

Status and Representation of Women in Public and Private Broadcasting Media in Kaduna and Kano State, Nigeria

Maryam Ibrahim, PhD¹ Mohammed Gujbawu, PhD²

1. Department of Mass Communication, Faculty of Social Sciences, Ahmadu Bello University, Zaria, Nigeria

2. Department of Mass Communication, Faculty of Social Sciences, University of Maiduguri, Borno State, Nigeria

Abstract

Globally, Journalism is seen as a male-dominated profession. This male dominance has been documented by many studies despite the increase in the number of female students in journalism and mass communication studies throughout the world. This study attempts to determine the status and representation of women in public and private broadcasting media in Kaduna and Kano, Nigeria. The method of data collection employed in the study was documentary research. Data were collected from public and private broadcasting media in Kaduna and Kano respectively. Results indicate that journalism is still male dominated even in the private media although there is improvement in the representation of women in the profession. However, women are more represented in the private media organizations in Kano compared to Kaduna although Kaduna is considered more liberal than Kano. The study concludes that being successful in journalism practice for women is not only based on education and merit but other factors that might prevent them from reaching their career peak. Thus, there is need for fundamental changes in journalism practice to enable women overcome all barriers in order to become successful in their chosen career.

Keywords: Status, Representation, Women, Broadcasting Media, Kaduna and Kano

1. Introduction

Journalism has been considered as one of the jobs outside the home, as it has tended to be a man's occupation for years or even decades in some places. All over the world, journalism was the exclusive preserve of men at its inception and remained a male domain in most countries despite the successful entrance of females into the field of communication. Thus, as journalism evolved as a male-dominated profession (Djerf-Pierre, 2007; IFJ, 2009; UNESCO, 2009; Tomar, 2011 and Franks, 2014), it continued to be a profession of men (Nwabueze, 2013), while women are managing to compete in this masculine space (Steiner, 2009).

Women are perceived to be restricted by custom and law from access to journalism occupation and they also faced significant discrimination within the profession, which is characterized by their lack of influence in the field. Similarly, the prescription of gender roles by social norms contributes to the discrimination meted to women in journalism practice (Djerf-Pierre, 2007; Vochocova, 2008; Nwabueze, 2012).

Until the 1950s, newsmen reserved their highest compliments for a very few women whose work was just like men's. Many studies have shown that some women find themselves opposed to their families in their decision to become journalists due to career choice for boys and girls (see for example Wijngaard, 1992; Peters, 2001; Chatterjee, 2006; Steiner, 2009; Enwefah and Agbalajobi, 2011). While women have made some progress in certain areas of journalism work, fewer certain areas, particularly at the higher levels of production and management remain inaccessible to them largely due to persistence of male bias in both the employment structure and in management's view of women's professional capabilities as observed by Ceulemans and Fauconnier (1979).

Journalism is a highly competitive field which requires expertise in specific areas. Although education has proven to be beneficial in getting into journalism practice, nevertheless, experience is essential to a successful career in journalism (Hurst and Molsberry, 2012). According to them, it is one prerequisite for advancement throughout a journalist career because most successful journalists begin their career at the bottom and spend years working their way up to prestigious positions. Thus, education prepares the practitioners in journalism for their careers by providing them with the necessary technical and theoretical skills.

While, women have little difficulty in meeting the educational requirements, the media industry, on the other hand, placed greater emphasis on experience, which is of crucial importance to advancement within the occupational hierarchy of the organization. However, Ceulemans and Fauconnier (1979) state that top-level positions in production, management, and the high-status reportorial functions are accessible only to those who are given the opportunity either to work their way up within the organization, or to acquire extensive training and experience outside the industry, and those who possess the proper dose of authority and attractiveness.

This study attempts to determine the status and representation of women in journalism practice in both public and private broadcasting media in Kaduna and Kano, Nigeria in order to document it. Thus, this study seeks to find out the actual ratio of women journalists in the various broadcast media organization as well as their status in terms of representation within the industry.

2. Literature Review

A study conducted in six countries including Bangladesh, India, Indonesia, Malaysia, Philippines and Sri Lanka indicates that there is a gap between the number of women who receive communication education and the number working in the media (Lock, 1990).

Also, the International Federation of Journalists survey in 26 countries on the status of women journalists prepared by Peters (2001) titled "Equality and Equity: Setting Standards for Women in Journalism" show that there is increase of women in journalism with up to 70% in some countries, while the average percentage is about 40%. However, despite the great increase in the number of women in journalism practice, the number of women in decision-making positions in the media is still low.

Creedon and Cramer (2007) indicate that women constitute more than half of all college students and about 65% of all undergraduate students of journalism and mass communication enrolments across the world. However, women remain in the minority in the faculty as well as among senior jobs (Okunna, 1992; Ashong and Batta, 2011 and Franks, 2014). Whereas nearly all the men find jobs in the UK, only about half of the women are successful in entering the industry agreed Franks (2014). Further, women have been studying journalism and graduating from UK journalism departments in substantial numbers for decades, but they are still not well represented at the higher levels of media industry.

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

Commenting on the findings of a 2011 survey which showed how few women were reaching the higher echelons in journalism, the former Daily Mirror editor and a professor of journalism, Roy Greenslade, wonders how the profession could remain so male-dominated when the classes he was teaching were increasingly full of young women. Similarly, in Germany there are plenty of female journalism students but far fewer women working in the industry. One analysis attributed this to the "friendliness trap", where women studying journalism demonstrate good communication skills but are not assertive enough to compete successfully for good jobs. In a nutshell, the proportion of women finding employment in the mass media is by no means commensurate with their share of training.

Global Media Monitoring Project (GMMP, 2005) indicates that women in media are most likely to be found in the soft spectrum of news making due to stereotypically segregated male and female dimensions of journalism. The male dimension includes hard news, public sphere, male sources and perspective, while the female sphere is supposed to involve female sources and perspectives, soft news, private sphere and it is characterized by intimidation and empathy. Van Zoonen (2005) identified horizontal and vertical segregation in the media. In horizontal segregation, men dominate in technical areas while women are over-represented in administration, while in terms of vertical segregation it is a common phenomenon in the media to find few women in managerial positions even in the areas where they dominate.

Furthermore, the recruitment of women to executive positions in the media is in no way commensurate with the number of women in journalism. In fact, women are being denied an equal place at the reporters table (Djerf-pierre, 2009; Allan, 2011). Despite several important breakthroughs in the 1990s, male dominance at the top echelons of the media industry was still strong in 2001 (3 out of 4 were men). Thus, women had much less access to formal positions of power in the media and when they did have such access, it was primarily a question of editorial power. Economic power remained in male hands and women's representation in top positions has not increased in anywhere near the same proportion as the numbers of women in journalism. Gallagher (2001) states that in the US, figures by National Federation of Press Women (1993) show that the increase of women's share of management posts is only by one percent since 1977. She asserts that if that rate continues, it will take 30 years before there is gender balance in top newspaper jobs in the US. Josephi (2004) asserts that many female journalists still experience slow and limited progress, if not total stagnation in their career.

The underrepresentation of women in executive positions in media organizations was documented by The Global Status of Women Report which puts the figure of women at 10% of all executive positions and only 3% of top leadership posts in most countries (GSW,2009). In another study, women's representation in top-level management is said to be 27.3% compared to men's 72.7%. The top-level management includes publishers, chief executives officers, directors general and chief financial officers of news organizations (Djerf-Pierre, 2009). However, there is relatively higher representation of women in both governance and top management within both Eastern Europe (32.9% and 43.4% respectively) and Nordic Europe (35.7% and 36.8% respectively) compared to other regions (IWFMF, 2010). Although, in senior management positions, women hold only one-

third (38.7%) compared to men's nearly two-thirds (61.3%) in the companies surveyed by the IWMF. Also women hold only 28.7% in middle management positions compared to men's 71.3% in the senior professional level, the report indicates a greater degree of gender balance with men slightly more than half (59%) and women nearing parity (41%).

One interesting point to note in IWMF report (2010) is that women's under-representation was found in 26 of the 59 countries surveyed. Thus, women's under-representation was the predominant gendered pattern in journalism employment in all regions of the world, with the exception of Eastern Europe. This exception is due to different status of the profession then from that in Western Europe as observed by Gallagher (2001).

Aryal and LaMay (2012) opine that most studies report a glass ceiling effect in which women make steady progress until reaching senior level positions, where they are denied promotion. Franks (2014) indicates that in 2013 there was only one national daily newspaper in the UK edited by a woman; Dawn Neesom at the *Daily Star*, and in 90 years there has never been a female editor-in-chief (director general) of the *BBC* or at the head of any other major news broadcasting institutions. Also, there has only been one instance of a woman editing a daily broadsheet newspaper in the UK for three months from January to April, 1998. A study analyzing UK newspaper front pages in 2012 revealed that up to 90% are written by men in some papers, while research of by-lines across a range of UK national newspapers in 2011 and 2012 revealed that the overwhelming number of stories in most areas are written by men putting the average ratio at 78:22. In some cases female by-lines were almost non-existent.

Franks added that although these observations are taken from the picture of contemporary UK journalism, most of them also apply to the composition of the media internationally, with few exceptions. According to her successive surveys of the journalism work force across most western countries over the past 15 years show repeatedly that, while at entry levels there is a reasonable balance between the genders, at the senior levels there is domination of men. And the wider the age, the wider is the gender pay gap. Evidence indicates that there remains both vertical and horizontal gender segregation in the way that journalists are employed not only in the UK but in many other western countries. And there are still places where there is an ongoing cultural bias against women journalists.

In Nigeria, Ogundipe-Leslie (1990) observes that women are not given the space they need either structurally within media administration or psychologically in the representation of their images. Further, Nweke (1989) states that a look at the statistics of the media in Nigeria shows that there are no women among the approximately 100 chief executives of broadcasting stations which constitute the top management. According to Ashong and Betta (2011) men significantly outnumber women in all facets of communication practices in Nigeria. Whereas women constitute the majority of students of communication studies, men form the bulk of communication educators and practitioners in Nigeria. This statement is supported by other researchers like Anyanwu (2001) and Okunna (2002).

3. Theoretical Framework

The study will be guided by the Radical Feminist theory. This theory focuses on the subordination of women to men due to universal patriarchy that exists across all cultures and historical periods (Hines, 2008). The theory posits that male power must be analyzed and understood and not reduced to other explanations such as labour relations (Lay and Daley, 2013). According to radical feminists, it is sexism and patriarchy that explain the problem of women in society (Ityvyar, 1992). This group views the subordination of women as the most fundamental form of oppression which cut across boundaries of race, culture and economic class. Radical feminists question why must women adopt certain roles based on their biology just as they question why men adopt certain other roles based on their gender. Radical feminism also evaluates the role of patriarchy in perpetuating male dominance. In patriarchal societies, the male's perspective and contributions are considered more valuable, resulting in the silencing and marginalization of women.

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

4. Methodology

The study employed documentary research and data were collected using a data template from both public and private broadcasting media in Kaduna and Kano between the month of March and June, 2015.

Results

Table 1.0: Ratio of Men Compared to Women in Public Broadcast Media Organizations in Kaduna and Kano

Name of Media	Variable	News&Current Affairs Dept.	Programme Dept.	Total
<i>FRCN</i>	Men	75%	65%	n=240
	Women	25%	35%	
<i>NTA</i>	Men	67%	47%	n=30
	Women	33%	53%	
<i>KSMC</i>	Men	72%	61%	n=78
	Women	28%	39%	
<i>ARTV</i>	Men	88%	81%	n=50
	Women	12%	19%	
<i>NTA</i>	Men	68%	59%	n=29
	Women	32%	41%	
<i>Radio Kano</i>	Men	69%	60.5%	n=45
	Women	31%	39.5%	
<i>PyramidRadio</i>	Men	72%	67%	n=53
	Women	28%	33%	

The results on the above table show that the ratio of women varies across the various media organizations in Kaduna and Kano. Specifically in *FRCN* Kaduna women constitute 25% in News and Current Affairs and 35% in Programmes Department. In *NTA* Kaduna, data in the above table indicate that women constitute 33% in News and Current Affairs Department and 53% in Programmes Department. Also, in *Kaduna State Media Corporation (KSMC)*, data indicate that women constitute 28% in News and Current Affairs and 29% in Programmes Departments.

In Kano, data indicate that in *Abubakar Rimi Television (ARTV)* women constitute only 12% in News and Current Affairs Department and 19% in Programmes Department. In *NTA* Kano data indicate that women constitute 32% in News and Current Affairs department and 41% in Programmes Department. In *Radio Kano*, women constitute 31% in News and Current Affairs Department and 39.5% in Programmes Department. Further, in *Pyramid Radio*, data indicate that women constitute 28% in News and Current Affairs and 33% in Programmes Departments.

Table 2.0: Comparative Total Figures of Men and Women in the News and Current Affairs and Programmes Departments in Public Broadcast Media Organizations in Kaduna and Kano

State	Men	Women	Total
Kaduna	348 (66.5%)	175 (33.5%)	100% n=523
Kano	177 (70%)	75 (30%)	100% n=252

The results show that men constituted 66.5%% of staff while women represent 33.5% % in Kaduna. In Kano, men constitute 70% while women constitute 30 %. This show that journalism is still male dominated even though there is improvement in the representation of women in the profession.

Table 3.0: Ratio of Men Compared to Women in Private Broadcast Media Organizations in Kaduna and Kano

Name of Media	Variable	News&Current Affairs Dept.	Programme Dept.	Total (100%)
Kaduna <i>DITV/ Alheri Radio</i> <i>Liberty Radio/TV</i> <i>Freedom Radio</i>	Men	78%	63%	n=38
	Women	22%	37%	n=16
	Men	68%	43%	n=19
	Women	32%	57%	n=14
	Men	67%	58%	n=17
	Women	33%	42%	n=10
<i>AIT</i>	Men	60%	50%	n=6
	Women	40%	50%	n=5
	Men	69%	90%	n=20
<i>Nagarta Radio</i>	Women	31%	10%	n=6
	Kano			
<i>Express Radio</i>	Men	62.5%	69%	n=29
	Women	37.5%	31%	n=16
<i>AIT</i>	Men	-	-	n=4
	Women	-	-	n=1
<i>Rahama Radio</i>	Men	40%	78%	n=16
	Women	60%	22%	n=7
<i>Freedom Radio</i>	Men	60%	52%	n=26
	Women	40%	48%	n=20
Cool FM/ Wazobia	Men	64%	40%	n=11
	Women	36%	60%	n=10

The results in the above table suggest that the ratio of women in private broadcast media organizations vary across the states. Specifically, results show that in *Desmim Independent Television/Alheri Radio (DITV)* the ratio of women in News and Current Affairs department was 22% and 37% in Programmes. In *Liberty Radio*, women constitute 32% in News and Current Affairs Department and 57% in Programmes Department.

In *Freedom Radio*, women constitute 33% in News and Current Affairs Department and 42% in Programmes Department. In *African Independent Television (AIT)*, data indicate that women constitute 40% in News and Current Affairs and 50% in Programmes Departments. Coming to *Nagarta Radio*, data indicate that women constitute 31% in News and Current Affairs Department and 10% in Programmes Department.

In *Express Radio*, women constitute 37% in News and Current Affairs Department and 31% in Programmes Department. Also, data obtained from *Rahama Radio* indicate that women constitute 60% in News and Current Affairs Department and 22% in Programmes Department. In *Freedom Radio*, data indicates that women constitute 40% in News and Current Affairs Department and 48% in Programmes Department. In Cool/Wazobia FM, women represent 36% in News and Current Affairs and 60% in Programmes Departments. The results indicate that women have better representation in the private media organizations compared to the public media organizations. Thus, it can be asserted that the private media are more gender sensitive than the public media organizations in Kaduna and Kano.

Table 4.0: Comparative Total Figures of Men and Women in Private Broadcast Media Organizations in Kaduna and Kano

State	Men	Women	Total
Kaduna	72%	28%	100% n=253
Kano	69%	31%	100% n=226

Results in the above table indicate that the total number of men and women working in private broadcast media organizations in Kaduna and Kano. The results show that men constitute 72% of staff while

women represent 28% in Kaduna. And in Kano, men constitute 69% while women constitute 31%. The findings indicate that journalism is still male dominated even in the private media organizations. However, women have better representation in private media organizations in Kano than Kaduna.

Table 5.0: Representation of Women in Public Broadcast Media Organizations at Leadership/Management level in Kaduna and Kano

Name of Media	Variable	Board of Directors	Top Level Management	Senior Management	Middle Management	Senior Level Professionals
FRCN	Men	100%	57%	91%	68%	58%
	Women	-	43%	9%	32%	42%
	Total n=	100% 1	100% 14	100% 68	100% 80	100% 81
NTA KD	Men	75%	77%	50%	63%	56%
	Women	25%	23%	50%	37%	44%
	Total n=	100% 8	100% 13	100% 6	100% 8	100% 16
KSMC	Men	-	75%	63%	79%	65%
	Women	-	25%	37%	21%	35%
	Total n=	-	100% 8	100% 19	100% 28	100% 23
ARTV	Men	87.5%	86%	80%	92%	100%
	Women	12.5%	14%	20%	8%	-
	Total n=	100% 16	100% 7	100% 10	100% 39	100% 15
NTA KN	Men	-	100%	87%	77%	100%
	Women	-	-	13%	23%	-
	Total n=	-	100% 6	100% 15	100% 13	100% 22
Radio Kano	Men	87.5%	100%	-	81%	100%
	Women	12.5%	-	-	19%	-
	Total n=	100% 8	100% 5	-	100% 42	100% 15
Pyramid Radio	Men	-	80%	100%	72%	100%
	Women	-	20%	-	28%	-
	Total n=	-	100% 6	100% 3	100% 29	100% 16

Results in the above table indicate that women represent 43% in Top Level Management of FRCN Kaduna, 9% in Senior Management, 32% in Middle Management and 42% in Senior Level Professionals. In NTA Kaduna, women represent 23% of Top Level Management, 50% of Senior Management, 37% of Middle Management and 44% of Senior Level Professionals. In Kaduna State Media Corporation (KSMC), findings indicate that women represent 25% in Top Level Management, 37% in Senior Management, 21% in Middle Management and 35% in Senior Level Professionals. Also results show that women represent 12.5% of Board of Directors of ARTV, 14% of Top Level Management, 20% of Senior Management, 8% of Middle Management and zero percent among the Senior Level Professionals. In NTA Kano, women are only represented in Senior Management with 13% and Middle Management with 23%. In Radio Kano, women represent 12.5% of Board of Directors and 19% of Middle Management and without representation in other levels of management. In Pyramid radio, women are only represented in Top Level Management with 20% and Middle Management with 28%.

Worthy of note during the period of this study was that the Managing Directors of Kaduna State Media Corporation (KSMC) and Abubakar RimiTelevision (ARTV) in Kano were women. It was the first time women were given the opportunity to occupy such a position in both the two states.

Table 6.0: Representation of Women in Private broadcast Media Organizations at Leadership/Management Level in Kaduna and Kano

Name of Media	Variable	Board of Directors	Top Level Management	Senior Management	Middle Management	Senior Level Professionals
DITV/ Alheri Radio	Men	100%	57%	57%	33%	100%
	Women	-	43%	43%	67%	-
	Total	100%	100%	100%	100%	100%
	n=	6	7	7	12	3
Liberty Radio	Men	50%	90%	100%	83%	50%
	Women	50%	10%	-	17%	50%
	Total	100%	100%	100%	100%	100%
	n=	6	10	4	6	16
Freedom Radio KD	Men	92%	83%	88%	71%	71%
	Women	8%	17%	12%	29%	29%
	Total	100%	100%	100%	100%	100%
	n=	13	12	17	7	7
AIT/ Raypower FM	Men	-	67%	83%	71%	100%
	Women	-	33%	17%	29%	-
	Total	-	100%	100%	100%	100%
	n=	-	6	6	17	2
Nagarta Radio	Men	88%	83%	-	-	-
	Women	12%	17%	-	-	-
	Total	100%	100%	-	-	-
	n=	8	6	-	-	-
Express Radio	Men	-	100%	100%	-	-
	Women	-	-	-	-	-
	Total	-	100%	100%	-	-
	n=	-	2	4	-	-
Rahama Radio	Men	-	100%	100%	-	-
	Women	-	-	-	-	-
	Total	-	100%	100%	-	-
	n=	-	2	4	-	-
Freedom Radio KN	Men	-	67%	100%	83%	100%
	Women	-	33%	-	17%	-
	Total	-	100%	100%	100%	100%
	n=	-	6	6	7	6
Cool/ Wazobia FM	Men	100%	100%	100%	83%	100%
	Women	-	-	-	17%	-
	Total	100%	100%	100%	100%	100%
	n=	1	4	4	12	15

Results in the above table show that women are not represented at the Board of Directors of *DITV/Alheri Radio* and among the Senior Level Professionals, while they represent 43% in Top Level and Senior Management and 67% in Middle Level Management. In *Liberty Radio*, women represent 50% of the Board of Directors, 10% of Top Level Management, 17% in Middle Management and 50% among Senior Level professionals, on the other hand, they have no representation at Senior Level management. In *Freedom Radio*, data indicate that women represent 8% in their Board of Directors, 17% in Top Level Management, 12% in Senior Management, 29% in Middle Management and Senior Level Professionals. Similarly, women represent 33% in Top Level Management of *African Independent Television (AIT)* in Kaduna, 17% in Senior Management, 29% in Middle Management while they have no representation at Senior Level Professionals. In *Nagarta Radio*, findings indicate that women represent 12% of Board of Directors and 17% in Top Level Management. Further, the data indicate that women have no representation at Leadership/Management Levels in *Express Radio* and *Rahama Radio*. In *Freedom Radio*, women represent 33% in Top Management and 17% in Middle Management with an average of 25%, while they have no representation at Senior Management and among the Senior Level Professionals. In *Cool/Wazobia FM*, women are only represented at Middle Management with 17%. Thus, women have no representation at other levels of management. The results indicate that the representation of women at leadership/management positions in the private media organizations is more than that of the public media as some media organizations do not have women representation at such levels.

5. Conclusion and Recommendation

The study revealed that the ratio of women in journalism practice varied across the various broadcast media organizations in Kaduna and Kano as well as between the public and the private media just like the way their representation at leadership/management level varied. However, findings indicated male dominance in all aspect of journalism practice in both the public and the private broadcast media organizations as well at the leadership/management levels although there is significant representation of women in the practice especially in the private broadcast media organizations. The study concludes that being successful in journalism practice for women is not only based on education and merit but other factors that might prevent them from reaching their career peak. Some of the concerns raised by Radical feminists are still evident in the media due to male-dominance which resulted in systematic domination and marginalization of women. Indeed, there is need for fundamental changes in journalism practice to enable women overcome all barriers in order to become successful in their chosen career as advocated by radical feminists.

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