



ADDIS ABABA UNIVERSITY

**GRADUATE STUDIES SCHOOL OF JOURNALISM AND
COMMUNICATION**

**PERCEPTIONS' OF WOMEN JOURNALIST ON PRACTICES OF
REPORTING IN ETHIOPIAN BROADCASTING CORPORATIONIN
THE CASE OF NATIONAL RADIO ETHIOPIA**

BY

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**Perceptions' of Women Journalist on Practices of Reporting in Ethiopian
Broadcasting Corporation in the Case of National Radio Ethiopia**

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This is to certify that the thesis is prepared by Aster Anjelo Ashango. In in title“ **Perceptions’ of women Journalists on Practices of Reporting In Ethiopian Broadcasting Corporation inthe case of National Radio Ethiopia**” partial fulfillment of the requirements for the award of the Degree of Master of Arts in Journalism with the regulation of the university and the accept standards with respect to originally.

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Statement of Declaration

I, Aster AnjeloAshango hereby to declare that the work in this research entitled “Perceptions’ of women Journalists on Practices of Reporting in Ethiopian Broadcasting Corporation in the case of National Radio Ethiopia”, is originally my own work that all the sources of materials used for this study have been identified and acknowledge as complete reference. This research study has not been previously submitted in full or partial fulfilment for any degree in this university or any other recognized education institution. This research study is being submitted in partial fulfilment of the requirement for Master of Arts degree in Journalism.

Aster Anjelo _____

Date: _____

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Acronyms

AAU	Addis Ababa University
AMMA	Amhara Mass Media Agency BDU Bahir Dar
CEO	Chief Executive Officer
EBA	Ethiopian Broadcasting Authority
EBC	Ethiopian Broadcasting Corporation
EBC	Ethiopian Broadcasting Corporation
EJA	Ethiopian Journalists Association
EMC	Ethiopian Media Council
EMWA	Ethiopian Media Women Association
EPA	Ethiopian Press Agency
ERTA	Ethiopian Radio and Television Agency
ETV	Ethiopian Television
ETV	Ethiopian Television
FBC	Fana Broadcast Corporate
FDRE	Federal Democratic Republic of Ethiopia
FM	Frequency Modulation
GMMP	Global Media Monitoring Project
HR	Human Resource
IFJ	The International Federation of Journalists'
MCC	Media and Communication Center Plc
MW	Medium Wave
SPSS	Statistical Package for Social Science
UNDAW	United Nations Division for the Advancement of Women

Abstract

The purpose of this study is to assess the Perceptions' of women Journalists on Practices of Reporting in Ethiopian Broadcasting Corporation in the case of National Radio Ethiopia. Data was gathered by means of survey using questionnaire and group discussions. mainly regarding job assignment, mentoring and coaching practice, performance measurement, promotion, and female journalists' perception on these issues and their aspiration to reach to decision making positions. The data was gathered from sample of 64 women journalists through questionnaire and from two group discussions. Convenience sampling technique was used for this study to reduce the difficulty caused by Covid 19 epidemics. The researcher used descriptive statistics to present and reveal facts. Five level Likert scale was employed to analyze the five level ordinal data on perceptions of women journalists. The reliability of the data was tested sing Cronbach Alfa and proper review of prior studies it is found to be valid (Cronbach Alfa is above 0.7) and reliable.

The result showed that the job assignment, measurement and promotion practices are not to build the capacity of female journalists, to give opportunity to females and the promotion is favored to men. Also the result prevailed that the averages years of experience of women journalists at different job grades is higher than male journalists. In higher positions the proportion of women journalists is decresed their participation. Most of the female journalists did not like their jobs as they respond because of the unfair job assignment, weak support and mentoring, and unclear/unfair promotion procedure.

Table of Contents

	Page
Acknowledgements	i
Acronyms	ii
Abstract	iii
Table of Contents	iv
List of Figures	vi
List of Tables.....	vii
CHAPTER ONE: INTRODUCTION	1
1.1. Background to the Study	1
1.2. Statement of Problem	3
1.3. Objectives of the Study.....	5
1.3.1. General Objective	5
1.3.2. Specific objectives	5
1.4. Research Questions.....	5
1.5. Significance of the Study.....	5
1.6. Scope of the Study	6
1.7. Limitation of the Study.....	6
1.8. Organization of the Thesis.....	7
CHAPTER TWO.....	8
LITERATURE REVIEW	8
2.1. Review of Literature	8
2.1.1 Gender Balance in the Ethiopia Media Workforce	8
2.1.2 Gender Equality in Working Conditions and Division of Work in Media Houses	9
2.1.3 Precence of Women in the Newsroom.....	12
2.1.4 Women in Decision Making Positions in Media	13
2.1.5 Women in Senior Management Positions	16
2.1.6 Women in Ethiopia Broadcasting Corporation National Radio.....	18
2.2 Theoretical Framework.....	19

2.2.1 Liberal Feminist Theory.....	19
2.2.2 Radical Feminist Theory.....	20
2.2.3 Representation Theory	21
CHAPTER THREE.....	22
METHODOLOGY	22
3.1. Research Design	22
3.2. Data Collection	22
3.3. Sampling.....	23
3.3.1. Sampling Frame	23
3.3.2. Sampling Technique	23
3.3.3. Sample Size.....	24
3.4. Data Analysis.....	24
3.5. Reliability and Validity Test.....	25
3.5.1. Test of Reliability.....	25
3.5.2. Test of Validity	25
CHAPTER FOUR	26
RESULTS AND DISCUSSIONS	26
4.1. Descriptive Analysis.....	26
4.1.1. Demographic Profile of Respondents	26
4.1.2. Response on Subjective Research Questions.....	29
4.1.3. Likert Analysis of Categorical Responses	37
4.1.4. Average Years of Experience of Male and Female Journalists at Different Position	41
4.2. Discussion on Findings.....	43
CHAPTER FIVE.....	45
SUMMARY, CONCLUSION ANDRECOMMENDATION	45
5.1. Summary of Findings	45
5.2. Conclusion	46
5.3. Recommendation	47
Reference.....	48
Appendices	55

List of Figures

Figure 1. Marital status of female journalists	27
Figure 2. Distribution of male and female journalists at different job level	28
Figure 3. Marital status Vs job grade of female journalists	28
Figure 4. Experience of respondents	29
Figure 5. Distribution of male and female journalists at different level	41
Figure 6. Distribution of male and female journalists at different job level	42
Figure 7. Experience gap between male and female journalists at different job grades	43

List of Tables

Table 1. Proportion of women journalists in different media houses	8
Table 1. Women at senior Management positions at different media houses	16
Table . Distribution of Female journalists in job rank	18
Table 4. Respondents by Demographic and Socioeconomic Characteristics	26
Table 5. Cronbach's Alpha Reliability test	29
Table 6. Frequency summary of response on job condition.....	30
Table 7. Cronbach's Alpha reliability test result	30
Table 8. Frequency summary of response on mentoring and performance evaluation.....	30
Table 9. Average years of experience and number of journalists at different grades	31
Table 10. Program assignment fairness.....	31
Table 11. Job assignment equity	32
Table 12. Technical support fairness.....	33
Table 13. Transparent and fair promotion.....	33
Table 14. Exercising their role as per their rank and job description.....	34
Table 15. Major challenges women journalists faced	34
Table 16. Implement of affirmative action.....	35
Table 17. Advancement to higher rank compared to male journalists	36
Table 18. Practices in promoting to higher positions	37
Table 19. Kind of assignments women are predominately taking	37
Table 20. Participation of women in decision making positions	38
Table 21. Reason for women acquire low position in the media	40
Table 22. Special privileges or disadvantages associated to the assignments women are taking.	40
Table 23. How far women aspire to higher decision making positions?	41

CHAPTER ONE: INTRODUCTION

1.1. Background to the Study

Media as a socializing agent have multifaceted roles in the society. According to Global Media Monitoring Project 2010 Foreword by Margaret Gallagher, only 24% of the people heard or read about in print, radio and television news are female. In contrast, 76% - more than 3 out of 4 of the people in the news are male. This is a significant improvement from 1995 when only 17% of the people in the news were women. However, despite a slow- steady increase in women's presence in the news over the past 10 years, the world depicted in the news remains predominantly male. This picture is not going with a reality in which at least one half of the world's population is female.

To create equality throughout society it is essential that the media promote and protect gender equality, both within the working environment and in a balanced representation of women. Like other issues, it is the responsibility of media to encourage open debate *and* discussion of these issues, to better inform society and to break down the limitations of gender stereotypes. The influx of women into journalism is a well-studied and discussed phenomenon (North, 2010 & 2009; Byerly, 2011; Fahs, 2011; Gadzekpo, 2009, Tusan, 2005; de Bruin, 2004; van Zoonen, 1998; Theus, 1985).

Research on gender and journalism can be divided into two categories. The first is gender "at work" in newsrooms (including opportunities or inequities in jobs, promotions, and salaries, as well as sexism), and the second is representations of women. Scholars assume that the first issue over-determines the second one. On both issues, research shows improvement, but also still continuing problems. (Steiner 2017). The International Federation of Journalists' (IFJ) survey carried out in 2001 attest to these upward trends of women into the journalism occupation throughout the world.

In USA University journalism programs are predominately composed of women, yet 60 percent of journalists who work in newsrooms are men (Grace 2016). This showed that Journalism has fallen behind in the advancement of women in comparison to other professions in the United States.

Emawaysh (2019) Based on her findings, majority of the participants believe wrong perception towards female journalists has resulted in low engagement of female reporters in hard news productions. Most of the participants consider opportunities weren't given to women to do hard and priority given stories as there is a perception that women aren't capable of covering such stories. The female journalists are associated with what is called soft-news stories. Though the stereotypical perception has a lot to play for the low women engagement in covering hard news stories, interest and personal capacity cannot be undermined. Male journalists dominated the Amharic News Department, and busy in covering hard news stories, reporting from the field, news breaking, anchoring and even in managerial position. Based on the findings, transparent procedures in regards to improving women's participation in hard news productions.

Beijing Plus Ten Report on Women and Media (2005) indicates that a study had been conducted in 1990 on the status and roles of women who work in the media in seven African countries, Malawi, Mozambique, Namibia, Swaziland, Tanzania, Zambia and Zimbabwe. This study reveals that men constitute eighty-five to ninety percent of workers in the most technical positions of the media whereas women hold the majority of administrative posts.

The 2001 International Federation of Journalists' (IFJ) survey carried out revealed to these upward trends of women into the journalism occupation throughout the world. Researching gender imbalances in 13 media houses, Mengistu Dargie (2007, p. 43) found out an overall proportion of female journalists of 14%, which is in fact a slight decline from an earlier survey which found 17% female journalists (Agaredech, 2003). The ratio is virtually the same in the privately owned and state-owned media.

As Mebrahten (2007) concluded from her analysis, in Ethiopia the entrance of women to the media is scanty, for various reasons, compared to the average of women journalists working in the media worldwide, and that of journalists in many African and Latin American countries. Studies showed upward trend in the number of women employed in media houses (Skjerdal, 2017). A recent study that included 350 editors and reporters from 27 public and privately-owned broadcast companies and print media houses found

that the percentage of men and women found to be 71% and 29% respectively. From the previous study by (Mengistu, 2007), that the proportion of women employed in newsrooms was between 14% and 17%. This indicates the number of women employed has nearly doubled in recent years. One possible explanation for the increase could be that more female students are now enrolling in journalism courses at universities, where the gender balance is better than in most media organizations (Skjerdal, 2017).

This indicates different situation of women journalists in different countries. The research explores the Perception of women Journalists on Practices of Reporting in Ethiopian Broadcasting Corporation in the case of National Radio Ethiopia. The purpose of this study is to provide appropriate information on the status and perceptions and practical challenge of women journalists in EBC.

1.2. Statement of Problem

Ethiopian Broadcasting Corporation is the largest media institution in Ethiopia. It is owned by the Government. It hosts Ethiopian television with its current three channels, and Ethiopian Radio, FM Addis 97.1 and FM 104.7 stations.

Ethiopian Radio was established on 31 January 1935 as the first radio station in Ethiopia. Lately Ethiopian Television (ETV) was founded in 1965. The Ethiopian Radio become merged with Ethiopian Television through the 1987 Proclamation No 114/87 of the parliament and named as Ethiopian Radio and Television Agency (ERTA). Proclamation No, 533/2007) again reorganized ERTA. Proclamation number 585/2006 of the house of people's representatives was changed ERTA to Corporation and the name was changed to Ethiopian Broadcasting Corporation (EBC) consisting both radio and television wings. (EBC, 2007)

Currently national radio broadcasts in two foreign and five local languages, 24-hour service throughout the country using its regional distribution stations.

Asegid (2017) mentioned his research the age of new media industry, the national radio service was expected to do a lot to become competitive and preferred radio medium in the country. Journalists in the radio medium also have a great role in the overall

development of the media house. As clearly stated in EBC founding Proclamation No. 858/06 broadcast service is recognized as a vital instrument to promote sustainable development, peace, democracy and unity among the diverse peoples and ethnic groups of the country.

Emawaysh(2019) cited It is not hidden that gender equality has nowadays become a major issue in many countries triggering women to participate in any field of work, any time, any place. Journalism being one professional field sees a considerable number of female journalists joining the sector.

This shows that Journalism is one of the professions where women joined late with the recent expansion of radio service. Gradually the number of women working in the media has increased with the expansion of media in the country. Especially post 1990 has seen better number of women in the sector. This is attributed to the flourishing of private news media owing to the provision of freedom of the press, first reinforced by the Press Freedom Act (1992) and later by the Constitution (1995); expansions in government media, as well as training institutions in the areas of journalism and communications. Thus, by 2003 the number of women media practitioners in Government print and electronic media reached around 152 (Agaredech, 2003). Another study in the same year shows that women journalists account for 15.4 percent of the total workforce in state-owned media (Haymanot, 2003).

However, in Ethiopia, like any other sectors female journalists are working under difficulty and challenges. Abebech(2007) in her research argued that as any organization, the national news media in Ethiopia are gendered. Because of that they not only deny women journalists top management positions but also in so doing, they failed to serve men and women employees and audiences equally. Currently women got better chance to get hired and start their journalistic carrier but they are invisible in higher ranks in the news media.(Skjerdal, 2017). It is also important to explore the working conditions and to see the situation comparing against their male counterparts.

1.3. Objectives of the Study

1.3.1. General Objective

The main objective of this study is to assess the Perception of women Journalists on Practices of Reporting In Ethiopian Broadcasting Corporation in in the case of National Radio Ethiopia.

1.3.2. Specific objectives

The overall specific objectives of this study are: -

- To find out the current status of women journalist in Ethiopian Broadcasting corporation /Ethiopian Radio service/.
- To Identify challenge faced by women journalists during assignment works in program section.
- To explore the carrier achievements of female journalists in comparison to their male counterparts

1.4. Research Questions

Research questions

- What is the current status of women journalists in Ethiopian Broadcasting Corporation?
- What are common challenges women faces in their day to day journalistic activities?
- How significant is the carrier achievements between male and female journalists?

1.5. Significance of the Study

The study helps the managers who are responsible for planning, managing, evaluating, organizing and controlling overall activities of the National radio services. The research gives them direction to bring about the improvement that the media houses. The research benefits policy makers, women journalists, women advocacy groups and others who want to study gender issues. Policy makers benefit in formulating policies. It can also be used

in developing gender and media advocacy projects. The study benefits women in media women since the process of the study has involved some women in a process of knowledge construction. The study also benefits media institutions as it helps them to evaluate their day to day gender practices and encourage them to seek ways to challenge their discriminatory practices.

1.6. Scope of the Study

The scope of the study is limited in its subject and issues to be addressed. The research is focused on women journalists in focusing on Ethiopian national radio services. The scope of this study is restricted to Ethiopian national radio services journalists working in Addis Ababa. The study excludes the technical and supportive staff. The study covers only women journalists in Addis Ababa their counterparts in EBC especially National radio. Records and current data on the composition of women journalists in the national radio was collected. Data on current perceptions' of women journalists on practice of reporting was collected. Primary data was also collected through questionnaire to see other issues sensitive to gender such as promotion, task assignment, engagement and distribution of women in different positions. Primary data on job assignment and promotion collected from women journalists both through questionnaire and group discussion.

1.7. Limitation of the Study

The restrictions and situations of covid 19 were a great challenge to collect data. It took longer time to finish the data collection than expected. The other challenge was willingness of the journalists to fill the questionnaire and to participate in the group discussion was weak. This also reduce the reliability that the selection of journalists for questionnaire distribution is based of willingness rather than selection by chance to give equal chance of being selected to all in the target population.

The above mentioned difficulties were eased through repeated effort of persuasion through longer time. This resulted in the delay of the paper than expected time and the graduation of the researcher.

The other difficulty was that most of the information regarding positions above team leader and the process of selection and assignment is not clear and no one is not willing to disclose.

The researcher to set appropriate time for each of the respondent women journalist, and establishing flexible on schedule to conduct focus group discussions.

1.8. Organization of the Thesis

The research paper has five chapters. Chapter One consists of background of the research, statement of the problem, objectives, significance and limitations of the study and organization of the thesis. Chapter Two discusses the various literatures related to the topic and gives insights into the various theoretical frameworks for the understanding of the research theme. Chapter Three explains the methodology of the research; Chapter Four dealt with the findings. Finally, in Chapter Five presented summary and conclusion of the study.

CHAPTER TWO

LITERATURE REVIEW

This chapter is focused on the review literature and theoretical frame work. The first part deals with possible literature review which could be explain the participation of women journalists in different media houses. Some selected theories were discussed to clarify the analysis in the coming chapters. There is wide range of theories explaining the possible causes of gender based difference in workplace Some of relevant theories, their focus and reasoning for the gender difference in workplace have discussed below.

2.1. Review of Literature

2.1.1 Gender Balance in the Ethiopia Media Workforce

Roman Worku was the first woman program producer in Ethiopia. Emawayesh (2019), Starting 1946 she had been worked for more than 25 years for both the print and electronic media. With the flourishment of both private and public media in recent years, the number of women journalists increased. Though their presence in the industry is not visible as expected they have been playing an indispensable role in the challenging media environment in Ethiopia.

Mengistu (2007) in his research concluded that it is rare to see women journalists penetrating to high decision making positions as the path is greasy and steep. For various reasons the entrance of women to the media in Ethiopia is low compared to the average of women journalists working in the media worldwide.

Table 2 Proportion of women journalists in different media houses

Media	Male	Female	Total	Male %	Female %
FBC	274	111	385	71%	29%
EBC	179	100	279	64%	36%
AMMA	153	94	247	62%	38%
STRA	83	32	115	72%	28%
Sheger FM 102.1	14	6	20	70%	30%
EPA	96	22	118	81%	19%
MCC	24	3	27	89%	11%
Total	823	368	1191	69%	31%

Adapted from Alem (2018)

He also stated that it is rare to see women journalists penetrating to high decision making positions as the path is greasy and steep. He suggested that journalism generally preferred by young, single, well-educated women who do not intend to stay long in the career because of family pressure and inconvenient working conditions.

Women's' feelings about what assignments to undertake seems gloomy as no clear standpoint was taken between hard and soft news stories. Like other African Countries, the divided attitude in assignments, as it was made clear the assignment bias emanated from both women journalists themselves and editors. But also Women's claim for the deprivation of their rights to cover hard news stories contradict with the fact found from the survey that their first preferences were soft news. Women journalists by themselves admitted that assigning women to soft news stories and their justification was related to women's inability to work on hard news.

2.1.2 Gender Equality in Working Conditions and Division of Work in Media Houses

Difference in remuneration for media professionals across the sector in Ethiopia is insignificant. Salaries were found to be better for journalists working in the private sector media. specifically satellite television stations and magazines pay higher than in the state media (Skjerdal, 2012). Also a notable gender pay gap for media professionals has been observed. because Women relatively hold lower positions in media houses, they on average earn less than their male counterparts. However, no disparity between the remuneration of women and men journalists working in the same positions was found (Skjerdal, 2017).

Abebech (2007) in her study found that majority of men and women journalists in state-owned media houses have a low level of job satisfaction. Due to this problem, journalists leave their organization and even, in some circumstances, the profession. She also indicated that women were more dissatisfied than men with respect to the working conditions. Maintaining a work-life balance is the additional burden of women (Emawaysh, 2019). Azeb (2017) noted that women journalists in privately owned print

media such as Addis Admas, Reporter, Fortune, and Capital have professional autonomy as a result they experience more professional satisfaction.

Emawaysh (2019) found that mostly women journalists covered 'soft stories' which are health, social issues, and entertainment and have less participation on agriculture, development, politics, the economy, and education, which are characterized as 'hard stories'.

According to Skjerdal (2017) in Ethiopia, only a quarter of women and men journalists work focused on one reporting area. Gender differences were noted in some of the most popular areas such as news, development, politics, the economy, current affairs, sports, and entertainment politics and economics dominated by men and sport reported exclusively by men. On other side women dominated entertainment and culture, and exclusively covered gender-related issues. Further he indicated that both genders participated equally in reporting agriculture, development, education, health, and social issues.

Emawayish (2019) cited Weibel, Wissmath, & Groner (2008) female reporters presenting news stories were perceived as being more credible than male reporters presenting similar stories, male reporters were seen as being more credible persons overall. However, the gender of the news viewer also has to be considered; generally, recipients find reporters of his or her same gender to be credible. Another noticeable finding from this study was that, although young reporters' credibility was not influenced by age, the older, male reporters were considered to be the most credible reporters.

Armstrong (2004) mentioned in his research in many countries women are strongly represented in newsrooms but the mass media is still very male dominated when the top positions are examined. Women are marginalized in the news both in the content of the jobs they do and in the opportunities they have to make their way in the profession. Fair gender portrayal is a professional and ethical aspiration, similar to respect for accuracy, fairness and honesty. It is the other side of the coin that says women need to be more represented at higher levels of the news business at work. In a world where hard news is still mainly reported and presented by men journalists, women need to stand up

for their gender equality at work. A majority of studies showed that women are generally considered less capable of communicating hard news and events than their male equals.

Armstrong According to the world survey in the late 1970s and early 1980s, only 13% of reporters were women, whereas today about half of reporters around the world are women. However, women are still far from equal treatment in so many terms as they face professional barriers of appearance and age.

Allan (2005) in his research the ways in which women are represented in news media can project their place, role and lives in a positive or negative light to the public. Often media allies argue that one of the main reasons for women to have less representation than men in news is because they do not occupy high status positions in society as men.

Women parliamentarians for example do manage to attract media attention, but often it is for their sartorial style and domestic arrangements rather than their policy positions- 'ordinary' women are denied a voice as well. Where women should, in principle, have the same opportunity of speaking as men, for example, in vox pop (voice of the people) during elections, they are still much less likely to be asked their views than men, Allan (2005) In 1995, the Global Media Monitoring Project (GMMP) was launched to map the representation of women in the media and to create media awareness.

The global percentage of female journalists rose from 25% in 1995 to 37% in 2005; however, from 2005 to 2010 the percentage of female reporters stagnated at 37% (Global Media Monitoring Project [GMMP], 1995: 24; GMMP, 2010: 2). The recently published 2015 GMMP showed again that 11 women make up 37% of professional employees in the newsrooms, which indicates a declining effort for gender balance and equity in the newsrooms.

The International Federation of Journalists (IFJ) there are some exceptions in countries like Russia and Sweden where more women than ever are working in media. They form most of the journalism workforce. But they do not play an equal role in the reporting process.

The GMMP 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 2002 the Canadian Newspaper Association report stated that only 8% of the editors-in-chief positions and 12% of publishers were women.

Creedon, (1993:87) argues that the developments in media and information technology, the international and regional legal points such as Affirmative Action policies and Equal Employment opportunities are factors attributed to the increasing visibility of women in the media that have lessened discrimination basing on gender. As a matter of fact, other studies suggest that female journalists are often more educated than men. Indiana University Scholar Christine Logan (1983) found from men and women newspaper managers that female managers were more likely than male managers to have a college education. On the same token, a 1988 study of daily newspaper journalist by the American Society of Newspaper Editors (ASNE), found that women had more education and better academic records than men Stinnet& Henry, 1989 cited in Creedon (1993).

2.1.3 Precence of Women in the Newsroom

Various interest groups researched women participation in media in different countries. Inconsistent and sometimes contradictory assertions have been made by feminist media researchers about women's presence and numerical representation in the media. This is evidenced by two papers presented at United Nations Division for the Advancement of Women (UNDAW) Kirkuk, (2002).

The most prolific work of Gender Link, a media and gender activism organization based in Johannesburg, South Africa, is pioneer to work towards mainstreaming gender both in employment of journalists and journalism education.

A study by (Becker et al., 2010) in US showed that women constitute two-thirds of those enrolled in undergraduate journalism programs. However, when looking at the actual numbers who find jobs in the field shows clear difference in employment. A 59-nation study of women's employment in 522 newsrooms, by The Global Report on the Status of

Women in News Media, found that overall women held only one third of the jobs in reporting and a quarter of the jobs in top management (Byerly, 2011).

Theory of glass ceiling theory, used to represent an invisible barrier that prevent women from rising or achieving beyond a certain level in the organization's hierarchy. This was first used by feminists in reference to barriers in the carrier of high-achieving women. (Fox et al, 1984)

Emawayesh (2019), in her study "The Involvement of Women Journalists in Reporting Hard News Stories: A case Study of Amharic News Department of the Ethiopian Broadcasting Corporation". Forwarded that, Research efforts on media in relation with gender in Ethiopia have tended to concentrate on media portrayal of women. She also concluded that female journalists are engaged on what is called soft-news stories. Though the stereotypical perception has a lot to play for the low women engagement in covering hard news stories, interest and personal capacity cannot be undermined.

2.1.4 Women in Decision Making Positions in Media

This section presents findings from studies on the gender balance in the media workforce in Ethiopia, including in decision-making positions.

According to Mengistu (2007) and Skjerdal (2017), the proportion of women employed in newsrooms has nearly doubled in a decade. The proportion of men and women journalists employed varied across media institutions depending on the type and ownership status of the media. It is also relatively the proportion of women in broadcast media is higher compared to print media Abebech(2007). Mengistu (2007) argued that the print media is more challenging to women to enter, stay, and succeed than in broadcast media. Other researchers associate the problem with the shrinking of the print media sector (Agaredech, 2003).

The number of women in media leadership and decision-making positions in Ethiopia is also low relative to their number in the workforce (Skjerdal, 2017). Men are well represented in top and middle management, while women are more strongly represented in positions such as producers, reporters and news writers (Ibid). Despite an increasing

number of women graduating from academic institutions and entering media houses, most women are often restricted to middle management positions, and rarely achieve higher leadership positions (Ibid).

A study conducted by Abebech (2007) on six broadcast and print media houses media companies revealed that women and men on editor and above positions accounted for 4% and 27% respectively. This gender imbalance in leadership positions resulted weak women's influence on editorial decisions (Selamawit, 2016). Among government-owned media organizations, Addis Media Network is a pioneer in having appointed a female leader. EBC and EBS, an Ethiopian privately owned satellite TV channel, have female deputy directors.

Most of the women employed in newsrooms were below the age of thirty and have less work experience compared to men in most media houses. Two-thirds of the total number of female journalists surveyed were single (Abebech, 2007). A high proportion of younger and less experienced women journalists could indicate that women leave the profession sooner than men do (Skjerdal, 2017). An overview of the institutional practices, working conditions, and criteria for the promotion of journalists suggest that the pressure of needing to maintain a work-life balance often limit the ability of women to thrive professionally over time (Seble, 2006).

The other governing issue in women in media is their representation in decision making positions. Even though increasing numbers of women graduating from professional and vocational programs almost in all regions, and entering the industry, most research suggests that their number shows concentration at middle management and rarely achieves the really top jobs. (Ross and Byerly 2004)

Margaret Gallagher (2002) also asserts that women are 'present' as important middle-level cohort of producers, directors, journalists and reporters in the media of any countries around the world.

Organizational culture is another determining factor when it comes to setting internal targets for gender diversity.

The study of Georgiana Fuller, "Challenging male-dominated culture at work", looked at female representation on board and executive committees in more than 381 financial services organizations. (Fuller, 2017) Her finding showed that, the number of women on executive committees has only increased by around 5 percent since 2003, to an average of 16 per cent in 2016. Around 20 per cent of the companies that took part in the survey, firms (from 32 countries) had women on the board. Perhaps the fact that most women still don't see themselves as future CEOs is also a contributing factor

Recent Korn Ferry Institute's research, that included interviews of 57 women who have been or currently are CEO at Fortune 1000-listed companies. Their finding shows that very few women actually *aspired* the top spot. Only five of the chief executives interviewed said they had always wanted to be CEO and three said they took the job out of a sense of responsibility. This is not surprising when you find that 94 per cent of Fortune 1000 CEOs are men. (Fuller 2017)

GMMP, (1995), IT launched a project on 1995, to map the representation of women in the media and to create media awareness. According to the GMMP, the global percentage of female journalists rose from 25% in 1995 to 37% in 2005; however, from 2005 to 2010 the percentage of female reporters stagnated at 37% (Global Media Monitoring Project [GMMP], 1995: 24; GMMP, 2010: 2). The recently published 2015 GMMP showed again that women make up 37% of professional employees in the newsrooms, which indicates a declining effort for gender balance and equity in the newsrooms.

Gender-wise, Ethiopian newsrooms attest to great imbalances, reflecting the general professional situation in the country (Alem, 2008). In the phrasing of African Media Barometer, women in the Ethiopian media are confined to «'window-dressing' positions» (FES, 2010, p. 53). Editors admit that they assign female journalists to soft stories because they believe this topic area suits them better, and there are several reports of female journalists earning less than male journalists with the same standing (Nolawi, 2008; Rahel, 2010; Seble, 2006).

Abebech (2007) in her research explores the representation of women in the Ethiopian national news media decision-making and the factors that deter women from enjoying

equal participation in decision-making. Her research focuses on national news media as these media are influential in the country due to their capacity to reach nationwide. Researches in relation to media and communications are scarce in the country leave alone on specific issues like women and media. Among the very few efforts of research made on the area the available studies are traditional or non-feminist researches whose center of research are not women.

Her research women in the Ethiopian national news media are still absent in top decision-making positions and women journalists are not only aware of this fact but also are conscious of some factors affecting women's participation in decision-making. In this respect some major factors arose from the descriptive and empirical data analysis as affecting women's participation in decision-making in terms of women's equal opportunities to decision-making and gendered division of labor. These are among others, lack of equal opportunities for promotion in decision-making, the masculine culture of newsrooms, male managers' attitudes towards women leadership and women's aspiration for decision-making positions and career achievements.

2.1.5 Women in Senior Management Positions

Previous survey by Alem(2018) summarizes the gender composition of senior management positions across surveyed media houses as followed.

Table 3. Women at senior Management positions at different media houses

	Male	Female	Total	Female %
FBC	24	1	25	4%
EBC	51	13	64	20%
AMMA	32	3	35	9%
SRTA	12	2	14	14%
Sheger FM	4	3	7	43%
EPA	10	3	13	23%
MCC	10	1	11	9%
Total	143	26	169	15%

Adapted from Alem (2018)

In all media houses womens' share at senior management position accounts 15% with higher 43% at Sheger FM and the lower 4% at FBC.

Even though the government's commitment to gender empowerment in the formal sector and political sphere, it is notably still show a marked gender disparity in women appointed to senior management positions Alem (2018). In some instances, boards being made up of men only. Of the surveyed media houses, there were the fewest women in senior management positions. Out of 25 members of senior management team, there is only one female as a department head position at FBC. All other positions are held by men. With respect to the male-female ratio, EBC's senior management showed better fares that, from a total of 64 senior management positions at the broadcaster, 13 (20%) are female. Similarly, at AMMA women hold three (9%) of the 35 senior management positions and two out of 14 senior management positions in SRTA – both of these as board members.

Of the two other media companies surveyed, Sheger FM and EPA, Sheger has reasonably stronger male-female ratio for senior management positions. Three out of seven senior positions are occupied by women. Although the state-run newspapers at EPA having 120 employees, only three out of 13 senior positions are currently occupied by women. Alem (2018).

When it comes to women in editorial decision-making positions, it is notable that more women occupy senior editorial positions particularly at FBC than other media houses. We can found that women are strongly represented in mid-higher editorial levels. Out of 119 editorial decision-making positions, 48 (40%) taken up by women. 20 (59%) of which are in senior positions. However, women only occupy 3 (17%) out of 17 positions at the executive producer level.

At EBC women hold 31 (17%) of the 186 editorial decision-making positions. Of these, women hold 6 (16%) positions out of 37 senior editorial positions. At the regional state broadcaster AMMA, women hold 32 (25%) mid-level editorial positions out of 127 positions.

At SRTA, women hold 62 (38%) out of 164 editorial decision-making positions (17 (33%) of 52 senior and 45 (40%) of 112 mid-level positions).

2.1.6 Women in Ethiopia Broadcasting Corporation National Radio

National radio is the largest radio broadcasting in Ethiopia. It is the radio section of Ethiopian Broadcasting Corporation. It consists of Ethiopian Radio (MW) and F.M 93.1. It broadcast in five languages Amharic, Tigrigna, Afan Oromo, Afar and Somali language's.

Table 4. Distribution of Female journalists in job rank

Job rank	Frequency	%
Beginner reporter	7	11%
Reporter	12	19%
Reporter 1	12	19%
Reporter 2	14	22%
Producer	9	14%
Producer 1	5	8%
Producer 2	3	5%
Team leader	2	3%
	64	100%

The national radio has 158 journalists of which 76(48%) are women and the remaining 82 (52%) are male. Out of 76, 47 (61%) were married and 29 were single.

The national women development policy of Ethiopia put affirmative action as one of the strategies to narrow the gap between male and female in different development initiatives. In organizations carrier achievements are the result of organizational development scheme and personal efforts. Assuming affirmative action is complimented to balance the effort variation if exist, fairness towards male and female journalists should enable women promote equally to higher ranks as their male counterparts.

Asegid (2017) cited Yemane journalists do not even like their job due to different situational factors such as lack of modern information Centre at the institution, absence of short term trainings, failure to make use of technology, and so on which have underprivileged journalists to organize, to obtain and make use of the techniques of storing and retrieving information in a precise and speedy manner.

2.2 Theoretical Framework

Many feminist theories tried to describe the situation of women problem in work places. Among these few relevant theories are tried to present in this section.

2.2.1 Liberal Feminist Theory

According to the liberal feminist theorists Fischer, Reuber, and Dyke (2003) women are disadvantaged, compared to men, due to drawbacks they experience in gaining business experience. The argument is that women are constrained from reaching top managerial positions, for example, because of the glass ceiling, sexual harassment, a lack of mentors and networking opportunities (Calás & Smircich, 2003), sex discrimination, prejudice and stereotyping (Thomas & Davies, 2005). However, Oakley (2000) puts that the main failure of the liberal feminist approach is these theorists do not address the main causes of gender inequality in organizations and therefore men still control organizations.

Emawayish (2019) mentioned Liberal feminist theory emphasizes on equal individual rights and liberties for women and men and downplaying sexual differences. Liberal feminism is the most accepted social and political philosophy among feminists. It depends on the equal rationality of the sexes and emphasizes the importance of structuring social, familiar and sexual roles in ways that promotes women's autonomous self-fulfillment. They also emphasize the similarities between men and women rather than the average difference between them attributes most of the personality and character differences between the sexes to the social construction of gender and tend to promote a single set of androgynous virtue for both women and men.

Accordingly, discrimination against women in employment in news media can be exemplified in recruitment, in jobs and specific assignments at work, in payment, access to decision-making, promotion, training, fieldwork and travel among others. (Abebech, 2007).

Betty Friedan (2010) women compare to men for the ongoing achievement of gender equality, a lot of works expected from concerned stakeholders to give equal opportunities

to women, to make policies which will assure women's right and equality, to build their capacity with supporting policies until they became equal with men.

Emawayish (2019) cited Nardos, Liberal theory assumes equal gender relations being achieved by equal opportunities, policies, affirmative action programs and doesn't examine further power system in which male privileged is maintained by excluding and subordinating women(2006)

Shaivas in his research mentioned by Emawayish in the newsroom and opportunities in the workplace, we can analyze the positions of women in newsrooms because feminists assert that women often comprise the rank and file of journalists and presenters in media, but few are in the top leadership positions (2019).

Finally, Emawayish concluded the liberal feminist media theory provides guidelines to journalists and the media organization on ways of bringing gender equality into the mainstream of the profession. Especially on the division the profession has in doing hard news stories and covering events that needs high protocol news coverage.

2.2.2 Radical Feminist Theory

The focus of radical feminist theory according to Oakley (2000) is the subordination of women. It is explained as the differences between men and women are positioned in such a way that men have more control socially, economically, politically and in the workplace, while women possess less power (Greer & Greene, 2003). Radical feminists have tried to change the legal and political structures of patriarchy, as well as cultural and social institutions where males being privileged in a society where men set the norm and women left not being promoted (Alvesson & Due Billing, 2009).

The Other prominent theory to be considered is theory of gendered organization. Joan Acker's (1990) theory of gendered organizations used by many sociologists to explain gender inequality at work. He argued that, "gender inequality is tenacious because it is built into the structure of work organizations". Even from the definition of a "job" contains an implicit preference for male workers (Acker 1990). It is common that

employers prefer to hire people with few distractions outside of work who can loyally devote themselves to the organization. This preference excludes many women, and left aside them for giving the likelihood that they hold primary care responsibilities for family members. Consequently, many employers think that the “ideal worker” is a man. (Williams 2001).

2.2.3 Representation Theory

The representation theory another dimension of feminist theory. It mainly focused on both the process of speaking for and representing others. the politics of representation pose particularly troublesome issues for feminist theorists. The feminist project of transforming power relations and improving the material conditions of people’s lives is complicated by the contradictory and difficult problems of representing the subjectivities and identities of ‘others’. Representational practices are tied to epistemological debates about working toward an ethical involvement woman with men. Mostly, representation theory seeks to make theoretical connections between three areas of feminist concern. The main one is it will critique the notion that feminist claims to political affectivity provide a solution to questions of ethical representation. (Hinterberger, 2007)

The Women's Policy of Ethiopian government (2005). primarily aim to institutionalize the political, economic, and social rights of women by creating an appropriate structure in government offices and institutions so that the public policies and intervention strategies are gender-sensitive and aimed to ensure equitable development for all Ethiopian men and women.

To improve their participation, Ethiopian women are entitled to remedial and affirmative measures so as to enable them to compete and participate on the basis of equality with men in political, economic and social life. Women have the right to be protected by the state from harmful organizational customs and practices that press them or causes bodily or mental harm. They have equal right to employment, promotion, affirmative action is undertaken to improve the employment status of women through the revision of the civil service codes and existing labor laws.

CHAPTER THREE

METHEDOLOGY

In this chapter approaches, methods and techniques applied in the research process are forwarded so that it could guide and give clear direction to understand the research process,

3.1. Research Design

Method of the Study is descriptive which employs both qualitative and quantitative data analysis and presentation. Qualitative research in this study is concerned with analysis at the level of individual words, phrases or even sentences. It analyses broader units of text Howitt & Cramer (2014, p.338).

Both primary and secondary data used to present facts. Primary data was collected using questionnaire and two group discussion involving female journalists at different rank. The number of questionnaire to be distributed was determined based on sampling method. Interview and group discussion target women journalists. Secondary data was collected from reports, documents and other sources.

The data was analyzed to compare the status of women journalists with their counterpart males using appropriate statistical tool. Qualitative data collected through questionnaire was discussed to uncover facts and situation of women journalists.

3.2. Data Collection

Both primary and secondary data will be used for the study. Secondary data on employment, composition of male and female at different decision making positions was collected through review of documents of HR directorate of the corporation. Primary data related to job assignment, performance measurement and practices will be collected through questionnaire from employees.

Mainly two methods are used to collect data. Primary data was collected through questionnaire and group discussion. Same questions are raised on the questionnaire and in the group discussion. It helps in identifying and collecting additional related ideas.

Structured questionnaire was used to assess the response of subjects so that it eases the summarization and analysis. Because all the target groups have got their first degree, the questionnaire was prepared in English.

The questionnaire has two sections. In the first part, journalists have responded to questions about their biographic information. The second part was focused on the research questions.

Groups of women journalists were discussed on same issues included in the questionnaire. This helped to triangulate the response collected and to elicit further related ideas.

3.3. Sampling

3.3.1. Sampling Frame

Sampling is to be taken from seventy-six, sixty-four women journalists in EBC National radio, the whole list of 158 employees in EBC national radio and sampling frame is the list of women in EBC national radio.

3.3.2. Sampling Technique

For this research non probability sampling was employed. Frankfort & Nachmias (1996) states that in non-probability sampling there is no way of specifying the probability of each unit inclusion in the sample and there is no certainty every unit has same chance of being selected. This implies that the sample size is restricted to a limited number. Here one of the types of non-probability sampling known as purposive sampling was applied. "Purposive sampling is recruiting specified types of people because they have characteristics of interest to the theoretical concerns of the researcher" Howitt & Cramer (2014, p.271).

In practice the sample was taken by willingness of the respondents that due to Covid-19, there was restriction and fear of physical contact to one another to exchange questionnaire, the journalists were working in shifts of 15 days and also some were in forced leave for long period.

3.3.3. Sample Size

From this target, population 158 employees who currently exist in EBC National radio 76 female journalists are targeted. Determining the sample size follows the widely applied formula which was developed by Yamane Taro (1967).

$$n = \frac{N}{1 + N(e^2)}$$

Where, n = sample size

N = Population size (women journalists in EBC national radio) 76

e = level of precision = 0.05 (5%)

$$n = \frac{76}{1 + 76(0.05^2)}$$

$$n = \frac{76}{1 + 76(0.05^2)}$$

$$n = 63.76 = 64$$

3.4. Data Analysis

The collected data were first screened for its completeness and out of the sixty four questionnaires distributed to the sampled journalists only sixty three of them were found complete. And the completed questionnaires were encoded in to a Statistical Package for Social Sciences /SPSS/ computer software version 20 for further analysis. Subsequently, the encoded data were summarized, and analyzed using descriptive statistical methods such as different types of graphs, and tables making use of percentage, mean score, and frequency counts

The study employ both quantitative and qualitative data analysis methods to arrive at a conclusion. Descriptive statistics was used to describe and compare the status of women, their progress and achievements.

3.5. Reliability and Validity Test

3.5.1. Test of Reliability

Reliability is the measure of consistency. It is the degree to which an instrument measures the same way each time it is used under the same condition with the same subjects (repeatability of same results in the same scenario). Reliability is the degree to which the measure of a construct is consistent or dependable (Anol Bhattacharjee, 2012). Cronbach's alpha was used to measure the reliability of the study. A reliability coefficient of 0.70 or above 0.70 is considered to be "acceptable" and safe in most social science research situations. (Sekaran, 2003) A measure is considered reliable if a person's score on the same test given twice has similar result. It is important to remember that reliability is not measured, it is the one to be estimated.

3.5.2. Test of Validity

Validity is about the accuracy of a measure in quantitative study. For example, survey design to measure anxiety which is not considered but also explore depression. The second measure in a qualitative study is accuracy of an instrument or reliability. In other word which reassures used the same situation on a repeated occasion the same result occurred.

Validity is the extent to which the results really measure what they are supposed to measure. (William d.crano and Marilyn b. brewer, 2002) also refers it to degree of relationship or overlap between the construct to measure.

(Julie pallant 4th edition). Content validity refers to the adequacy with which a measure or scale has sampled from the intended universe or domain of content. Measurements were mainly adopted from prior studies to ensure content validity and also examined through expert review.

The validity of the test was done through bivariate correlation between indicator scores and a total score of constructs. If each indicator to the total score of the construct shows significant results, it can be concluded that each question is a valid indicator (Imam 2006: 46).

CHAPTER FOUR

RESULTS AND DISCUSSIONS

This chapter is about the results of the study. The results of the study are presented and discussed in detail. The first part of the chapter discusses the distributed and returned questionnaires. The second part is all about the responses received and the analysis made along with the interpretations of the results. All the data presentation and analysis was done using SPSS 20.

4.1. Descriptive Analysis

In this part the data collected is presented using tables and graphs to show facts regarding demographic, work experience, job rank and other facts.

4.1.1. Demographic Profile of Respondents

Among the respondents participated in this research, 17 (26.56%) of them were single and 47 (73.44%) were married.

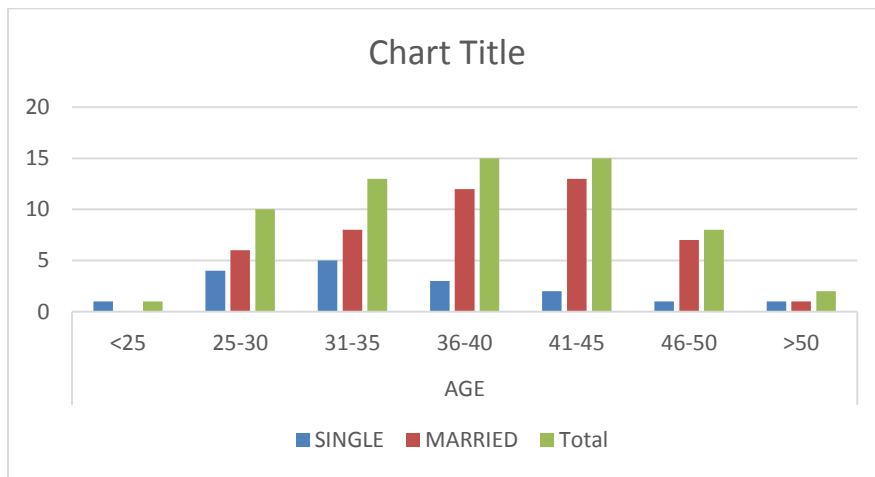
Table 4. Respondents by Demographic and Socioeconomic Characteristics

	Row Labels	Female		Male	
		Total	%	Total	%
AGE	<25	1	2%	3	4%
	25-30	10	16%	14	17%
	31-35	13	20%	15	18%
	36-40	15	23%	23	28%
	41-45	15	23%	15	18%
	46-50	8	13%	9	11%
	>50	2	3%	3	4%
		64	100%	82	100%
EDUCATION	PHD	0	0%	0	0%
	2nd degree	16	25%	27	33%
	1st degree	48	75%	54	66%
	Diploma	0	0%	1	1%
		64	100%	82	100%
JOB TITLE	Beginner reporter	7	11%	8	10%
	Reporter	12	19%	10	12%
	Reporter 1	12	19%	11	13%
	Reporter 2	14	22%	11	13%
	Producer	9	14%	12	15%
	Producer 1	5	8%	12	15%

	Producer 2	3	5%	11	13%
	Team leader	2	3%	7	9%
		64	100%	82	100%
ESPERANCE	<6	8	13%	10	12%
	6 to 10	11	17%	12	15%
	11 to 15	13	20%	16	20%
	16 to 20	15	23%	19	23%
	21 to 25	14	22%	18	22%
	26 to 30	3	5%	5	6%
	>30	0	0%	2	2%
		64	100%	82	100%

Regarding age, the majority of women journalists (about 66%) are between 31 and 45 years. After age group 31 to 36 the number of married journalists increased and that of unmarried is decreased highly,

Figure 2. Marital status of female journalists



Regarding the education of respondents, 3 of 10 (30%) of unmarried and 14 of 54 (25.9) married women journalists have got their second degree indifferent fields.

Due to Various reasons mentioned in the following parts Regardless of their marital statuses the number of women journalists increase with job ranks continuously and it starts to decrease after reporter 2. The following graph shows that, most of the highest positions are filled by male journalists. This is also important to note that the highest

positions above the Team leader are assigned by the board of EBC that the process of selection and assignment is not clear to anyone.

Figure 2. Distribution of male and female journalists at different job level

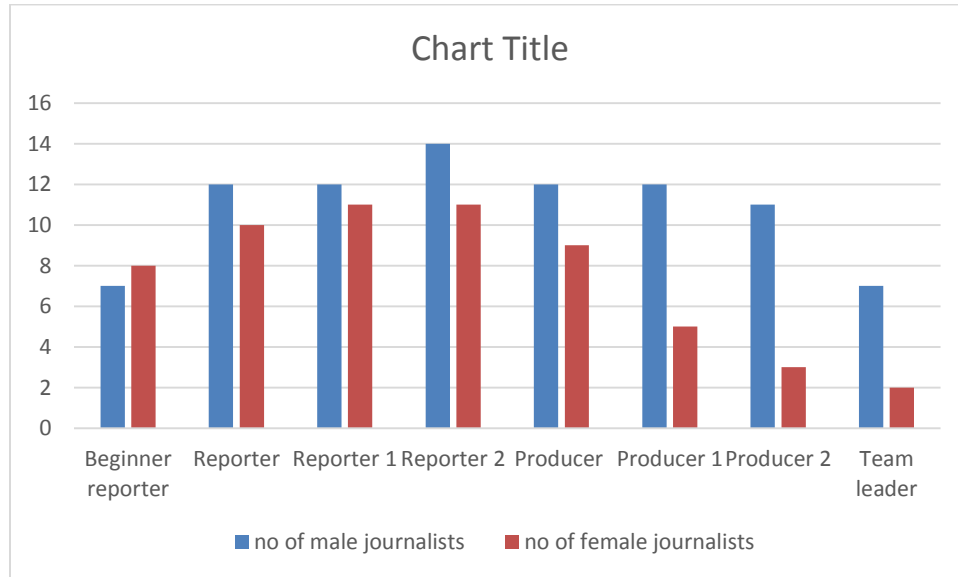
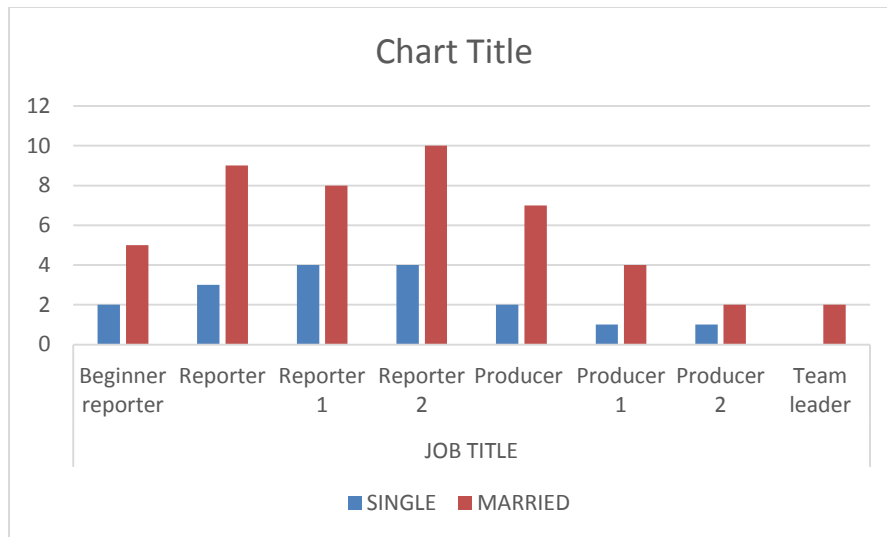
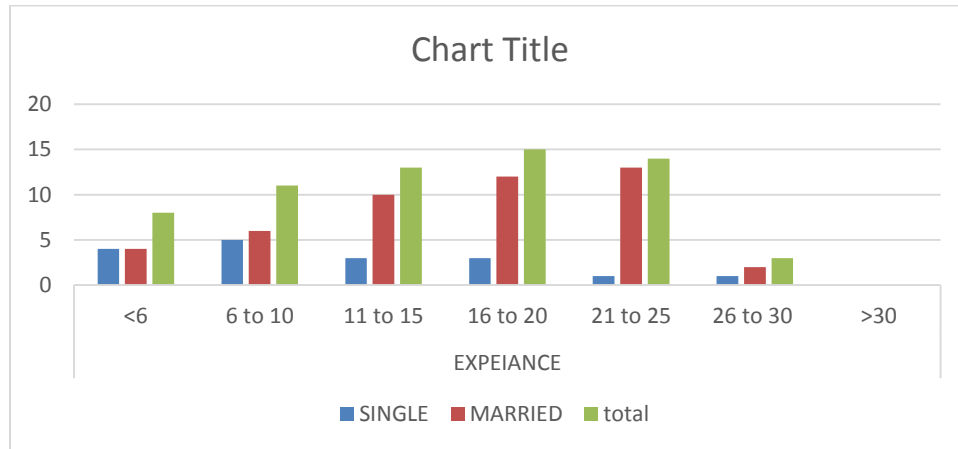


Figure 3. Marital status Vs job grade of female journalists



Experience of women journalists' increased continuously up to 21 to 25-year age group. This shows that the major change in media sector that it starts to absorb large number of young journalists due to reform in the government media sector. Most women journalists married after 6 to 10 years' experience.

Figure 4. Experience of respondents



4.1.2. Response on Subjective Research Questions

Fairness or giving equal opportunity to women journalists to grow their capability through exercise is the first area where we should look before we judge women journalists are not got equal chance. The respondents asked “Do you think program assignment is fair between male and female journalists?”. 56 or 89.1% of them respond there is no fairness in program assignment and only 10.9% agreed that there is fair assignment of program to male and female journalists.

Table 5. Program assignment fairness

Do you think program assignment is fair between male and female journalists?			
	Frequency	Percent	Cumulative Percent
Valid	No	56	87.5
	yes	7	10.9
	Total	64	100.0

The same fairness is asked specifically if women journalists got equal chance to take assignment to live events and hard talks. Almost same percent of respondents replied ‘no’ showing that there is no equal opportunity to women journalists with their male counterparts.

Table 6. Job assignment equity

Do you think women journalists get equal chance to show their capability in your section like live events and hard talk?

		Frequency	Percent	Cumulative Percent
Valid	N	1	1.6	1.6
	Y	55	85.9	87.5
		8	12.5	100
	Total	64	100	

In field work the support of other technical staff and logistic is crucial to the success of the journalist. In some cases, program directing, sound specialists and other logistic are needed to cover some issues. 42 or 67.2% of respondents replied that such support is poor to women journalists. In the group discussion also the participants raised that in most field works, especially in regions, journalists are using public transport.

Table 7. Technical support fairness

Do you think women journalists got equal technical support during field works?

		Frequency	Percent	Cumulative Percent
Valid	no	1	1.6	1.6
	yes	42	65.6	67.2
		21	32.8	100
	Total	64	100	

Having all unfair assignment to programs and poor support to, women journalists are not rated accordingly during promotions. From the respondents, 87.1% think they are not fairly measured and got promoted.

Table 8. Transparent and fair promotion

Do you think women journalists treated with transparent and fair promotion?

		Frequency	Percent	Cumulative Percent
Valid	N	1	1.6	1.6
	Y	55	85.9	87.5
		8	12.5	100
	Total	64	100	

Even after promotion to higher position women journalists do not get assignment accordingly. Rather male journalists at lower rank got better opportunity than women journalists at higher rank. From group discussions, participants also agreed that Team leaders preferred to assign male journalists at lower level than women at higher level. They also mentioned not all but some of the reasons are that women unwillingness to go far from their families for days and fear of the hardship working in regions.

Table 9. Exercising their role as per their rank and job description

Do you think women journalists are exercising their role as per their rank and job description?

		Frequency	Percent	Cumulative Percent
Valid	N	1	1.6	1.6
	Y	55	85.9	87.5
		8	12.5	100
	Total	64	100	

In other words, respondents also asked to list challenges that are facing in their day to day work. The respondents mentioned biased and unclear promotion procedure, gender biasedness, lack of opportunity, lack of support by higher supervisors, poor working environment, unfair job assignment, unfair performance rating and other not explicitly mentioned problems.

Table 10. Major challenges women journalists faced

What are the major challenges women journalists faced in your organization?

		Frequency	Percent	Cumulative Percent
Valid		1	1.6	1.6
	biased and unclear promotion procedure	5	7.8	9.4
	gender biasedness	15	23.4	32.8
	lack of opportunity	13	20.3	53.1
	lack of support by higher supervisors	14	21.9	75
	Other	3	4.7	79.7
	poor working environment	6	9.4	89.1
	unfair job assignment	3	4.7	93.8
	unfair performance rating	4	6.3	100
	Total	64	100	

Gender biasedness, lack of support by higher supervisors and lack of opportunity are problems mentioned by large number of respondents accounting for 23.4%, 21.9% and 20.3% respectively.

Due to the federal democratic republic Ethiopia women development policy women in public organization should got affirmative action during employment and promotion.

Table 11. Implement of affirmative action

Do you think your organization implement affirmative action properly during promotion?

		Frequency	Percent	Cumulative Percent
Valid	at some level	5	7.8	15.6
	have no idea	26	40.7	57.8
	No	14	21.9	70.3
	not enough	7	10.9	81.3
	Yes	12	18.8	100
	Total	64	100	

Related to the implementation of this regulation respondents asked whether it is properly implemented or not. Only 18.8% replied that the affirmative support is being implemented properly during promotion. 7.8% and 10.9% reply it is implemented but at some level and not enough respectively. 21.9% replied it is not implemented properly and the remaining 40.7% replied “have no idea”.

The other question raised regarding promotion is whether women journalists think they are promoting to the next level equally with their male counterparts with the same experience.

62.5% think they are not being promoted to the next level at same pace to male journalists with equal experience and only 35.9% replied yes.

Table 12. Advancement to higher rank compared to male journalists

Do you think you advanced to higher rank compared to male journalists with same experience?

		Frequency	Percent	Cumulative Percent
Valid	No	1	1.6	1.6
	Yes	40	62.5	64.1
	Yes	23	35.9	100
	Total	64	100	

Regarding the promotion procedure in the organization 29.7% think it mainly done by the management assignment, 26.6% it is not clear procedure, 14.1% reply it is done both by competition and the management assignment, 6.3% replied by political affiliation, 6.3% by capability and experience and the remaining 15.6% respond have no idea about the procedure.

From the group discussion participants also mentioned it had to be based on open competition for the positions up to team leaders and by management assignment for positions above team leaders. But it is common to see some people are promoted without clear competition.

Table 13. Practices in promoting to higher positions

What are the practices in your media house in promoting journalists and assign them to specific positions?				
		Frequency	Percent	Cumulative Percent
Valid		1	1.6	1.6
	based on political affiliation	4	6.3	7.8
	by management assignment	19	29.7	37.5
	capability and experience	4	6.3	43.8
	competition and management assignment	9	14.1	57.8
	no idea	10	15.6	73.4
	not clear procedure	17	26.6	100
	Total	64	100	

In program assignment most respondents in previous questions replied it is not fair. To strengthen this issue, the respondents asked to mention what type of programs are being assigned to women. 9.4% of them replied women are being assigned to all type of

programs, the remaining 90.6% mentioned that women are being assigned on reporting editorial, social and women focused soft news stories and simple programs.

One of the FGD participant describe the situation that, she produces stories related to infrastructure and social issues and never hard news stories. She said there are only two or three female journalists who are sometimes involving in hard news stories. Other participants agreed to her with they are not participated in production of hard stories.

Table 14. Kind of assignments women are predominately taking

Relative to men, what kind of assignments women are predominately taking?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	All	6	9.4	9.4	9.4
	reporting and editorial	4	6.3	6.3	15.6
	social and women focused	25	39.1	39.1	54.7
	soft news stories	17	26.6	26.6	81.3
	women focused and simple programs	12	18.8	18.8	100
	Total	64	100	100	

Regarding the participation of women in the top decision making position, 59.4% replied it is low, 23.4% it is not satisfactory and the remaining 17.2% it is not fair. In general, all the respondents believed women participation in the top decision making position is low and below what it should be.

From FGD female participants agreeing with the low participation of female in decision making positions. The main reason mentioned by them is assignment on positions above team leader is made by the board of directors. All the participants does not know how the nomination and selection is made.

Table 15. Participation of women in decision making positions

How do you see the participation of women in decision making positions				
		Frequency	Percent	Cumulative Percent
Valid	Low	38	59.4	59.4
	not fair	11	17.2	76.6
	not satisfactory	15	23.4	100
	Total	64	100	

Also respondents asked for what are the reasons for women taking lower positions in the media. Lack of confidence and systematic discrimination, lack of interest to assume higher position, lack of opportunity, low stereotypical perception, poor performance and lack of confidence and systematic biasedness are listed as the reasons by the respondents.

Table 16. Reason for women acquire low position in the media

What do you think the reason for women acquire low position in the media?				
		Frequency	Percent	Cumulative Percent
Valid		1	1.6	1.6
	lack of confidence and systematic discrimination	2	3.1	4.7
	lack of interest to assume higher position	7	10.9	15.6
	lack of opportunity	15	23.4	39.1
	low stereotypical perception	14	21.9	60.9
	poor performance and lack of confidence	6	9.4	70.3
	systematic biasedness	19	29.7	100
	Total	64	100	

Among the reasons systematic biasedness, lack of opportunity and low stereotypical perception accounted 29.7%, 23.4% and 21.9% respectively.

Regarding special privileges or disadvantages associated to the assignments women are taking, 17.2% replied there is neither privilege nor advantage, 7.8% think there is favor to women but it is not enough, 21.9% in opposite think women are disadvantaged in taking assignments, 17.2% replied only those who are closer to the top officials are taking advantages, 6.3% assumes there is male dominance in assignments, 17.2% think women are systematically disadvantaged and lastly 17.2% replied women are not privileged but they are mostly being assigned to women related issues.

Participants of Group discussion also confirmed that, when there are different tasks at same time, team leaders first give the chance to choose to female journalists. In contrary, when tasks seem difficult and far from Addis Ababa, team leaders prefer to assign male journalists even though they are at lower level. From 8 participants 2 female journalists

specially married and with babies accept it is good on other side single female journalists takes this as biased assignment favoring to male journalists.

Table 17. Special privileges or disadvantages associated to the assignments women are taking

Are there special privileges or disadvantages associated to the assignments women are taking?				
		Frequency	Percent	Cumulative Percent
Valid	closer to higher officials they assigned to hot issues	11	17.2	17.2
	Disadvantaged	14	21.9	39.1
	male dominance and lack of confidence	4	6.3	45.3
	No	11	17.2	62.5
	not privileged, only for women related programs	8	12.5	75
	systematically disadvantaged in assignment of hot issues	11	17.2	92.2
	Favor but not enough	5	7.8	100
	Total	64	100	

The other factor to reach to the high decision making position is the interest of women to reach up to that level. But only 28.1% are interest to reach to that level. The remaining 32.4% totally did not aspire to reach to the decision making position, 9.4% did not aspire beyond producer level, 17.2% only to producer 2 level 10% to the director level.

In general, those who aspire to the top management position (to the maximum top and to the director level accounted 39%. The unfair job assignment, lack of support, poor implementation of affirmative action and lack of confidence on female journalists weaken the interest to participate in leadership.

On FGD participant women journalists also raised some issues on reaching to the top decision making position. In addition to the problems mentioned above, the lack of aspiration to reach to the top decision making positions is due to the fear that there is more political interference in decisions made on what to be broadcast, which point of the production should be given more focus and when it should be broadcast. This interference sometimes takes the journalist out of neutral from all sides.

Some participants raised that the more the top decision making position achieved it needs more commitment that needs more time to spent in administrative issues which are not professional journalistic tasks. It also competes the time needed for family caring and social issues.

Table 18. How far women aspire to higher decision making positions?

How far you aspire to higher decision making positions?				
		Frequency	Percent	Cumulative Percent
Valid	no at all	22	34.4	34.4
	not beyond producer	6	9.4	43.8
	not beyond producer 2	11	17.2	60.9
	to the highest top	18	28.1	89.1
	up to director position	7	10.9	100
	Total	64	100	

4.1.3. Likert Analysis of Categorical Responses

In this part two groups of questions are analyzed using Likert scale analysis.

The first group is related to the satisfaction of the women journalists in their job and factors contributing to their satisfaction such as job assignment, support by their immediate supervisor and other senior team members, support in building their capacity and whether they like their job.

The Cronbach alpha reliability test for the group is presented on the following table and the regression analysis followed. The Cronbach alpha test which is near to 0.7 is acceptable.

Table 19. Cronbach's Alpha Reliability test

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.808	.807	5

Four job related questions were raised before they were asked whether they like their job or not. It is assumed that the four questions determine if one likes his/her job or not. The

respondents were asked to rate to these questions from one to five where 1=highly disagree, 2= disagree, 3=neutral, 4=agree and 5= highly agree.

The first question is “my job is appreciated”. Almost 80% of respondent disagreed, and 18% neutral and only 1.6% agreed. It is also reflected in the group discussion that only few women journalists think they are working with their full capacity. Even those few are not being appreciated for their effort and results.

The second question is if they are provided with necessary resources to perform their day to day tasks. Similarly, 80% of respondent disagreed, and 23.4% neutral and only 4.7% agreed. The main issue related to this is that, some basic equipment like sound recorder and sound mixing machines are not available sufficiently. They are working borrowing from one another to record when needed. There are few sound mixing machines and they are working after long queue.

Table 20. Frequency summary of response on job condition

		highly disagree	Disagree	neutral	Agree	highly agree	Total
My job is appreciated	Frequency	25	26	12	1	0	64
	Percent	39.1	40.6	18.8	1.6	0	100
I am provided with all resources to perform my day to day tasks	Frequency	20	25	15	3	1	64
	Percent	31.3	39.1	23.4	4.7	1.6	100
The working conditions are good and safe	Frequency	20	28	14	2	0	64
	Percent	31.3	43.8	21.9	3.1	0	100
I am satisfied with my promotion	Frequency	24	25+*	13	2	0	64
	Percent	37.5	39.1	20.3	3.1	0	100
I like my job	Frequency	24	25	12	3	0	64
	Percent	37.5	39.1	18.8	4.7	0	100

The third question is about the working condition around office. 31.3% highly disagreed, 43.8% disagreed, 21.9% neutral and only 3.1% agreed. There is shortage of computers and the office facility is poor to sit and stay working. Journalists use chairs, tables, computers and internet sharing. This does not allow all the journalists even to stay at work during working hours.

The fourth question is on their satisfaction on their promotion. 37.5% highly disagreed, 39.1% disagreed, 20.3% neutral and only the remaining 3.1% agreed.

In all these four questions similarly the response of the women journalists is skewed towards disagreement. The largest percentage (up to 80%) is concentrated on highly disagree and disagree. After all the four questions on last the journalists were asked if they like their job. Similarly, most of them replied that they disagreed to the proposition “I like my job”.

The second group questions are related with mentoring and support within a team. Before performance measurement and rating there should be proper coaching and mentoring that support the women journalists to improve their performance and leadership capabilities.

The four questions (My supervisor clearly defines my job responsibilities, my immediate supervisor communicates to me the areas of important in my job, my immediate supervisor is objective, in terms of tasks assigned and outcomes observed, while evaluating my feedback and My immediate supervisor or colleague at work seems to care about me as a person) are all about prior coaching by immediate supervisor and other team members.

Figure 3 Frequency of job condition response

The last question “Job performance evaluation is fair, transparent, result oriented and checked by the team members and the management” is about fairness of the performance measurement system.

As a group the response on these issues are tested for reliability using Cronbach Alpha test and the reliability statistics found to be 0.708 which is above 0.7, the acceptable threshold.

Table 21 Cronbach's Alpha reliability test result

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.708	.709	5

The following table shows the frequency summary of the five questions related to mentoring and performance system. In all cases we can see from the table that from 44% to 70% of respondents disagreed (highly disagree + disagree) to the questions.

Table 22 Frequency summary of response on mentoring and performance evaluation

		highly disagree	disagree	neutral	agree	highly agree	Total
My immediate supervisor communicates to me the areas of important in my job.	Frequency	21	20	16	6	1	64
	Percent	32.8%	31.3%	25.0%	9.4%	1.6%	100.0%
My immediate supervisor is objective, in terms of tasks assigned and outcomes observed, while evaluating my feedback.	Frequency	22	22	15	5	0	64
	Percent	34.4%	34.4%	23.4%	7.8%	0.0%	100.0%
My immediate supervisor or colleague at work seems to care about me as a person.	Frequency	18	22	18	4	2	64
	Percent	28.1%	34.4%	28.1%	6.3%	3.1%	100.0%
Job performance evaluation is fair, transparent, result oriented and checked by the team members and the management.	Frequency	22	23	15	4	0	64
	Percent	34.4%	35.9%	23.4%	6.3%	0.0%	100.0%
Job performance evaluation is fair, transparent, result oriented and checked by the team members and the management.	Frequency	19	23	15	5	2	64
	Percent	29.7%	35.9%	23.4%	7.8%	3.1%	100.0%

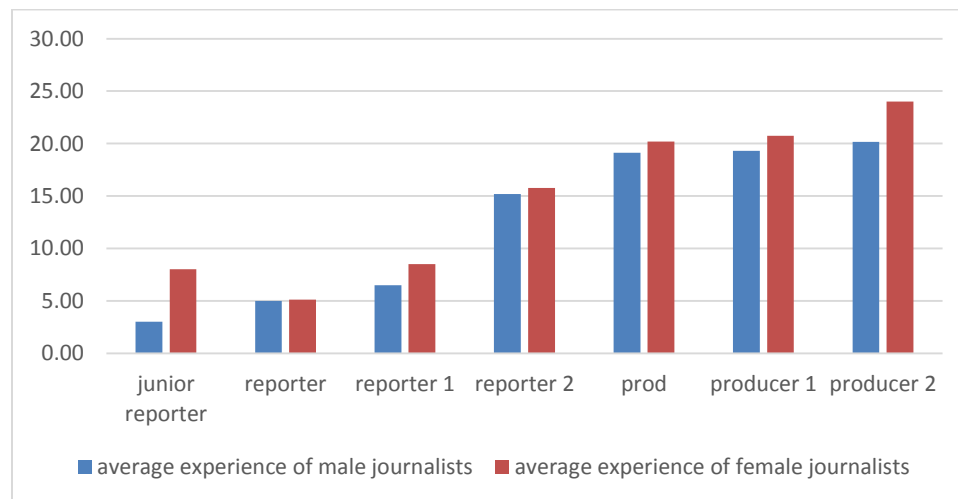
4.1.4. Average Years of Experience of Male and Female Journalists at Different Position

Table 23. Average years of experience and number of journalists at different grades

position	Average experience of male and female journalists		Number of journalists	
	male	female	male	Female
junior reporter	3.00	8.00	1	1
Reporter	5.00	5.10	5	10
reporter 1	6.50	8.50	6	4
reporter 2	15.18	15.78	11	9
Producer	19.13	20.19	16	21
producer 1	19.32	20.75	19	8
producer 2	20.17	24.00	12	8
			70	61

The average years of experience of male and female journalists was also taken as indicator of the carrier trend of the journalists. Taking cross sectional data and computing average years of experience, we can see that there is significant difference at every grade. For example, the average years of experience of male journalists at producer level is 19.13 years whereas that of the female journalists is 20.75 years. Similarly, at all grades the average year of experience of female journalists is higher than male counterparts. This indicates that women journalists take longer time to reach the next level. Or in other terms they being promoting late compared to males.

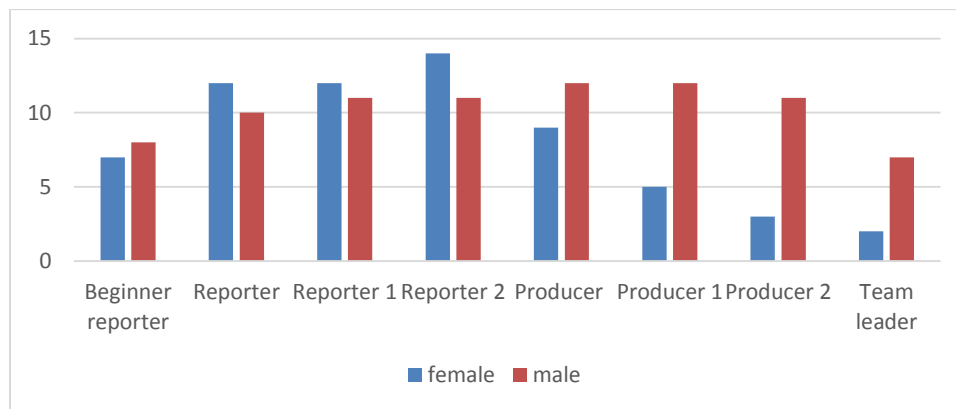
Figure 5. Distribution of male and female journalists at different level



The other indicator is the number of male and female journalists at different level. In some job grades the number of women is higher. It is because they are not being promoted proportionally equally to the next level.

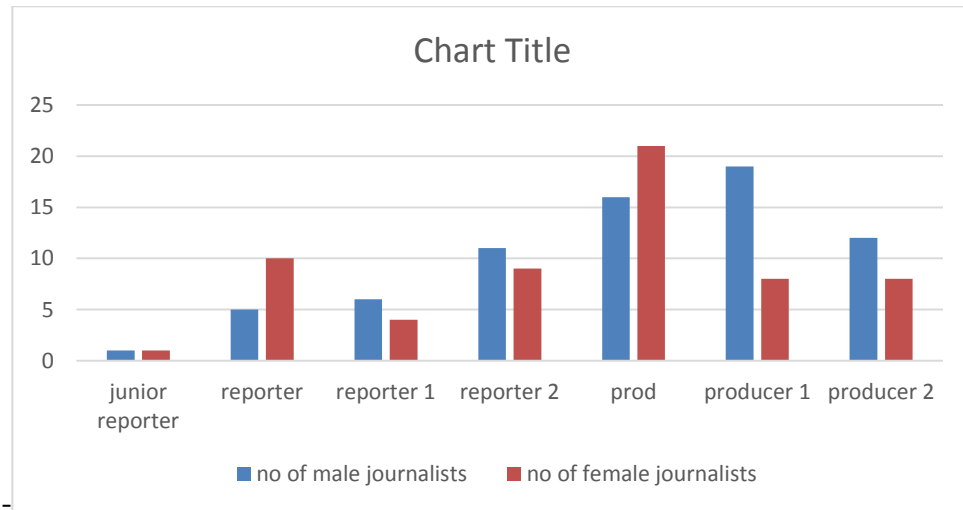
Women is the FGD reason out that they find difficult to be promoted above reporter 2 because the number of positions are fewer compared to the number of competent for that level. The other mentioned problem is the position above reporter 1 needs leadership skills and more commitment of working extra time in editorial. The position is next to the team leader that it is expected to share tasks and responsibilities with the team leader when he/she is not at office.

Figure 6. Distribution of male and female journalists at different job level



Because male journalists are promoted fast to the next level, their number is higher. For example, at reporter level, the number of female journalists is higher, it is because male journalists promoted fast compared to female journalists. On the next job level, reporter 1 there are large number of male journalists than female journalists. On higher job grades, especially after reporter 2, the situation is visible significantly both by number of composition and the average years' female journalists are late and few in number.

Figure 7. Experience gap between male and female journalists at different job grades



4.2. Discussion on Findings

Women constitute more than 48% of the journalists in Ethiopian Broadcasting corporation /Ethiopian Radio service/. Even though their number is higher than the number of male journalists, their participation in decision making position is lower. After producer level the number of women decreased. They are not favored in both job assignment and promotion processes as an affirmative action to the expected level. They didn't get enough mentoring and support from their immediate supervisors and team members.

Starting from the lower level, they take longer time to assume the next higher level in the hierarchy compared to male journalists. The average year of experience of female journalists is higher than male counterparts in most of job ranks. Taking cross sectional data and computing average years of experience, we can see that there is significant difference at every grade. For example, the average years of experience of male journalists at producer level is 19.13 years whereas that of the female journalists is 20.75 years. This indicated that they are late to be promoted than males. Going higher in positions the number of women journalists goes lower and lower than males. This resulted that on higher job grades, especially after reporter 2, the situation is visible

significantly both by number of composition and the average years' female journalists are late and few in number.

Women journalists are not happy in the promotion processes in their organization. Most of them think the procedure is not fair. They list some of the problems in promotion procedures as much management interference, assignment by political affiliation and some of them are not clear on the procedure.

Women journalists are facing different challenge in their day to day journalist practices. The major problems are they are not given equal chance in job assignments to show their potential, they didn't get enough support and coaching, they lack confidence and did not aspire to reach higher decision making positions. Mostly female journalists are assigned to women related and soft programs. In general, in relation to job assignment they are disadvantaged. They think there is systematic biasedness and male dominance that hinder women journalists from showing their potential and reaching higher decision making positions. Due to these problems most of women journalists are not liking their job.

CHAPTER FIVE

SUMMARY, CONCLUSION ANDRECOMMENDATION

5.1. Summary of Findings

This study was conducted under the title “Perceptions’ of women journalists on practices of reporting in Ethiopian Broadcasting Corporation in the case of National Radio Ethiopia”. The purpose of the study is to present the perceptions of women journalists’ participation in reporting hard news stories in the department. In addition, the study was intended to evaluate the visibility of female journalists in the department. Since the research was about female journalists it is very important to discuss the history of women and journalism, in the world, Africa and country level. And it is valid to apply feminist theory as the theoretical framework.

For this particular study qualitative research method was employed and the data were collected through two different tools, questionnaire and focus group discussions. All the questions were relied on the research objectives. Both results obtained from focus group discussion and the questionnaire confirmed that national radio Ethiopia remain largely dominated by male journalists like other media houses. Theoretical saturation was considered to draw the sample size. In terms of drawing sample non probability sampling was employed. Here one of the types of non-probability sampling known as purposive sampling was applied. The respondents were selected from diversified groups. Aged from 24 to 38, and has educational background ranging up to MA degrees. The samples were EBC’s National Radio Department permanent employees.

Taking cross sectional data and computing average years of experience, we can see that there is significant difference at every grade. For example, the average years of experience of male journalists at producer level is 19.13 years whereas that of the female journalists is 20.75 years. Which resulted that at higher job grades, especially after reporter 2, the situation is visible significantly both by number of composition and the average years’ female journalists are late and few in number.

Currently, Women journalists in national radio make up 48% of the total number of journalists showing increment from the previous years.

Most of them think the procedure is not fair. They list some of the problems in promotion procedures as much management interference, assignment by political affiliation and some of them are not clear on the procedure.

Women journalists are facing different challenge in their day to day journalist practices. The major problems are they are not given equal chance in job assignments to show their potential, they didn't get enough support and coaching; they lack confidence and did not aspire to reach higher decision making positions. Mostly female journalists are assigned to women related and soft programs. In general, in relation to job assignment they are dis-advantaged. They think there is systematic biasedness and male dominance that hinder women journalists from showing their potential and reaching higher decision making positions. Due to these problems most of women journalists are not liking their job. Due to these and unseen reasons women journalists are not happy in the promotion processes in their organization.

5.2. Conclusion

The composition, participation, the challenge and satisfaction of women journalists in EBC national radio was assessed throughout the paper. From analysis and discussion in previous chapters the following conclusions were drawn.

- To support and build female journalists there is no enough affirmative action in the national radio. The support, coaching and mentoring by supervisors and other team members is weak.
- Female journalists think they are disadvantaged in their day to day task. Job assignment is biased and mostly favored male journalists and those near to the top management.
- There is systematic bias in job assignment performance measurement and promotion that hinder them from success compared to male journalists.
- The lack of support, coaching and mentoring, the systematic dominance by males and lack of confidence and the problems in promotion procedures hindered female journalists from achievement and being promoted equally with their male counterparts.

5.3. Recommendation

Based on the conclusion drawn in the previous part the researcher forwarded the following recommendation.

- The affirmative action to build the capacity of women journalists' capability and confidence should be implemented as required by the FDRE women development policy.
- Job assignment should be implemented in such a way that it could give equal chance to exercise and develop capacity and confidence of women journalists.
- The performance measurement and promotion procedures should be more clear and questionable when needed to and by all journalists.
- Bringing female to leadership should be planned and the required resource for training support and mentoring should be practiced to balance their participation in top decision making positions.

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2.1.4. Do you think women journalists treated with transparent and fair promotion?

- Yes No

2.1.5. Do you think women journalists are exercising their role as per their rank and job description?

- Yes No

2.2. On the attitude of women regarding their carrier

2.2.1. What are the major challenges women journalists faced in your organization?

- Lack of training
- Lack of opportunity
- Gender biasedness
- Lack of support by higher supervisors
- Sexual harassment
- Physical abuse
- Other

2.2.2. Do you think your organization implement affirmative action properly during promotion?

- yes No I have no idea

2.2.3. Do you think you advanced to higher rank compared to male journalists with same experience?

- yes No

Open ended questions

1. What are the practices in your media house in promoting journalists and assign them to specific positions?
2. Relative to men, what kind of assignments women are predominately taking?
3. How do you see the participation of women in decision making positions?
4. What do you think the reason for women acquire low position in media?
6. Are there special privileges or disadvantages associated to the assignments women are taking?
7. How far you aspire to higher decision making positions?
8. How long you work in each of your previous ranks?

No	Rank	Years worked
1	Beginner reporter	
2	Reporter	
2	Reporter 1	
4	Reporter 2	
5	Producer	
6	Producer 1	
7	Producer 2	
8	Team leader	

No	Statement	Strongly Agree (5)	Agree (4)	Indifferent (3)	Disagree (2)	Strongly Disagree (1)
	Please indicate your level of agreement with each of the following statements:					
1	Satisfaction indicators					
A	My job is appreciated					
B	I am provided with all resources to perform					
C	The working conditions are good and safe					
D	I am satisfied with my chances for promotion					
E	I like my job					
2	My supervisor clearly defines my job responsibilities.					
3	My immediate supervisor communicates to me the areas of important in my job.					
4	My immediate supervisor is objective, in terms of tasks assigned and outcomes observed, while evaluating my feedback.					
5	My immediate supervisor or colleague at work seems to care about me as a person.					

Appendices 2

Interview guide for focus group discussions

Thank you for coming together.

1. How do you observe the participation of female journalists in reporting?
2. Do you think program assignment is fair between male and female journalists?
3. Do you think women journalists got equal chance to show their capability in your section like live events and hard talk?
4. Do you think women journalists got equal technical support during field works?
5. Do you think women journalists treated with transparent and fair promotion?
6. Do you think women journalists are exercising their role as per their rank and job description?
7. What are the major challenges women journalists faced in your organization?
8. Do you think your organization implement affirmative action properly during promotion?
9. Do you think you advanced to higher rank compared to male journalists with same experience?
10. What are the practices in your media house in promoting journalists and assign them to specific positions?
11. Relative to men, what kind of assignments women are predominately taking?
12. How do you see the participation of women in decision making positions?
13. What do you think the reason for women acquire low position in media?
14. Are there special privileges or disadvantages associated to the assignments women are taking?
15. How far you aspire to higher decision making positions?

	Row Labels	SINGLE	%	MARRIED	%	Total	%	SINGLE	%	MARRIED	%	Total	%
AGE	<25	1	6%	0	0%	1	2%	1	4%	2	3%	3	4%
	25-30	4	24%	6	13%	10	16%	7	30%	7	12%	14	17%
	31-35	5	29%	8	17%	13	20%	7	30%	8	14%	15	18%
	36-40	3	18%	12	26%	15	23%	5	22%	18	31%	23	28%
	41-45	2	12%	13	28%	15	23%	2	9%	13	22%	15	18%
	46-50	1	6%	7	15%	8	13%	1	4%	8	14%	9	11%
	>50	1	6%	1	2%	2	3%	0	0%	3	5%	3	4%
		17	100%	47	100%	64	100%	23	100%	59	100%	82	100%
EDUCATION	PHD	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
	2nd degree	5	29%	11	23%	16	25%	10	42%	17	29%	27	33%
	1st degree	12	71%	36	77%	48	75%	14	58%	40	69%	54	66%
	Diploma	0	0%	0	0%	0	0%	0	0%	1	4%	0	0%
		17	100%	47	100%	64	100%	24	100%	58	100%	82	100%
JOB TITLE	Beginner reporter	2	12%	5	11%	7	11%	5	13%	3	7%	8	10%
	Reporter	3	18%	9	19%	12	19%	7	18%	3	7%	10	12%
	Reporter 1	4	24%	8	17%	12	19%	6	15%	5	12%	11	13%
	Reporter 2	4	24%	10	21%	14	22%	6	15%	5	12%	11	13%
	Producer	2	12%	7	15%	9	14%	5	13%	7	16%	12	15%
	Producer 1	1	6%	4	9%	5	8%	4	10%	8	19%	12	15%
	Producer 2	1	6%	2	4%	3	5%	4	10%	7	16%	11	13%
	Team leader	0	0%	2	4%	2	3%	2	5%	5	12%	7	9%
		17	100%	47	100%	64	100%	39	100%	43	100%	82	100%
EXPEREANCE	<6	4	24%	4	9%	8	13%	7	28%	3	5%	10	12%
	6 to 10	5	29%	6	13%	11	17%	6	24%	6	11%	12	15%
	11 to 15	3	18%	10	21%	13	20%	4	16%	12	21%	16	20%
	16 to 20	3	18%	12	26%	15	23%	4	16%	15	26%	19	23%
	21 to 25	1	6%	13	28%	14	22%	2	8%	16	28%	18	22%
	26 to 30	1	6%	2	4%	3	5%	1	4%	4	7%	5	6%
	>30	0	0%	0	0%	0	0%	1	4%	1	2%	2	2%
		17	100%	47	100%	64	100%	25	100%	57	100%	82	100%