WOMEN IN MEDIA

What is the narrative?

REPORT ON SURVEY FINDINGS
PREPARED FOR NEW FACES
NEW VOICES

GRAÇA MACHEL TRUST
WOMEN IN MEDIA

Table of contents

Definition of terms ........................................ 3
Executive summary ........................................ 5
Survey background ......................................... 17
Survey approach & methodology ...................... 21
Survey findings ........................................... 24
Conclusions .................................................. 145
Recommendations ......................................... 147
Challenges ..................................................... 150
Demographics ............................................... 152
Definition of Terms
01_ definition of terms

**News story**
Defined by Infotrack 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 Infotrack 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 Infotrack 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
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.
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
oppessive 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

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

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**

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**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.

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only

**2.3%**

of women stories on TV

COVER BUSINESS AND POLITICS
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
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 YouTube 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.
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.
03.1_ survey background

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.
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
Women in media: what is the narrative?

**Methodology and Sampling**

<table>
<thead>
<tr>
<th>Region</th>
<th>Proportion (%)</th>
<th>Sample (N)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rift Valley</td>
<td>24.0%</td>
<td>192</td>
</tr>
<tr>
<td>Western</td>
<td>11.0%</td>
<td>88</td>
</tr>
<tr>
<td>Nyanza</td>
<td>13.0%</td>
<td>104</td>
</tr>
<tr>
<td>Central</td>
<td>12.0%</td>
<td>104</td>
</tr>
<tr>
<td>Nairobi</td>
<td>10.0%</td>
<td>80</td>
</tr>
<tr>
<td>Coast</td>
<td>9.0%</td>
<td>72</td>
</tr>
<tr>
<td>North Eastern</td>
<td>5.0%</td>
<td>40</td>
</tr>
<tr>
<td>Eastern</td>
<td>15.0%</td>
<td>120</td>
</tr>
</tbody>
</table>

N = 800  Margin of Error = +/- 3.46%
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
Which of the following media platforms do you access the most?
**05.1** media platforms mostly accessed by respondents

- Print media: 3.6%
- Social media: 7.3%
- Internet: 11.7%
- Radio: 33.7%
- Television: 43.7%
05.1.1_ media platforms mostly accessed by respondents

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

*analysis by location*
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%
Women in media: what is the narrative?

Survey findings

Media Coverage of Issues Touching on Women
05.2 adequacy of media coverage given to women and women’s issues

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

“... 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

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*

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

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

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%
Women in media: what is the narrative?

Survey findings

General Portrayal of Women in the Media
In your opinion, how are women generally portrayed in the media?
05.4_ portrayal of women in the media

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

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

TV PRODUCER
<table>
<thead>
<tr>
<th>Trait</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>as corrupt</td>
<td>2.9%</td>
</tr>
<tr>
<td>as ruthless</td>
<td>3.3%</td>
</tr>
<tr>
<td>as violent</td>
<td>6.6%</td>
</tr>
<tr>
<td>as nurturing</td>
<td>11.2%</td>
</tr>
<tr>
<td>as dependable</td>
<td>15.4%</td>
</tr>
<tr>
<td>as creative</td>
<td>15.9%</td>
</tr>
<tr>
<td>as incompetent</td>
<td>19.6%</td>
</tr>
<tr>
<td>as independent minded</td>
<td>22.2%</td>
</tr>
<tr>
<td>as inteligent</td>
<td>22.4%</td>
</tr>
<tr>
<td>as successfull</td>
<td>22.6%</td>
</tr>
<tr>
<td>as compassionate</td>
<td>22.8%</td>
</tr>
<tr>
<td>as victims</td>
<td>30.1%</td>
</tr>
</tbody>
</table>

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*

---

**as corrupt**

- **Male**: 3.8%
- **Female**: 2.1%
- **Total**: 2.9%

---

**as ruthless**

- **Male**: 4.1%
- **Female**: 2.5%
- **Total**: 3.3%

---

**as violent**

- **Male**: 7.9%
- **Female**: 5.2%
- **Total**: 6.6%

---

**as nurturing**

- **Male**: 12.7%
- **Female**: 9.7%
- **Total**: 11.2%

---

**as dependable**

- **Male**: 17.2%
- **Female**: 13.5%
- **Total**: 15.4%

---

**as creative**

- **Male**: 17.7%
- **Female**: 14.1%
- **Total**: 15.9%
05.4.1 portrayal of women in the media

**analysis by gender**

**as incompetent**

- **Male**: 15.9%
- **Female**: 23.3%

**Total**: 19.6%

**as intelligent**

- **Male**: 26.0%
- **Female**: 18.9%

**Total**: 22.4%

**as compassionate**

- **Male**: 28.8%
- **Female**: 16.9%

**Total**: 22.8%

**as independent minded**

- **Male**: 22.8%
- **Female**: 21.7%

**Total**: 22.2%

**as successful**

- **Male**: 21.4%
- **Female**: 23.8%

**Total**: 22.6%

**as victims**

- **Male**: 28.1%
- **Female**: 32.2%

**Total**: 30.1%

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**

- **as corrupt**
  - Urban: 4.0%
  - Rural: 1.7%
  - Total: 2.9%

- **as ruthless**
  - Urban: 4.2%
  - Rural: 2.3%
  - Total: 3.3%

- **as violent**
  - Urban: 7.5%
  - Rural: 5.5%
  - Total: 6.6%

- **as nurturing**
  - Urban: 10.5%
  - Rural: 11.9%
  - Total: 11.2%

- **as dependable**
  - Urban: 11.3%
  - Rural: 20.1%
  - Total: 15.4%

- **as creative**
  - Urban: 18.5%
  - Rural: 12.9%
  - Total: 15.9%
05.4.2 portrayal of women in the media

**analysis by location**

- **as incompetent**
  
  - Urban: 20.4%
  - Rural: 18.6%
  - Total: 19.6%

- **as intelligent**
  
  - Urban: 23.1%
  - Rural: 21.7%
  - Total: 22.4%

- **as compassionate**
  
  - Urban: 20.6%
  - Rural: 25.4%
  - Total: 22.8%

- **as independent-minded**
  
  - Urban: 26.3%
  - Rural: 17.6%
  - Total: 22.2%

- **as successful**
  
  - Urban: 25.4%
  - Rural: 19.4%
  - Total: 22.6%

- **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

Coast 6.8%  North Eastern 0.0%  Eastern 0.8%  Central 1.0%  Rift Valley 2.0%  Western 1.1%  Nyanza 5.9%  Nairobi 6.2%

as ruthless

Coast 9.5%  North Eastern 2.6%  Eastern 0.0%  Central 1.9%  Rift Valley 0.0%  Western 2.3%  Nyanza 8.8%  Nairobi 6.2%

as violent

Coast 8.1%  North Eastern 5.1%  Eastern 3.3%  Central 8.6%  Rift Valley 3.1%  Western 7.9%  Nyanza 8.8%  Nairobi 11.1%
05.4.3_ portrayal of women in the media

*analysis by region*

**as nurturing**

- Coast: 12.2%
- North Eastern: 18.0%
- Eastern: 13.1%
- Central: 9.5%
- Rift Valley: 5.6%
- Western: 27.0%
- Nyanza: 5.9%
- Nairobi: 7.4%

**as dependable**

- Coast: 12.2%
- North Eastern: 10.3%
- Eastern: 20.5%
- Central: 20.0%
- Rift Valley: 6.1%
- Western: 28.1%
- Nyanza: 14.7%
- Nairobi: 13.6%

**as creative**

- Coast: 18.9%
- North Eastern: 20.5%
- Eastern: 21.3%
- Central: 15.2%
- Rift Valley: 11.2%
- Western: 9.0%
- Nyanza: 8.8%
- Nairobi: 28.4%
05.4.3_ portrayal of women in the media

analysis by region

as incompetent

<table>
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<td>8.6%</td>
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<tr>
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<tr>
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<tr>
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<td>19.6%</td>
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<tr>
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as independent minded

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as intelligent

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<tr>
<td>Nairobi</td>
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05.4.3 portrayal of women in the media

*analysis by region*

as successful

- **Coast**: 20.3%
- **North Eastern**: 28.2%
- **Eastern**: 23.0%
- **Central**: 29.5%
- **Rift Valley**: 21.8%
- **Western**: 15.7%
- **Nyanza**: 18.6%
- **Nairobi**: 23.5%

as compassionate

- **Coast**: 25.7%
- **North Eastern**: 28.2%
- **Eastern**: 21.3%
- **Central**: 20.0%
- **Rift Valley**: 16.2%
- **Western**: 34.8%
- **Nyanza**: 21.6%
- **Nairobi**: 23.5%

as victims

- **Coast**: 23.0%
- **North Eastern**: 18.0%
- **Eastern**: 33.6%
- **Central**: 30.5%
- **Rift Valley**: 29.4%
- **Western**: 34.8%
- **Nyanza**: 33.3%
- **Nairobi**: 23.5%
Women in media: what is the narrative?

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Survey findings

Accuracy of the Portrayal of Women in the Media
In your opinion, are the above mentioned portrayals of women by the media a true reflection of women in society?
"... 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...."
05.5 accuracy of portrayal of women in the media

“...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
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*

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
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</thead>
<tbody>
<tr>
<td>Yes</td>
<td>69.3%</td>
<td>63.5%</td>
</tr>
<tr>
<td>No</td>
<td>30.7%</td>
<td>36.5%</td>
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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

- Yes: 63.2% Urban, 70.0% Rural
- No: 36.8% Urban, 30.0% Rural
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*

<table>
<thead>
<tr>
<th>Region</th>
<th>Yes (%)</th>
<th>No (%)</th>
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<tbody>
<tr>
<td>Coast</td>
<td>79.2%</td>
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<tr>
<td>North Eastern</td>
<td>77.5%</td>
<td>22.5%</td>
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<tr>
<td>Eastern</td>
<td>71.7%</td>
<td>28.3%</td>
</tr>
<tr>
<td>Central</td>
<td>52.9%</td>
<td>47.1%</td>
</tr>
</tbody>
</table>
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

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

“...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

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

NEWS EDITOR
topics which women are mainly covered in by the media

- Travel: 3%
- Sports: 8%
- Religion: 2.1%
- Crime: 3.3%
- Entertainment: 6.5%
- Business and Finance: 15.3%
- Politics: 15.3%
- Education: 15.8%
- Health and Nutrition: 19.4%
- Beauty and Fashion: 21.2%

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**
  - Urban: 24.5%
  - Rural: 17.6%
  - Total: 21.2%

- **health and nutrition**
  - Urban: 20.8%
  - Rural: 17.8%
  - Total: 19.4%

- **education**
  - Urban: 11.0%
  - Rural: 21.1%
  - Total: 15.8%

- **politics**
  - Urban: 16.4%
  - Rural: 14.1%
  - Total: 15.3%

- **business and finance**
  - Urban: 12.2%
  - Rural: 18.8%
  - Total: 15.3%

- **entertainment**
  - Urban: 7.0%
  - Rural: 5.8%
  - Total: 6.5%
05.6.1_ topics which women are mainly covered in by the media *analysis by location*

- **crime**
  - Urban 4.5%
  - Rural 2.0%
  - Total 3.3%

- **religion**
  - Urban 2.5%
  - Rural 1.7%
  - Total 2.1%

- **sports**
  - Urban 0.5%
  - Rural 1.1%
  - Total 0.8%

- **travel**
  - Urban 0.5%
  - Rural 0.0%
  - Total 0.3%
05.6.2_ topics which women are mainly covered in by the media *analysis by region*

**beauty and fashion**

- Coast: 24.3%
- North Eastern: 19.4%
- Eastern: 26.8%
- Central: 22.2%
- Rift Valley: 24.9%
- Western: 8.0%
- Nyanza: 15.2%
- Nairobi: 21.9%

**health and nutrition**

- Coast: 27.1%
- North Eastern: 16.7%
- Eastern: 13.4%
- Central: 20.2%
- Rift Valley: 15.5%
- Western: 8.0%
- Nyanza: 21.7%
- Nairobi: 19.2%

**education**

- Coast: 8.6%
- North Eastern: 19.4%
- Eastern: 21.4%
- Central: 5.1%
- Rift Valley: 18.8%
- Western: 19.5%
- Nyanza: 18.5%
- Nairobi: 12.3%
05.6.2  topics which women are mainly covered in by the media *analysis by region*
05.6.2_ topics which women are mainly covered in by the media *analysis by region*

**crime**

- Coast: 0.0%
- North Eastern: 0.0%
- Eastern: 2.7%
- Central: 6.1%
- Rift Valley: 1.1%
- Western: 8.0%
- Nyanza: 2.2%
- Nairobi: 6.8%

**religion**

- Coast: 0.0%
- North Eastern: 0.0%
- Eastern: 1.8%
- Central: 3.0%
- Rift Valley: 1.1%
- Western: 0.0%
- Nyanza: 3.3%
- Nairobi: 8.2%
topics which women are mainly covered in by the media *analysis by region*

### Sports

- **Coast**: 0.0%
- **North Eastern**: 0.0%
- **Eastern**: 0.0%
- **Central**: 1.0%
- **Rift Valley**: 1.1%
- **Western**: 2.3%
- **Nyanza**: 1.1%
- **Nairobi**: 0.0%

### Travel

- **Coast**: 1.4%
- **North Eastern**: 0.0%
- **Eastern**: 0.0%
- **Central**: 0.0%
- **Rift Valley**: 0.0%
- **Western**: 0.0%
- **Nyanza**: 0.0%
- **Nairobi**: 1.4%
Survey findings

Media platforms that provide the most coverage on women and women issues
Which media platform in your opinion provides the most coverage on women and women’s issues?
media platforms that provide the most coverage on women and women issues

“...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 EDITOR
05.7% media platforms that provide the most coverage on women and women issues

- Local (vernacular) radio stations: 9.3%
- Print media: 9.7%
- Social media: 17.7%
- Mainstream radio stations: 18.8%
- TV: 44.4%

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**
- Male: 48.3%
- Female: 40.5%
- Total: 44.4%

**Mainstream radio stations**
- Male: 17.9%
- Female: 19.7%
- Total: 18.8%

**Social media**
- Male: 14.0%
- Female: 21.5%
- Total: 17.7%

**Print media**
- Male: 10.0%
- Female: 9.4%
- Total: 9.7%

**Local (vernacular) radio**
- Male: 9.8%
- Female: 8.8%
- Total: 9.3%
05.7.2_ media platforms that provide the most coverage on women and women issues *analysis by location*

**TV**
- Urban: 49.0%
- Rural: 39.1%
- Total: 44.4%

**Mainstream radio stations**
- Urban: 13.7%
- Rural: 24.6%
- Total: 18.8%

**Social media**
- Urban: 20.3%
- Rural: 14.8%
- Total: 17.7%

**Print media**
- Urban: 10.9%
- Rural: 8.4%
- Total: 9.7%

**Local (vernacular) radio**
- Urban: 6.1%
- Rural: 13.0%
- Total: 9.3%
05.7.3 media platforms that provide the most coverage on women and women issues *analysis by region*

### TV

<table>
<thead>
<tr>
<th>Region</th>
<th>Coast</th>
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<th>Eastern</th>
<th>Central</th>
<th>Rift Valley</th>
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### Mainstream radio stations

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### Social media

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

**print media**

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<td>8.3%</td>
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</tr>
<tr>
<td>Nairobi</td>
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</table>

**local (vernacular) radio**

<table>
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<tbody>
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<td>Rift Valley</td>
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<td>Western</td>
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<tr>
<td>Nairobi</td>
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</table>
Survey findings

Slant Of News Presented On Women And Women’s Issues
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

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

NEWS EDITOR
"... 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...."
slant of news presented about women and women’s issues

“... 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
Women in media: what is the narrative?

65.2% of the surveyed respondents opined 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*
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.
slant of news presented about women and women’s issues *analysis by location*
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 \textit{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%
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
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?
“...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
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.
gender of media personalities versus stories touching on women and women’s issues *analysis by location*
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%

Nairobi
- Yes 56.3%
- No 37.5%
- Don’t know 6.3%

Nyanza
- Yes 70.2%
- No 27.9%
- Don’t know 1.9%
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

In your opinion, how does society gauge women when they are aired on mainstream media?
“...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...”
yardsticks against which society gauges women when they are covered by mainstream media

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

FEMALE SPORTS PERSONALITY
yardsticks against which society gauges women when they are covered by mainstream media

“...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

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

---

**Level of Education**

- Male: 31.9%
- Female: 27.9%
- Total: 29.9%

---

**Appearance**

- Male: 20.9%
- Female: 20.9%
- Total: 20.9%

---

**Professional Accomplishments**

- Male: 20.5%
- Female: 19.9%
- Total: 20.2%

---

**Financial Capability**

- Male: 12.8%
- Female: 12.9%
- Total: 12.9%

---

**Popularity/Political Influence**

- Male: 8.5%
- Female: 14.7%
- Total: 11.5%

---

**Ethnic Group**

- Male: 5.4%
- Female: 3.6%
- Total: 4.5%
05.10.2 yardsticks against which society gauges women when they are covered by mainstream media *analysis by location*

**Level of education**

- Urban: 27.9%
- Rural: 32.3%
- **Total**: 29.9%

**Appearance**

- Urban: 23.6%
- Rural: 17.9%
- **Total**: 20.9%

**Professional accomplishments**

- Urban: 19.9%
- Rural: 20.6%
- **Total**: 20.2%

**Financial capability**

- Urban: 13.3%
- Rural: 12.4%
- **Total**: 12.9%

**Popularity/political influence**

- Urban: 10.6%
- Rural: 12.6%
- **Total**: 11.5%

**Ethnic group**

- Urban: 4.8%
- Rural: 4.2%
- **Total**: 4.5%
Women in media: what is the narrative?

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

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**level of education**

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<tr>
<td>Western</td>
<td>47.6%</td>
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<td>Nyanza</td>
<td>28.4%</td>
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<td>Nairobi</td>
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**appearance**

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**professional accomplishments**

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<td>Central</td>
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<td>Rift Valley</td>
<td>18.2%</td>
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<td>Western</td>
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<td>Nyanza</td>
<td>36.3%</td>
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<tr>
<td>Nairobi</td>
<td>12.8%</td>
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Women in media: what is the narrative?

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

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**financial capability**

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<td>Western</td>
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<td>Nyanza</td>
<td>5.9%</td>
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<td>Nairobi</td>
<td>14.1%</td>
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**popularity / political influence**

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<th>Region</th>
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<tr>
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<td>Central</td>
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<td>Rift Valley</td>
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<td>Western</td>
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<td>Nyanza</td>
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<td>Nairobi</td>
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**ethnic group**

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<tr>
<td>Rift Valley</td>
<td>2.7%</td>
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<tr>
<td>Western</td>
<td>2.4%</td>
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<tr>
<td>Nyanza</td>
<td>6.9%</td>
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<tr>
<td>Nairobi</td>
<td>6.4%</td>
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</tbody>
</table>
Women in media: what is the narrative?

Survey findings

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

“...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
suggested policy changes to ensure more positive coverage of women by the mainstream media

- Ensure all women’s issues that require legal and policy interventions are well highlighted by the media: 15.5%
- Encourage discussion of women’s issues at public forums: 16.6%
- Ensure more women are employed by mediahouses: 17.7%
- Ensure editorial policy is geared towards equal coverage of men and women’s issues: 50.2%
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
  - Male 54.5%
  - Female 45.8%
  - Total 50.2%

- ensure more women are employed by media houses
  - Male 19.3%
  - Female 16.1%
  - Total 17.7%

- encourage discussion of women’s issues at public forums
  - Male 14.4%
  - Female 18.9%
  - Total 16.6%

- ensure all women’s issues that require legal and policy interventions are well highlighted by the media
  - Male 11.8%
  - Female 19.2%
  - 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
  - Urban 50.2%  Rural 50.2%
  - Total 50.2%

- Ensure more women are employed by media houses
  - Urban 17.1%  Rural 18.4%
  - Total 17.7%

- Encourage discussion of women's issues at public forums
  - Urban 14.7%  Rural 18.7%
  - Total 16.6%

- Ensure all women's issues that require legal and policy interventions are well highlighted by the media
  - Urban 18.0%  Rural 12.7%
  - 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.

- Coast: 35.3%
- North Eastern: 47.1%
- Eastern: 49.6%
- Central: 59.1%
- Rift Valley: 62.1%
- Western: 59.5%
- Nyanza: 33.0%
- Nairobi: 37.1%

Ensure more women are employed by media houses.

- Coast: 20.6%
- North Eastern: 29.4%
- Eastern: 30.8%
- Central: 8.0%
- Rift Valley: 12.6%
- Western: 24.1%
- Nyanza: 14.0%
- Nairobi: 11.4%
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

Coast 16.2%  North Eastern 17.6%  Eastern 14.5%  Central 21.6%  Rift Valley 14.7%  Western 15.2%  Nyanza 15.0%  Nairobi 22.9%

effect of media on women

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

Coast 27.9%  North Eastern 5.9%  Eastern 5.1%  Central 11.4%  Rift Valley 10.5%  Western 1.3%  Nyanza 38.0%  Nairobi 28.6%
Survey findings

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

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

NEWS EDITOR
issues that affect women and those which the media should focus on

“...equality in everything like resources, job opportunities...”
FEMALE SPORTS PERSONALITY
Women in media: what is the narrative?

Issues that affect women and those which the media should focus on

- The appointment of women to public offices: 7.5%
- Women’s health issues: 8.3%
- The Political empowerment of women: 8.8%
- The role of women in the modern Kenyan family: 13.1%
- The Social and Economic empowerment of women: 20.8%
- Gender Based Violence: 41.5%

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*

---

**gender based violence**

- **Male** 42.1%
- **Female** 40.9%

**Total** 41.5%

---

**the role of women in the modern Kenyan family**

- **Male** 12.4%
- **Female** 13.7%

**Total** 13.1%

---

**Women’s health issues**

- **Male** 8.8%
- **Female** 7.9%

**Total** 8.3%

---

**the social and economical empowerment of women**

- **Male** 17.2%
- **Female** 24.3%

**Total** 20.8%

---

**the Political empowerment of women**

- **Male** 12.1%
- **Female** 5.6%

**Total** 8.6%

---

**the appointment of women to public offices**

- **Male** 7.4%
- **Female** 7.6%

**Total** 7.5%
05.12.2_ issues that affect women and those which the media should focus on analysis by location

---

**gender based violence**

- Urban: 39.7%
- Rural: 43.7%

Total: 41.5%

---

**the social and economical empowerment of women**

- Urban: 22.4%
- Rural: 19.0%

Total: 20.8%

---

**the role of women in the modern Kenyan family**

- Urban: 10.2%
- Rural: 16.4%

Total: 13.1%

---

**the Political empowerment of women**

- Urban: 9.7%
- Rural: 7.7%

Total: 8.8%

---

**Women’s health issues**

- Urban: 9.9%
- Rural: 6.5%

Total: 8.3%

---

**the appointment of women to public offices**

- Urban: 8.2%
- Rural: 6.7%

Total: 7.5%
**05.12.3** issues that affect women and those which the media should focus on *analysis by region*

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### Gender Based Violence

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<td>44.1%</td>
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### The Social and Economical Empowerment of Women

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<td>Nyanza</td>
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### The Role of Women in the Modern Kenyan Family

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<td>Nairobi</td>
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</table>
05.12.3_ issues that affect women and those which the media should focus on analysis by region

the Political empowerment of women

Coast 8.8%  North Eastern 2.7%  Eastern 13.9%  Central 9.5%  Rift Valley 9.8%  Western 3.7%  Nyanza 9.8%  Nairobi 6.8%

Women’s health issues

Coast 7.4%  North Eastern 8.1%  Eastern 4.0%  Central 8.4%  Rift Valley 3.5%  Western 13.4%  Nyanza 9.8%  Nairobi 13.5%

the appointment of women to public offices

Coast 16.2%  North Eastern 8.1%  Eastern 8.9%  Central 10.5%  Rift Valley 4.6%  Western 7.3%  Nyanza 2.9%  Nairobi 6.8%
Women in media: what is the narrative?

06_conclusions

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

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

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
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
Women in media: what is the narrative?

09_ demographics

gender based violence

Male 50.0%  Female 50.0%

location

Urban 53.7%  Rural 46.3%

level of education

Primary 18.6%  Secondary 41.1%  Tertiary/college 23.0%  University / Post-graduate 16.3%  None 1.0%

marital status

Married 77.2%  Divorced/Separated 2.4%  Widowed 2.2%
09_ demographics

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
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

- Travel: 0.0%
- Beauty & Fashion: 0.0%
- Education: 0.1%
- Entertainment: 0.2%
- Sport: 0.2%
- Religion: 0.3%
- Business & Finance: 0.9%
- Politics: 2.1%
- Other stories: 11.1%
- Crime: 23.0%
- Health & Nutrition: 62.1%
annex 01.1_ media monitoring of new stories about women 2015/2016 *television mentions*

- Travel: 0.0%
- Sport: 0.2%
- Religion: 0.4%
- Entertainment: 0.6%
- Beauty & Fashion: 0.7%
- Education: 1.3%
- Politics: 5.2%
- Business & Finance: 7.4%
- Crime: 9.9%
- Other stories: 35.0%
- Health & Nutrition: 39.3%
**annex 01.2** media monitoring of new stories about women 2015/2016 *print mentions*

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business &amp; Finance</td>
<td>3.3%</td>
</tr>
<tr>
<td>Crime</td>
<td>11.4%</td>
</tr>
<tr>
<td>Health &amp; Nutrition</td>
<td>45.3%</td>
</tr>
<tr>
<td>Other stories</td>
<td>35.7%</td>
</tr>
<tr>
<td>Politics</td>
<td>1.2%</td>
</tr>
<tr>
<td>Religion</td>
<td>0.7%</td>
</tr>
<tr>
<td>Education</td>
<td>0.9%</td>
</tr>
<tr>
<td>Beauty &amp; Fashion</td>
<td>0.4%</td>
</tr>
<tr>
<td>Sport</td>
<td>1.0%</td>
</tr>
<tr>
<td>Travel</td>
<td>0.3%</td>
</tr>
<tr>
<td>Entertainment</td>
<td>0.2%</td>
</tr>
</tbody>
</table>
annex 01.3_ media monitoring of new stories about women 2015/2016 overall mentions

- Travel: 0.1%
- Beauty & Fashion: 0.2%
- Entertainment: 0.2%
- Religion: 0.4%
- Sport: 0.4%
- Education: 0.5%
- Politics: 2.3%
- Business & Finance: 2.4%
- Crime: 18.1%
- Other stories: 20.8%
- Health & Nutrition: 54.6%
Annexes

annex 2
Sample Kenyan News
Headlines Depicting Women
annex 02_ sample kenyan news headlines depicting women
annex 02 sample kenyan news headlines depicting women
annex 02 sample kenyan news headlines depicting women
annex 02_ sample kenyan news headlines depicting women
annex 02  sample kenyan news headlines depicting women
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Thank you

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Thank you!