Female Journalists Representation on the Management of *FRCN* and *KSMC* in Kaduna

Maryam Ibrahim, Ph.D
Department of Mass Communication
Ahmadu Bello University, Zaria
maryamu672@yahoo.co.uk,08036046637

Abstract
Journalism is a profession that has male dominance all over the world. But of recent, studies have shown that female students quite outnumber their male counter-parts in both journalism and mass communication studies worldwide. This study is an attempt to determine the ratio of female journalists compared to male to ascertain whether there is an increase in the participation of women in journalism practice using FRCN and KSMC as case study. The study employed documentary researeh as its methodology. Findings indicate that there were more males in both FRCN and KSMC in all departments as well as at the management levels. Thus, the study concludes that there is still male dominance in both radio stations which by extension portray journalism as a male dominated profession despite recorded increase of female students of mass communication and journalism studies. Nevertheless, efforts should be made to ensure equal representation for women especially when it is documented that they are now the majority in journalism and mass communication studies globallv. Also, they should he considered for top management positions in order to boost their morale and serve as role models to all aspiring women journalists not only in Nigeria but in the whole world.

Introduction
Journalism all over the world was considered a male domain and it remained so for years or even decades in some countries before women were given a place in the profession. This long male dominance in the profession resulted in given priority to the men over the women folk. Similarly, many societies consider journalism as one of the jobs outside the home and consider it as a field which women cannot survive and succeed due to their weak nature.

With the introduction of journalism studies in many countries, the number of women studying journalism/mass communication increased. However, this increase is not commensurate to their participation in journalism profession. Thus, women representation in journalism practice is still low as shown by many studies mostly due to gender inequality (see Gallagher, 1995; 2001; 2002; IFJ Report, 2009; Djerf-Pierrc, 2009; GMMP, 2010; Allan, 2011; IWMF, 2011; Enwefah and Agbalajobi, 2011; Daniel and Akanji, 2011). Similarly, women continue to be underrepresented both in the ranks of professional journalists and as the subject of hard stories as indicated by Global Status of Women Report. This report released in 2009 states that at the current rate of progress, it will take another'75 years to achieve gender equality in the media (GSW, 2009).

This study is an attempt to determine the representation of women in journalism practice in Federal Radio Corporation of Nigeria (FRCN) and Kaduna State Media Corporation (KSMC) both in Kaduna State. While there is abundant evidence on women's underrepresentatton in journalism profession, there were few data which state where women currently fit in especially in Africa and Nigeria in particular. This study seeks to fill in this gap by determining the representation of women in journalism practice in Kaduna State. Specifically, this study seeks to find out the ratio of female to male journalists in *FRCN* and

KSMC in Kaduna as well as to determine their representation on the management of these stations.

Researeh Questions

The study will be guided by the following researeh questions:

1. What is the ratio of female journalists compared to men in *FRCN* and *KSMC* in Kaduna?
2. To what extent are women represented on the management of these stations?

Literature Review

According to International Women's Media Foundation Report (IWMF, 2011) women represents only a third (33.3%) of the full-time journalism workforce in the 522 companies surveyed from the 59 countries involved in the researeh. Similarly, International Federation of Journalists Report (IFJ, 2009) indicates that in many countries, women are strongly represented in newsrooms, but media are still very male-dominated in top executive positions. Moreover, women are consistently under-represented in senior editorial and management jobs, observes Gallagher (2001). According to her, this pattern seems to hold even in the new commercial broadcasting companies, a finding that confounds the view that market-driven systems and audience goals will result in an increase of women's power at the top.

Many studies have shown the poor ratio of females to males in journalism, not only in Africa but the whole world (see Gallagher, 1995;2001;2002; IFJ Report, 2009; Djerf-Pierre, 2009; GMMP, 2010; Allan, 2011; IWMF, 2011; Enwefah and Agbalajobi, 2011; Daniel and Akanji, 2011). The implication of having few women in journalism indicates that only few women would make news and few women issues will be covered. Gallagher (1995) added that in most part of the globe, the world of media is still very much a man's world. Thus, women media workers are highly vulnerable even when they are in a majority within the profession due to their little decision-making power, either inside the media organizations or in the political and economic power with which the media must interface.

The Global Media Monitoring Project (GMMP, 2010) in a global survey stated that 52% of all television news presenters were women, yet only 44% of news items were written by female reporters. In addition, the media itself is seen as perpetuating stereotyped portrayals of women, giving less voice to women in general and women experts in particular and trivializing issues of concerns to women. As a result, women may not be sent on specific assignments such as war reporting and the rules of journalistic culture may also disfavour women in a variety of direct and indirect ways.

Furthermore, the recruitment of women to executive positions in the media was in no way commensurate with the number of women in journalism. In fact, women are being denied an equal place at the reporters table (Djerf-pierre, 2009; Allan, 2011). Despite several important breakthroughs in the 1990s, male dominance in the top echelons of the media industry was still strong in 2001 (3 out of 4 were men). Thus, women had much less access to formal positions of power in the media and when they did have such access, it was primarily a question of editorial power. Economic power remained in male hands and women's representation in top positions has not increased in anywhere near the same proportion as the numbers of women in journalism. Gallagher (2001) states that in the US, figures by National Federation of Press Women (1993) show that the increase of women's share of management posts is only by one percent since 1977. She asserts that if that rate continues, it will take 30 years before there is gender balance in top newspaper jobs in the US.

Further, women are underrepresented in executive positions in media organizations. The Global Status of Women Report puts the figure at 10% of all executive positions and only 3% of top leadership posts in most countries (GSW, 2009). Also, Djerf-Pierre (2009) found out that women's representation in top-level management is 27.3% compared to men's 72.7%. The top-level management includes publishers, chief executives officers, directors general and chief financial officers of news organizations. However, there is relatively higher representation of women in both governance and top management within both Eastern Europe (32.9% and 43.4% respectively) and Nordic Europe (35.7% and 36.8% respectively) compared to other regions (IWMF, 2010). Although, in senior management positions, women hold only one-third (38.7%) compared to men's nearly two-thirds (61.3%) in the companies surveyed by the IWMF. Also women hold only 28.7% in middle management positions compared to men's 71.3%. In the senior professional level, the report indicated a greater degree of gender balance with men slightly more than half (59%) and women nearing parity (41%).

One interesting point to note in IWMF report (2010) is that women's under-representation was found in 26 of the 59 countries surveyed indicating 44% parity. Thus, women's under-representation was the predominant gendered pattern in journalism employment in all regions of the world, with the exception of Eastern Europe. This exception is due to different status of the profession from that in Western Europe as observe by Gallagher (2001). She asserts that as the media systems of these countries move from a state-financed to a commercially-financed basis, the proportion of women employed as journalists will fall as documented in the case of the former German Democratic Republic.

According to Franks (2014) successive surveys of the journalism work force across most western countries over the past 15 years show repeatedly that, while at entry levels there is a reasonable balance between the genders, at the senior levels there is domination of men. And the wider the age, (he wider is the gender pay gap. Evidence indicates that there remains both vertical and horizontal gender segregation in the way that journalists are employed not only in the UK but in many other western countries. And there are still places where there is an ongoing cultural bias against women journalists.

In Nigeria, Oloko (1996) said the proportion of women to men in top management roles is very low. In the print media organizations, most women are assigned to editing women's pages. Similarly, in TV and radio, women are undcrreprcscnted as producers and news commentators but some of them have excellent performance in news casting and presenting. Also, a study of selected newspapers in Nigeria by Enwefah and Agbalajobi (2011) indicates that 70% of all newsroom staff were men, while only 21% were women. Similarly, men constitute 93% of editorial staff, while women represented only 7%. The Guardian and The Nation even had 100% male representation at the editorial level. Also in the area of reporting, men dominated with 79%, compared to women's 21%. Further, 75% of all columnists in the studied newspapers were men while only 25% were women. This study revealed the continual male domination of the editorial and reportorial units of newspapers in Nigeria.

However, the result neither mirrors nor justifies the high number of female enrolment at mass communication and journalism schools in the country as well as in other places. Pugh Yi and Dearfield (2012) opined that women have consistently been underrepresented in occupations which determine the content of news and entertainment media, with little change over time.

Rush, Oukrop and Sarikakis (2005) stated that women's participation in journalism business and education has been determined by an unwritten rule that keeps them either in low-status positions not desired by men or in a minority percentage across the ranks. To them, for women in journalism and mass communication, it was a ratio of concentration of women in symbolic representation. Further, they argued that women's position in communication industries and on university faculties will maintain a minority character, despite the changes achieved in the last three decades. In particular, Rush noticed that women in the US media were not moving beyond certain limitation in numbers, in employment, image and status, a phenomenon that she described as the "Ratio of Recurrent and Reinforced Residuum" (R3). This is an indication of the limited attention given to women as a historically politically marginalized group. Even in the academy, women occupy the lower ranks with few reaching full professorship and decision-making positions. Data on the status of women in the academic world in some countries indicate that in Canada, the average participation of women in Canadian universities was 13% in 1994, Germany 29%, Greece 25% in 1998, reaching 38% - all in lower ranks and no female full professor in the communications departments, Italy 28.8%; and the UK accounted for 13% of all full professors.

Theoretical Base

This study employs feminist theory to provide its theoretical base. Feminist theory is one of the major contemporary Sociological theories which analyze the status of women and men in society with the purpose of using that knowledge to better women's lives. Feminist theory is more concerned with giving voice to women and highlighting the various ways women have contributed to society (Grossman, 2013).

According to Lay and Daley (2013) Feminist theory offers a perspective for understanding human behaviour in the social environment by centring on women and issues that women face in contemporary society. It reflects a world view that values women and that confronts systematic injustices based on gender. Thus, feminist theory is most often associated with the rights of women.

Specifically, radical feminism is selected because it attributes the oppression of women to men due to universal patriarchy that exists across all cultures and historical periods (Hines, 2008). Thus, male power must be analyzed and understood and not reduced to other explanations such as labour relations (Lay and Daley, 2013). According to radical feminist, it is sexism and patriarchy that explain the problem of women in society (Ityvyar, 1992). This group views the oppression of women as the most fundamental form of oppression which cuts across boundaries of race, culture and economic class. Radical feminists question why must women adopt certain roles based on their biology just as they question why men adopt certain other roles based on their gender. Radical feminism also evaluates the role of patriarchy in perpetuating male dominance. In patriarchal societies, the male's perspective and contributions are considered more valuable, resulting in the silencing and margin alization of women. Feminism focuses on the theory of patriarchy as a system of power that organizes society into a complex of relationships based on the assertion of male supremacy and systematic domination of women (Hines, 2008). Radical feminists suggest that full self determination of women including economic independence would require fundamental changes in our social and economic structure (Ityvyar, 1992). They are against the public/private dichotomy and believed that women's liberation is only achieved if patriarchy is overthrown (Hines, 2008; Pereira, 1996).

Similarly, media institutions constitute a social system which is tightly integrated with the political, economic and stratification systems of societies. According to Oloko (1996:19), the

inter-relatedness of the media with other important social institutions necessarily indicate that factors such as sex role ideology and domesticity which have excluded women from full participation in other social systems are also operative in the media.

In journalism, women are subordinated just like in other aspects or fields in the society. Bourdieu (2007) observes that women occupy dis-advantaged position, especially in public life. While Viviane (2011) concludes that women are victims of circumstances because men have the controlling power in the political and economic spheres of the society. Thus, men give the voice and the media are the mirror of society and the image of women in the media reflects what women become.

In a nutshell, men use their political and economic power to subordinate women in the society. Hence, there is need for women to have a right to take part in public life along with men on equal terms. They also need to feel it is right to do so. Women need to have individual autonomy, economic independence and be able to overcome barriers, especially in public life as advocated by radical feminism. Thus, radical feminism attributes women's unequal status and social position to patriarehy which ensures their exclusion from the public sphere, largely due to sexual division of labour (Dauda, 2004). Further, radical feminism seeks to ensure women get greater access to a wide range of occupations and within them to positions of a decision-making power. However, to integrate women into the mainstream of economic, political and social life, laws and institutions must be reformed as well as attitudes changed.

Methodology

The study employs documentary researeh which is a form of qualitative researeh. Documentary researeh refers to the analysis of documents that contain information about the phenomenon to be studied (Mogalakwe, 2006). It was described as the techniques used to categorize, investigate, interpret and identify the limitations of physical sources or commonly written documents whether in the private or public domain. According to Mogalakwe (2006) social scientists use documentary researeh to supplement information collected through other methods but seldom as the main or principal researeh method. However, it remained a useful approach in social sciences. Also, there are two types of documents that are used in documentary researeh namely primary and secondary documents. Thus, this study employed the use of secondary type of documents obtained from the various media organizations involved in the study.

Presentation of Findings

The ratio of female journalists compared to their male counterparts is provided as shown in the following table:

Table 1: Ratio of Female Compared to Mal Journalists e in FRCN and KSMC

Name of Media	**Variable**	**Admin. Dept.**	**News & Current Affairs Dept.**	**Programme Dept.**	**Marketing Oept.**	**Engineering Department**	**Total**
FRCN	Men	39%	75%	65%	89%	95%	n=384
	Women	61%	25%	35%	11%	5%	n=167
KSMC	Men	71%	72%	61%	73%	73%	n=149
	Women	29%	28%	39%	27%	27%	n=54
Total		**100%**	**100%**	**100%**	**100%**	**100%**	

Source: Field work

The results in the above table show that the ratio of women varies in the two media organizations under study. Specifically in *FRCN* Kaduna, there were a total of 167 females in the various departments compared to 384 males, while there were 54females in *KSMC* compared to 149 males. This indicates that *FRCN* has more female staff than the *KSMC.* Furthermore, there were more male staff than the female staff in all Departments in both *FRCN* and *KSMC.*

Table 2: Representation of Women at Leadership/Management level *FRCN* and *KSMC* in Kaduna

Name of Media	Variable	Board of Directors	Top Level Management	Senior Management	Middle Management	Senior Level Professionals
FRCN	Men	100%	57%	91%	68%	58%
	Women	-	43%.	9%	32%.	42%
	Total	**100%**	**100%**	**100%**	**100%**	**100%**
	n=	**1**	**14**	**68**	**80**	**81**
KSMC	Men	-	75%	63%	79%	65%
	Women	-	25%	37%	21%	35%
	Total	-	**100%**	**100%**	**100%**	**100%**
	n=		**8**	**19**	**28**	**23**

Source: Field work

Results in the above table indicate that women represent 43% in Top Level Management of FRCN Kaduna, 9% in Senior Management, 32% in Middle Management and 42% in Senior Level Professionals. In Kaduna State *Media Corporation (KSMC),* findings indicate that women represent 25% in Top Level Management, 37% in Senior Management, 21% in Middle Management and 35% in Senior Level Professionals. This indicates that *FRCN* has more female staff in all levels of management compared to *KSMC,* with the exception of Senior Management where the data indicate that there were more female staff in *KSMC* compared to *FRCN.*

Discussion of Findings

Researeh Question 1: What is the ratio of women journalists in Kaduna slate?

This study sets out to determine the ratio of female compared to male journalists in *FRCN* and *KSMC* in Kaduna state. Findings indicate that the ratio of female journalists varies from one department to another in both *FRCN* and *KSMC.* However, they represent less than 30% in almost all the departments in *FRCN* with the exception of Administrative and Programmes departments. Findings indicate a similar situation in KSMC with the exception of Programmes department. This ratio is below the findings of the International Women's Media Foundation Report (IWMF, 2011) which show that women represent only a third (33.3%) of the full-time journalism workforce in their survey. However, these is similar to an earlier report by Global Media Monitoring Project (2000) which puts the male journalists figure in Africa at 76% while the female account to 24%. The findings reflect the global phenomenon of male dominance in journalism profession.

Researeh Question 2: To what extent are they represented at the top management?

The study also seeks to determine the extent of women's representation at the top management and findings indicate that media is still male-dominated especially at the top management. This also buttressed the findings of a survey conducted by International Federation of Journalists (IFJ, 2009) which indicates that in many countries, women are strongly represented in newsrooms, but media are still very male-dominated in top executive positions. However, women's underrepresentation at executive positions in media

organizations is not peculiar to Nigeria as shown by The Global Status of Women Report which puts the figure at 10% of all executive positions and only 3% of top leadership posts in most countries (GSW, 2009). Gallagher (1995) asserts that women media workers are highly vulnerable even when they are in a majority within the profession due to their little decision-making power, either inside the media organizations or in the political and economic power with which the media must interface.

Conclusion and Recommendations

Journalism is still male-dominated despite the fact that more women are joining the profession and they are even the majority in journalism and mass communication studies globally. This dominance can be behind the underrepresentation of women in journalism profession as well as at the top management as indicated by the findings of this study. However, this is a global trend because many studies have shown that without providing any justifiable reason for it. Nevertheless, efforts should be made to ensure equal representation for women especially when it is documented that they are now the majority in journalism and mass communication studies globally. Also they should be considered for top management positions in order to boost their morale and serve as role models to all aspiring women journalists not only in Nigeria but in the whole world. Similarly, women journalists should become aware and more informed about all available opportunities to ensure adequate representation especially in journalism profession.

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