

GENDER REPRESENTATION IN THE STAFFING OF NIGERIAN TELEVISION AUTHORITY AND CHANNELS TELEVISION

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ABSTRACT

The global call for the elimination of all forms of discrimination hinged on gender affiliation requires the contribution of all and sundry. This is because the issue of gender will continue to be topical globally until the female gender tends to achieve equality with their male folk, or at least, seeming equality with the male gender (Jammy Guanah, Uniuyo Journal of Communication Studies). To broadcasters, it is a professional obligation. That is the issue examined in this chapter. The chapter investigates broadcast media sensitivity to gender balance, with special emphasis on personnel, news sources, and role assignment. It specifically examines gender representation in the managerial, editorial and reportorial staffing in the Nigerian broadcast industry, by comparing Nigerian Television Authority (NTA) and Channels Television. Anchored on gender role theory, the study adopts a qualitative method, and purposively selected two television stations out of a total population of 50 in Nigeria.

Keywords: Editorial, Gender, Managerial, Reportorial, Television.

INTRODUCTION

Christopher Enwefah opines that journalism, which is the investigation and reporting of events, occurrences, issues, happenings, etc. in the society to a large audience, was the exclusive preserve of the men-folk at inception. He notes that even as it became a profession, women were restricted by custom and law from access to journalism occupations, and faced significant discrimination within the profession until about the turn of the nineteenth century when women began to agitate for a right to work as professional journalists in North America and Europe.

To Christopher Enwefah, the prescription of different roles for men and women by social norms, which sometimes throw up claims of primary and secondary roles, might have contributed significantly to the discrimination. He avers that since most societies see men as breadwinners and providers for the family, they are assigned primary roles, while women are saddled with secondary roles of making babies and taking care of the home front. These roles determined to a large extent the kind of job men and women did, and to an extent, still do in society. Though women are assigned some roles to perform in society because they are rated as “weaker vessels”, when some of the enormous multiple tasks they carry out are

considered, one may want to conclude that they are stronger than men.

This assertion is supported by the research carried out at the University of Southern Denmark (as cited in *Punch*, Women biologically stronger than men), which tend to give credence to the fact that women are biologically stronger than men, and possess the tendency to survive life-threatening crisis. Researchers at the University concluded, having gone through numerous historic data, looking at death rates for men and women who suffered famines and epidemics, or who were sold into slavery. *Punch* reports that in virtually every case, the researchers found that women survived their ordeals far longer, often outliving their male counterparts by years, even when conditions were equally dire.

In Africa and parts of the world where such traditional roles are so deeply rooted, the baby-making and home-making roles of women did not permit them to take up certain jobs or work outside the home. Journalism was one of such jobs and remained a man’s job for years. The rigors associated with news collection and processing, working odd and unusually long hours, the many hazards of journalism, etc., probably did not help matters. Women journalists initially had difficulty breaking into the broadcast news field and did not begin to make real strides towards equality until the

1960s and 1970s (David Hosley & Gayle Yamada). However, today women still struggle to earn the same advantages men are granted in the newsroom. Women reporters are frequently relegated to soft news stories, like health and entertainment news, whereas their male counterparts are given stories of political and international importance. Supposedly, this is because “the nature of the genre . . . allows for a masculine or feminine style of journalism” (Cynthia Carter 14); but that should not be an excuse to prevent women from being assigned the same important roles that men are assigned; Cynthia Carter adds.

From the 1950s when only a handful of women ventured into and became active in Nigerian journalism, they were used more as women page editors till the 1960s. The practice changed in later years when they (women) began to assume different and more challenging roles as Features and Science Editors, even as Columnists. Babatunde Folarin reports that by the 1980s a lot of women were employed as journalists/reporters, subeditors, press photographers, women page editors and so on. Thus, from the 1950s and the 1960s, women in Nigeria had launched an invasion into the areas of print and broadcast journalism, once regarded as men’s preserves.

The invasion reached a climax in the 1980s. They later launched associations such as the National Association of Women Journalists (NAWOJ) and Women in the Media (NIM), which in conjunction with the National Council of Women Society (NCWS), have fought steadfastly to inculcate a public re-examination of the stereotyping of women in the media. Hitherto, Sylvanus Ekwelie has emphasised that the mass media have a vital role to play in redeeming the image of women by ensuring there are gender equality and mutual respect for them. Hence, Jammy Guanah (*Uniuyo Journal of Communication Studies*) notes that the mass media which are supposed to accord all citizens equal rights and opportunities have been accused of encouraging gender imbalance. If the media are expected to be at the forefront of fighting for gender equality for women, do media organisations give women the opportunity to occupy upper echelons in their management?

It is based on the forgoing that this research decided to evaluate the current trend of gender roles and representation in the managerial and reportorial staffing in Nigeria Television Authority and Channels Television in a bid to establishing the

proportion at which marginalisation exist between the male and female genders in Nigeria’s media industry.

GENERAL OVERVIEW

The United Nations believes that more women have picked up careers in the communications sector, however, the challenge has been that only a few of them have attained positions at the decision-making level, or are serving on governing boards and bodies that can influence media policy. The United Nations considers this as a lack of gender sensitivity which impedes the eradication of gender-based stereotyping that is visible in public, private, local, national, and international media organisations.

This may not be unconnected to how women are portrayed in the media since few of them are major players in the decision-making process. It is therefore pertinent to assess the gender representation in the staffing of Nigeria Television Authority and Channels Televisions in a bid to establishing the proportion at which marginalisation exists between the male and female genders in Nigeria’s media industry. Hence, this chapter investigates the dominant gender in the staffing of Nigeria Television Authority and Channels Television; the proportion of male-to-female managers in Nigeria Television Authority and Channels Television; the proportion of male-to-female reporters in Nigeria Television Authority and Channels Television; and the proportion of male-to-female presenters in Nigeria Television Authority and Channels Television.

To achieve the fore goings, the qualitative research method was adopted, using Textual Analytical Method. According to the National Broadcasting Commission (NBC), there is a total of 50 television broadcast stations in Nigeria with 36 stations owned by the government and 14 private television stations nationwide making it 50. This is the population which the researchers adopted in this work.

THE ROLE THEORY AND GENDER DISCRIMINATION

The Role theory exposes the nuances surrounding issues of gender, and this chapter is built on its assumptions, especially as they pertain to gender discrimination, inequality, and perhaps stereotyping. According to Susan Shimanoff, one of the tenets of gender role theory is that it is based on the belief that individuals socially identified as male and female tend to have different roles expected of them

to play within social structures, hence they would be judged against divergent expectations of how they are expected to behave. As a consequence, therefore, individuals tend to tailor their behaviour in conformity to socially and culturally prescribed roles by living up to the norms that accompany their roles.

According to Alice Eagly, Wendy Wood, & Amanda Diekmann, cited in Lisa Harrison and Amada Lynch, Social role theory posits that behavioural sex differences spring from the different social roles inhabited by women and men, especially those concerning the division of labour. Thus, men are assigned to labour tasks that are consistent with masculinity; jobs that require speed, strength, and ability to be away from home for an extended period, while women play the roles of mother, wife, and homemakers (Lisa Harrison & Amanda Lynch).

As an aspect of role theory, gender role theory "treats these differing distributions of women and men into roles as the primary origin of sex-differentiated social behaviour, their impact on behaviour is mediated by psychological and social processes" (Alice Eagly 1981). Gender roles arose from correspondent inference, meaning that general labour division was extended to gender roles. Socially constructed gender roles are considered to be hierarchical and are characterised as a male-advantaged gender hierarchy by social constructionists. Authors like Wendy Wood and Alice Eagly, and Andrew Cherlin view the term "patriarchy" as a social order whereby men domination women, especially in agricultural societies

According to Alice Eagly et al, the consequences of gender roles and stereotypes are sex-typed social behavior because roles and stereotypes are both socially shared descriptive norms and prescriptive norms (Alice Eagly). Butler in *Gender Trouble and Undoing Gender*, contends that being female is not "natural" and that it appears natural only through repeated performances of gender; these performances, in turn, reproduce and define the traditional categories of sex and/or gender.

Alice Eagly maintains that Substantial debate exists in the field over the meaning of the "role" in role theory. Alice Eagly explains that role can be defined as a social position, behaviour associated with a social position, or a typical behaviour. Some theorists have put forward the idea that roles are essentially expectations about how an individual

ought to behave in a given situation, while others consider it means how individuals behave in a given social position. Others have suggested that a role is a characteristic behaviour or expected behaviour, a part to be played, or a script for social conduct (Judith Butler; Wendy Wood, & Alice Eagly; Andrew Cherlin).

In sociology, there are different categories of social roles:

- cultural roles: roles given by culture (e.g. priest)
- social differentiation: e.g. teacher, taxi driver
- situation-specific roles: e.g. eye witness
- bio-sociological roles: e.g. as human in a natural system
- gender roles: as a man, woman, mother, father, etc.

According to Alice Eagly et al, people have to face different social roles in their life, sometimes they have to face different roles at the same time in different social situations. There is an evolution of social roles: some disappear and some new develop. Alice Eagly et al aver that role behaviour is influenced by the following aspects:

- The norms, determining a social situation.
- Internal and external expectations are connected to a social role.
- Social sanctions (punishment and reward) are used to influence role behaviour.

These three aspects Alice Eagly et al explain, are used to evaluate one's behaviour as well as the behaviour of other people. Andrew Cherlin defines social roles as norms of behaviour that a special social group has to follow. Norms of behaviour are a set of behaviours that have become typical among group members; in case of deviance, negative sanctions follow.

Discussing this theory here is important because this chapter looks at gender considerations in the role assigned to male and female genders in the media industry in Nigeria since the theory is grounded in the supposition that individuals socially identified as male and female tend to occupy different ascribed roles within social structures, and tend to be judged against divergent expectations for how they ought to behave.

GENDER STEREOTYPES AND ISSUES IN THE WORKPLACE

[Gender stereotypes](#) are frequently brought up as one disadvantage to women during the hiring process, and as one explanation of the lack of women in key organisational positions (*Elizabeth Gorman*;

Madeline Heilman). Management and similar leader positions are often perceived to be "masculine" in type, meaning they are assumed to require aggressiveness, competitiveness, strength, and independence. These traits do not line up with the perceived traditional female gender role stereotype (*Madeline Heilman & Alice Eagly*). This is often referred to as the "lack of fit" model which describes the dynamics of the gender bias (*Madeline Heilman*). Therefore, the perception that women do not possess these "masculine" qualities, limits their ability to be hired or promoted into managerial positions.

One's performance at work is also evaluated based on one's gender. If a female and a male worker show the same performance, the implications of that performance vary depending on the person's gender and on who observes the performance; if a man performs exceedingly well he is perceived as driven or goal-oriented and generally seen in a positive light while a woman showing a similar performance is often described using adjectives with negative connotations (*Shelly Taylor, Susan Fiske, Nancy Etcoff, & Audrey Ruderman*). Female performance is therefore not evaluated neutrally or unbiased and stereotyped in ways to deem their equivalent levels and quality of work as instead of lesser value.

Consequently, that gender stereotype filter leads to a lack of fair evaluation and, in turn, to fewer women occupying higher-paying positions. Gender stereotypes contain women at certain, lower levels; getting trapped within the [glass ceiling](#). While the number of [women in the workforce](#) occupying management positions is slowly increasing, women currently fill only 2.5% of the higher managerial positions in the United States (*Kateryna Kalysh, Carol Kulik & Sanjeewa Perera; Janis Sanchez-Huckles, & Donald Davis*). The fact that most women are being allocated to occupations that pay less, is often cited as a contributor to the existing [gender pay gap](#) (*Francine Blau & Lawrence Kahn; Trond Petersen & Laurie Morgan*).

Concerning white women, [women of colour](#) are disproportionately affected by the negative influence their gender has on their chances in the labour market. In 2005, women held only 14.7% of Fortune 500 board seats with 79% of them being white and 21% being women of colour (*Irene Browne & Joya Misra; Janis Sanchez-Huckles, & Davis*). This difference is understood through [intersectionality](#), a term describing the multiple and intersecting oppressions and individual might

experience. Activists during [second-wave feminism](#) have also used the term "horizontal oppressions" to describe this phenomenon. It has also been suggested that women of colour in addition to the glass ceiling, face a "concrete wall" or a "sticky floor" to better visualise the barriers (*Archer Susan Mann; Janis Sanchez-Huckles, & Donald Davis*).

[Liberal feminist](#) theory states that due to these systemic factors of oppression and discrimination, women are often deprived of equal work experiences because they are not provided equal opportunities based on legal rights. Liberal feminists further propose that an end needs to be put to discrimination based on gender through legal means, leading to equality and major economic redistributions (*Helene Ahl; Susan Wendell*).

While activists have tried calling on [Title VII](#) to provide an equal hiring and promotional process, that practice has had limited success. The pay gap between men and women is slowly closing. Women make approximately 21% less than their male counterpart according to the Department of Labour (*Kathryn Abrams*). This number varies by age, race, and other perceived attributes of hiring agents. A proposed step towards solving the problem of the gender pay gap and the unequal work opportunities is the ratification of the [Equal Rights Amendment](#) which would constitutionally guarantee [equal rights for women](#) (*Sarah Soule & Susan Olzak; Barbara Brown, Thomas Emerson, Gail Falk & Ann Freedman; Ruth Bader Ginsburg; Thomas Emerson*).

GENDER REPRESENTATION IN THE NIGERIA MEDIA INDUSTRY

The media play central and significant role in gender socialisation. They are one of the key agents of socialisation that transmit cultural heritage, belief and values even across cultures. The media influence how we see ourselves and the world around us. Women/men and boys/girls form their identity through socialisation provided partially by the media. Often too, the identity or image portrayed by the media of an individual or group conflicts with their own personal women, men and children experience and act differently in the context of violence and post-conflict reconstruction.

In order to understand and address the gender-related consequences of conflict, an exclusive focus on sexual violence and the portrayal of girls and women primarily as targets has to be overcome.

Such a narrative not only underestimates women's capabilities for self-help, it can also hinder their empowerment. Just as men can be more than combatants, women can be more than just victims. In conflict, they can be civilians, breadwinners, peace builders and, at times, also combatants. By grasping the broad spectrum of women's roles, a more nuanced understanding can be gained about gender in media profession; conflict, etc., and more suitable policy responses

The Nigerian media have been described as vibrantly competitive, with a large measure of independence and freedom. However, when reporting gender, the media seem to function with both voluntary and imposed constraints and biases. Nigerian news media could be described using these three adjectives; issue-based, intense news coverage and gender-blind. This gendered orientation, may not be unconnected with the male-dominated nature of the Nigerian media industry which tends to indicate that men are at the forefront of the production of media contents. In other words, operating in the media environment might "have given women a seat at the table, but that doesn't necessarily mean they have a voice" (Natalie Marchant 1).

At the turn of the century, a staggering ninety-five percent of the journalists reporting the news in the country's radio, television, and newspapers are male. The implication is that news selection process and reporting in Nigerian media is gendered. The Nigerian media tend to exclude women from serious debates in the public spheres of Nigerian society on matters such as politics, conflicts, religion, and war. Instead, they construct the female as subjects living almost exclusively in the private sphere. Looking at Nigerian media coverage of gender, we observe that the marginality of Nigerian women in society seems to be played out in Nigerian media portrayal and coverage of women issues. To exemplify, in Nigeria, the status of women remains low, although 49% of Nigerian society are female. Men (51%), as a group, control the means of production and other resources. They have decision-making power within households and many institutions. Due to the entrenched gender discrimination, women, who constitute almost half of the population, and have continued to make incursions in national development, have one of the lowest rates of female entrepreneurship in Sub-Saharan Africa.

The majority of women are concentrated in casual, low-skilled, low-paid informal sector employment.

Only 7.2% of women own the land they farm, which limits their access to credit and constrains entrepreneurship and business activity. According to Kehinde Oyesomi (as cited in Jammy Guanah *Uniuyo Journal of Communication Studies*), in the April 14 and 21, 2007 general elections in Nigeria, a total of 7,160 candidates participated. Out of this number, 628 were women; out of the 25 candidates that contested for the President's office, only one was a woman; five women contested for the Vice President's office; 474 candidates contested for governorship in the thirty-six states, including 14 women running for governor's office and 21 women running for Deputy Governor's office; 799 candidates contested for Senate out of which 59 were women; 2,342 candidates contested for House of Representatives seats, 150 were women; a total of 5,647 candidates contested for positions in the Houses of assembly of which 358 were women. The percentages of women participation are abysmally low, that is why Jammy Guanah (*Comparative study of Nigerian Press Coverage of Male and Female Aspirants*) declares that the discourse on political participation of women has taken a global dimension in recent times. He observes that in Africa, and Nigeria in particular, elections are held with only a few women having the guts to participate as against the proviso of the Beijing Declaration and Platform of Action convention that at least 30% of all elective and appointive positions be reserved for women at all levels of authority, and which most countries are signatories to.

What this sample data demonstrate is that in Nigeria, both the larger society and the male sub-culture see women and women's aspirations as unquestionably subordinate and the marginalisation, trivialisation, and stereotyping of women are incontrovertible aspects of Nigerian life. In the Nigerian national context, women are confined to the traditional role of childbearing and family which continues to put women in the private sphere and in conflict with activities outside its realm. Given the patriarchal structure of Nigerian society, the Nigerian media operate under a gendered existence less obvious to the audience. Gender issues are compartmentalised dichotomously in media texts, formats, and schedules. What we see in a day's typical media offering are the messages of powerful state and corporate actors.

In hotly contested issues such as politics and elections, men's voices dominate. When women's voices are used, those of the men generally

outnumber them, sending subtle messages about what is 'normal'. When we examine guests' lists for most media programmes, they mostly reflect men as the serious players on policy issues, without providing alternative frameworks or agendas for women. One major consequence of this depiction is that what is uncontested now may be difficult or impossible to detect and change eventually.

In the news media, research has continued to show women's invisibility. Only four groups of women make news in the Nigerian media, viz.: those few women in politics that are occasionally heard, wives of public officers who enjoy the best press in Nigeria on account of the public profiles of their husbands, and sometimes women celebrities. Women in government also make news, but this is because they speak on the portfolios they control. Unlike their male colleagues, they rarely comment on issues of national importance unrelated to their portfolios. The daily experiences, struggles, and diversity of everyday lives of the ordinary Nigerian woman hardly get a mention in the media. The Global Media Monitoring Project (GMMP) research on gender in the news media supports the view that gender inequality persists in Nigerian mass media because women's participation in the news is quite low compared with men's participation.

Apart from the underrepresentation of women in the news media, Christine Anyanwu comments on the dominant ethos of Nigeria's news media coverage of gender as she explains that an analysis of the mainstream media in Nigeria reveals a dominant pattern where women are largely seen not heard. Their faces adorn newspapers, however on important national and international issues they fade out. Even when the news is about them, the story only gains real prominence if there is a male authority figure or newsmaker on the scene. What we see in a day in Nigeria's news media concerning gender portrayal is summarised by some media authors (Chinenye Nwabueze; Levi Nwodu; Kehinde Oyesomi; Jammy Guanah; Babatunde Oyinate, Ifedayo Daramola, & Ishola Lamidi; Karen Rose & Cynthia Carter) this way:

- Majority of media stories revolve around men; men are the voices, subjects, experts and sources of media stories.
- Women stories in news are generally few and women are made 'invisible' by the media's omission of their voices and images.
- Women become front-page and headline when they engage in activities that are not in line with

society's prescription of what women 'should' and 'should not' do. These stories often are given lots of prominence in news pages and broadcasts.

- Women when they appear in the media, are most often portrayed as sex objects, beauty objects, homemakers, victims of violence, poverty, victims of natural disasters, war and conflict, etc.
- Coverage of issues of concern to women such as violence, sexual and reproductive health, women in decision-making, are often confined to special pages and segments in the media and pegged as 'women's issues', rather than being placed on the news pages as issues of concern to everyone.
- Women in elected offices often are not portrayed in the same ways as their male counterparts.
- Women in politics and governance in Nigeria are constructed by the media as 'women who have stepped out of the gender norm of remaining in the private'.
- They become news when: They are involved in a controversy or scandal; when women are fighting each other; when they are identified with a 'man of power'.
- When they do something that is 'out of the ordinary', often interpreted by the media as 'being tough' like men instead of 'soft'.
- The portrayal of women in politics in and through the media often sends broader messages such as: 'politics is not for women'; or even the message that 'women who are in politics are not good women'.
- The language used in stories on women in politics is one clue of the underlying gender biases in the media.

Christine Anyanwu, is right when she maintains that:

Overall, the coverage of women in Nigerian media is comparatively less impressive than many other nations in the region. But if, as the study by the IJC concludes, this state of affairs can be explained by the overwhelming dominance of males in the profession, are the few women, especially those in decision-making positions, making a difference? Looking at the coverage of news in Nigeria's mainstream media, the globe has only shifted slightly since those early years when the amazons of Aba and Fumilayo Kutis of Lagos forced society's attention upon their issues through dramatic public

protests. That Rose Ukeje is today the chief judge of the federal High Court; that Ndi Okereke is today the director general of the Nigerian stock exchange; that young Prisca Soares has been making waves as the managing director of the country's foremost insurance agency, NICON, and that numerous women are today chairpersons of outstanding banks, have not quite changed the dominant attitude towards news about women. The old notion that their pretty faces are more marketable than their voices still prevails (13).

Media coverage of gender also tends to generally portray women in a familiar range of stereotypes mostly confined to traditional roles in the private sphere as mothers, nurturers, caregivers, and mere appendages to their husbands and sons. The use of stereotypes tends to limit women's potentials and empowerment and reflects a mental block not only in terms of what society may expect from women but also more seriously in terms of what women may expect from themselves (IFA, Report). Women issues hardly adorn the pages of our national dailies, and neither does it form a major part of the daily broadcast schedule of radio and television stations. Women's issues are confined by news media to a genre of information considered as soft news, buried or relegated to the society, art, home, and entertainment pages thus, trivialising them. Only in sports, however, do women speak loudly because of their overwhelming presence and performance. As argued by scholars, an examination of the Nigerian media reveals the fundamental principle of patriarchal thinking, which shows gender discrimination which is a reflection of Nigerian society.

Despite the pluralistic nature of the Nigerian media and increased number of women working in the media, especially broadcast media and indication of possible changes, the Nigerian media routine reporting and coverage of events and issues still leaves women at the margins of the social, economic, cultural and political processes as documented in many other studies globally. It clearly shows that the media which should be the advocate of neutrality and equality seem to be perpetuating bias against the female gender, regardless of all the Treaties, Conventions and Charters that prohibit marginalisation and discrimination against women.

Women's status in news media ownership pattern and the gatekeeping process might also account in some ways for this. It is arguable that since news

agenda, framing and content are the outcome of the gatekeeping process which involves the participation of men and women, gender status in newsroom exert influence on what is produced. This is because there can be no full press freedom until women have an equal voice in the newsgathering and news dissemination process. So, how many women and men are news reporters in Nigeria? Any imbalance, disparity or, marginalisation? Why, and what are the implications. These questions are pertinent because they bring out facts on who the key players in the media houses are. The news reporter, for instance, is a stronger gatekeeper than the news presenter. He or she is the first gatekeeper who decides what is reported in the field as news.

GMMP studies reveal that the Nigerian media, though pluralistic in terms of number (297), as an industry are a collection of enterprises largely funded and run by men as is in other climes. Men as a group control the policy, apparatuses of media production, and decision-making that enable their domination in the industry. For instance, in Nigeria print media organisations, totaling about 44 newspaper outfits and 15 Magazines, are majorly owned by men. Similarly, the broadcast media with 138 radio stations (public and private) and 100 television stations, is dominated by male ownership. This ownership structure is a reflection of male dominance of means of resources and production in the country. The ownership structure of the news industry is also complicated by the complex profit-driven structure and volatile competitive terrain that repose orientation and control of media institutions on men. That is why the media has been described as male-dominated and it is a fact.

A look at the GMMP study regarding Nigeria media organisations confirms an acute gender imbalance in the print media. In the study, male reporters were 81% while female reporters took the back seat at 19%. The gender difference in radio was not much, though male reporters were still more in number than female reporters at 56% and 44% respectively. Gathering and disseminating information is the most popular and traditional function of the media, to report on events that are of public interest and concern. In terms of reporting, we see that the gender spread among news reporters in the Nigerian mass media (radio, TV and newspapers) is skewed in favour of men. From what we see, the Nigerian media industry is male-dominated in ownership structure, decision-making and newsgathering positions (GMMP; IWMF; Global Report). How

this gendered newsroom status affects women journalists is another area of concern.

BRIEF HISTORY OF NIGERIAN TELEVISION AUTHORITY AND CHANNELS TELEVISION

The first television station in Africa and Nigeria (Western Nigerian Television- WNTV, Ibadan) was established by the government of the Western Region in a joint-venture service with the ORL-Overseas Reinfusion Limited on October 31, 1959. However, the Nigerian Television Authority (NTA), formerly known as Nigerian Television (NTV), began with a takeover of regional television stations in 1976 by the then Nigerian military authorities. The Nigerian Television Authority (NTA) is a Nigerian government-owned and partly commercial broadcaster that was inaugurated in 1977. At the inauguration, it had the monopoly on television broadcasting in the country (NTA website). NTA runs the biggest television network in Nigeria with stations in several parts of Nigeria, and it is widely viewed as the authentic voice of the Nigerian government. NTA is considered to be the largest of its type in Africa. Daniel Omatsola notes that by 1979 NTA had reached about 20% of the population. Oluyinka Esan asserts that as of 2014, NTA had 101 stations in state capitals and towns of Nigeria, out of those stations are nine network centers. The network centers are mostly the early stations in Nigeria; they are the NTA stations in Ibadan, Jos, Enugu, Kaduna, Lagos, Benin, Makurdi, Maiduguri, and Sokoto.

On the other hand, Channels Television is an independent 24-hour news and media television channel based in Lagos, Nigeria. The parent company, Channels Incorporated, was founded in 1992. Its primary focus is producing news and current affairs programs on Nigerian domestic issues. The Channel's mission is to act as a watchdog on governmental policies and activities. It is the first Nigerian broadcaster to stream its television programming live for 24 hours. Channels Television was founded in 1995 as a private television station with only 15 employees by Nigerian veteran broadcaster and entrepreneur John Momoh and Sola Momoh, also a broadcaster (*Punch*, Once upon some glamour TV gals).https://en.wikipedia.org/wiki/Channels_TV#cite_note-3 The company commenced operations in

Lagos, south western Nigeria and has since grown to include three other stations in Abuja, Benin, and Kano states. It also has bureaus in almost every state in Nigeria, including stringers and affiliates in other parts of Africa, as well as strong relationships with international media organisations which allows access to information around the world. Channels TV currently broadcasts to an audience of over 20 million people. Channels Television's team has produced feature programs, which have received commendation throughout the country. Video footage of events and happenings in Nigeria, shot by the Channels Television news crews has been used widely by broadcast organisations such as BBC, CNN, and ITN. Its flagship program, "News at Ten", is considered as the most popular and most watched news in Nigeria.

DISCUSSION OF FINDINGS

The study carried out by these writers revealed that the dominant gender in the staffing of NTA and Channels Television is female in both NTA and Channels televisions. It goes a long way to show that the female gender can work anywhere. It is a finding like this that must have made Jammy Guanah, Rhoda Dalung and Joy Anho conclude that economic growth and development cannot be achieved anywhere without the inclusion of women who constitute 50% or more of the world's population. Also, a former First Lady of the United States of America, Michelle Obama, aligns herself with Aude Zieseniss de Thuin's position when she adds that, "No country can ever truly flourish if it stifles the potential of its women and deprives itself of the contributions of half of its citizens" (O. Adedeji 2).

These writers also found that the dominant gender in the managerial staffing of NTA is female while in Channels Television, it is the male gender. This finding disagrees with the submission of some researchers who observe that [gender stereotypes](#) are frequently brought up as one disadvantage to women during the hiring process and as one explanation of the lack of women in key organisational positions (*Elizabeth Gorman; Madeline Heilman*). Also, *Madeline Heilman and Alice Eagly* assert that management and similar leader positions are often perceived to be "masculine" in type, meaning they are assumed to require aggressiveness, competitiveness, strength, and independence.

Though women are naturally endowed with management abilities and skills that propel society's economic growth (Jammy Guanah, Rhoda Dalung & Joy Anho), yet research show sex discrimination still determines how people in the society engage socially because the gender dynamics that shut down women still exist, even in the most well-intentioned settings. Analysing the outcome of a research carried out by researchers at Brigham Young University (BYU) in the US found last in 2020, Jessica Preece, an associate professor in political science at BYU, said, "women are seen as less authoritative, and their influence is systematically lower. And they're speaking less. And when they're speaking up, they're not being listened to as much, and they are being interrupted more" (Natalie Marchant 1).

Furthermore, these writers discovered that the dominant gender in the reportorial staffing of NTA and Channels Televisions is the male gender. However, Mabel Ewvierhoma is of the view that much cannot be achieved where the males are the majority in governance and the females are onlookers, where the national or political fate of both the male and the female in their various forms of gendered construction are concerned.

Hitherto, research (Natalie Marchant) has revealed that even when women are more educated and have more leadership skills in men-dominated professions, they are still seen as the least competent and influential in the group. Jessica Preece, attributes this problem to the society that has continually viewed cultural norms and gendered messages shaping the rules of engagement which, "slowly socialised over years to discount female expertise and perspectives" (as cited in Natalie Marchant 3).

Also, it was discovered that there are more female presenters in NTA and Channels Televisions than male. This finding contradicts Global Media Monitoring Project research reports on gender in the news media, that:

Gender inequality still persists in Nigerian mass media. Women's participation in the news is relatively low compared with men's participation. Majority of the news subjects for all the news media studied were men. In 2005, 17% were female news subjects, while 83% were male news subjects. While in 2010, 14% were female news subjects, while 86% were male news subjects (GMMP).

Finally, these writers found that there is relatively gender balance in NTA as women are seen

occupying positions more than men. This may not be unconnected to the fact that NTA is under the Nigerian civil service cadre where staffers are promoted as they progress. However, the same cannot be said of Channels Television which is a privately-owned media organisation.

CONCLUSION

The researchers found that the dominant gender in the staffing of NTA and Channels Television is female. This is indicative that women can work anywhere if there is a level playing ground, and if there is no gender discrimination against them. It also shows that these media organisations are liberal when it comes to gender issues hence, in the proportion of male-to-female managers, the dominant gender in the managerial staffing of NTA is female while it is the male gender in Channels Television.

Also, the fact that there are more male reporters who go to the field to gather news in both television houses is not surprising. This is so because there are a lot of inhibiting factors that discourage women from taking up reporting jobs in media houses. Some of these factors include female reporters being classified as "tomboys"; their marital status whereby married women have the home-front demands to cater for; the negative way some societies view female reporters, among others. However, when it comes to the proportion of male-to-female presenters in both broadcast stations, there are more female presenters. This may have to do with the fact that women are more at home with presenting programmes and casting news than facing the rigors of chasing news and newsmakers on the field.

RECOMMENDATIONS

Based on the research findings, the following recommendations were made:

1. The female gender should show more interest in media managerial positions to break the male hegemony currently in fashion in most media organisations.
2. Media proprietors should assign more females to managerial positions to counter the gender imbalance claim in the media.

Women should be sensitised on the need to reject the social construct of assigning roles to various genders by the society by being more active in male dominated professions.

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