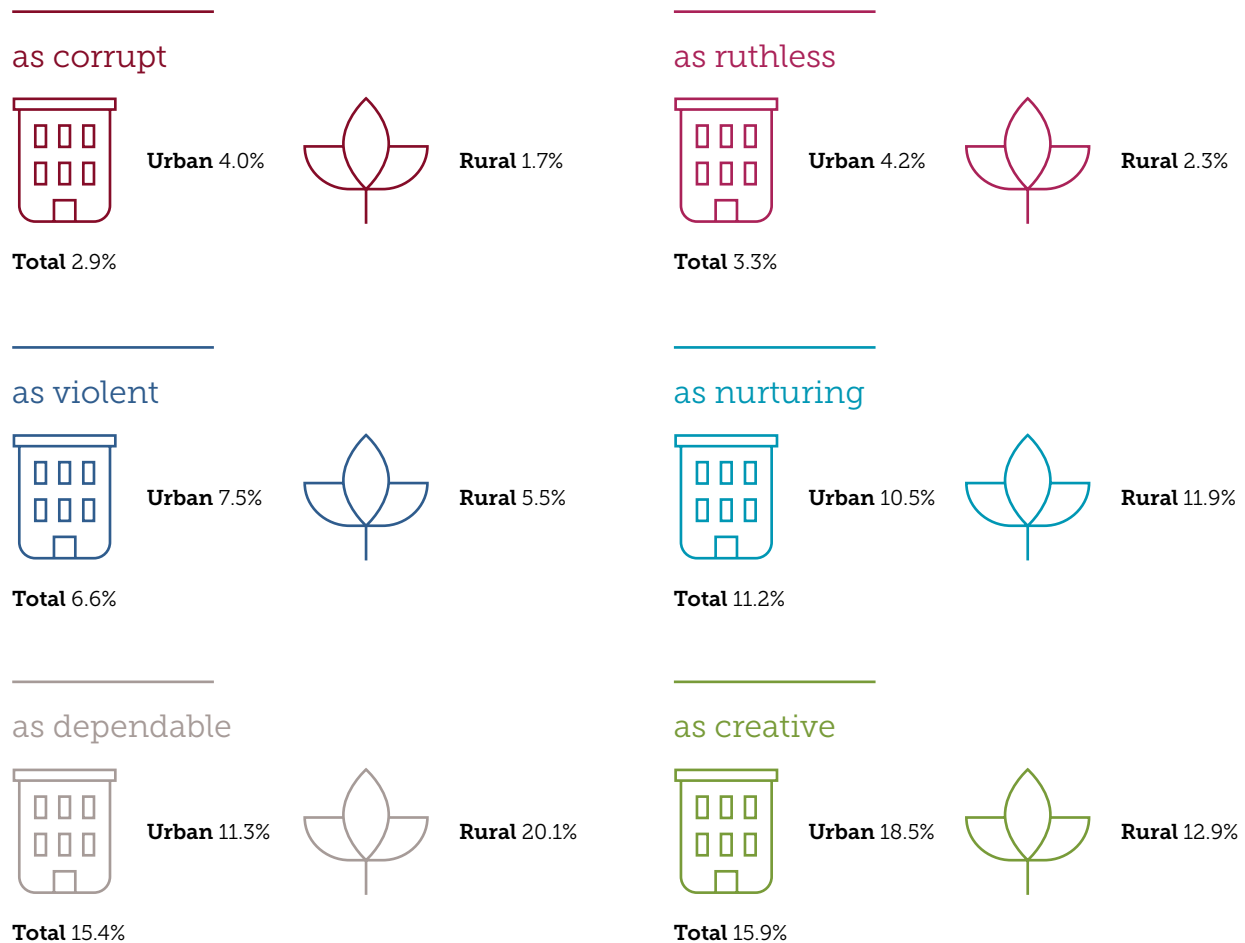


as victims



Notably **32.2%** of the surveyed female respondents opined that women are portrayed in the media as victims compared to **28.1%** of the surveyed male respondents who were of the same opinion.

05.4.2_ portrayal of women in the media *analysis by location*



05.4.2_ portrayal of women in the media *analysis by location*

as incompetent



Urban 20.4%



Rural 18.6%

Total 19.6%

as independent minded



Urban 26.3%



Rural 17.6%

Total 22.2%

as inteligent



Urban 23.1%



Rural 21.7%

Total 22.4%

as successfull



Urban 25.4%



Rural 19.4%

Total 22.6%

as compassionate



Urban 20.6%



Rural 25.4%

Total 22.8%

as victims



Urban 30.6%

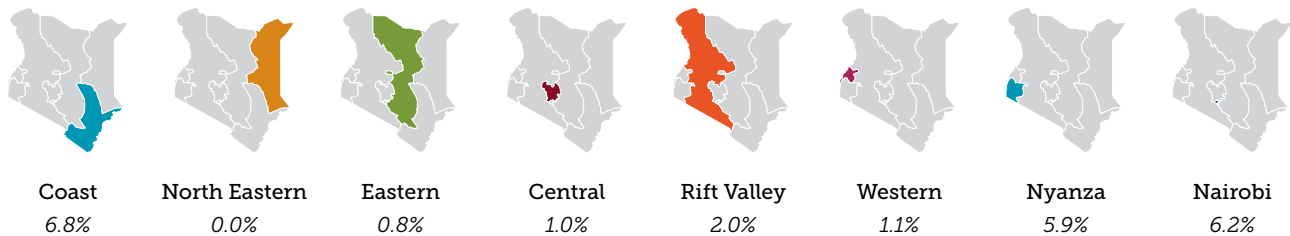


Rural 29.6%

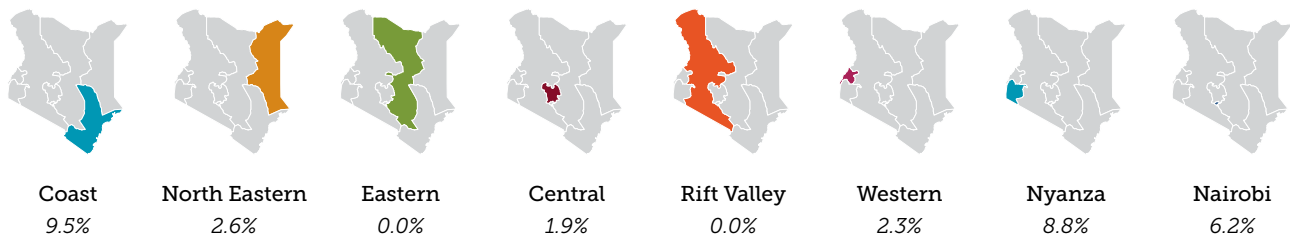
Total 30.1%

05.4.3_ portrayal of women in the media *analysis by region*

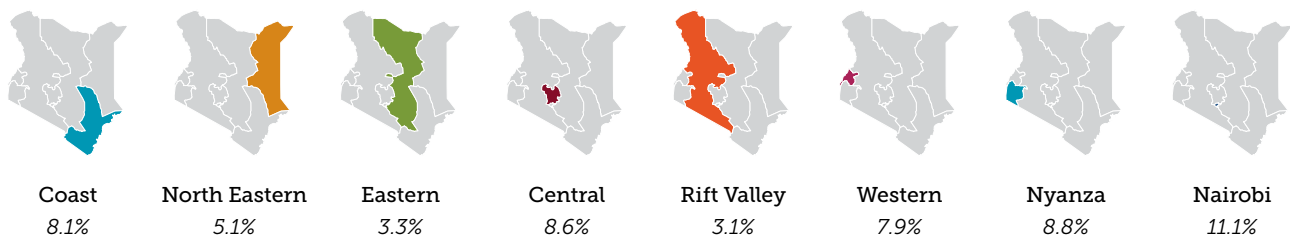
as corrupt



as ruthless

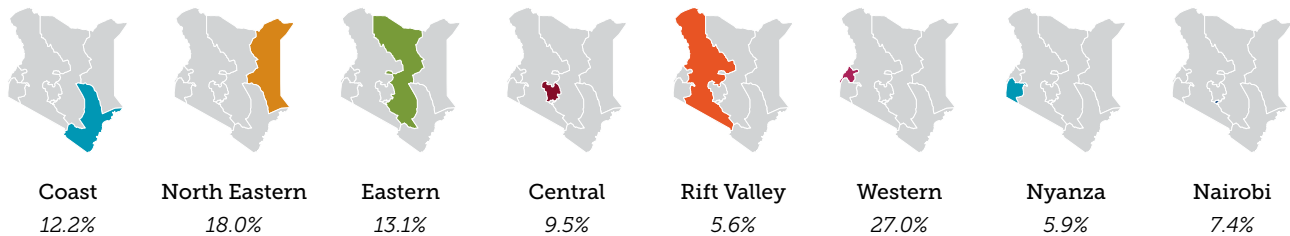


as violent

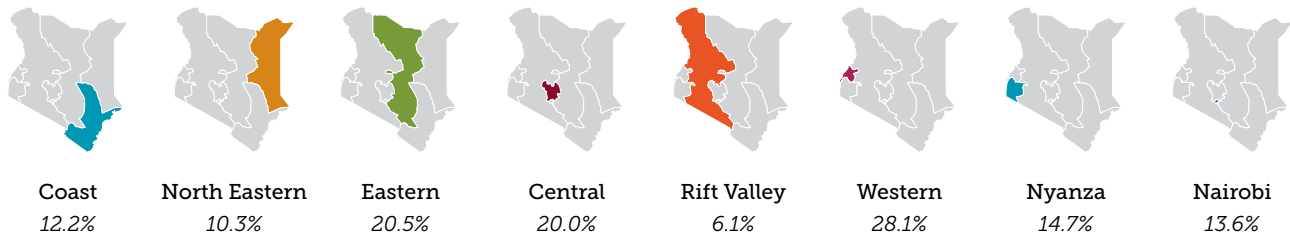


05.4.3_ portrayal of women in the media *analysis by region*

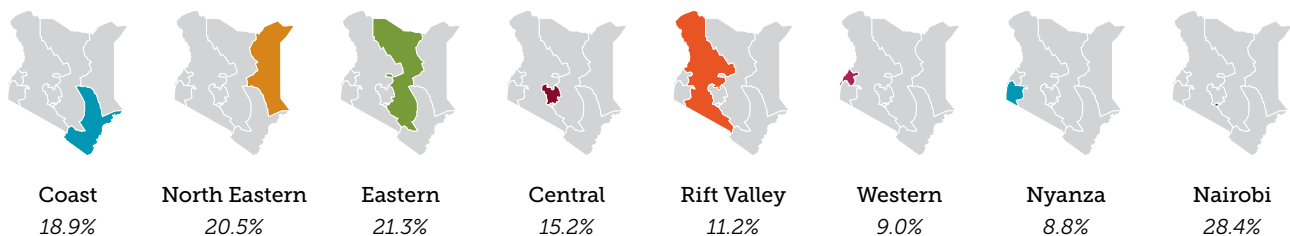
as nurturing



as dependable

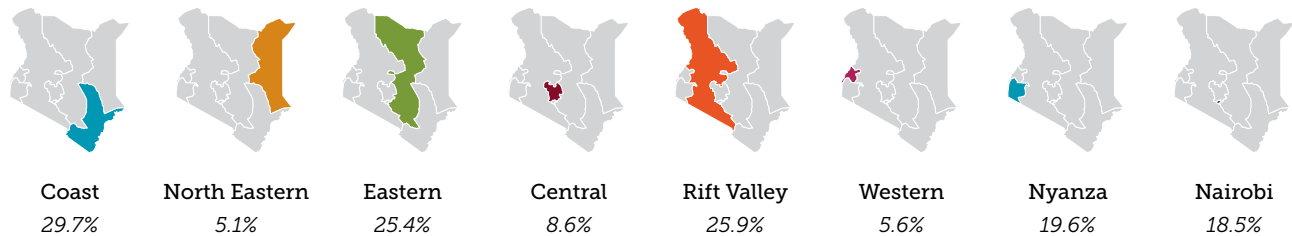


as creative

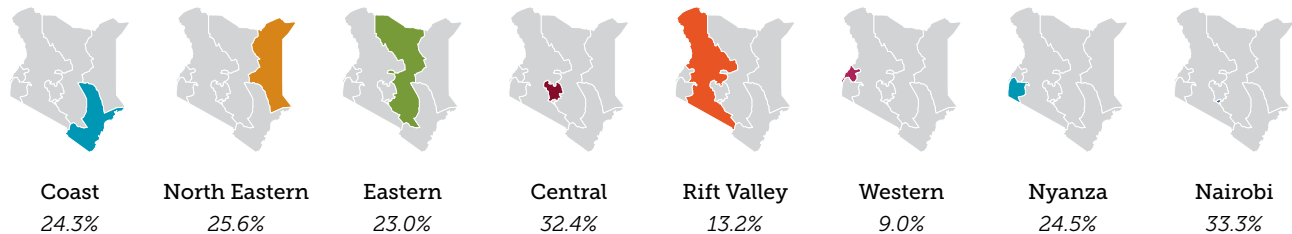


05.4.3_ portrayal of women in the media *analysis by region*

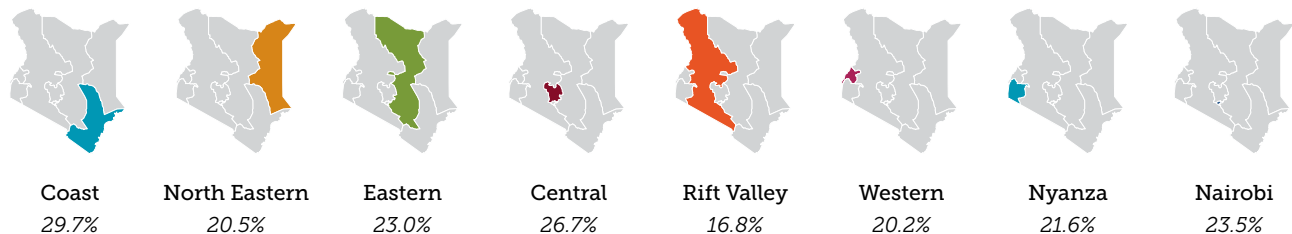
as incompetent



as independent minded

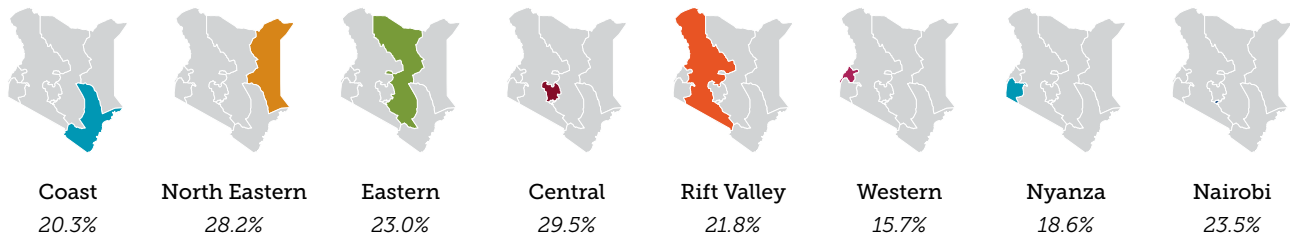


as inteligent

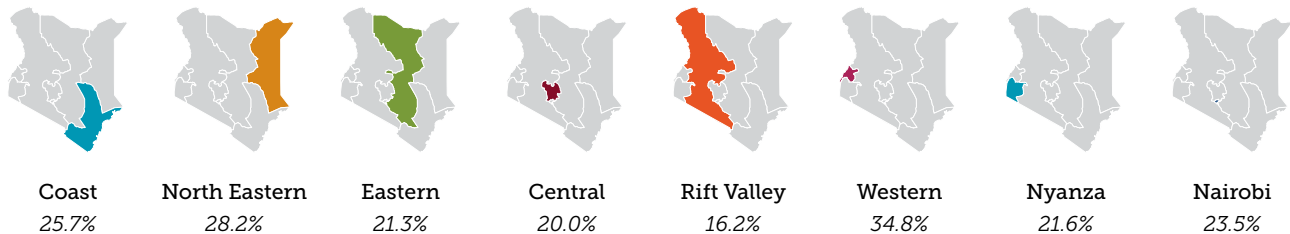


05.4.3_ portrayal of women in the media *analysis by region*

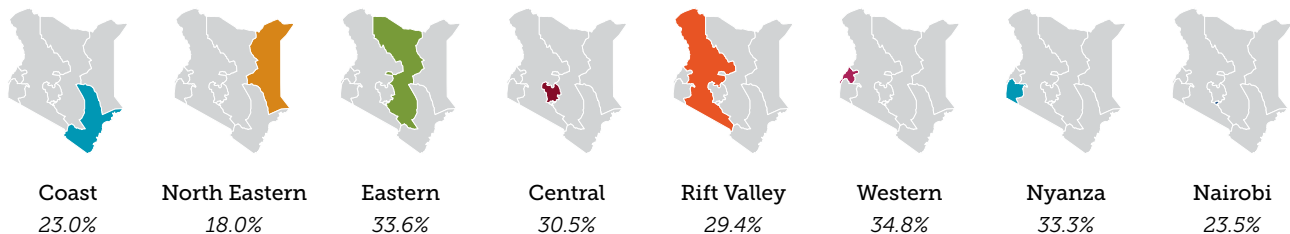
as successful



as compassionate



as victims



Survey findings

Accuracy of the Portrayal of
Women in the Media

05.5_ accuracy of portrayal of women in the media

65

In your opinion, are the above mentioned portrayals of women by the media *a true reflection of women in society?*

05.5_ accuracy of portrayal of women in the media

66

“... I think so because women are all these things, women can be corrupt, and they can be victims, nurturing, survivors; assumption is women are different from men but we are not, we are all those things that men are, we are good, we are bad, we are evil, thieves, we have a responsibility to not only show women in good light, but we should tell women’s stories from all angles. If we are going to show equality then we need to treat women as equals not as different...”

NEWS EDITOR

05.5_ accuracy of portrayal of women in the media

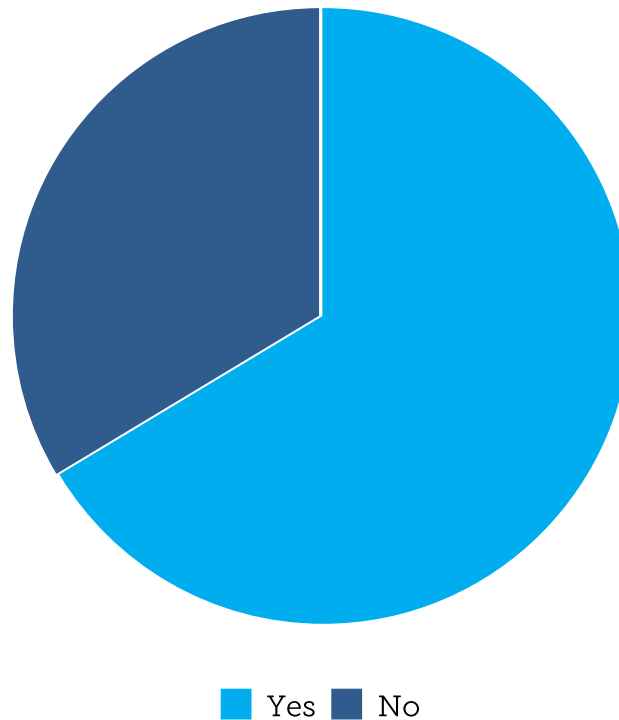
67

“...not at all, it does not reflect the real situation on the ground. It does not reflect the impact women are making in civic education, business and even politics ...”

TV PRODUCER

05.5_ accuracy of portrayal of women in the media

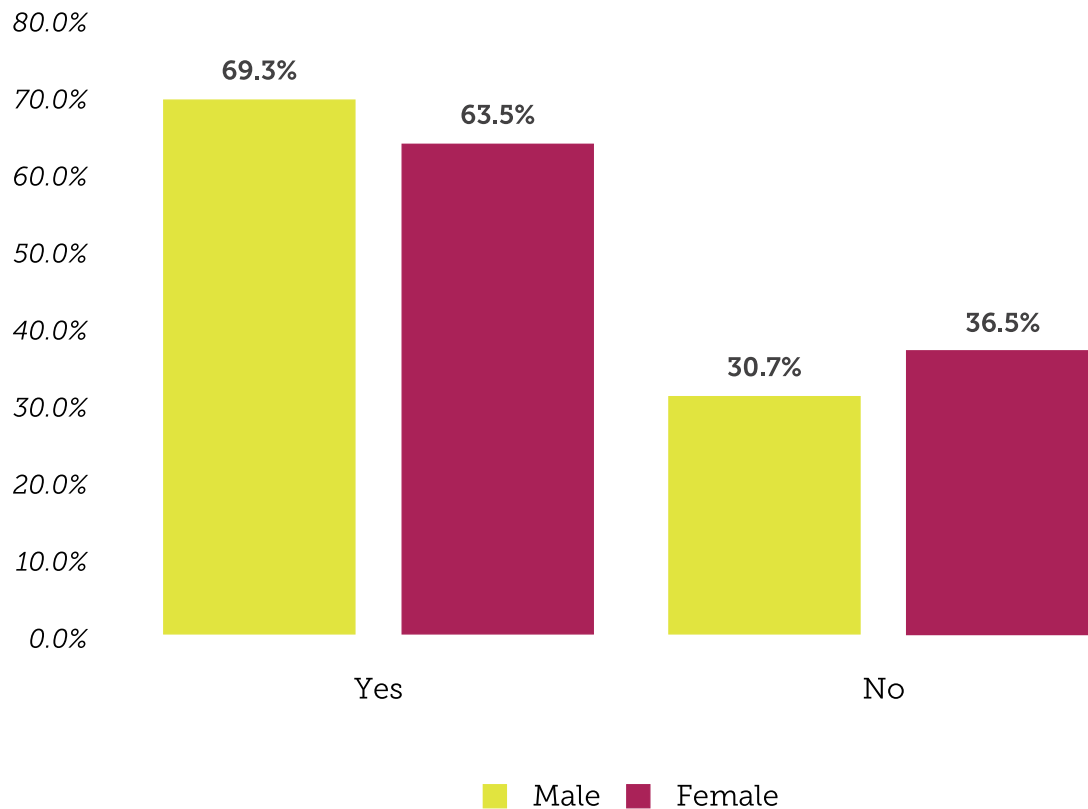
68



Notably **66.4%** of the surveyed respondents indicated that the perceived portrayals of women by the media were a true reflection of women in society compared to 33.6% of those interviewed who were of a contrary opinion.

05.5.1_ accuracy of portrayal of women in the media *analysis by gender*

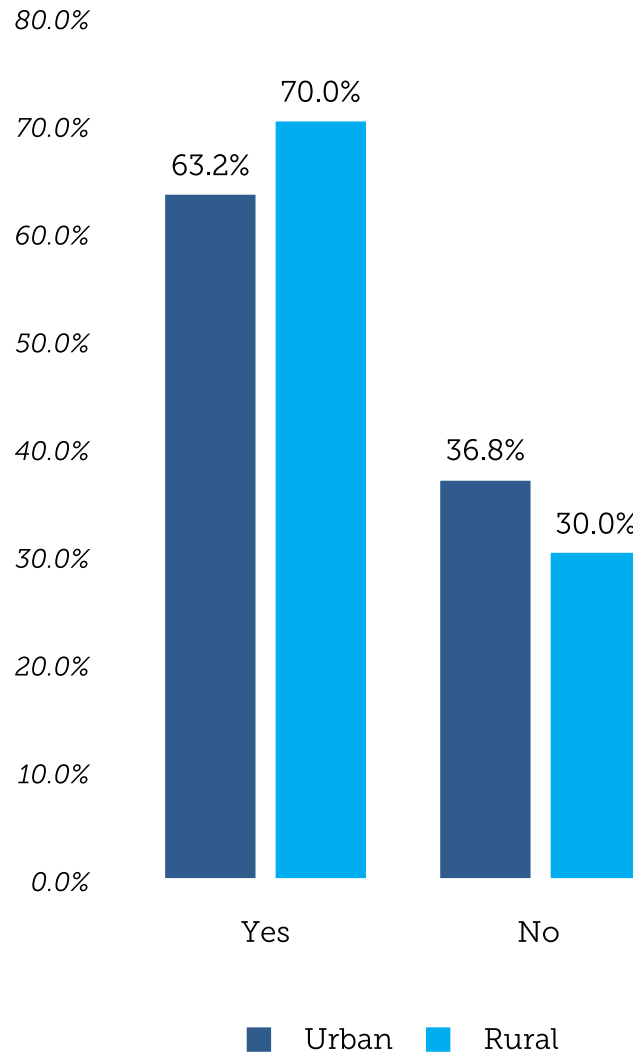
69



05.5.1_ accuracy of portrayal of women in the media *analysis by gender*

69.3% of the surveyed male respondents indicated that the perceived portrayals of women by the media were a true reflection of women in society compared to **63.5%** of the surveyed female respondents who were of the same opinion. On the other hand **36.5%** of the surveyed female respondents indicated that they did not believe the perceived portrayals of women by the media were a true reflection of women in society compared to **30.7%** of the surveyed male respondents who were of the same opinion.

05.5.2_ accuracy of portrayal of women in the media *analysis by location*



05.5.2_ accuracy of portrayal of women in the media *analysis by location*

70.0% of the surveyed respondents who identified themselves as rural residents indicated that the perceived portrayals of women by the media were a true reflection of women in society compared to **63.2%** of the surveyed respondents who identified themselves as urban residents and were of the same opinion. On the other hand **36.8%** of the surveyed respondents who identified themselves as urban residents indicated that they did not believe that the perceived portrayals of women by the media were a true reflection of women in society compared to **30.0%** of the surveyed respondents who identified themselves as rural residents and were of the same opinion.

05.5.3_ accuracy of portrayal of women in the media *analysis by region*

Coast



Yes 79.2%
No 20.8%

North Eastern



Yes 77.5%
No 22.5%

Eastern



Yes 71.7%
No 28.3%

Central



Yes 52.9%
No 47.1%

05.5.3_ accuracy of portrayal of women in the media *analysis by region*

Rift Valley



Yes 75.5%
No 24.5%

Western



Yes 54.5%
No 45.5%

Nyanza



Yes 66.3%
No 33.7%

Nairobi



Yes 50.0%
No 50.0%

Survey findings

Topics Which Women Are
Mainly Covered In By
The Media

05.6_ topics which women are mainly covered in by the media

76

Which topics in your opinion are women *mainly covered in by the media*?

05.6_ topics which women are mainly covered in by the media

77

“...skewed and male dominated topics include politics, religion, sports where as women are mostly covered in beauty and fashion, and crime especially if its viral and several activists are reacting ...”

TV PRODUCER

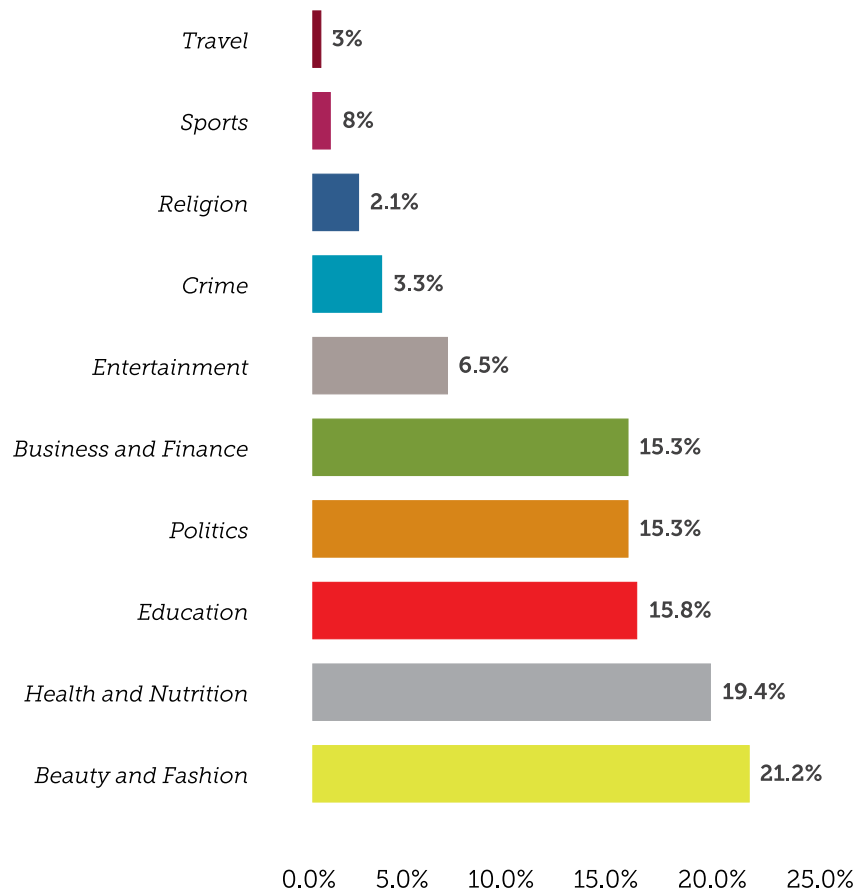
05.6_ topics which women are mainly covered in by the media

78

“...health, nutrition, entertainment, beauty and business, if I was to select one out of the four then I would pick business ...”

NEWS EDITOR

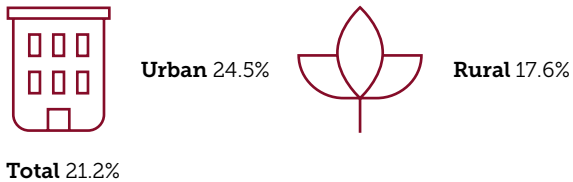
05.6_ topics which women are mainly covered in by the media



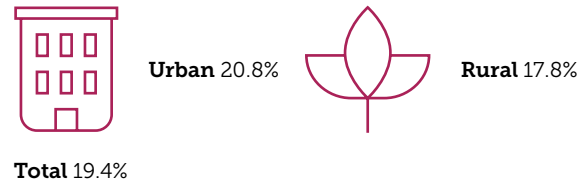
21.2% of the surveyed respondents opined that women are mainly covered in Beauty and Fashion by the media

05.6.1_ topics which women are mainly covered in by the media *analysis by location*

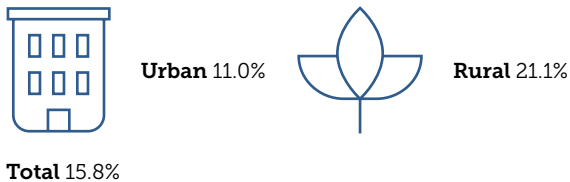
beauty and fashion



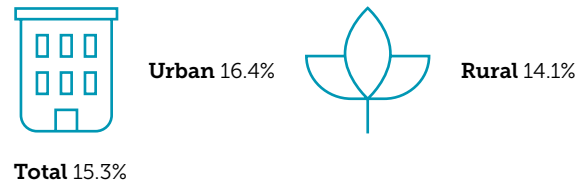
health and nutrition



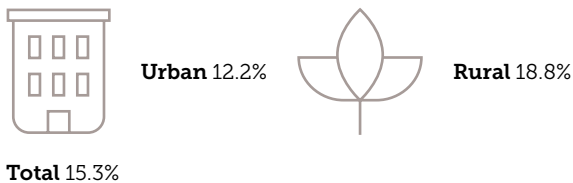
education



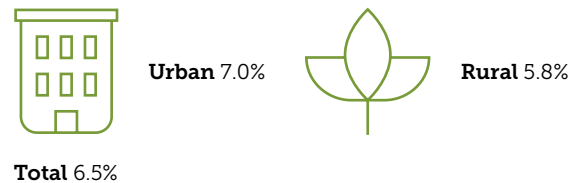
politics



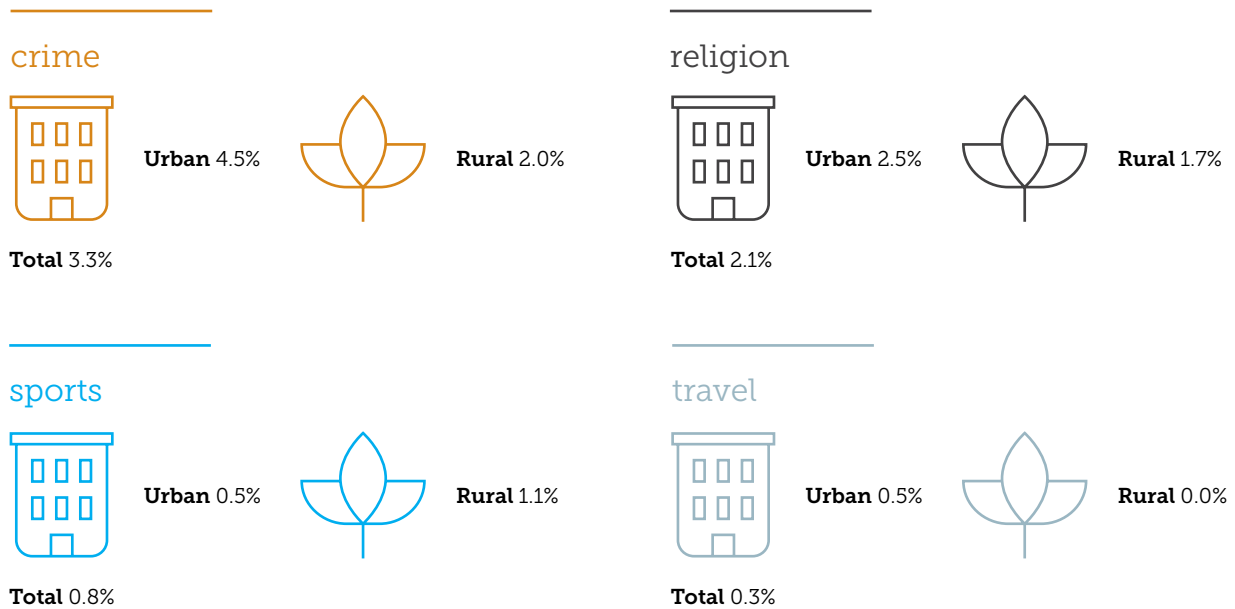
business and finance



entertainment

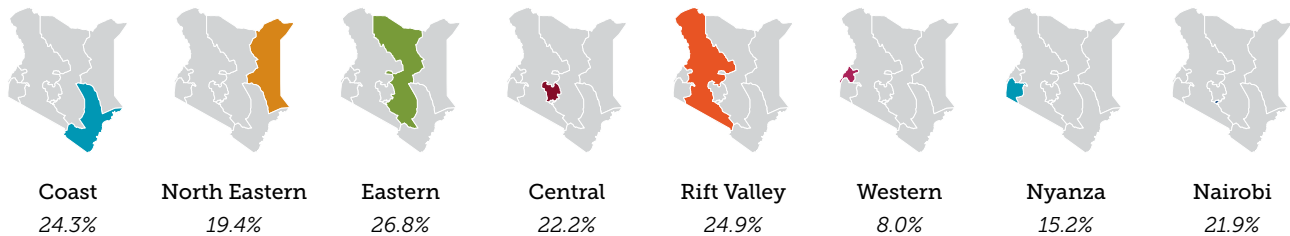


05.6.1_ topics which women are mainly covered in by the media *analysis by location*

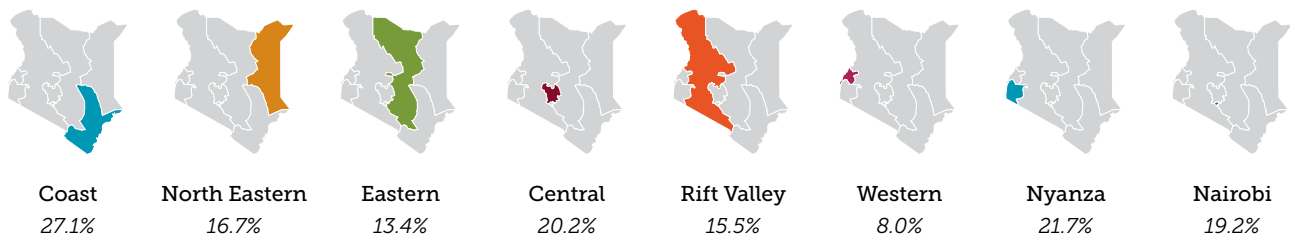


05.6.2_ topics which women are mainly covered in by the media *analysis by region*

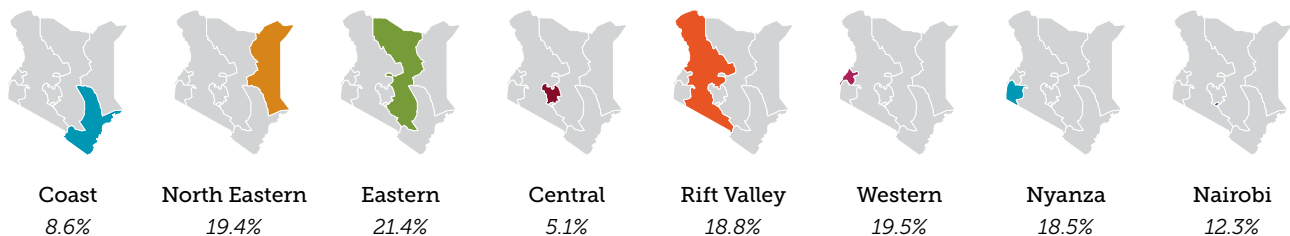
beauty and fashion



health and nutrition

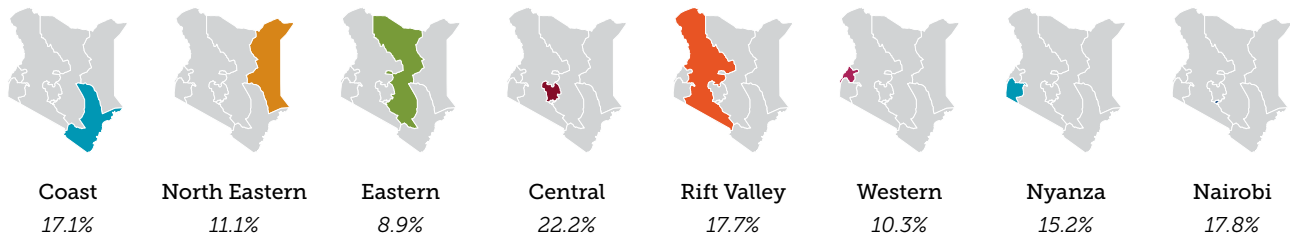


education

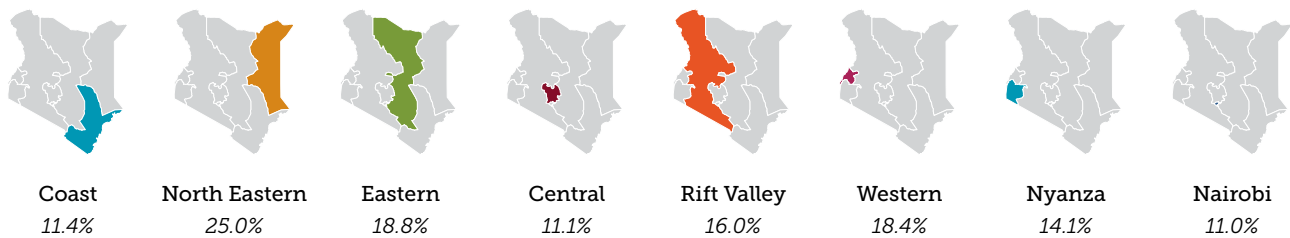


05.6.2_ topics which women are mainly covered in by the media *analysis by region*

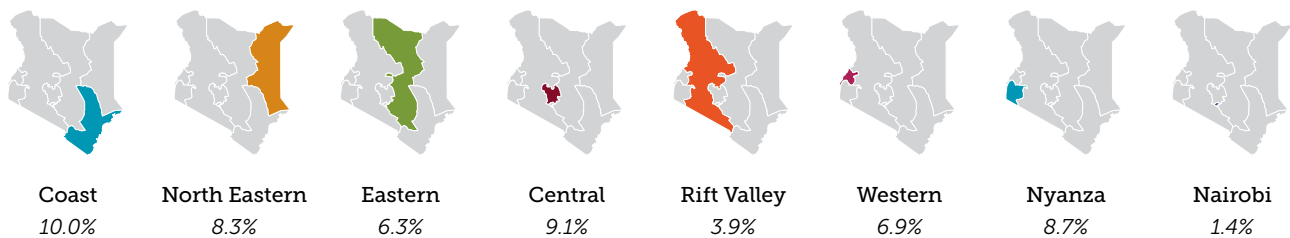
politics



business and finance

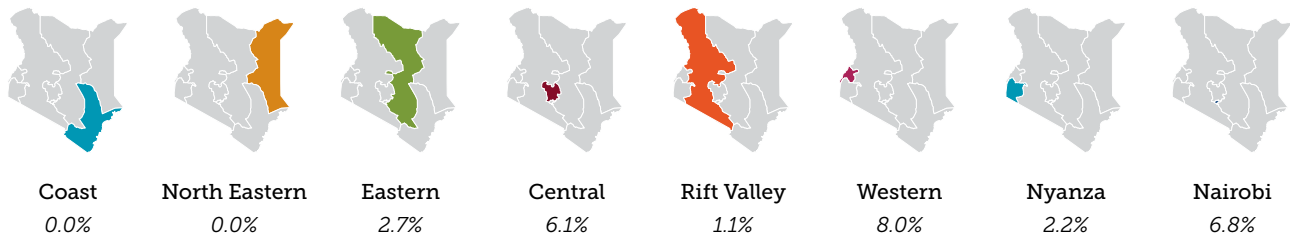


entertainment

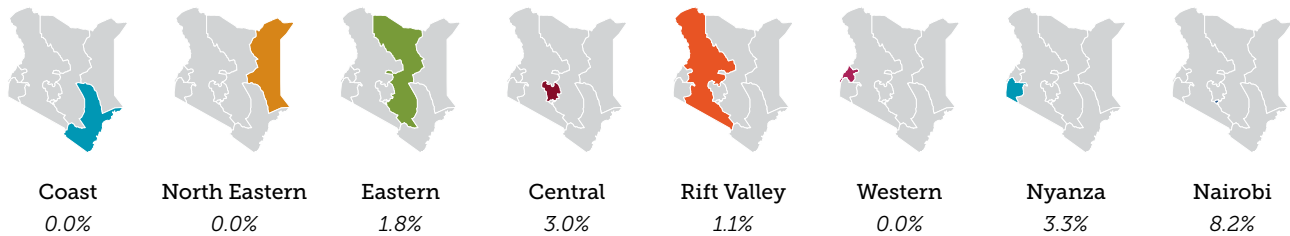


05.6.2_ topics which women are mainly covered in by the media *analysis by region*

crime



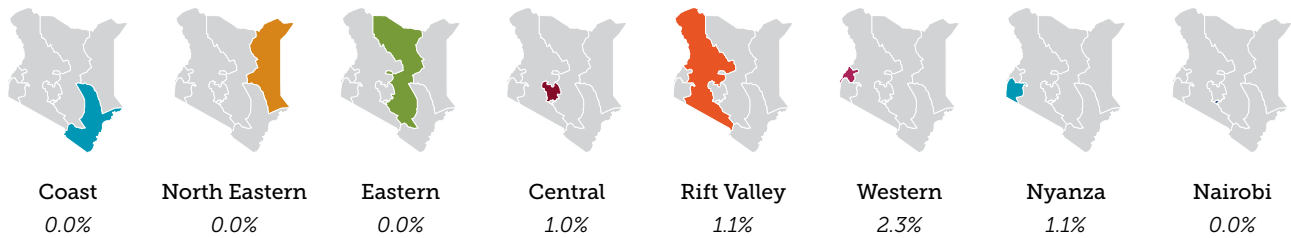
religion



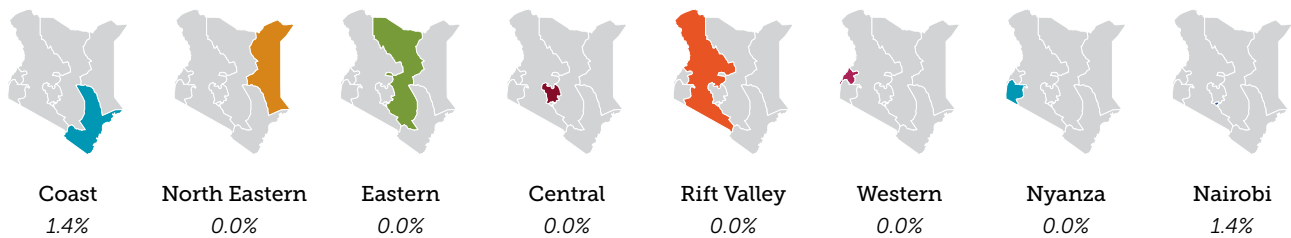
05.6.2_ topics which women are mainly covered in by the media *analysis by region*

85

sports



travel



Survey findings

Media platforms that
provide the most
coverage on women
and women issues

05.7_ media platforms that provide the most coverage on women and women issues

87

Which media platform in your opinion provides *the most coverage on women and women's issues?*

05.7_ media platforms that provide the most coverage on women and women issues

88

“...if we talk about being misogynistic, the most woman hating media platform is radio. Social media is the most pro feminist... We have very strong feminists on Facebook and Twitter just as we have very strong misogynists. Print has stronger female coverage than television from what I see...”

NEWS EDITOR

05.7_ media platforms that provide the most coverage on women and women issues

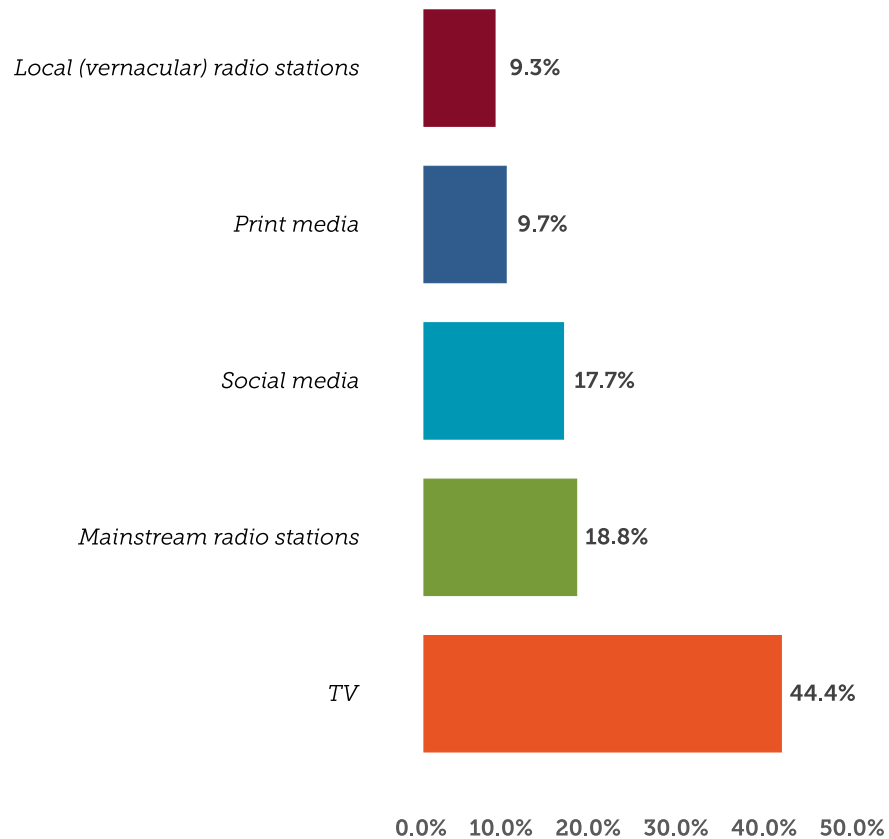
89

“...television by virtue of news, it shows what women are doing; radio is the most skewed because of the nature of the presenters and even the kind of stories they put across. For digital media with access to You Tube you can access what women do; for print media women are mostly found in magazines like true love...”

TV EDITOR

05.7_ media platforms that provide the most coverage on women and women issues

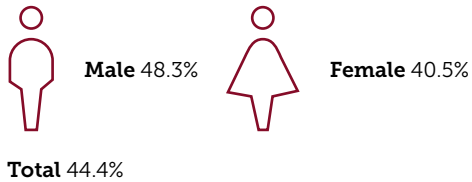
90



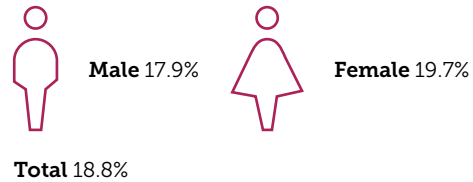
44.4% of the surveyed respondents opined that TV provides most coverage on women and women's issues.

05.7.1_ media platforms that provide the most coverage on women and women issues *analysis by gender*

TV



mainstream radio stations



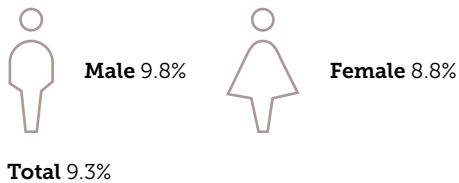
social media



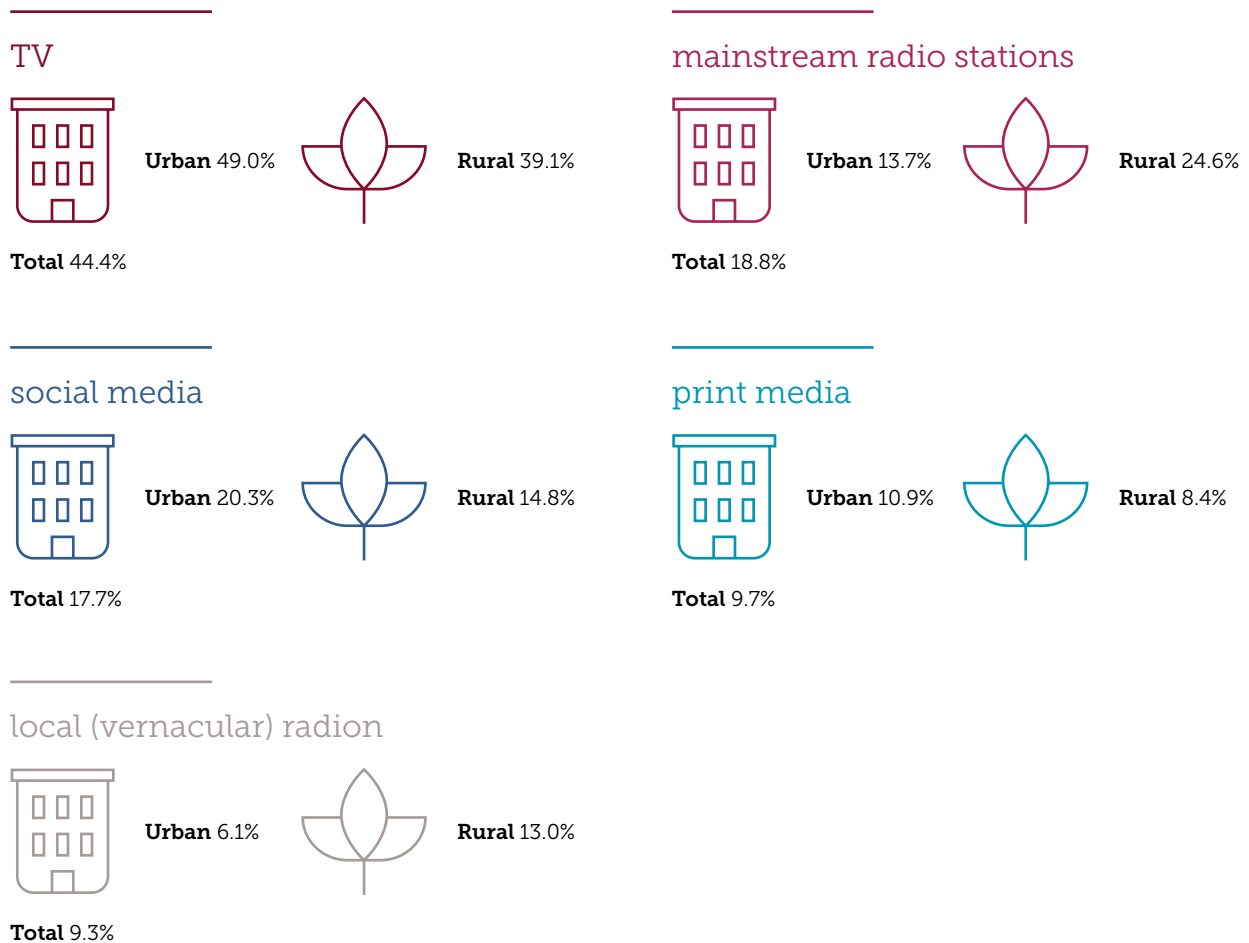
print media



local (vernacular) radion

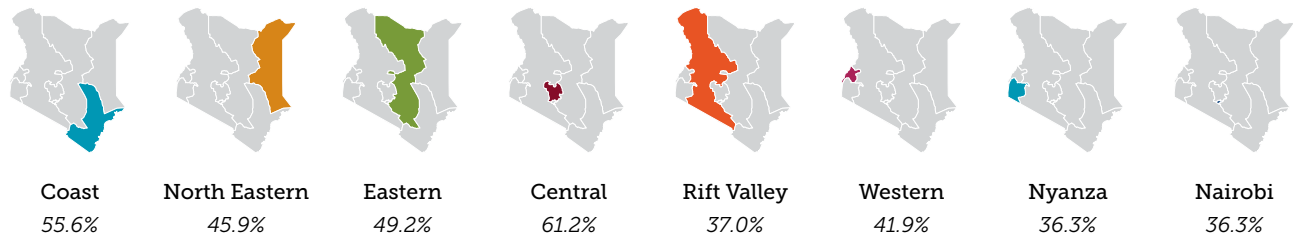


05.7.2_ media platforms that provide the most coverage on women and women issues *analysis by location*

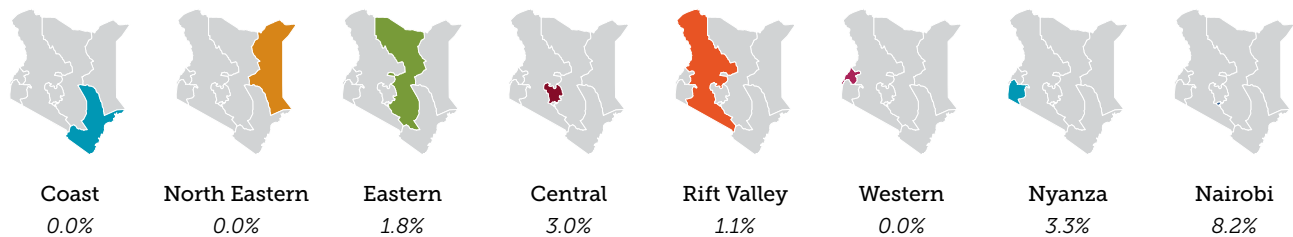


05.7.3_ media platforms that provide the most coverage on women and women issues *analysis by region*

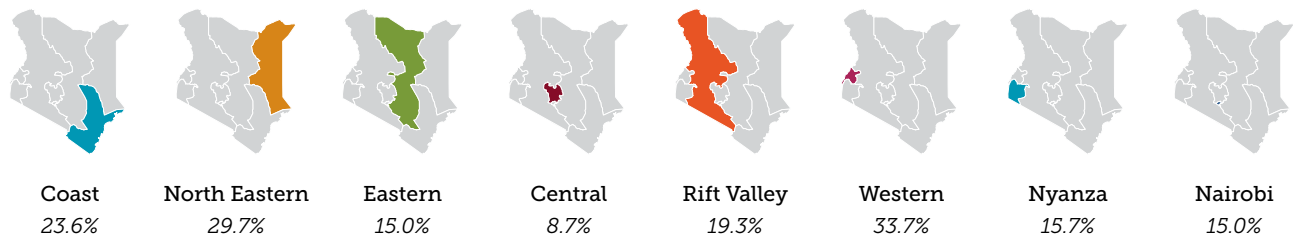
TV



mainstream radio stations

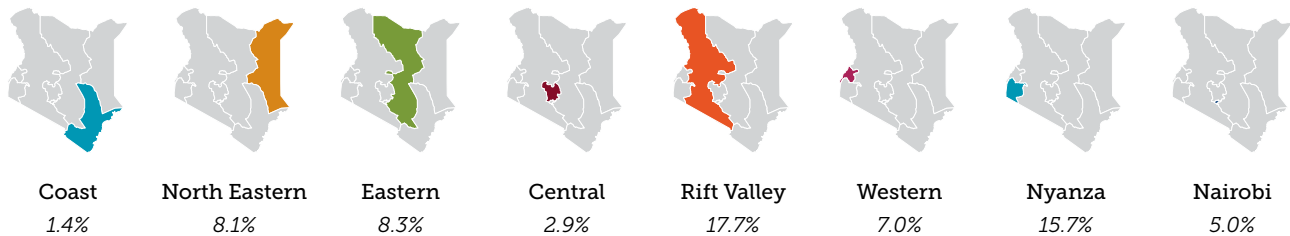


social media

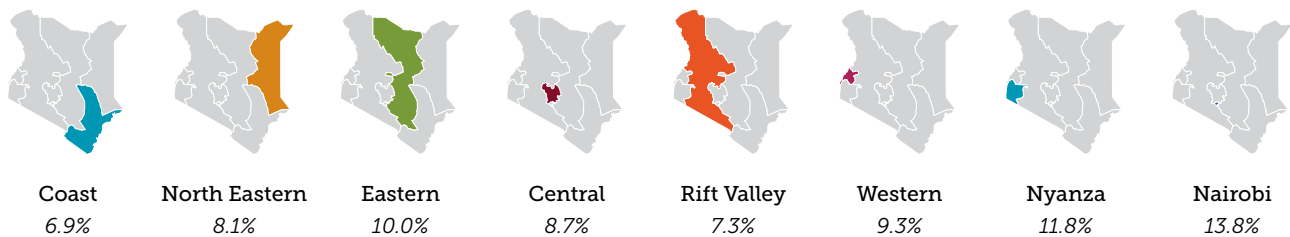


05.7.3_ media platforms that provide the most coverage on women and women issues *analysis by region*

print media



local (vernacular) radion



Survey findings

Slant Of News Presented
On Women And Women's
Issues

05.8_ slant of news presented about women and women's issues

96

Is the news presented about women and women's issues *positive or negative in your opinion?*

05.8_ slant of news presented about women and women's issues

97

“... I think it depends very much on the issue being talked about ...”

NEWS EDITOR

05.8_ slant of news presented about women and women's issues

98

“... It's positive. The problem is in the way it's presented; like women presenters are a distraction through the way they dress; there is sexualisation of the news. It's like a beauty or dressing competition...”

TV PRODUCER

05.8_ slant of news presented about women and women's issues

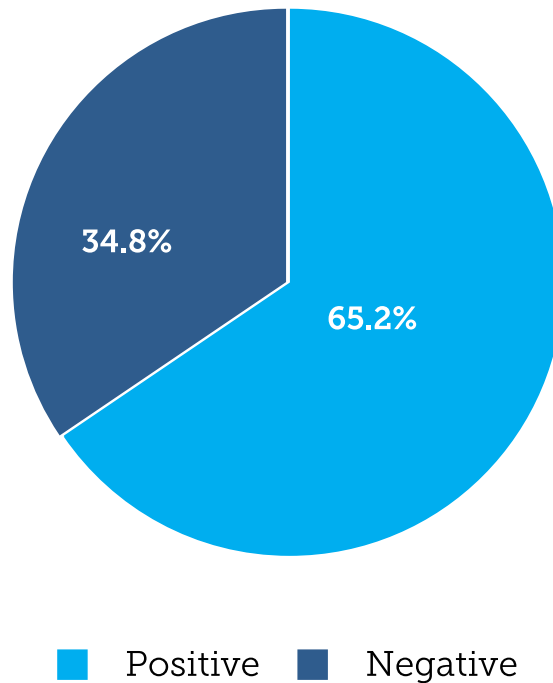
99

“... I see a lot of positive...mostly stories of women's struggle... How they triumph, how they grow from it. Those are the kind of stories I see and for me that is positive ...”

FEMALE SPORTS PERSONALITY

05.8_ slant of news presented about women and women's issues

100



65.2% of the surveyed respondents opined that that the news presented about women and women's issues is positive compared to **34.8%** of those interviewed who were of a contrary opinion.

05.8.1_ slant of news presented about women and women's issues *analysis by gender*



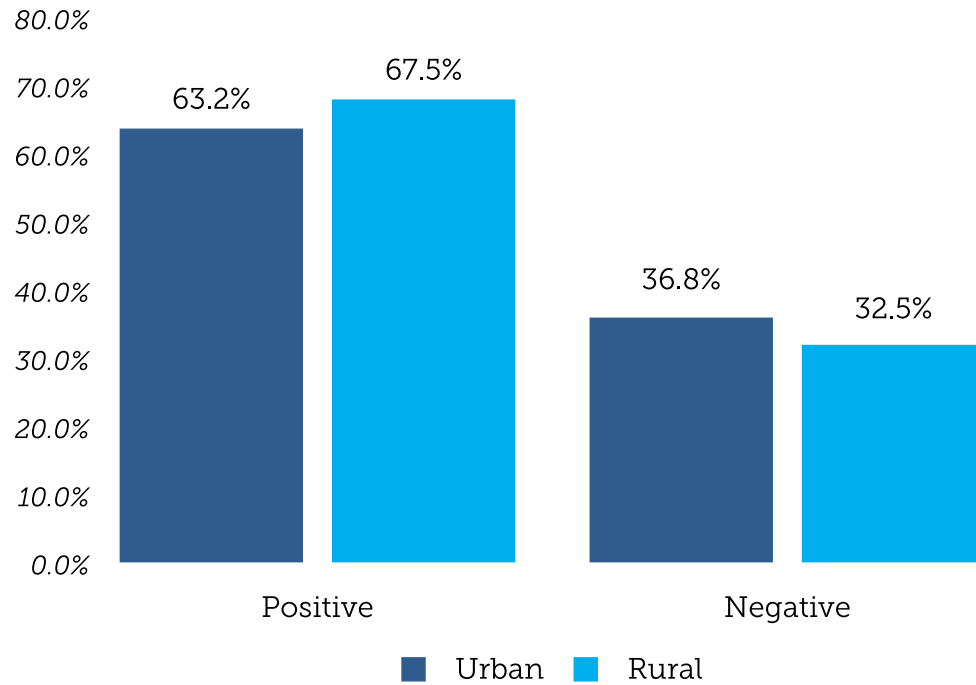
05.8.1_ slant of news presented about women and women's issues *analysis by gender*

102

70.1% of the surveyed male respondents indicated that the news presented about women and women's issues is positive compared to **60.4%** of the surveyed female respondents who were of the same opinion. On the other hand **39.6%** of the surveyed female respondents indicated that they did not believe that the news presented about women and women's issues is positive compared to **29.9%** of the surveyed male respondents who were of the same opinion.

05.8.2_ slant of news presented about women and women's issues *analysis by location*

103



05.8.2_ slant of news presented about women and women's issues *analysis by location*

104

67.5% of the surveyed respondents who identified themselves as rural residents indicated that the news presented about women and women's issues is positive compared to **63.2%** of the surveyed respondents who identified themselves as urban residents and were of the same opinion. On the other hand **36.8%** of the surveyed respondents who identified themselves as urban residents indicated that they did not believe that the news presented about women and women's issues is positive compared to **32.5%** of the surveyed respondents who identified themselves as rural residents and were of the same opinion.

05.8.3_ slant of news presented about women and women's issues *analysis by region*

Coast



Yes 64.3%
No 35.7%

North Eastern



Yes 78.9%
No 21.1%

Eastern



Yes 68.4%
No 31.6%

Central



Yes 63.3%
No 36.7%

05.8.3_ slant of news presented about women and women's issues *analysis by region*

Rift Valley



Yes 63.7%
No 36.7%

Western



Yes 72.2%
No 27.8%

Nyanza



Yes 67.3%
No 32.7%

Nairobi



Yes 51.3%
No 48.7%

Survey findings

Gender Of Media
Personalities Versus Stories
Touching on Women and
Women's Issues

05.9_ gender of media personalities versus stories touching on women and women's issues

108

Does the gender of people who work on different news stories (e.g. reporters, anchors, writers, editors etcetera) *affect or influence the way women are portrayed in the Kenyan media?*

05.9_ gender of media personalities versus stories touching on women and women's issues

109

"...it does, if you have a man covering women issues in this country where a lot of men are not educated about women's equality, women's rights then we have misogynistic overtones coming in; see it in the headlines, choice of stories like now women being assaulted in matatus, before it was my dress my choice the incident that led to that campaign was tapped very deep into news bit stages instead of being a big issue and it took women in newsrooms to make the male editors see it was huge and that changed the narrative because when a woman was drugged and raped in a matatu it was huge. It was given the prominence it deserves by the male editors. So yes gender plays a role..."

NEWS EDITOR

05.9_ gender of media personalities versus stories
touching on women and women's issues

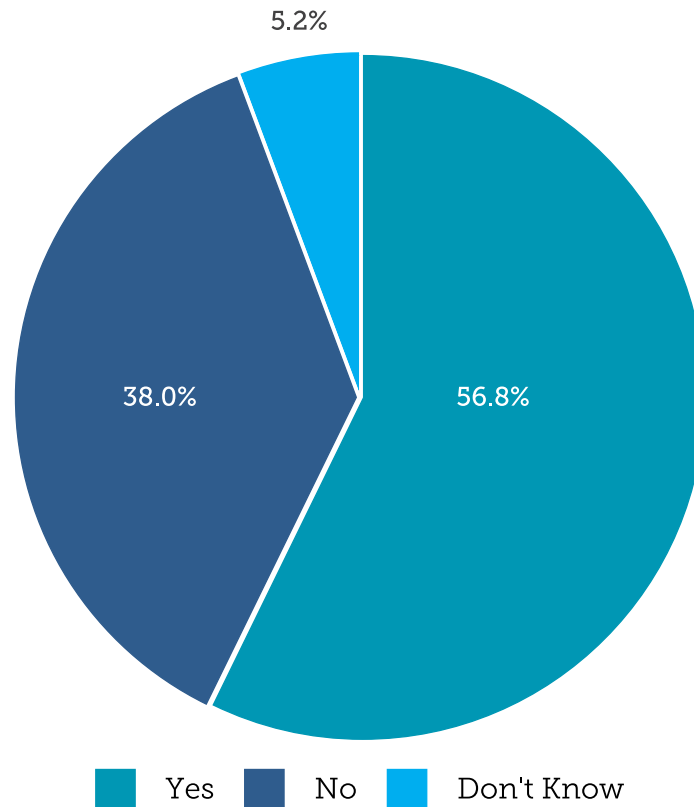
110

“...not at all; because you find men who are great at women issues like health and lifestyle just like you find a woman who is a great editor at men's issues like sports. It is more to do with what's news worthy.....”

TV PRODUCER

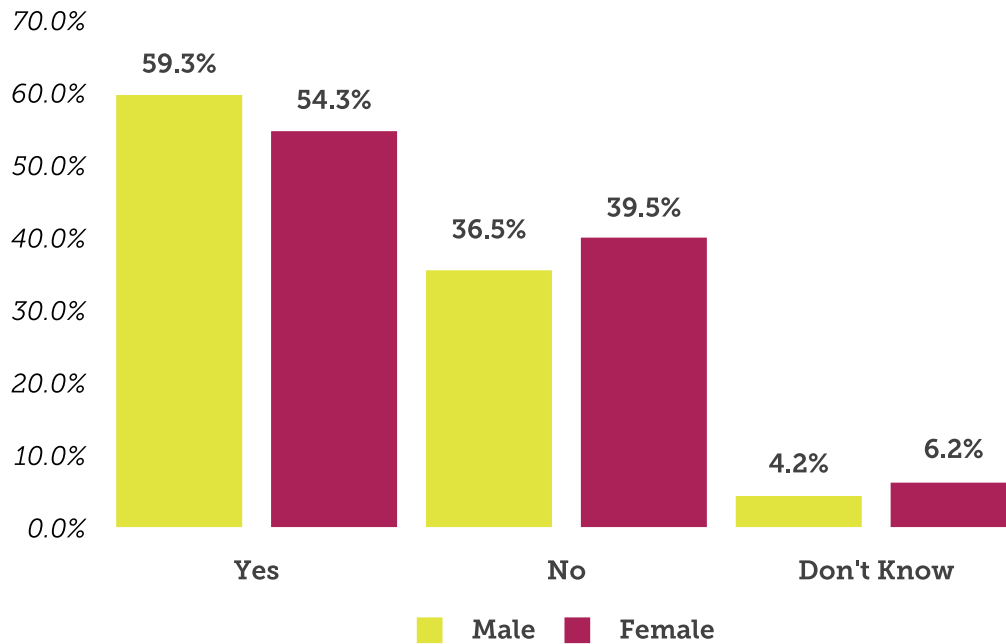
05.9_ gender of media personalities versus stories touching on women and women's issues

111



56.8% of those interviewed stated that the gender of people who work on different news stories does indeed affect or influence the way women are portrayed in the Kenyan media compared to **38.0%** of the surveyed respondents who were of a contrary opinion.

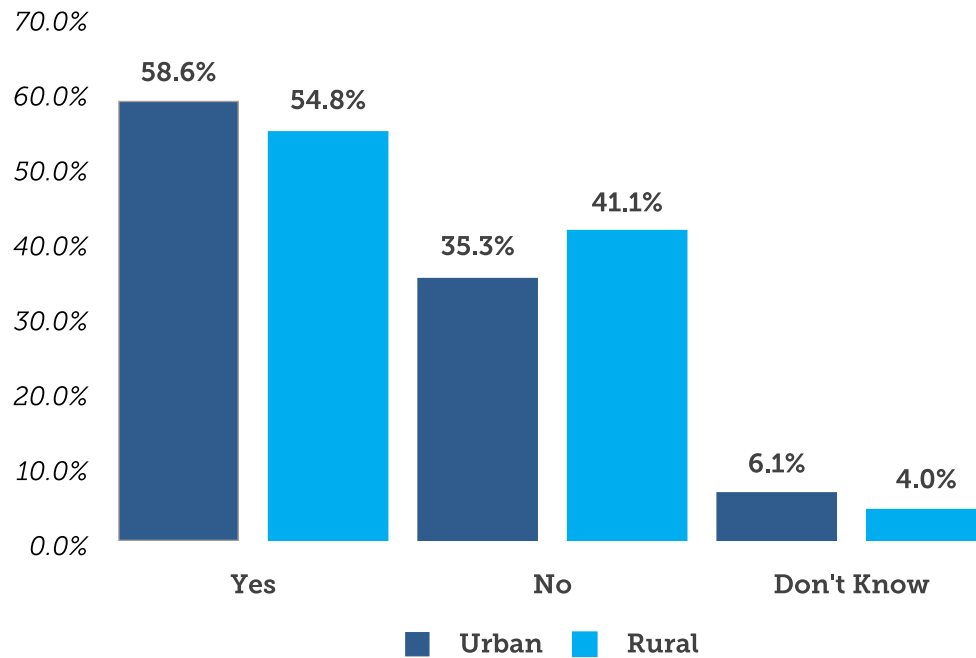
05.9.1_ gender of media personalities versus stories touching on women and women's issues *analysis by gender*



05.9.1_ gender of media personalities versus stories touching on women and women's issues *analysis by gender*

59.3% of the surveyed male respondents stated that the gender of the people who work on different news stories affects or influences the way women are portrayed in the Kenyan media compared to **54.3%** of the surveyed female respondents who were of the same opinion. On the other hand **39.5%** of the surveyed female respondents indicated that they did not believe that the gender of the people who work on different news stories affects or influences the way women are portrayed in the Kenyan media compared to **36.5%** of the surveyed male respondents who were of the same opinion.

05.9.2_ gender of media personalities versus stories touching on women and women's issues *analysis by location*



05.9.2_ gender of media personalities versus stories touching on women and women's issues *analysis by location*

58.6% of the surveyed respondents who identified themselves as rural residents indicated that the gender of the people who work on different news stories affects or influences the way women are portrayed in the Kenyan media compared to **54.8%** of the surveyed respondents who identified themselves as urban residents and were of the same opinion. On the other hand **41.1%** of the surveyed respondents who identified themselves as rural residents indicated that they did not believe that the gender of the people who work on different news stories affects or influences the way women are portrayed in the Kenyan media compared to **35.3%** of the surveyed respondents who identified themselves as urban residents and were of the same opinion.

05.9.3_ gender of media personalities versus stories touching on women and women's issues *analysis by region*

Coast



Yes 69.9%
No 23.3%
Don't know 6.8%

North Eastern



Yes 48.7%
No 24.1%
Don't know 10.3%

Eastern



Yes 55.8%
No 40.8%
Don't know 3.3%

Central



Yes 43.3%
No 45.2%
Don't know 11.5%

05.9.3_ gender of media personalities versus stories touching on women and women's issues *analysis by region*

Rift Valley



Yes 55.2
No 42.7%
Don't know 2.1%

Western



Yes 54.5%
No 38.6%
Don't know 6.8%

Nyanza



Yes 70.2%
No 27.9%
Don't know 1.9%

Nairobi



Yes 56.3%
No 37.5%
Don't know 6.3%

Survey findings

Yardsticks Against Which
Society Gauges Women
When They Are Covered By
Mainstream Media

05.10_ yardsticks against which society gauges women
when they are covered by mainstream media

119

In your opinion, how does
society gauge women *when they
are aired on mainstream media?*

05.10_ yardsticks against which society gauges women
when they are covered by mainstream media

120

“...Appearance is usually the first thing. We still live in a country where women are considered objects and not people, when a woman presents herself the first judgement is she is too old or too young, too light skinned or too dark skinned for example Esther Passaris has been in court with Equity Bank for a long time and it doesn't matter all things she did with Adopt a Light because when you look at her all you see is a lady who exploited her good looks to get to where she is, that's the common media narrative; look at Gladys Boss Sholei when she was kicked out of the Judiciary everybody was like “she is a hot mama”. There was Miss Langata Prison and everyone said she is sexy because she is light skinned...”

NEWS EDITOR

05.10_ yardsticks against which society gauges women
when they are covered by mainstream media

121

“... I think education is one of the strongest, professional
accomplishments, appearance is always in there.”

FEMALE SPORTS PERSONALITY

05.10_ yardsticks against which society gauges women
when they are covered by mainstream media

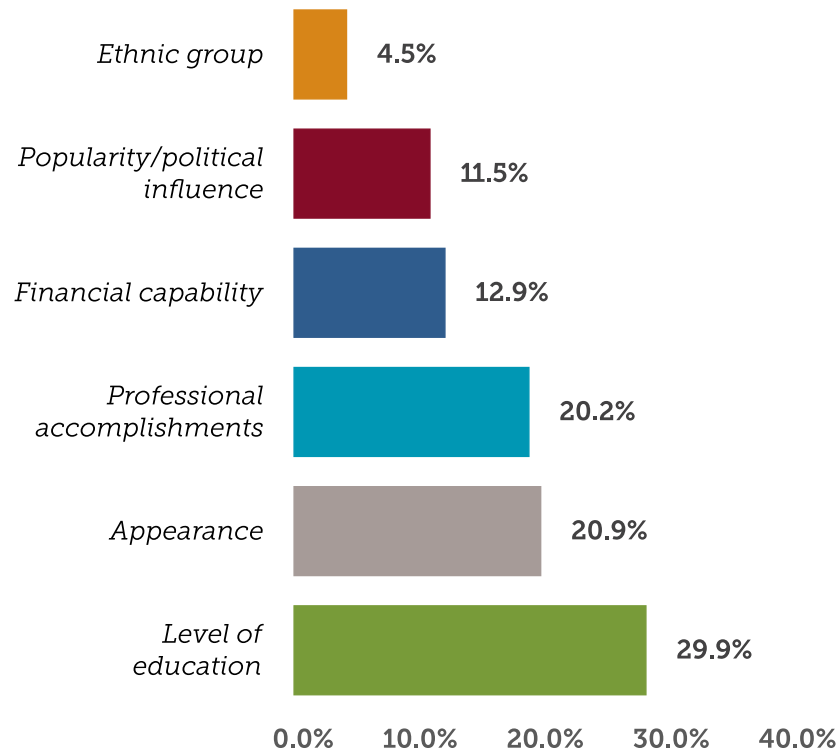
122

“...most is on professional accomplishment, appearance and marital status. When you are a woman in the media and you are divorced you are written off even if what you put across is newsworthy...”

TV PRODUCER

05.10_ yardsticks against which society gauges women when they are covered by mainstream media

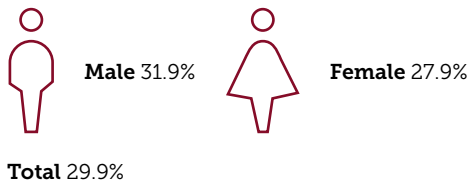
123



29.9% of the surveyed respondents opined that Level of Education is the yardstick most used when society gauges women when they are aired on mainstream media.

05.10.1_ yardsticks against which society gauges women when they are covered by mainstream media *analysis by gender*

level of education



appearance



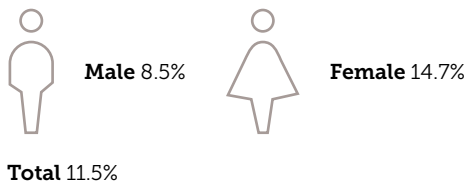
professional accomplishments



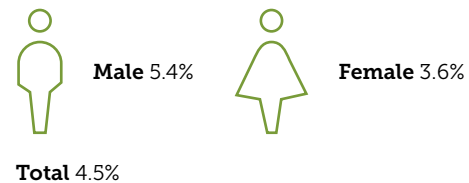
financial capability



Popularity/political influence

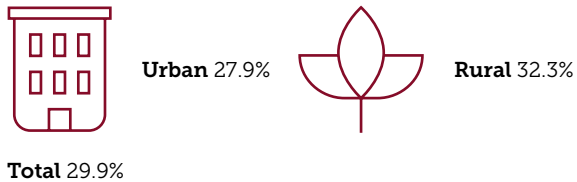


Ethnic group

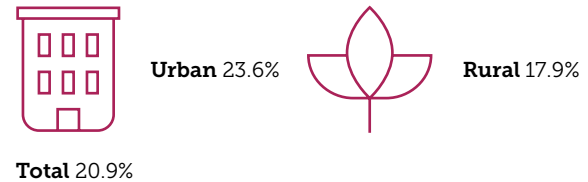


05.10.2_ yardsticks against which society gauges women when they are covered by mainstream media *analysis by location*

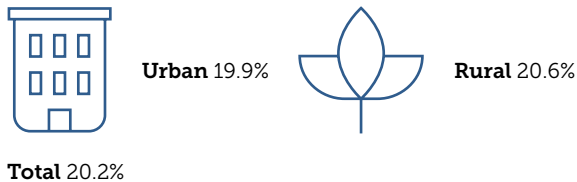
level of education



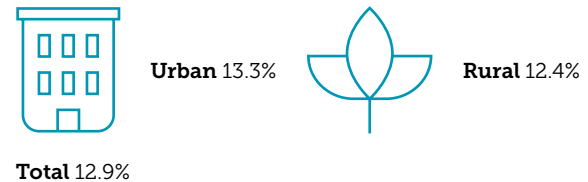
appearance



professional accomplishments



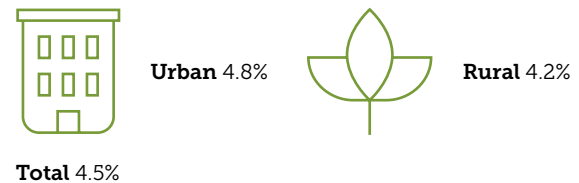
financial capability



Popularity/political influence

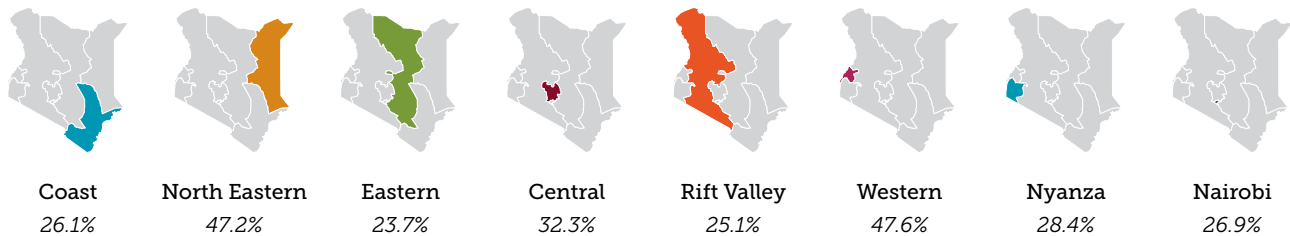


Ethnic group

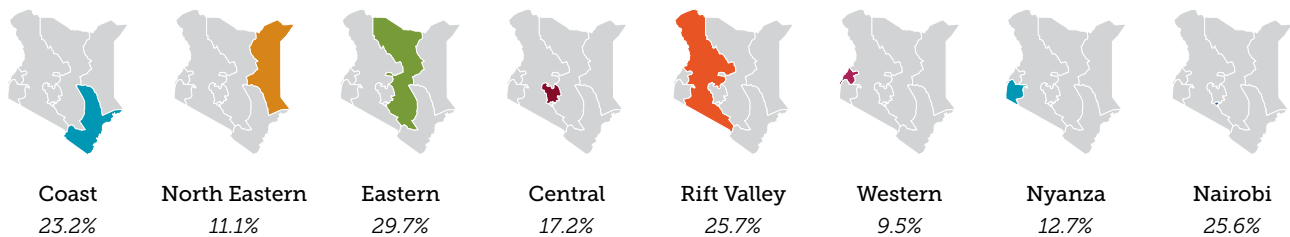


05.10.3_ yardsticks against which society gauges women when they are covered by mainstream media *analysis by region*

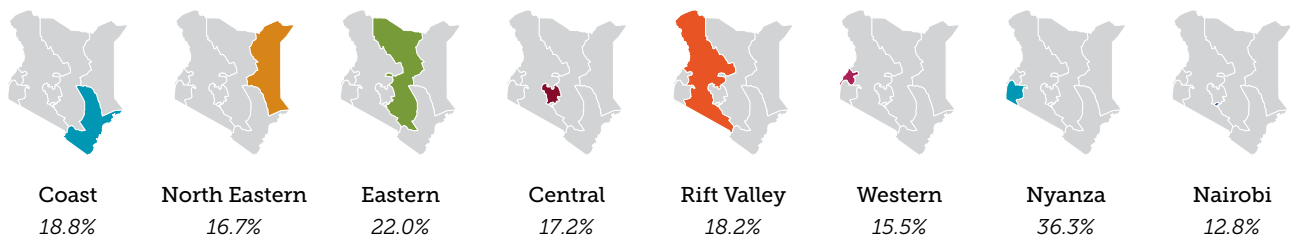
level of education



appearance



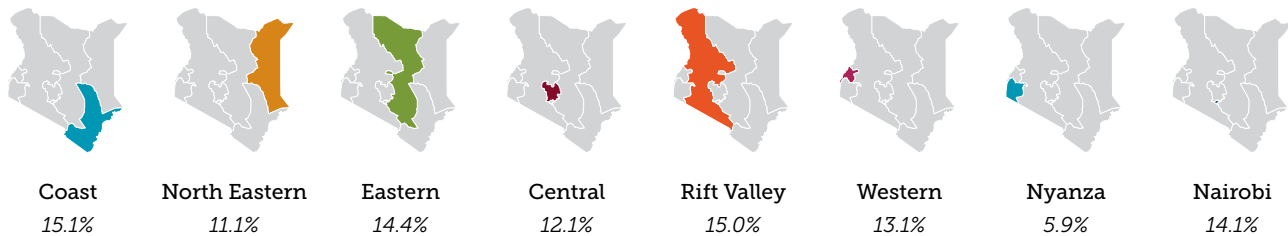
professional accomplishments



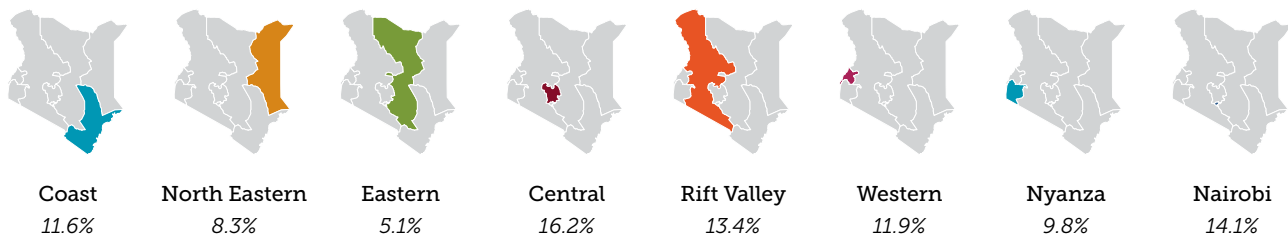
05.10.3_ yardsticks against which society gauges women when they are covered by mainstream media *analysis by region*

127

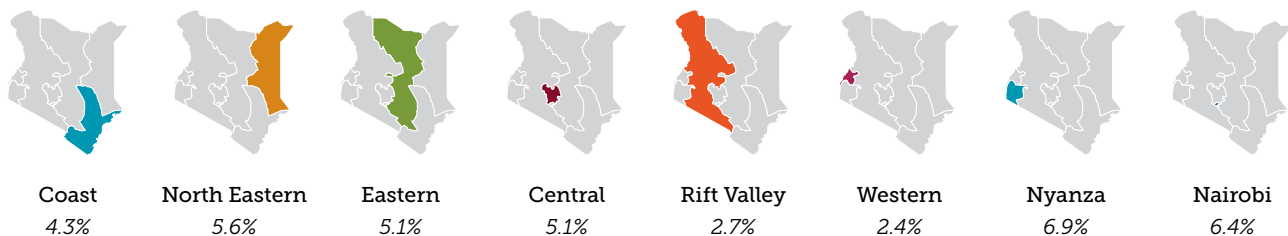
financial capability



popularity / political influence



ethnic group



Survey findings

Suggested Policy Changes
To Ensure More Positive
Coverage Of Women By The
Mainstream Media

05.11_ suggested policy changes to ensure more positive coverage of women by the mainstream media

129

In your opinion, what should the media and policy makers do *to enhance balanced media coverage on men and women's issues?*

05.11_ suggested policy changes to ensure more positive coverage of women by the mainstream media

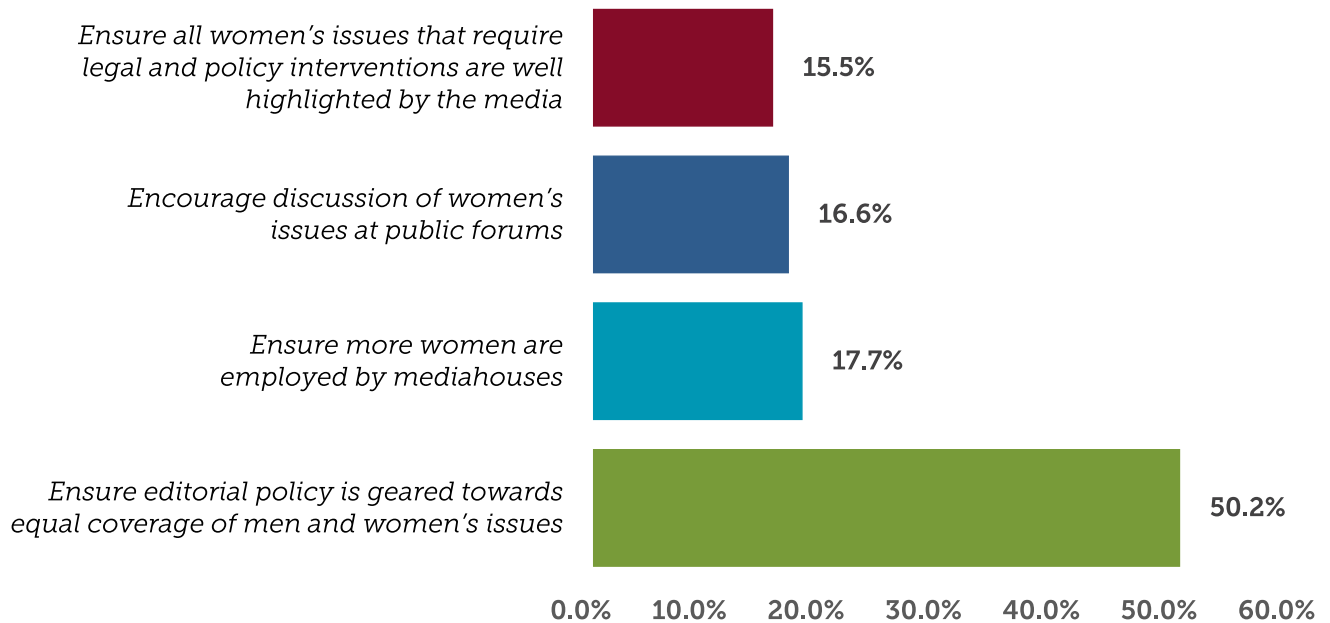
130

“...I think what we need are interventions and ongoing education. The media right now is very top heavy with male influence; people who run various media platforms are generally men. We need policies in place to ensure many women have more top positions, sort of like affirmative action. But beyond that we need to stop having forums where women meet and whine about what is not favoring us and how unhappy we are about not getting promotions. If we invite men as stakeholders they will also participate and they will understand. By education I mean we need to open men’s mind, all these managing editors, CEO, the chairmen of these media houses are all men, sit them down so that they understand why this is necessary...”

NEWS EDITOR

05.11_ suggested policy changes to ensure more positive coverage of women by the mainstream media

131



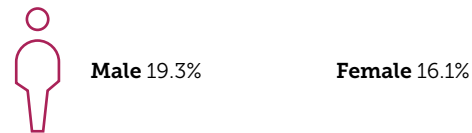
05.11.1_ suggested policy changes to ensure more positive coverage of women by the mainstream media *analysis by gender*

ensure editorial policy is geared towards equal coverage of men and women's issues



Total 50.2%

ensure more women are employed by media houses



Total 17.7%

encourage discussion of women's issues at public forums



Total 16.6%

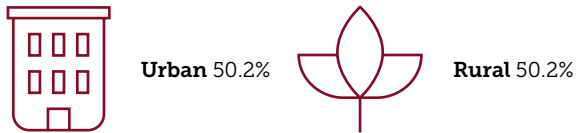
ensure all women's issues that require legal and policy interventions are well highlighted by the media



Total 15.5%

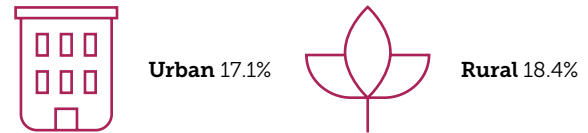
05.11.2_ suggested policy changes to ensure more positive coverage of women by the mainstream media *analysis by location*

ensure editorial policy is geared towards equal coverage of men and women's issues



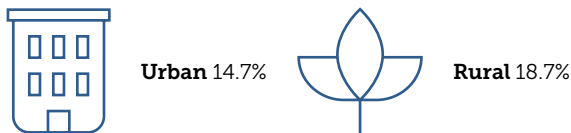
Total 50.2%

ensure more women are employed by media houses



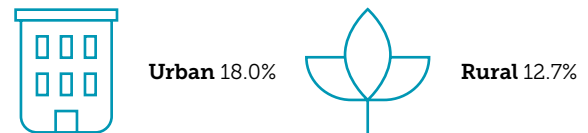
Total 17.7%

encourage discussion of women's issues at public forums



Total 16.6%

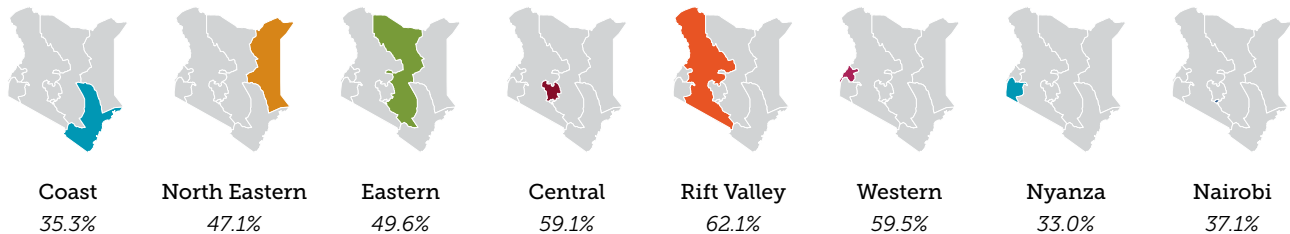
ensure all women's issues that require legal and policy interventions are well highlighted by the media



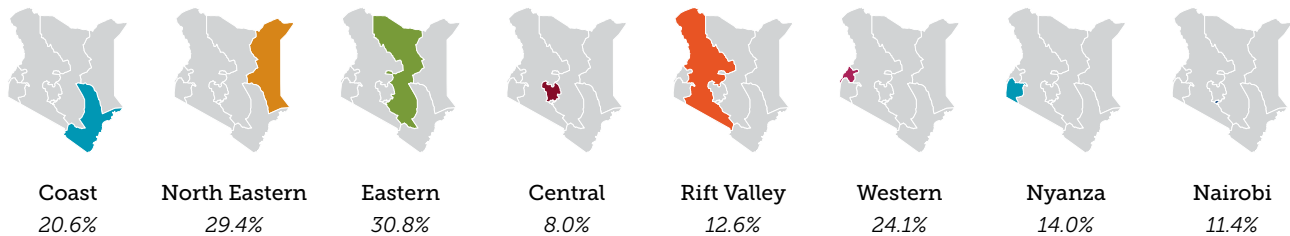
Total 15.5%

05.11.3_ suggested policy changes to ensure more positive coverage of women by the mainstream media *analysis by region*

ensure editorial policy is geared towards equal coverage of men and women's issues

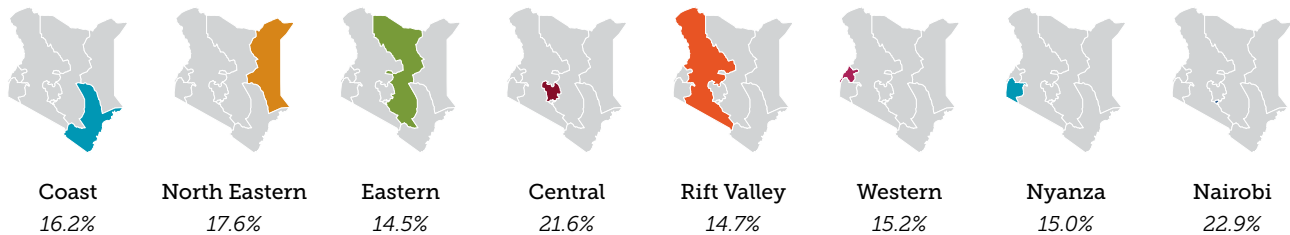


ensure more women are employed by media houses

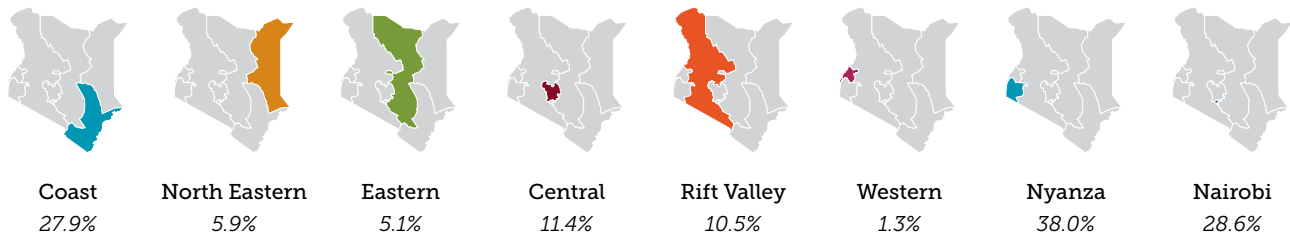


05.11.3_ suggested policy changes to ensure more positive coverage of women by the mainstream media *analysis by region*

encourage discussion of women's issues at public forums



ensure all women's issues that require legal and policy interventions are well highlighted by the media



Survey findings

Issues That Affect Women
and Those Which The Media
Should Focus On

05.12_ issues that affect women and those which the media should focus on

137

Which ONE issue affecting women *would you advise the media to focus on?*

05.12_ issues that affect women and those which the media should focus on

138

“...I would advise the media to focus on helping more women get elected to leadership positions ...”

NEWS EDITOR

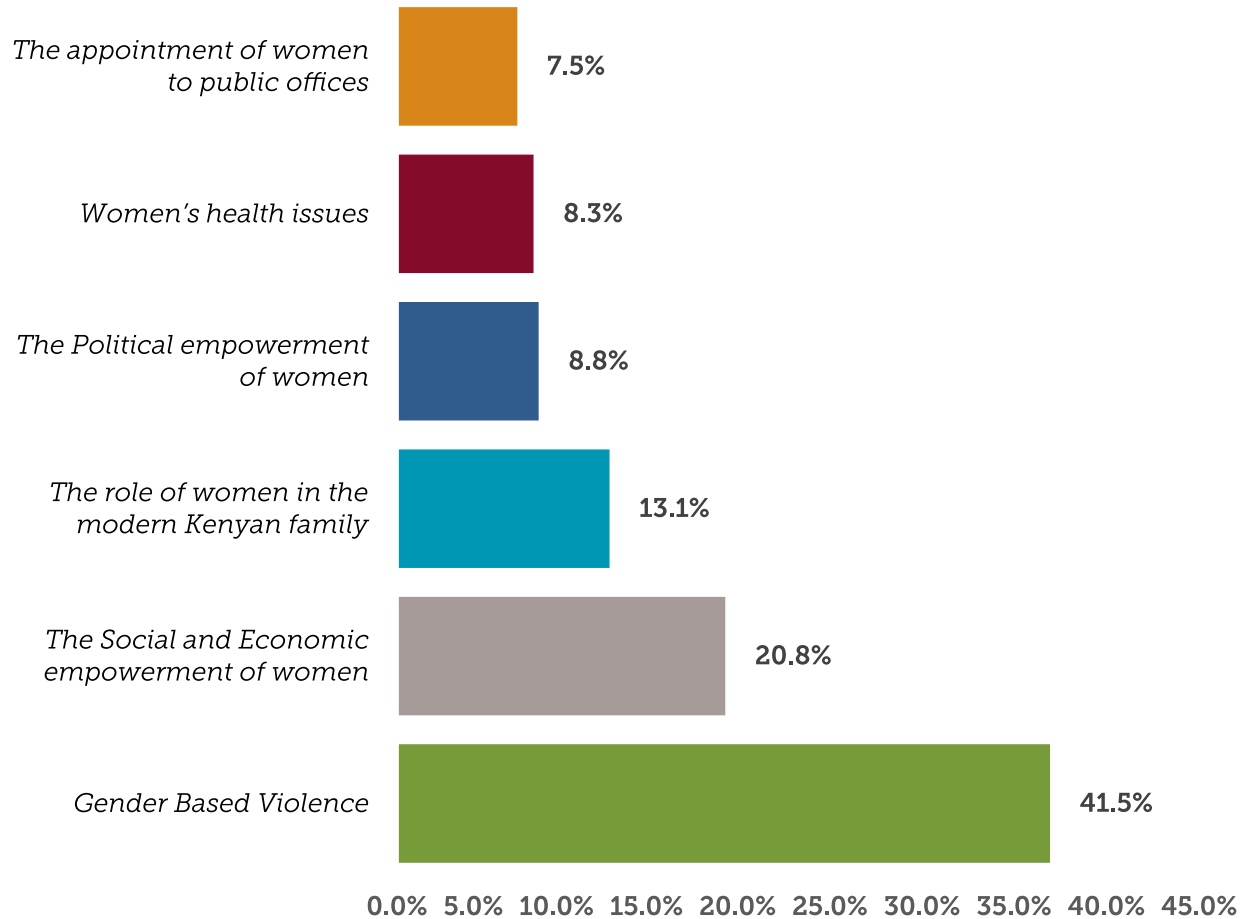
05.12_ issues that affect women and those which the media should focus on

139

“...equality in everything like resources, job opportunities...”

FEMALE SPORTS PERSONALITY

05.12_ issues that affect women and those which the media should focus on

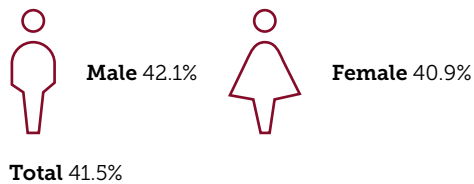


41.5% of those interviewed stated that the media should focus on Gender Based Violence as an issue affecting women

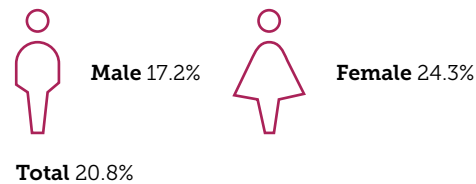
05.12.1_ issues that affect women and those which the media should focus on *analysis by gender*

141

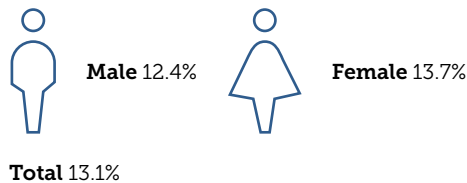
gender based violence



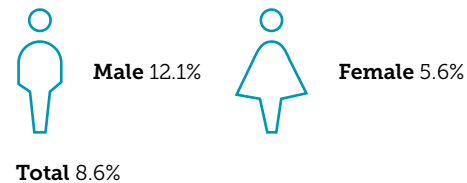
the social and economical empowerment of women



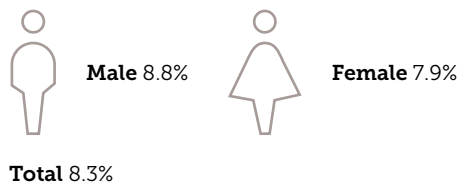
the role of women in the modern Kenyan family



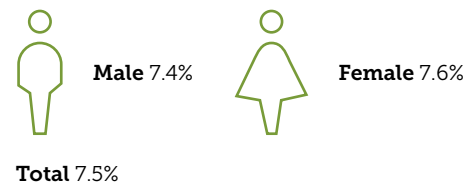
the Political empowerment of women



Women's health issues

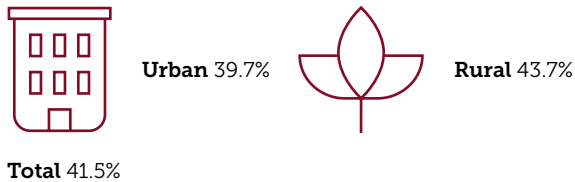


the appointment of women to public offices

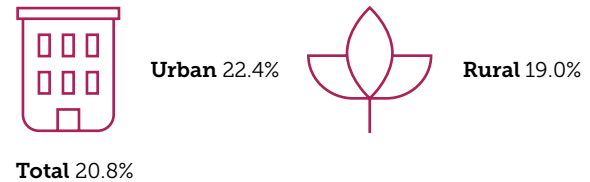


05.12.2_ issues that affect women and those which the media should focus on *analysis by location*

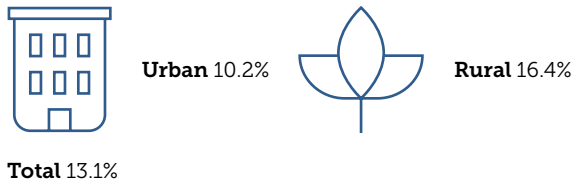
gender based violence



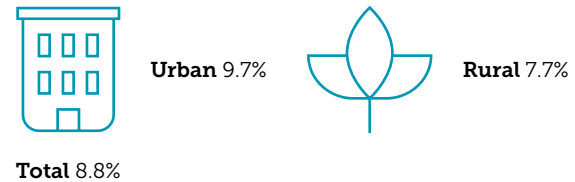
the social and economical empowerment of women



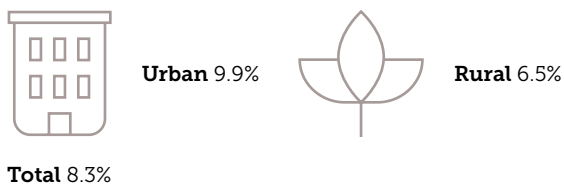
the role of women in the modern Kenyan family



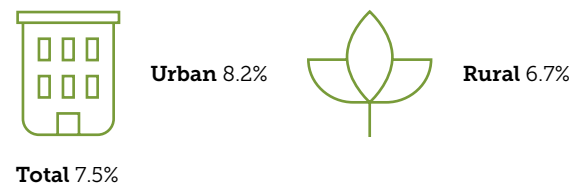
the Political empowerment of women



Women's health issues



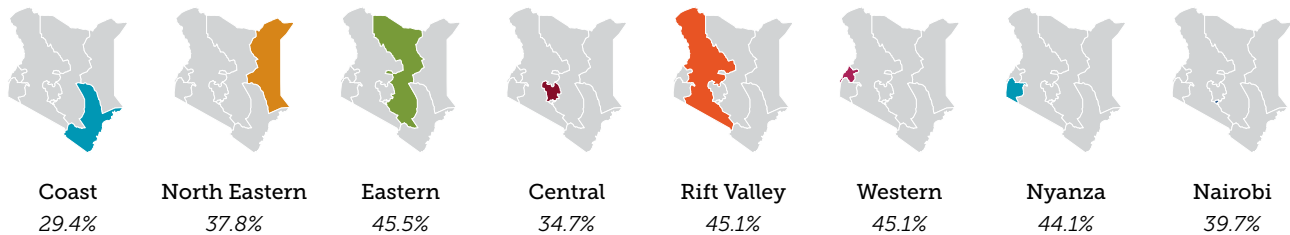
the appointment of women to public offices



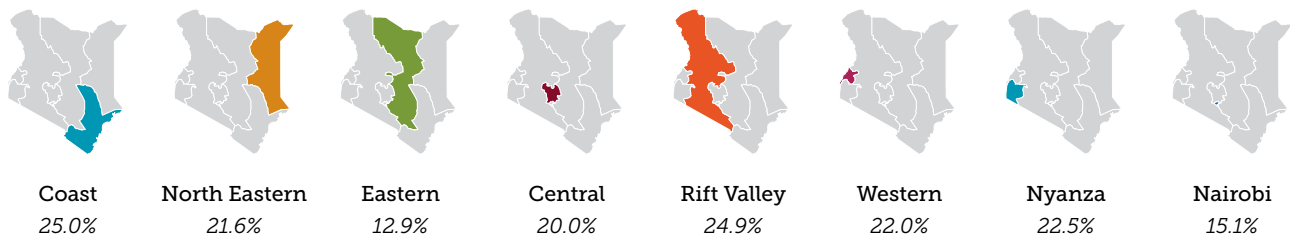
05.12.3_ issues that affect women and those which the media should focus on *analysis by region*

143

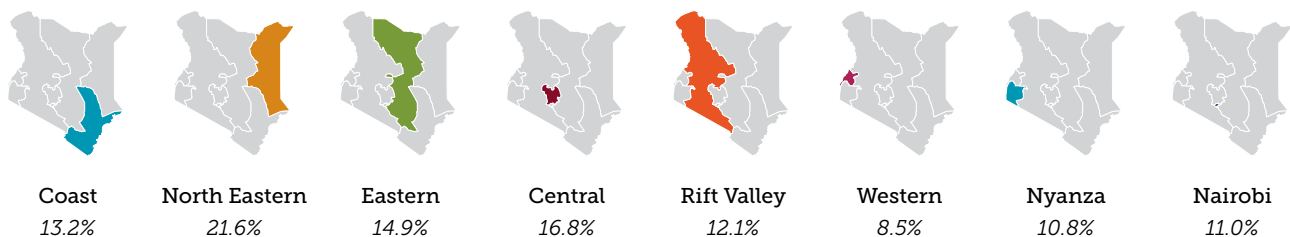
gender based violence



the social and economical empowerment of women



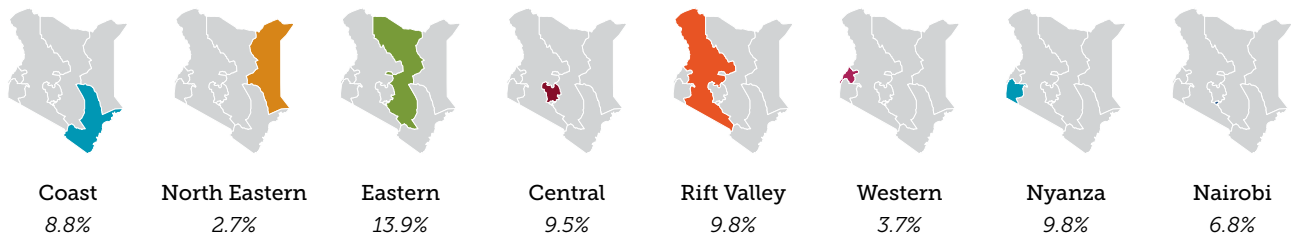
the role of women in the modern Kenyan family



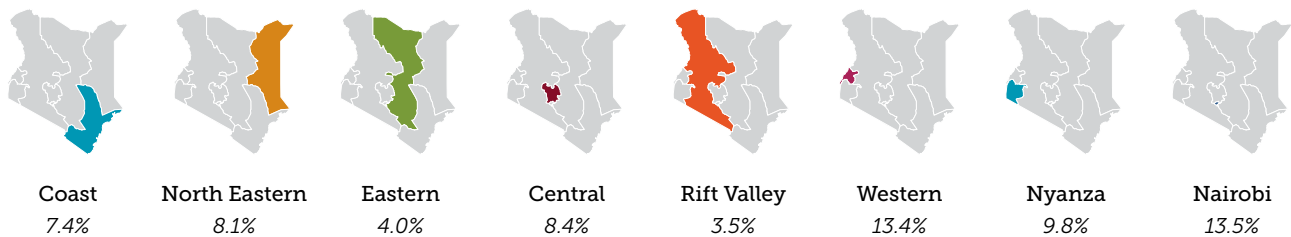
05.12.3_ issues that affect women and those which the media should focus on *analysis by region*

144

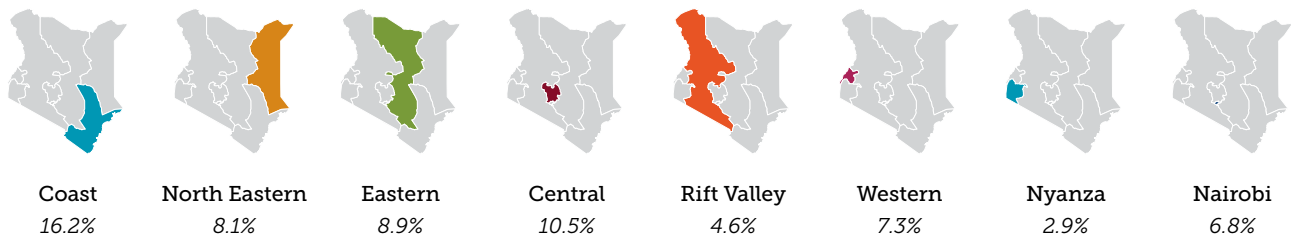
the Political empowerment of women



Women's health issues



the appointment of women to public offices



Conclusions



06_ conclusions

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- 1.** Women in the Kenyan media are generally depicted as people who are fighting for their space in society as well as victims of differing social, cultural, economic and political circumstances.
- 2.** Women are generally gauged on their professional accomplishments and appearance when they are aired on mainstream media;
- 3.** It was noted during the survey that topics such as politics, religion, sports are skewed in favour of men who receive the lion's share of coverage whereas women are mostly covered in beauty and fashion and crime;
- 4.** Radio and TV provide the largest coverage of women and their issues while social media regarded as the most pro feminist media platform.
- 5.** The coverage of women in the Kenya media is generally positive.



Recommendations



07_ recommendations

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- 1.** The narrative that depicts women as victims (a position that is also perpetuated surprisingly by media professionals) should be challenged. The successes of women should be highlighted and celebrated more as well as the enormous and positive impact their activities in diverse spheres such as business, education entertainment et cetera are having on society. This can be achieved through continuously educating and training media professionals on how to properly cover and report on women's issues.
- 2.** Established media houses should implement deliberate editorial policies that seek to cover women and women's issues regularly, factually, and as much as possible positively. The coverage should also not be limited to thematic areas traditionally associated with women such as beauty and fashion and nutrition.
- 3.** There is need to effectively lobby media houses to ensure that they embrace inclusivity not just in their editorial policy but also in their staffing.

07_ recommendations

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4. Their needs to be gender sensitization and capacity building for editors and sub - editors to improve the quality of reporting on women's issues.

5. At the most basic level, there should be an element of gender sensitization with respect to curriculum development to ensure that it is embedded in the psyche of pupils/students in their formative years.

6. There should be a follow up to this study to track the development of media reporting on women and their issues as well as the public's perception on the same.



Challenges



08_ challenges

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1. During the course of the survey securing key informant interviews with female politicians and senior public officers was particularly difficult due to their reluctance or outright refusal to participate.
2. It was also noted during the survey that a number of media houses do not have representatives who can speak effectively and convincingly to women's issues from an informed point of view.



Demographics



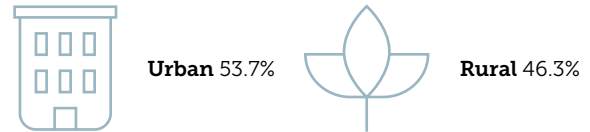
09_ demographics

153

gender based violence



location



level of education



marital status



09_ demographics

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religion



Catholic 24.9% **Protestant** 66.9% **Widowed** 2.2%

employment status



Formally employed 22.4% **Casually employed** 13.6% **Self employed** 43.2% **Unemployed** 20.3%
Refused to answer 0.5%



Annexes



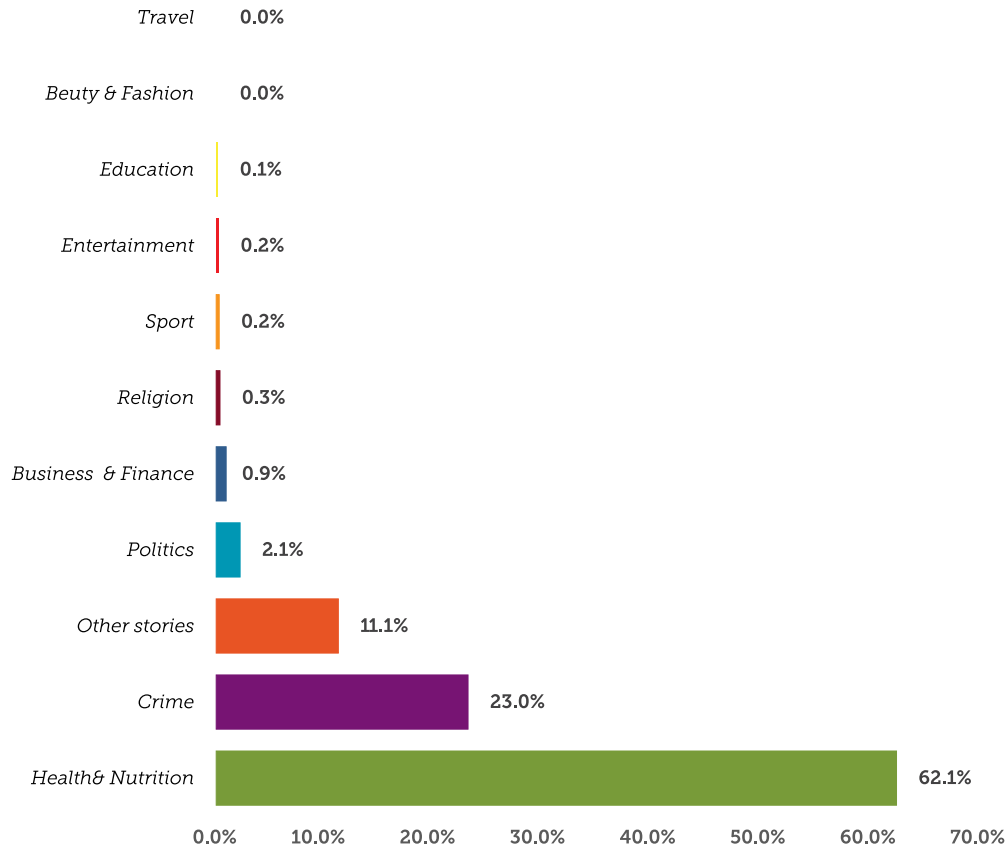
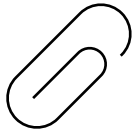
Annex 1	156
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Annex 2	161
.....	

Annexes

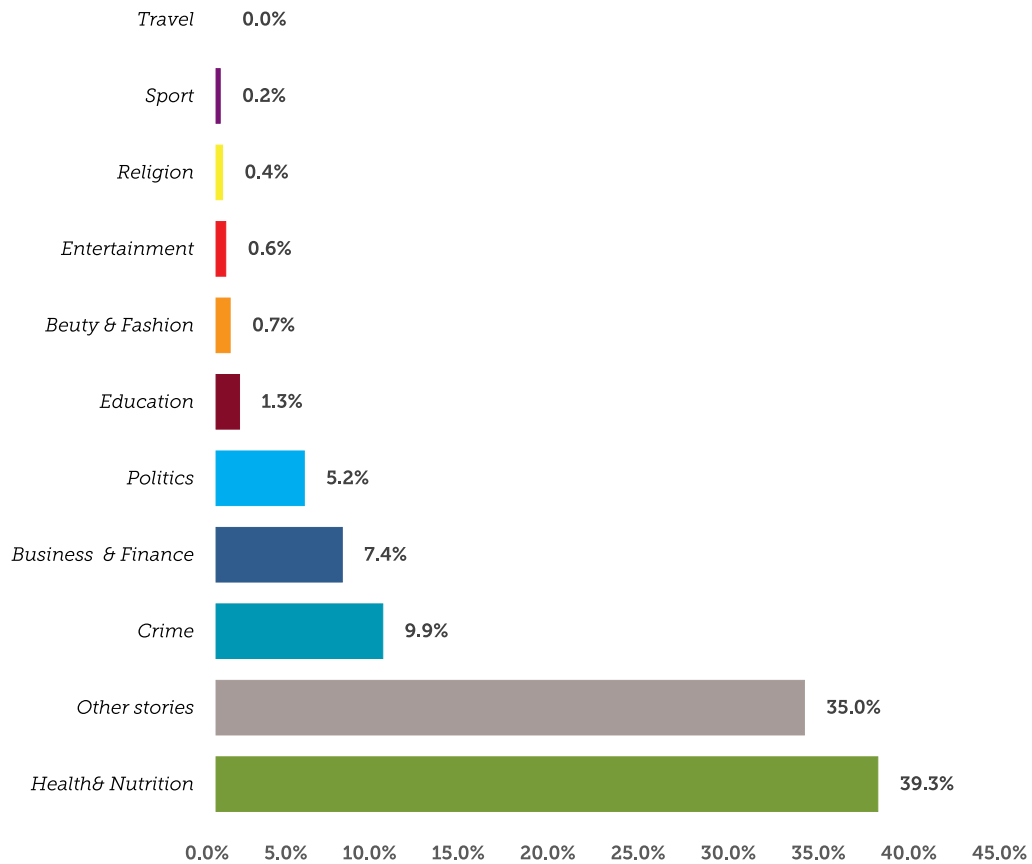
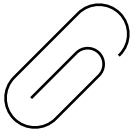
annex 1

Media Monitoring of New
Stories About Women
2015/2016

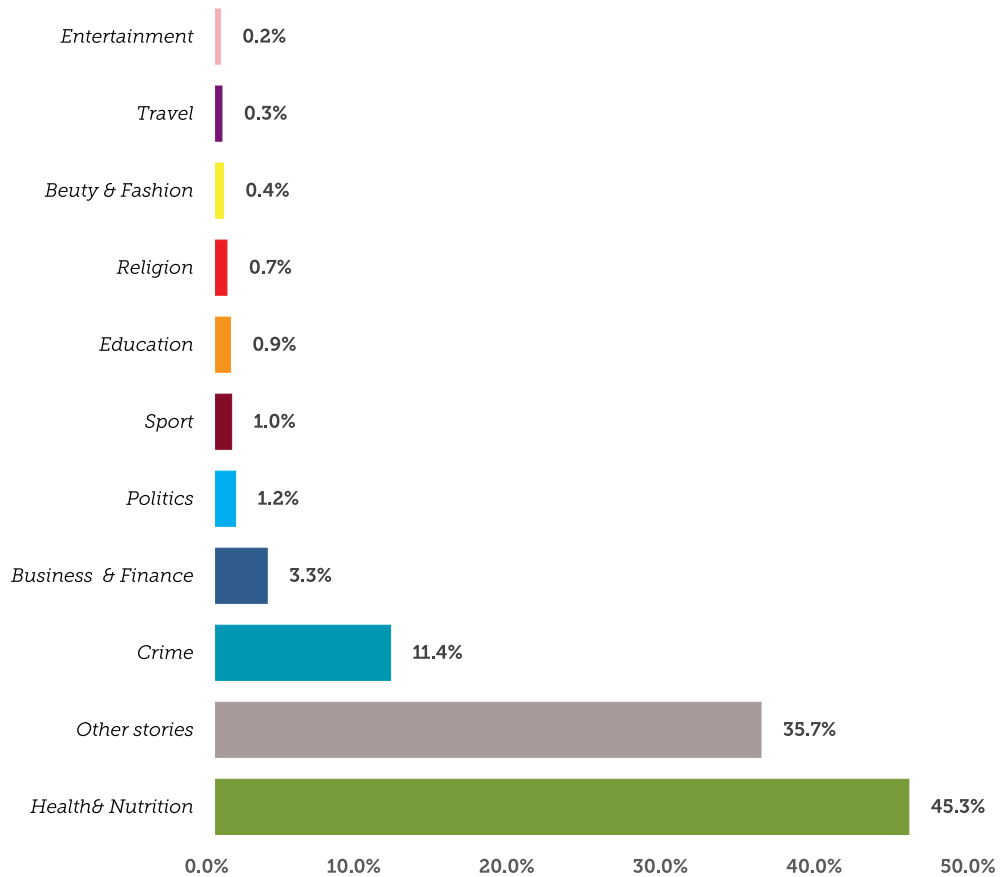
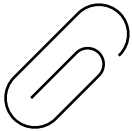
annex 01.1_ media monitoring of new stories about women 2015/2016 *television mentions*



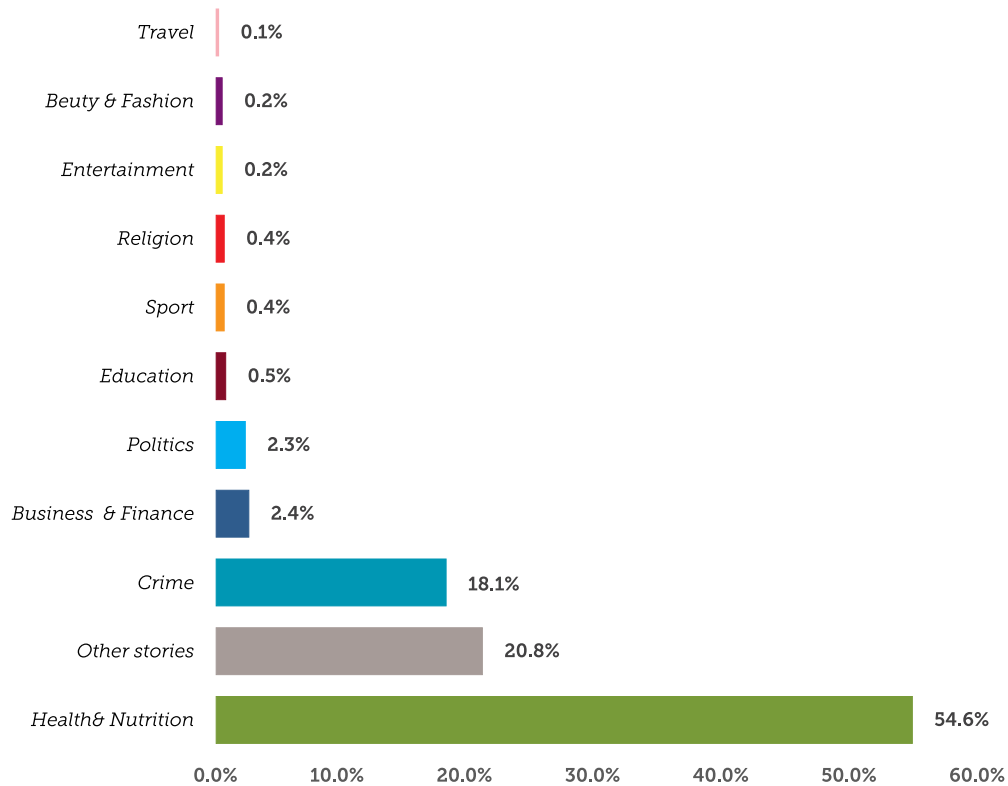
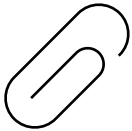
annex 01.1_ media monitoring of new stories about women 2015/2016 *television mentions*



annex 01.2_ media monitoring of new stories about women 2015/2016 *print mentions*



annex 01.3_ media monitoring of new stories about women 2015/2016 *overall mentions*



Annexes

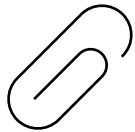
annex 2

Sample Kenyan News

Headlines Depicting Women

annex 02_ sample kenyan news headlines depicting women

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The image shows the front page of the Sunday Nation newspaper from October 30, 2016. The masthead includes the title 'SUNDAY NATION' with a globe icon, the date 'Sunday, October 30, 2016', and contact information like 'KSh40/100 (TSh1,700/100) US\$2,700/100 (Rf900/100)' and 'www.nation.co.ke'. There are also social media icons for Facebook, Twitter, and YouTube.

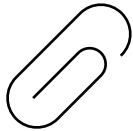
At the top left, there's a 'lifestyle' section with the headline 'Millions of fans but no friends' and a photo of a woman. At the top right, there's a 'Happy Diwali' message with the text 'The Management and staff of the Nation wish our Hindu brothers and sisters' and a photo of hands holding a Diya.

The main headline is 'Uhuru sister's firm listed in disadvantaged group' in large, bold black font. Below it is a sub-headline: 'Company that received Sh41 million from Afya House among those identified to benefit from special tenders reserved for the youth, women and disabled persons'. To the right of this headline is a large photograph of a woman, likely the Uhuru sister mentioned in the headline.

Below the main headline are several smaller headlines and portraits: 'Reaction: Directors of companies named in Sh5 billion ministry of Health scandal protest their innocence', 'Jubilee's strategy to counter Nasa', and 'Finally, Magufuli to visit Nairobi'. There are also several small portraits of men with their names and titles: Mr. Nicholas Mwangi, Mr. Richard Mwangi, Mr. Paul Mwangi, Mr. Richard Mwangi, Mr. Richard Mwangi, Mr. Richard Mwangi, Mr. Richard Mwangi, Mr. Richard Mwangi, Mr. Richard Mwangi, Mr. Richard Mwangi.

At the bottom right, there's a large photograph of a woman, likely the Uhuru sister mentioned in the main headline. Below it is a headline: 'Finally, Magufuli to visit Nairobi' and a sub-headline: 'Tanzanian President John Pombe Magufuli will visit Kenya in a two-day state visit to Kenya from tomorrow. The eagerly anticipated visit is a high-profile affair for the East African regional powers, with many eyes on the visit and eagerly as it seeks to reset relations with the neighbor. The agenda will be made available between the two neighbors'.

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PAPAL VISIT 3 DAYS TO GO

REPORT: Security agencies ignored intelligence on Garissa University attack, P.8


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THE STANDARD
 on Sunday *Kenya's Best Newspaper*


Waiguru bows out

- She says she regrets rot at ministry, calls for speedy probe
- Blames politicians with dubious character and litany of misconduct
- Says corruption allegations have taken a toll on her health


REACTIONS



This government is suffering from systemic corruption. Devolution ministry should be scrapped, it has become a bill collector.
- Kalonzo Musyoka



Waiguru has done what she should have done months ago. She is progressing after denouncing President Kenyatta and starting her agency.
- Michael Wanjungu



It is a relief for us MPs who have found ourselves in an awkward position while fighting graft through the National Assembly.
- Alfred Kaseba

STORIES ON PAGES 4, 5 & 6

Poor counties to lose billions in new revenue sharing formula

By ALPHONSE SHINDIRO

More than 90 per cent of the new revenue sharing formula for devolution is expected to be lost by the poorest counties in the country.

In the proposed formula, prepared by the Commission for Devolution and Governance in Devolutional Units (CDGU), the poorest counties will lose billions of shillings.

CDGU to the Senate Commission on Devolution, Governance and Budgets. The commission will now table the government's response to the House for adoption.


CDGU chair Mwangi Chusumba wants proposals to give states revenue contributions that differ by size, population and other factors.

He also said that the formula should be based on population, area and other factors.

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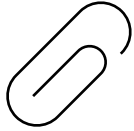
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He also said that the formula should be based on population, area and other factors.



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3 STATE TO DE-GAZETTE 81,000 HECTARES OF FOREST LAND
 EMBURYI SECURE TURTLE 2007 REWARDING LATELY THE PLAN TO FINE ALL NATURAL RESOURCES CONSERVED FROM POSSIBLE ENLIGHTENMENT AND INTERFERENCE BY HUMAN BEINGS.

NEWS

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Rawal named in global tax evasion ring of world's elite

Jubilee upbeat ahead of ICC ruling on Ruto

EACC seeks to lock out crowds from summons

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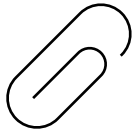
Jubilee 100% have expressed confidence that the International Criminal Court will be fairly Deputy President William Ruto and his co-accused off the back when it gives a ruling on the case to answer serious concerns.

EACC seeks to lock out crowds from summons
The Ethics and Anti-Corruption Commission has moved to prevent a large number of people from attending the hearing to demand the return of the stolen money.

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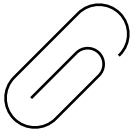
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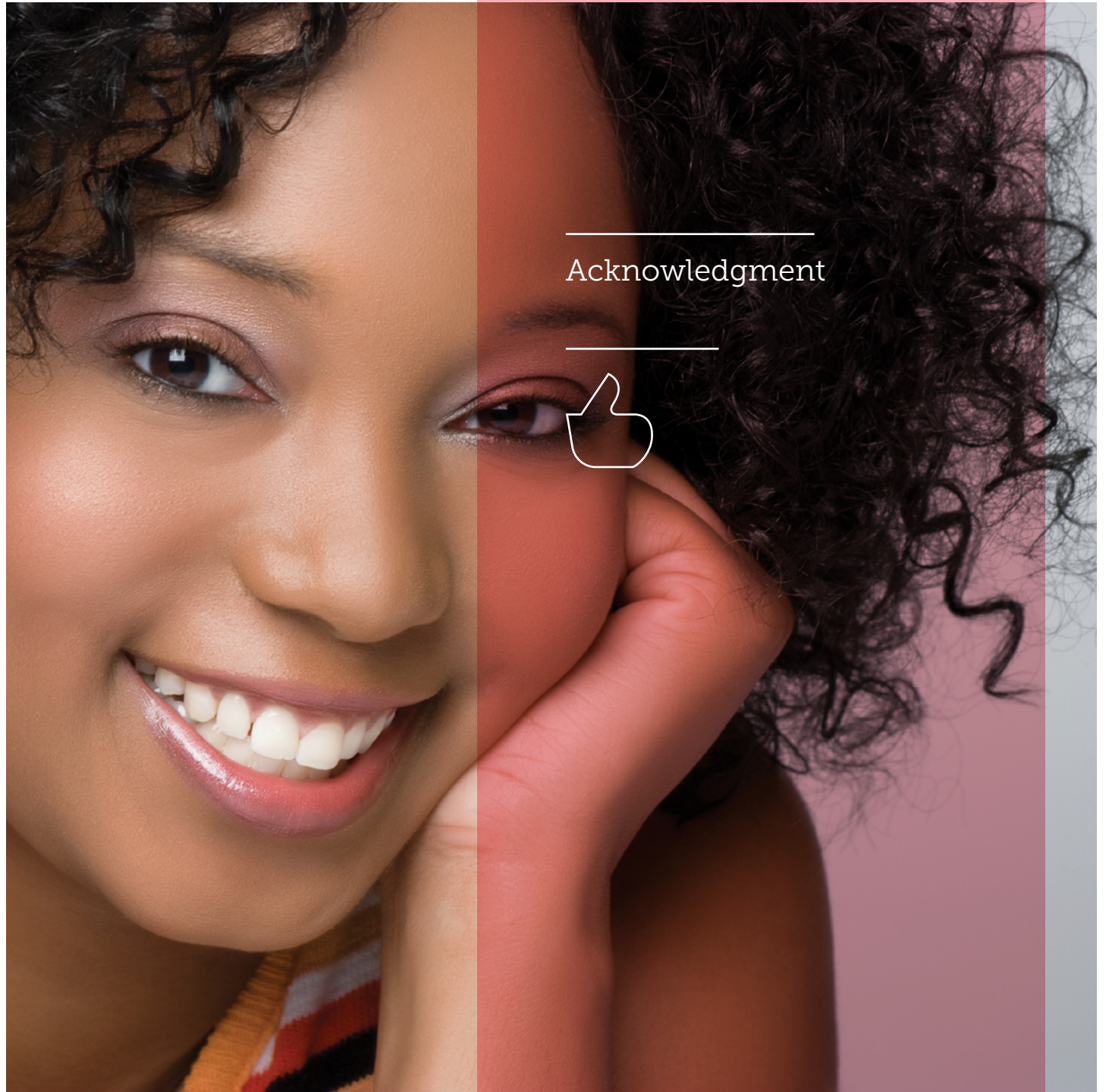
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Acknowledgment

acknowledgement

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The Graça Machel Trust would like to acknowledge the following people who have helped to produce the Women in Media: What is the Narrative? Study. Angela Ambitho, the Founder and CEO of Infotrak Research & Consulting who generously donated her team, expertise and resources to this study. Walter Nyabundi, the Infotrak Special Projects Manager who was responsible for the collation of the data, providing step by step guidance on the research analysis and sharing invaluable insights.

We would also like to acknowledge and thank Valentine Njoroge, Trustee of the New Faces New Voices Kenya Chapter and member of the Graça Machel Trust Women in Media Network, the driving force behind this important research into the portrayal of women in media and what actions are needed to create a shift in the current status quo. Valentine was supported by fellow Trustees of the New Faces New Voices Kenya Chapter – Andia Chakava, Nuru Mugambi, Makena Mworira, Sophia Kamere, Tim Kamuzu Banda and Anena Hansen, whose encouragement and collective wisdom helped bring the idea of this research to fruition.

Thank you





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