



# Challenging the Glass ceiling:

Study of Women  
in the Newsroom  
in Tanzania





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Media Council of Tanzania

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## Acknowledgements

This study has been commissioned by the Media Council of Tanzania (MCT) with support from the Finnish Foundation for Media and Development (Vikes) as part of the Project: *Women in Newsrooms: Supporting Female Journalists in Tanzania*. The aim of the study was to acquire baseline information on women in the media such as their education and professional skills, women in decision making positions in the media outlets sampled and the challenges they face in the implementation of their work such as discrimination in assignments, safety issues and sexual harassment.

We wish to thank all the people who participated in the study - the women journalists and media managers. This study was coordinated by Pili Mtambalike who was assisted by Hawra Shamte who did the survey in Zanzibar. We also thank Dr. Joyce Bazira who provided oversight on the questionnaires that were administered to women journalists and media houses. They are all experienced journalists with expertise in gender and media. Our thanks also to Galus Sililo, a volunteer at MCT who analysed the data.

This study contributes important information on the current status of women in the media in Tanzania which will assist in interventions in breaking the proverbial glass ceiling by equipping women journalists with the confidence, skills and knowledge of being professional journalists and media leaders.

**September 2019**

**Dar es Salaam.**

<b>ACRONYMS</b>	
<b>CCA, 2015</b>	Cyber Crimes Act, 2015
<b>GBV</b>	Gender Based Violence
<b>GII</b>	The Gender Inequality Index
<b>GESI</b>	Gender Equality and Social Inclusion
<b>GMMP</b>	The Global Media Monitoring Project
<b>MCT</b>	Media Council of Tanzania
<b>MISA-TAN</b>	Media Institute of Southern Africa - Tanzania Chapter
<b>MSA 2016</b>	Media Services Act, 2016,
<b>PCCB</b>	Prevention and Control of Corruption Bureau
<b>RTD</b>	Radio Tanzania Dar es Salaam
<b>SADC</b>	Southern Africa Development Community
<b>TAWLA</b>	Tanzania Women Lawyers Association
<b>TBC</b>	Tanzania Broadcasting Services
<b>TEF</b>	Tanzania Editors Forum
<b>TAMWA</b>	Tanzania Media Women Association
<b>TGNP</b>	Tanzania Gender Networking Programme
<b>UNDP</b>	United Nations Development Programme
<b>VIKES</b>	Finnish Foundation for Media and Development
<b>UNESCO</b>	United Nations Educational, Scientific and Cultural Organisation
<b>ZBC</b>	Zanzibar Broadcasting Corporation





## 1.0 Executive Summary

This study has been commissioned by the Media Council of Tanzania (MCT) with support from the Finnish Foundation for Media and Development (Vikes) as part of the Project: *Women in Newsrooms: Supporting Female Journalists in Tanzania*.

The aim of this study was to inquire on the current status of women in the media in Tanzania and with that knowledge design interventions accordingly. Past studies conducted in Tanzania and elsewhere on such as the such 2010 *Southern African Gender and Media Progress Study* made by the Gender Links provided valuable data women in the media such as their education and professional skills, women's access to decision making positions and numerous other challenges they face in the newsrooms such as discrimination in assignments, safety issues and sexual harassment.

The objective of this study was to see if there were any remarkable changes in the areas pointed out above. Had media women in Tanzania finally smashed the proverbial glass ceiling? Meaning that are they many more in decision making positions? How are they being remunerated or promoted to their male counterparts? Is sexual harassment still rampant in newsrooms? Do media houses have any gender policies? Are those policies operational or just gracing bookshelves in the HR Department?

The *Glass Ceiling Study* which explored media houses in Southern Africa revealed that in Tanzania, women make up 21% of those in top management and 20% of those in senior management positions. This was lower than average within SADC. The study also showed that men were more likely to be employed in permanent, full-time contracts, and are assigned to cover different stories than women. When exploring the ratios of all media employees (including also e.g. administration etc.) the women constituted 40% of media workers in Tanzania. However, only 28% of women were doing journalistic work. The highest proportion of women are working as TV reporters and TV presenters (over 40%). Women are least represented as print journalists (25%).

An interesting detail revealed in the Gender Links' report is that men make up 80% of journalists reporting on gender issues. According to Global Media Monitoring Project women have been moving from

traditional “soft-issues” to covering also topics like mining, natural disasters and economics.

The main methodology used was structured questionnaires; one for individual women journalists and another for media outlets. In conducting this study, secondary and primary data were collected through questionnaires, interviews, observation and desk research. An in-depth desk research was conducted to provide additional data and information on women and the media in Tanzania. A validation workshop with media and gender experts also provided perspectives on the issues revealed in the study.

This study has reconfirmed that the challenges facing media women still persist. The glass ceiling is still intact. There are still fewer women in decision making position than man. Women are more likely to be paid less than their male counterparts and upward mobility is very small. Situations where women are asked favours so that they can have stories published or get choice assignments is a reality among media women. It is still difficult for trained women journalists to get employment in media outlets than men even though more women are graduating from tertiary colleges and universities. Although the propensity to get cheap labour and hence less educated journalists also involves male journalists but the cards are much more stacked against women.

The study reconfirms that:

- ◆ Women occupy low to middle level positions in newsrooms and it’s very difficult to attain decision making positions even if they are better educated and experienced than their male counterparts.
- ◆ Women are still confined to report “soft news” assignments either by design or by accident such as entertainment, family issues, health rather than men who would be assigned cushy assignments covering high level politics, economics, investigative journalism and volatile situations.
- ◆ Women in newsrooms are discriminated in getting promotions and are more likely to be paid less than their male counterparts with the same qualifications (or even less) and experience.
- ◆ Women in newsroom are susceptible to Sexual harassment

and gender-based violence (GBV) that also affects their career paths.

- ◆ Women's traditional roles and domestic responsibilities reduce their opportunities to participate in more challenging assignments and this impacts negatively in their career paths
- ◆ Lack of self-confidence adversely affect women journalists career success
- ◆ There fewer women journalists in newsrooms than men even though more graduate from journalism tertiary colleges and universities.
- ◆ The perception of danger inhibits skill building opportunities for female journalists
- ◆ Most of the media houses do not have gender policies and even those who have don't put them to use.

In terms of recommendations, it is clear that providing training and coaching may not be enough. There is a need for change in perceptions by media managers and owners so that the status of women journalists changes for the better.

## 1. Introduction

Studies have shown that women's full participation, both in numbers but also as equal colleagues, could have an impact on the quality of journalism, through for example more varied sources of information and topics of reporting. It has been shown that female reporters tend to differ from their male colleagues in their reporting styles, topics of coverage and sourcing strategies.

The four Global Media Monitoring Projects (GMMP 1995, GMMP 2000, GMMP 2005, GMMP 2010) so far have also consistently shown that the news may be viewed with gendered lenses with female reporters showing a tendency to use many more females in their stories than their male counterparts. The implication here appears to be that increased female reporter presence in newsrooms may affect source diversity more positively in terms of opening up the news to female perspectives.

Hence much importance has been put into improving women's role in the media. The Media Council of Tanzania (MCT) with support from the Finnish Foundation for Media and Development (Vikes) as part

of the Project: Women in Newsrooms: Supporting Female Journalists in Tanzania.

This Study on Women in Newsrooms in Tanzania was commissioned to provide data and information which would help the Council in the planning and implementation of its activities to improve the status of women in newsrooms.

The terms of reference for the study were:

1. To conduct a study of at least nine media outlets on the Mainland and at least five media outlets in Zanzibar
2. To assess the number of women and men in decision making positions and other levels in media houses
3. To check acts of gender based violence and harassment and women exclusion in the media houses
4. To determine the education and professional skills level of women journalists in the media
5. To determine the involvement of women journalists in critical decisions of company
6. To determine if media houses have any policies on gender issues in the newsroom
7. To determine the types of programmes or topics that women journalists are assigned to report compared to their male counterparts
8. To conduct desktop research of studies which might provide additional data and information on women and the media in Tanzania.

## 1.1 Overview of the Study

There is so much that has improved for women equality at work in the media sector if we look back in time. For example, it was not until 1975 that women were allowed to read a news bulletin at the state broadcaster – Radio Tanzania Dar es Salaam (RTD). Ms. Thecla Gumbo read the Kiswahili Bulletin and Ms. Edda Sanga the English bulletin on that august day, making a major dent in the glass ceiling. Apparently, the thinking of the bosses then, was that a woman’s “seductive” voice could not convey the seriousness of the news, if

it were to be presented by a woman. According to Ms. Sanga, there was a lot of pressure from the women's movement that the then RTD Director, the late Paul Sozigwa relented. "I was well prepared. Knowing that I was also opening the curtain for others, I presented the news so well to prove the point that news presentation by women was long overdue", Ms. Sanga said.

However, a lot still needs to be done to change the situation of women in newsrooms. Studies after studies give evidence to the fact that women journalists are still marginalized and face many challenges. The facts and figures speak for themselves. Ms. Joyce Mhaville remains the only woman CEO of a major TV station in Tanzania – ITV and Dr. Lillian Mtei, the major shareholder of a major daily newspaper- *Tanzania Daima*.

The cultural bias against women and stereotypes are still present, reinforcing the gender inequality in the media. In this study, it is clear that:

- ◆ Women occupy low to middle level positions in newsrooms and it's very difficult to attain decision making positions even if they are better educated and experienced than their male counterparts.
- ◆ Women are still confined to report "soft news" assignments either by design or by accident such as entertainment, family issues, health rather than men who would be assigned cushy assignments covering high level politics, economics, investigative journalism and volatile situations.
- ◆ Women in newsrooms are discriminated in getting promotions and are more likely to be paid less than their male counterparts with the same qualifications (or even less) and experience.
- ◆ Women in newsroom are susceptible to Sexual harassment and gender-based violence (GBV) that also affects their career paths.
- ◆ Women's traditional roles and domestic responsibilities reduce their opportunities to participate in more challenging assignments and this impacts negatively in their career paths
- ◆ Lack of self-confidence adversely affect women journalists

career success

- ◆ There fewer women journalists in newsrooms than men even though more graduate from journalism tertiary colleges and universities.
- ◆ The perception of danger inhibits skill building opportunities for female journalists
- ◆ Most of the media houses do not have gender policies and even those who have don't put them to use.

The under-representation of women in the newsrooms brings also a negative consequence for the society in terms of diversity and inclusion. The media should reflect the society it is reporting on, however, the media is missing an important part. To the question how these obstacles can be overcome, the professor answers that one of the keys is "awareness raising", making people to talk about this issue in order to face the current problems that women journalists face in their workplace

According to the 2015 Study *Who Makes the News Study* the small number of female journalists is a contributing factor to the absence of women's voices in the media. The report points out that the small number of female journalists, in newsrooms affects the quality and diversity of the news reporting.

## 1.2 The Context

*Women in Newsrooms: Supporting Female Journalists in Tanzania* is being implemented by three media organizations namely the Media Council of Tanzania (MCT), Tanzania Media Women Association (TAMWA) and the Media Institute of Southern Africa- Tanzania Chapter (MISATAN) with support from the Finnish Foundation for Media and Development (Vikes).

Numerous studies conducted in Tanzania and elsewhere in the world in the past decade or so amplify the fact that women are seldom visible in the media as news sources. Studies have also shown that men outnumber women in newsrooms by a higher percentage too.

A recent study<sup>1</sup> conducted by the Media Council of Tanzania (MCT) shows that as news sources, men are still the major sources by 64% compared to women who are only 36%. Radio news, according to the study has the lowest female sources at 21%, television is leading at

<sup>1</sup> Yearbook of Media Quality in Tanzania Study, 2018.

55% in using female sources while print media stands at around 36%. According to the *Who Makes the News Study*<sup>2</sup> the small number of female journalists is a contributing factor to the absence of women's voices in the media. The report points out that the small number of female journalists, in newsrooms affects the quality and diversity of the news reporting: "Scholars posit that the overwhelmingly male composition of the profession has led to the masculine values that have come to define news values – the criteria used to determine what is 'news' – and that the socialization process in the newsroom further reproduces these values. The result is a prevailing 'macho culture of newsgathering'".

This means that women's full participation, both in numbers but also as equal colleagues, could have an impact on the quality of journalism, through for example more varied sources of information and topics of reporting. The report points out that female reporters tend to differ from their male colleagues e.g. in reporting styles, topics of coverage and sourcing strategies. Women are also more likely to use women and ethnic minorities as news sources. This would mean information that would be more inclusive and more relevant to a larger number of people.

Women working in the media also face a myriad of challenges according to studies conducted on their status. According to the *Who Makes the News - Global Media Monitoring Project 2015* the role of a woman journalist in a newsroom is full of challenges: discrimination in the assignment of reporting work, pay gap, sexual harassment and difficulties combining family and work life are only some of the challenges female journalists have to tackle in their everyday work. Women struggle even in getting a job in journalism in the first place.

The proverbial glass ceiling is also a stumbling block for women's advancement in the media. According to the *Global Report on the Status of Women in the News Media* which was done between 2008 and 2010, globally 73% of the top management jobs and 64% of the reporter jobs in media houses are occupied by men.

The *Southern African Gender and Media Progress Study* made by the Gender Links (2010) that draws together results from different studies

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<sup>2</sup> Who Makes the News 2015 is the report of The Global Media Monitoring Project (GMMP) a worldwide media monitoring, research and advocacy project implemented collaboratively with women's rights organizations, grassroots groups, media associations, faith-based / interfaith organizations, university students and researchers across the world. Five GMMPs have been carried out so far, in 1995, 2000, 2005, 2010 and 2015.

revealed that in Tanzania, women make up 21% of those in top management and 20% of those in senior management positions. This was lower than average within the Southern Africa Development Community (SADC).

The study also states that men are more likely to be employed in permanent, full-time contracts, and are assigned to cover different stories than women. When exploring the ratios of all media employees (including also e.g. administration etc.) the women constituted 40% of media workers in Tanzania. However, only 28% of women were doing journalistic work. The highest proportion of women is working as TV reporters and TV presenters (over 40%). Women are least represented as print journalists (25%).

This study has been conducted against a backdrop of shrinking civic and media space in the country. A number of anti-media laws have been enacted during the past few years which make it difficult for journalists to do their work. The Media Services Act, 2016, the Cyber Crimes Act, 2015 and the Statistics Act, 2015 have joined a myriad of other Acts that make access to information, freedom of expression and of the media difficult to exercise not only for journalists but also the common citizen.

The changing political and legislative environment and fast technological changes have had a massive impact on mainstream media business forcing a number of media outlets to down size their workforce. This is affecting new professionals who enter the job market especially women. Journalism is also becoming a perilous profession due to the intimidation and harassment of journalists as a whole and few women would be attracted to join such a profession.

In Tanzania, although much progress has been made towards gender equality, the overall scenario is that women and girls continue to suffer gender based violence, discrimination in access to employment, health services, education and decision making processes. This is reflected in the Gender Inequality Index<sup>3</sup> (GII), where Tanzania ranks 125 out of 155 countries with a rating of 0.547. According to UNDP, the root causes of gender inequalities include historical and structural

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<sup>3</sup> The Gender Inequality Index (GII) was introduced by the United Nations Development Programme (UNDP) in 2014 based on the sex-disaggregated Human Development Index. It is defined as a ratio of the female to the male Human Development Index (HDI). The GII measures gender inequalities in achievement in three basic dimensions of human development: health (measured by female and male life expectancy at birth), education (measured by female and male expected years of schooling for children and mean years for adults aged 25 years and older); and command over economic resources (measured by female and male estimated GNI per capita).



power imbalances between women and men and pervasive gender stereotypes.

## 2.0 Methodology

The main methodology used was structured questionnaires for individual journalists as well as for media outlets. In conducting this study, secondary and primary data were collected through questionnaires, interviews, observation and desk research. An in-depth desk research was conducted to provide additional data and information on women and the media in Tanzania.

Two questionnaires were developed, one for the media outlet and the other for the women journalists. These were then distributed to the various respondents by the researchers. The researchers also conducted in depth interviews among journalists and other key informants to get a better understanding and perspectives. A Validation workshop was also held for gender and media experts and more information and perceptions were gathered which have been included in this report

In this study which was conducted between June and August 2019 and a total of 23 media outlets were reached on the Mainland and in Zanzibar. These media outlets have a national, regional and community outreach and included newspapers, radio, television and online news outlets. In total 40 women journalists took part in the study.

The survey includes information on news operations with respect to men's and women's occupational standing, salaries, hiring and promotional policies, and numerous other workplace practices. It also provides information about recruitment, training, policies related to advancement, news assignments, and a range of other issues that affect women journalists in the news rooms.

### 2.1 Limitations of the Study

Although the TOR had indicated that nine media outlets on the Mainland and five media outlets on the Isles be part of the study it was agreed that more media outlets be approached to widen the study. As such about 30 outlets were approached to take part in the survey and 23 responded. However, this study has some limitations:

- i. Although the number media outlets in the study increased there was minimum response from television stations from the Mainland despite persistent reminders and follow-up.
- ii. Due to limitations in funding, the researchers were unable to administer all questionnaires personally as it is the best way to have them answered fast but also to clarify issues to respondents. As such, the questionnaires were sent to respondents and later followed up. This method made it difficult to get questionnaires answered on time and correctly.
- iii. During data analysis it was revealed that the Zanzibar Broadcasting Corporation which has three media outlets i.e. ZBC Radio, ZBC Television and Spice FM Radio did not segregate its data according to media house but just gave an overall response.
- iv. Some of the respondents did not answer questions that required explanations or follow-up questions. So for example if a woman journalist answered YES that she has experienced discrimination or sexual harassment some would not answer the follow-up questions such as who were perpetrators or what action was taken, if she had reported the incident.
- v. Also some did not understand the questions and the answers were irrelevant.
- vi. Some questions were seen as too personal therefore the respondents did not reveal the reality/truth especially on the issue of sexual harassment in newsrooms.
- vii. The respondents who took part in the study especially those who were ready to share their experiences have not been identified for ethical as well as safety reasons.

### 3.0 Study Findings

#### 3.1 Women in Decision making positions and other levels in Media Outlets

While statistics show that more and more women are training and entering the field, the number of women producers, executives, chief editors, and publishers remains shockingly low. In the study

conducted by MCT in 2018 on media ownership<sup>4</sup>, it was found out that there was only one media owner Dr. Lillian Mtei who owns 75% of Free Media who publish a daily newspaper, Tanzania Daima. There is also only one Managing Director Joyce Mhaviile who presides over one of the major television stations in the country- ITV which is part of IPP Group of Companies.

In terms of media management in Tanzania, studies show that women journalists get stuck up in middle level positions with little possibilities of taking up top most positions in media companies. According to the Glass Ceiling Tanzania Report<sup>5</sup> women occupy 30% of senior management positions. The Tanzania Glass Ceiling report also notes that men (64%) are more likely to be employed in open-ended full time contracts than their female counterparts (36%).

To get a fair understanding of the level of women leadership in the media, the respondents in this study were asked to state what rank/ position they hold in the media outlet they are working for.

Table 3. below shows that they are still very few women in decision making positions and the glass ceiling is still firmly in place. Of the 40 respondents, three of them had served in the same position for between 9-12 years, while seven had served between 5 to 8 years. One respondent said she had served in the same position for 16 years.

In the Tanzania Glass Ceiling Report<sup>6</sup> one woman journalist, a sub-editor on Mwananchi Communications Ltd's, Citizen newspaper, spoke about her struggle of trying to make it to the top.

*"I have worked in editorial department for 15 years. During all this time I have been employed as a sub-editor, either for the dailies or weekend newspapers. In 1994 I left teaching and joined the Tanzania Standard newspaper as a sub-editor. But after serving in this position for 11 years without a promotion, I left in 2005 in protest and decided to venture into business. But I still had this burning desire to continue in the media, so after six months I decided to go back, this time to The Citizen newspaper,*

4 The baseline study of media ownership in Tanzania was conducted in 2018 by MCT in collaboration with Reporters Without Borders Germany (RSF). The project titled 'Media Ownership Monitor (MOM) maps media ownership in Tanzania and highlights some implications of the current ownership patterns.

5 This audit of women and men in Tanzania media houses is part of the Glass Ceilings: Women and Men in Southern African Media study conducted by Gender Links (GL) in partnership with the Gender and Media Southern African (GEMSA) Network in Tanzania.

6 Ibid

where they offered me a sub-editing job that I still hold to date.

*“On many occasions I have taken up the issue of promotion with top management without success. All they have done is to promise that something will be done. Nothing ever happens after that. When you complain and ask why other people are being promoted, they say they have strengths which I do not have. Yet nobody explains these strengths or gives you a convincing reason why you cannot be promoted. Sometimes you just hear people murmuring that the bosses say they cannot promote a woman”.*

*“I have given up, because you complain to the same men who have made up their minds that they will not promote a woman. Some of these men are less educated than I, and would feel threatened if I were to be their boss or hold an influential position in this company. I am really demotivated and unhappy. I always ask myself why these people think that the only position I deserve is that of a sub-editor, when less educated men whose work I have to improve are paid better than I am. I can't work optimally as I constantly think I am wasting my time in the media. There is no future for me here, after being in the same position for 15 years. Were it not for my children, I would have quit long ago”.*

**Table 1: Position in the media organization**

<b>Position</b>	<b>No. of Women</b>	<b>%</b>
Reporter	27	67.5
Senior Reporter	8	20
Line Editor(News, Features, sports, business)	2	5
Camera woman	1	2.5
Assistant Marketing Manager	1	2.5
Missing Value	1	7.5
Total	40	100

### 3.2 Gender based violence and harassment and women exclusion in the media

Acts of gender based violence (GBV) are quite common in the newsrooms and they vary from physical, verbal and psychological abuse as well as discrimination in giving out choice assignments.

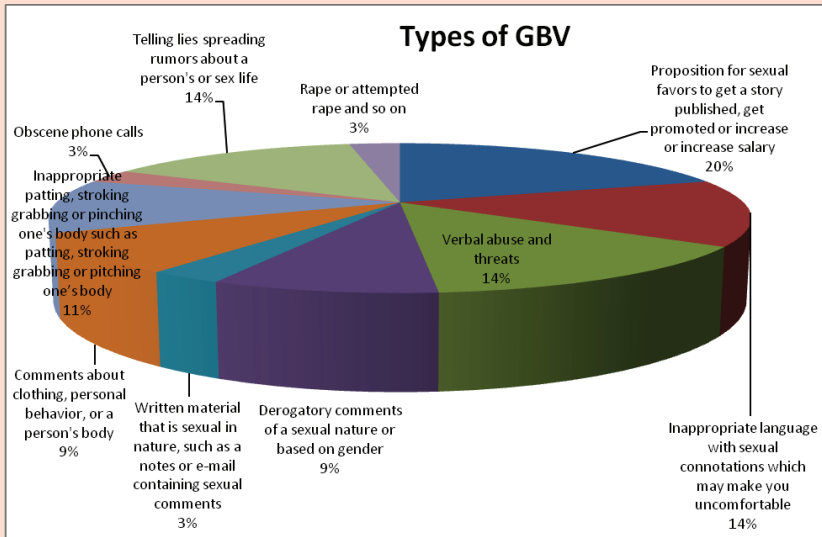
Respondents admitted to encountering GBV at one point in their career or knowing a woman journalist who has been affected. Respondents mentioned the main perpetrators being editors, managers, colleagues, supervisor and even sources.

Dr. Joyce Bazira-Ntobi a Gender and Media Expert said that its possible through mentoring to get women journalists to attain self confidence that will enable her to get promoted to decision making positions in a media house. Dr. Ntobi said she has mentored several women in the media who are now editors in major media houses like Nipashe newspaper and Clouds Radio.

She says that her experiences in the media has shown that at times women could contribute to their own failure by not delivering good stories and wanting mediocre stories to be published. That's when they get entrapped in doing unsavory things like giving sexual favours. No editor will refuse a good story she says.

Mr. Deogratius Temba who is a Gender and Media Expert working for the Tanzania Gender Network Programme (TGNP) contends that what is happening in the newsrooms in terms of editors requesting sex from their female reporters was criminal and should not be tolerated. He proposed that perpetrators should face the full extent of the law and in such circumstances the Prevention and Control of Corruption Bureau (PCCB) should be informed.

**Fig 1. Types of GBV encountered**



The GESI<sup>7</sup> study referred to what it termed “toxic masculinity” that reinforces sexual and gender-based violence (SGBV) throughout media and journalism. Journalism students and journalism professionals reported that transactional /coerced sex is prevalent in university campuses. Male lecturers request sexual favors from female students in exchange for good marks. If female students refuse to comply with requests for sexual favors, male lecturers may retaliate by giving female students’ failing marks.

A female student at one university in Mwanza disclosed that one of her lecturers had asked her for sex and that she received a failing grade because she refused his advances. Interviewees explained that male bosses commonly ask for sex from female subordinates in exchange for journalism jobs or promotions at media houses.

### Case Study 3

*“I have experienced psychological torture when my boss denied me salary increment when I was a deputy news editor on the excuse that the office had no money to pay me while at the same time colleagues who were less trained than me and whom I supervised were being paid more than me. When I was adamant that I deserve a pay raise I was removed from the post.”*

<sup>7</sup> USAID Boresha Habari Gender Equality and Social Inclusion (GESI) Analysis Report, March 2018

*Gender stereotyping and bad management practices make women journalists in newsrooms very vulnerable. You are given a position as a sort of a trap. If you prove yourself capable of doing the job then every effort is made to show that you are incompetent."*

#### *Case Study 2*

*"I entered journalism in 2010. My editor wanted sexual favours from me and when I refused he began to harass me, verbally abusing me and calling me an airhead. I was psychologically tortured and was demoralized. When I reported the matter to higher authority, no action was taken. I therefore decided to quit my job".*

*'Sexual harassment is common in newsrooms and the most affected are young journalists. When they enter into the industry they expect to be employed or at least given a chance to practice but they face a lot of challenges. Most girls find themselves submitting to sexual advances, some think that it is part of life, and some obey because they need the job. The problem is more serious to female correspondents who are paid by published stories. In order for their stories to go through they have to submit to the boss (editor), though many girls can not reveal such acts but in reality they exist'.*

*Women journalists are at times coerced to have sex so that their stories could be published especially those who are correspondents or freelancers.*

*It is interesting to note that the media outlet she is working for does have a gender policy in place.*

#### *Case Study 4*

*"I have experienced psychological torture, discrimination, intimidation, defamation, not being promoted, not being given opportunities despite my capabilities compared to my male colleagues. I was not given a salary rise for a long time that I decided to find another job and leave. After I tendered my resignation letter that was when my bosses asked me to reconsider and they gave me a salary rise that was equal to that offered by the media outlet I was going to join. Since then I have not been given another pay rise. There was a time I was acting News Editor but I was not given any acting allowance despite the fact I used to come into the office very early and leave very late and on top of that I was still obliged to write stories for the newspaper. Also I have been a victim of sexual harassment. As a young*

reporter in Kilimanjaro my boss and even some of my colleagues wanted me to give them sexual favours so that they could help me advance in my career. When I refused my boss became very hostile towards me and made my life very difficult. I remember at one time when the US President George Bush came on a state visit to Tanzania, I was assigned from headquarters to cover his tour in Kilimanjaro. My boss in Kilimanjaro was very angry and insulted me through phone messages. He also refused me to use office equipment to do the coverage. I stood firm on my principles and did the coverage despite his refusal to support me."

#### Case 5

"The Chief Editor of the radio station I was working asked me for sexual favours so that he could permit me to attend a study tour aboard. I did not report the incident for two reasons: First of all my Chief Editor did not inform me officially that I had been nominated for the trip. I came to learn later on from colleagues from other media organizations that my name was in the list of those who were supposed to attend that I connected it with my boss's proposal for sexual favours. The second reason is that I feared because my organization's leadership was male dominated. Therefore they could collude with my Chief Editor and make my life difficult or even sack me. So I decided to use a non-confrontational approach and face the Chief Editor myself and raise my concern about his behavior and that I knew of his part in denying me the trip. Looking at him in the face, I told him that if he would continue demanding sexual favours from me or any other female in the organization, I would expose him to women's human rights activists organizations such as TAMWA and Tanzania Women Lawyers Association (TAWLA). He apologized for his behavior and in one of our newsroom meetings he commended me openly saying he wished all female journalists were courageous, hardworking and honest like me. From then on he would often ask me to give advice to newly employed young women on what to do to avoid sexual harassment at work".

### 3.3 Level of Education and Training of Media Women

This study was interested in determining the level of education and professional training of journalists working in the media. The data below shows that the education and professional training of women



journalists is still low. More than 50 per cent of the respondents had a secondary education and a certificate in journalism. There was no corresponding data with male journalists to compare within this study. However, studies have established that the low level of training of women journalists may have consequences in the upward mobility of women journalists. Table 1 below illustrates the education and professional training level of women journalists in the sample data.

Table 2: *Professional Training in Journalism of women journalists in the study*

Type of Training	No of women Journalists	Percentage
Certificate in journalism	21	52.5
Diploma in journalism	12	30.0
Bachelor degree in journalism	3	7.5
Master's Degree in Journalism	2	5.0
Missing value	2	5.0
Total	40	100

Table 3. Level of Education of women journalists in the study

Level of Education	No of women journalists	Percentage
Primary Certificate	1	2.5
Ordinary Secondary school certificate	30	75.0
Bachelor Degree	6	15.0
Master's Degree	3	7.5
Total	40	100

It is ironic that although there are more women taking media studies in tertiary colleges as well as universities, few join newsrooms. Ms. Imane Duwe who is currently the Director of the Zanzibar Media College said that in her experience, female students seldom major in journalism. She gave an example of the Saint Augustine University of Tanzania (SAUT), where she had thought for several years whereby in the Faculty of Journalism and Mass Communication, out of 600

students enrolled only 100 were men. However, the majority of the women preferred to major in Public Relations so that they can take up jobs as information officers or marketing officers.

However, the few who enter journalism are often disillusioned after a few years and move on to other jobs outside the media.

Ms. Duwe who also was Director of the Zanzibar Broadcasting Corporation (ZBC) says that public media does better than private media in employing women journalists. She posits that most of the private media outlets are inclined to employ cheap labour and would rather employ journalists with lower levels of training and education whom they can pay less.

### **3.4 Gender Policies in the newsrooms**

Most of the media outlets do not have gender policies. Out of the 19 media outlets who responded on whether they have gender policies only four said yes. Fifteen said they do not have such policies while those remaining could be presumed to also not have the policies in place. A Gender policy is an essential tool which media houses could use as a monitoring tool for women journalists' advancement in managerial positions.

It is however quite evident that having a gender policy does not necessarily mean that it is being used to ensure that the gaps in gender disparity in news rooms are properly addressed. It is clear that much more advocacy work needs to go into ensuring that media outlets have gender policies in place and that there are being used effectively to address gender issues in newsrooms including issues of salary gaps, promotion of women journalists to decision making positions.

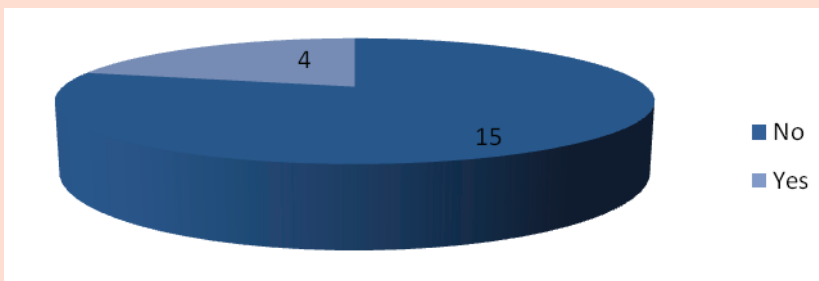
As regards to having in place policies that guide media houses on providing space and opportunity through affirmative action to enable women journalists to attain decision making positions, the majority of the media institution respondents said they do not have such policies.

Also when women journalists were asked if the media houses they were working with had gender policies, some 40% said they did not know, while 27% said that their media houses did have a gender policy.

Fig 2. Does your organisation have a Gender Policy (Question for individual women Journalists)



Fig 3: Do you have a Gender Policy? (Question for Media Outlets)



Lillian Kallaghe a Gender and Media expert currently working for SIKIKA says that having a Gender Policy but it should be unpacked providing clear safe guards and directions for women journalists and administrators when confronted with GBV at the work place.

### 3.5 What do women journalists cover?

It has been established in many studies that women by design or accident are usually assigned to the so called “soft” beats. According to the Tanzania Glass Ceiling Report<sup>8</sup> the top three beats covered by women journalists were Gender equality, Health, and Human Rights issues while the top three beats covered by men were issues of disasters/war/conflict, economics/business/finance and investigative/in-depth stories. This was followed by lifestyle for women journalists and science & technology for men.

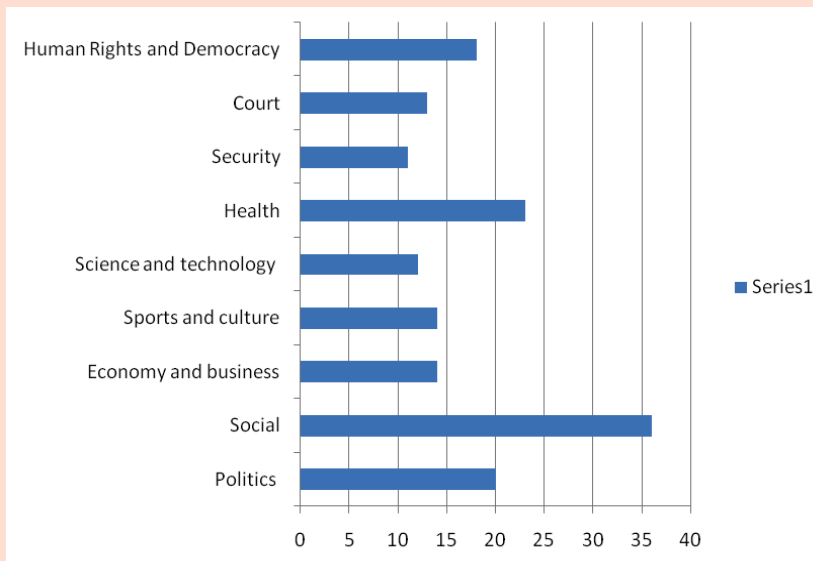
In this study, women were asked what were their normal news beats and some 22.4% of the respondents said they prefer to cover social issues, health 14.3%, politics 12.4%, Human rights and democracy 11.2% economy/business 8.7%, sports and culture 8.7%, court reporting 8.7%, science and technology 7.5 and security 6.8 %. This validates the previous data that women are either assigned or prefer to cover the so called “soft beats”.

Ms. Rose Mwalongo, a Gender and Media Expert working with the United Nations Educational, Scientific and Cultural Organisation (UNESCO), reckons that everybody should be grateful that women are dedicated to the cover the “soft” beat. She says otherwise such stories would never be covered. She says that the important thing is those stories should be written well so that they earn their place as lead stories.

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<sup>8</sup> Ibid

Table 2: News Beats that women cover



Responding to a question on whether women journalists were deliberately not assigned to some of the beats, 17 of the media institutions said no. The response from media institutions was that generally in their newsrooms, assignments were given to journalists according to their ability and experience in reporting on that particular beat. However, five of the respondents said there were some assignments they would not give to a woman journalist mostly those that were seen to be dangerous such as demonstrations and other conflict situations.

According to the *Gender Equality and Social Inclusion*<sup>9</sup> (GESI) study conducted by FHI and Internews under the Boresha Habari Project, negative stereotypes about women journalists create gender-segregated work streams that affect their career paths. As a result “men occupy higher level, more prestigious reporting positions, while women are lower level reporters or TV and radio presenters who have little decision-making power”.

The study found that the interviewees in the study perceived women as not capable of reporting on “hard” news or doing “tough” assignments, and instead women choose to do easy work such as

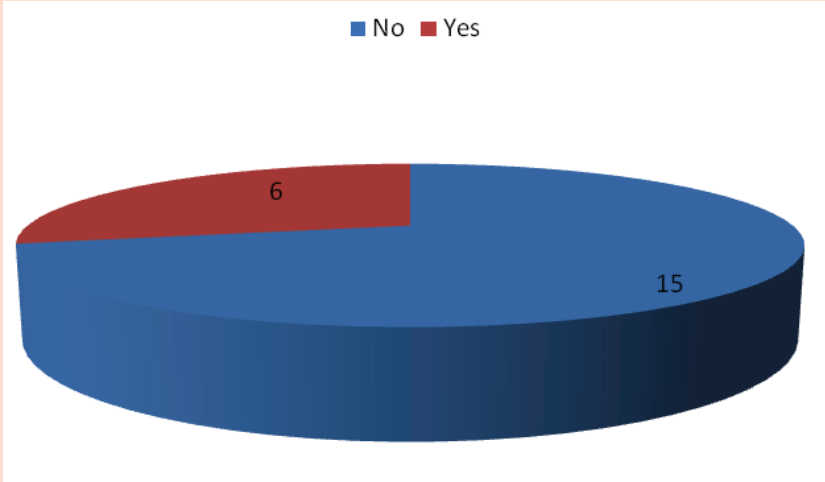
reporting on entertainment, family affairs, and women's issues because they are less challenging. In the study that included both journalism students and working male and female journalists, it was noted that "women mostly want to be TV and radio presenters because they enjoy being seen on TV and having their voices heard on the radio". The study also noted the perception that women do not want to be photographers or videographers as these were perceived as "masculine jobs" and "women do not know how to work technical equipment".

The GESI study also had interesting findings about male journalists - who are perceived" as go getters and adventurous, pro-active and decisive, characteristics that are desired within media careers while women as media professionals and sources have little self-confidence. For female journalists, this may prevent them from seeking more challenging assignments or taking on leadership roles within their media houses.

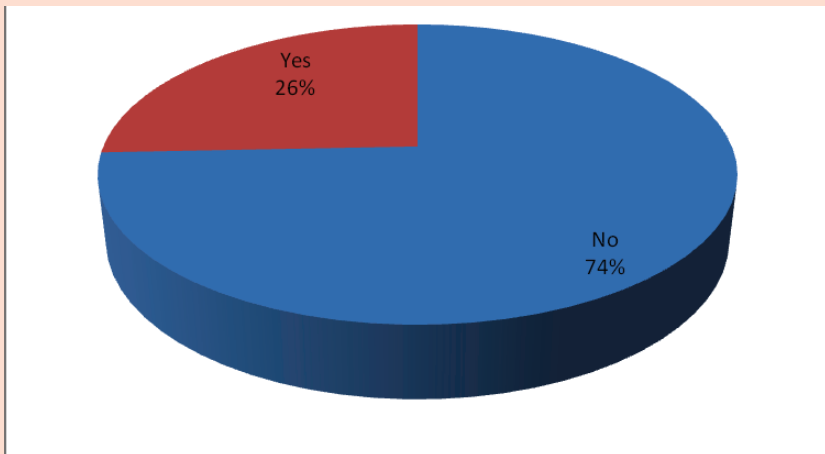
In this Study on Women in the Media Tanzania, the majority of the media houses said that they did not practice any stereotyping in giving out assignments. Only six out of the 24 media outlets in the study admitted they would not send female journalists to assignments deemed dangerous such as riots or demonstrations. However, the women interviewed in the study said sometimes women journalists are excluded from assignments like those taking place at night or there are some stories that editors consider that a male journalist can do better than a female journalist.

They have also been instances that women journalists are excluded on request from the sources. An example was given of an example in Zanzibar were a camerawoman was not allowed to cover a religious event because the Sheikhs were not comfortable to be covered by female reporter.

**Fig 4: Are there stereotypes in your newsroom concerning the ability of women to perform their journalistic tasks**



**Fig 5: Women journalists who felt marginalized in getting choice assignments because of their gender**



### 3.6 Training Needs

About 70% of the respondents see the need of getting more training on different subjects such as news reporting, preparing radio/TV magazines, feature writing and investigative journalism.

Other areas that were identified are media management, investigative journalism and gender training. Repeatedly female journalist respondents mentioned the need for building confidence and assertiveness of women journalists so that they can gain the respect of their peers and bosses. Coaching and support from experienced journalists targeting mid-career women journalists could be very helpful in building their confidence and assertiveness.

An interesting response was from one of the respondents who felt that “Media managers have to be trained because they don’t know what they are doing”. This could be a very valid assertion given the fact that most media managers are chosen from among journalists and they seldom have training in media management.

One respondent said that training alone may not be sufficient because in the media outlet they are a number of highly trained women including her who are never promoted or given pay rises.

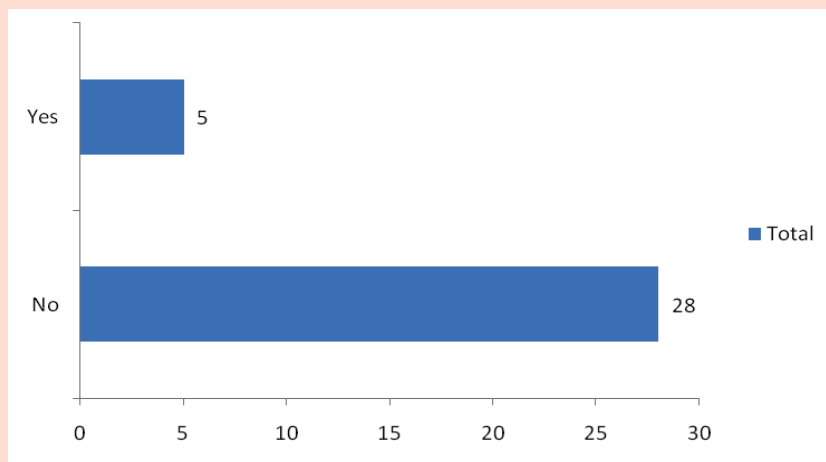
*“Training may help me to grow personally but will not necessarily ensure that I will grow professionally and be promoted because in the company I work for they do not rely on education or even experience. Our fate lies on the whims of the decision makers who don’t support the advancement of media women”.* She suggests that media managers should also be trained in management and that there should be policies in place that will guide them on gender issues.



### Case study 6

*To be a successful woman journalist is an everyday struggle. You should fight without losing hope to show that you are capable and can be trusted to do the job. Many don't believe that women can be good journalists. Instead of looking at our capabilities and abilities we are just seen as women and not journalists. Also the status of women in the society is still inferior to that of men so you can even face harassment from male sources who have stereotype attitudes towards women and they have been occasions where a source would deny a woman journalist access to information just because of her gender.*

Table 3: Have you received any training on media management? (For individual Women Journalists)



## 4. Recommendations

Most of the findings of this study confirm those of the previous ones, then it means that more innovative and radical recommendations are required. These recommendations are made reflecting the national level and the role of the Government and other oversight bodies, at the level of individual media outlets, media organizations and at the level of individual journalists.

## **4.1 Government and other oversight bodies.**

The Government should not shy away from its responsibility of providing policy and regulatory guidance on media as regards the problems that media women encounter by strengthening the existing Information and Broadcasting Policy, 2003. It should be noted that during the drafting of the policy which was very participatory involving media stakeholders, the Government incorporated nearly all proposals from media stakeholders with the exception of three proposals, one being on the continued ownership of media outlets by the Government, the issue of cross ownership of media outlets and the issue of gender in the media. Advocacy should be revived to ensure that the policy document is engendered and provides guidance for legal provisions on the issue of gender in the media. Media outlets should be required by policy and law to ensure that they address issues such as the salary gap, sexual harassment and discrimination of women in the media in decision making. This could also be done by ensuring that issues of gender are part of the requirements for getting a license to operate a media outlet.

## **4.2 Media Outlets**

It is proposed that media outlets should be compelled to have in place gender policies and to use them. MCT and TAMWA should provide guidance and assistance to media houses draft the gender policy that will protect staff and ensure the retention of quality and diverse employees.

The Gender policy will help to address the pervasive problem of requests for sexual favours by male bosses from their female subordinates. The Gender Policy should also provide processes for reporting sexual harassment and establish disciplinary procedures to be taken against perpetrators. A gender policy is also a useful tool which media houses could use for monitoring women journalists' advancement in the media thus assist in breaking the proverbial glass ceiling.

## **4.3 Individual journalists**

Individual female journalists could help improve the situation in

newsrooms by being more assertive and by refusing to be victims of sexual harassment. They could assist in exposing GBV in their workplace and other issues such as discrimination in remuneration, promotions and even in assignments. TAMWA should champion for the rights of women in newsrooms since that was the premise for its formation.

#### **4.4 Media organizations**

Media organizations such as the Media Council of Tanzania (MCT), the Tanzania Editors Forum (TEF) and the Tanzania Media Women Association (TAMWA) have a major role to play in enhancing gender equality in the newsrooms. The lack of a strong journalists union is a major hindrance in fighting for the rights of journalists. It's important that journalists should organize themselves to ensure their rights.

Since the major perpetrators of gender discrimination and GBV in newsrooms have been shown to be editors and media managers, TEF should have guidelines for its members to follow and if a member is found to be harassing their subordinates, punitive action should be taken against them including naming and shaming.

#### **4.5 Training at all levels**

Training on gender equality and social inclusion in the media should be conducted in media houses. Participation of male staff in these trainings is very important and if possible such training should be mandatory for all staff.

This training should be incorporated in the curricula of journalism training institutions at both tertiary and university levels to increase professionalism and capacity to report on news in a gender-sensitive and socially inclusive manner. Great emphasis should be placed on coaching and mentoring of women journalists so that they gain confidence and respect of their seniors and male colleagues.

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