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# MONITORING WOMEN EXPERTS IN GHANA

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## **Introduction**

When people turn on the radio every morning across Ghana, the voices they often hear belong to the hosts, politicians, analysts, experts, and other newsmakers -most of whom are men. Men dominate the media landscape in Ghana. A global report on the status of women in the news media found men outnumber women by almost a 2:1 ratio in the six news [companies surveyed](#) in Ghana. A Media Foundation of West Africa survey found that “men consistently dominated all programs between June and November 2014.” Out of the over nine thousand guests featured in the five thousand programs monitored on 24 radio stations, only 1,842 were [women](#).

The underrepresentation of women’s voices and issues in media is reflected across other sectors in the country. Only 30 women are in Ghana’s 275-member parliament house, while only eight of the eight-five ministers are [women](#). Only 36 out of the 212 persons appointed across the [country were women](#). The numbers of women in top administrative positions are also low, with only three out of the 12 Justices of the Supreme Court being women. Men dominate leadership positions even in organizations where women are in the overwhelming majority, like the Ghana Registered Nurses Association and the Ghana Union of Traders. Yet, women account for more than half of the population, 51.2 percent to be exact.

The Ghana Expert Women project sought to count the number of women interviewed as experts and authority figures in the media. The project aims to highlight the gender gap by drawing attention to the underrepresentation and misrepresentation of women in media. For the first round, we sampled six flagship programs from four radio and two television stations between February and June 2021. Over the five months, monitors counted the women interviewed as experts and authority figures, their time, and the topics they covered. We found that a low number of Ghanaian women were interviewed on radio and television in the media for their expertise during the period. The monitors observed that hosts also accorded men who had no expertise in a subject more respect during discussions. They also found that male experts were given more airtime than female experts across the shows.

### **Who is an Expert?**

For this project, an expert is defined as any person interviewed because of their knowledge or authority. Experts include politicians and spokespeople, and professionals. E.g., MPs, local government officials, nurses, teachers, and public relations officers.

### **Findings from the Study**

The main objective of the project is to count the number of women experts engaged in media programming in Ghana. The project also sought to have an overview of the amount of time allocated to female experts in Ghana as well as the kind of topics they are interviewed on.

The project sampled four radio morning shows and two political television shows. The four radio programmes were monitored daily on the third week of every month in five months, February to June, 2021. The weeks have been used to represent the entire month. However, as a result of not having a regular daily schedule, a constructed week was used for the two television programmes.

Findings from the project have been presented in two parts. Using frequency distribution tables, the first part is an overview of monthly reports from February to June. The second part analyses the entire data collected over the study period.

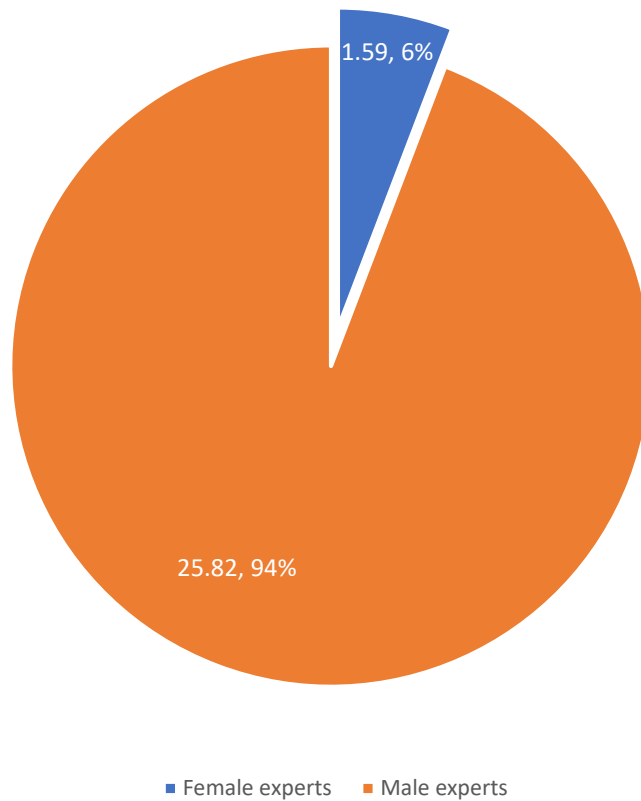
## 1.0 MONTHLY REPORTS

**Table 1.1: February (red line delineates radio and TV programmes)**

Programme	Interviews		Experts		Presenters		Correspondents		Total Time	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
CITI CBS	29	6	27	6	11	15	17	0	1hr 48mins 23 secs	15mins 5secs
MORNING STARR	64	11	55	10	14	0	16	1	6hrs 58min 26secs	29 mins 57 secs
JOY SMS	59	5	51	5	26	9	11	1	2hrs 37mins 18 secs	3mins 36 secs
KOKROKOO PEACE FM	45	7	41	5	20	6	1	0	6hrs 26mins	29mins 38secs
PM EXPRESS (JOY NEWS)	10	0	10	0	0	4	0	0	2hrs 23mins	0
KEY POINTS (TV3)	16	1	15	1	0	3	1	0	5hrs 36mins	17mins
<b>TOTAL</b>	<b>223</b>	<b>30</b>	<b>199</b>	<b>27</b>	<b>71</b>	<b>37</b>	<b>46</b>	<b>2</b>	<b>25hrs 49mins 07secs</b>	<b>1hr 35mins 06secs</b>

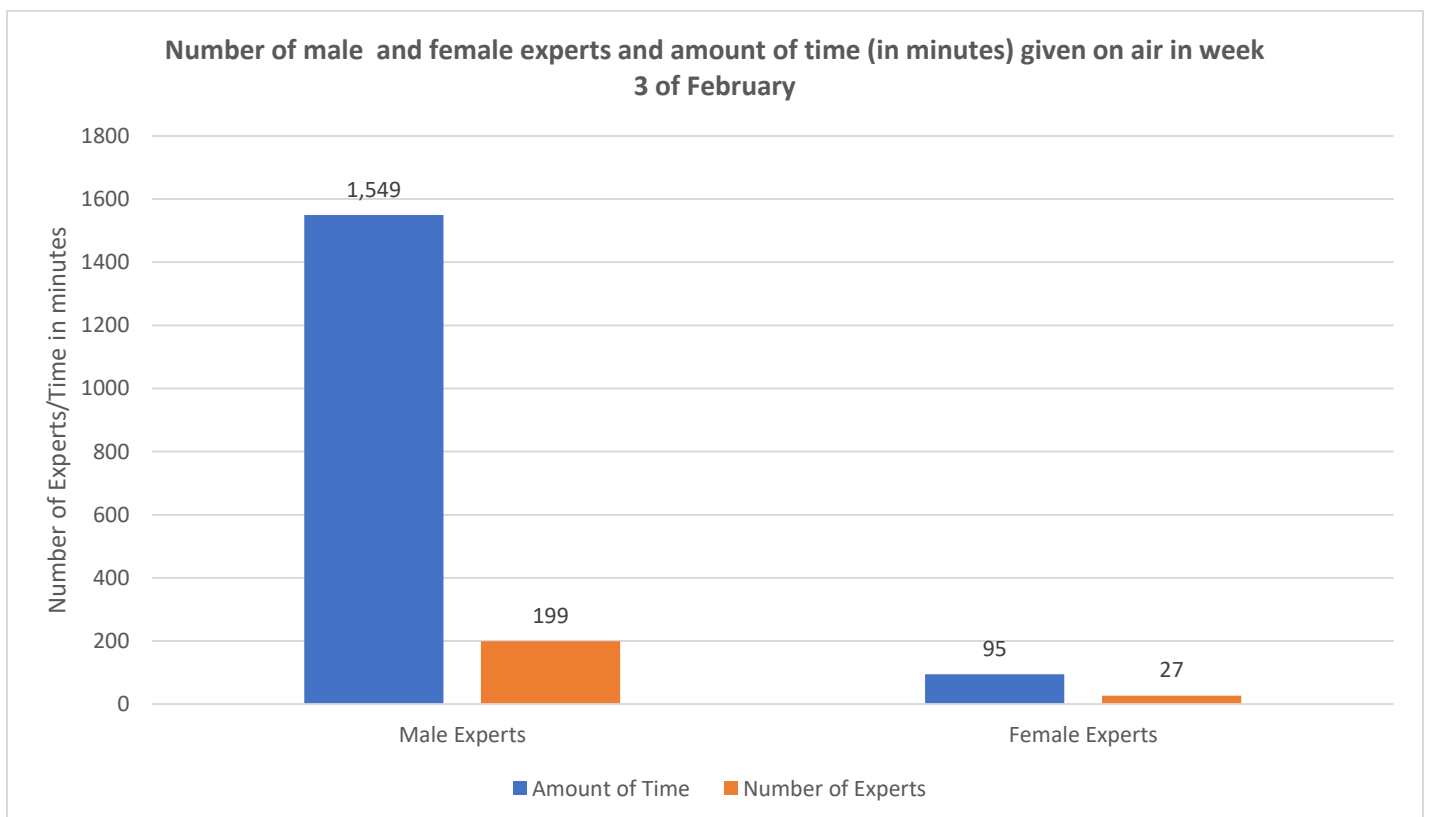
Table 1.1 presents data for selected radio and television programmes in the third week of February. Throughout the week, 253 people were interviewed on the six selected programmes. Out of this number, there were 223 men and 30 women. Within that week, 226 experts were interviewed. Among the number of experts interviewed, female experts represented 11.9%. These women spoke for 1 hour 35mins compared to their male counterparts (88.1%) who spoke for 25 hours, 49 mins and 07 secs on the six programmes. In simpler terms, for approximately every seven male experts interviewed on the shows, only one female expert is interviewed.

Amount of Time (hours) allocated for both Male and Female experts in February



Of all the programmes monitored within that week in February, *Morning Starr*, interviewed more women experts (10) than other programmes, giving them a total of 29 minutes 57 seconds, which is low compared to their 55 male counterparts who were given 6hrs 58 minutes and 26 seconds. PM Express have any female experts on the show in that week. In simpler terms, for approximately every seven male experts interviewed on the shows, only one female expert is interviewed, forming a ratio is 7:1

The domination of men on the selected programmes did not end at experts only. Data from February 2021 as seen in Table 1.1 suggests that male presenters of these programmes were twice the number of female presenters which is a reflection of most morning and political talk shows in Ghana. The graph below represents the amount of time for both and women interviewed in general on the shows.



In terms of correspondents – reporters outside the studios -, only 2 female correspondents were used by all the six programmes as against 46 male correspondents.

**Table 1.2: March**

Programme	Interviews		Experts		Presenters		Correspondents		Total Time	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
CITI CBS	75	7	62	6	13	15	16	2	2hrs 44mins	19mins
MORNING STARR	76	14	72	9	10	5	4	1	8hrs 42mins 5secs	46mins 12secs
JOY SMS	70	5	68	5	24	11	2	0	4hrs 13mins 23secs	02mins 06secs
KOKROKOO PEACE FM	56	2	55	2	21	6	0	0	8hrs 40mins	2mins 24secs
PM EXPRESS (JOY NEWS)	10	0	10	0	4	0	0	0	2hrs 27mins	0
KEY POINTS (TV3)	17	0	16	0	1	3	0	0	7hrs 21mins	0
<b>TOTAL</b>	<b>304</b>	<b>28</b>	<b>283</b>	<b>22</b>	<b>73</b>	<b>40</b>	<b>22</b>	<b>3</b>	<b>34hrs 07mins 28secs</b>	<b>1hr 09mins 42secs</b>

As data from March (Table 1.2) indicates, 305 experts were interviewed across the six programmes monitored. Out of this number, only 22 of them were women, a figure which is slightly higher than the number of women interviewed on all the shows. Just like February, the ratio of male to female experts was high with a figure of 13:1. The number of all women (93) including experts, general interviewees, presenters and correspondents featured on all the programmes within the period in March was still less than half of male experts interviewed.

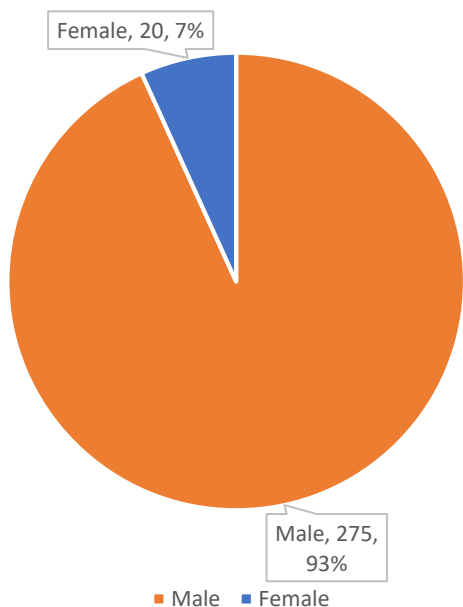
The total amount of time for all female experts on the programmes within March was 69 minutes and 42 seconds which is an indication that each woman was given an average of one minute in the whole week to make a point on any of the shows. Compared to the period in February, the number of males featured on the programmes increased. Similar to February data, the number of female correspondents was two compared to 22 male correspondents.

**Table 1.3: April**

Programme	Interviews		Experts		Presenters		Correspondents		Total Time	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
CITI CBS	5	8	5	6	1	10	1	2	2hrs 2mins 55secs	9mins 30secs
MORNING STARR	9	22	7	9	1	5	5	2	7hr 8mins 22 secs	12mins 35secs
JOY SMS	7	6	7	4	3	6	1	0	3hrs 53mins 23secs	03min0 1secs
KOKROKO O PEACE FM	5	2	4	1	2	2	0	0	7hrs 34 mins	9mins
PM EXPRESS (JOY NEWS)	8	0	8	0	4	1	0	0	2hrs 16mins	0
KEY POINTS (TV3)	2	0	2	0	0	4	1	0	9hrs 6mins	0
<b>TOTAL</b>	<b>29</b>	<b>38</b>	<b>27</b>	<b>20</b>	<b>8</b>	<b>28</b>	<b>2</b>	<b>4</b>	<b>32hrs 00min 40secs</b>	<b>34min 06sec</b>

Generally, in April, the number of men interviewed on most of the selected programmes decreased compared to that of March. Equally, the number of women interviewed was also lower as usual on the programmes. However, the number of females interviewed on *Morning Starr* increased significantly. Data from February and March indicates that it is one of the radio programmes that consistently interviewed a high number of women, although not very significant compared to their male counterparts.

**No. of Male and Female experts in April**



With regards to female experts interviewed, the figure dropped to 20 for all the programmes monitored in April with a ratio of 14:1. The number of female experts interviewed had consistently dropped from February to April.

In total, 337 people were interviewed on all the shows. Out of this, only 38 representing 11% were women. The 38 women shared a total of 34 minutes and 06 seconds on all the shows. This means that on average, a woman on any of these shows had less than a minute to make a contribution.

**Table 1.4: May**

Programme	Interviews		Experts		Presenters		Correspondents		Total Time	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
CITI CBS	58	4	57	4	14	10	16	1	2hrs 21mins 10secs	30mins 40 secs
MORNING STARR	102	21	82	13	10	6	4	2	6hrs 55mins 31secs	1 hr 1min 57secs
JOY SMS	76	5	71	4	25	14	5	1	3hrs 41 mins 311secs	1mins 30 secs
KOKROKOO PEACE FM	50	4	48	3	22	7	1	0	8hrs 32 mins	16mins 18secs
PM EXPRESS (JOY NEWS)	12	0	11	0	4	0	1	0	3hrs	0
KEY POINTS (TV3)	27	3	27	3	0	5	0	0	8hrs 27mins	32mis
<b>TOTAL</b>	<b>325</b>	<b>37</b>	<b>296</b>	<b>27</b>	<b>75</b>	<b>42</b>	<b>27</b>	<b>4</b>	<b>32hrs 57mins 12secs</b>	<b>2hrs 22mins 25secs</b>

Data from May did not show any significant improvement in the number women interviewed which reflected in the number of female experts who were interviewed in this period. The total number of female experts interviewed in May was just 8.4% (27) of the total number of all experts interviewed. The ratio of male to female experts continued to be low for women. Per the data in Table 1.4, a single female expert would have to fight for a slot with 11 male experts. The 27 female experts were given 2 hours 22 minutes and 25seconds.

Morning Starr interviewed 21 women in total with 61.9% (13) of them being experts.

Programme	Interviews		Experts		Presenters		Correspondents		Total Time	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
CITI CBS	69	6	69	6	15	10	16	1	3hrs 9mins	52mins
MORNING STARR	89	12	79	7	15	0	6	0	5hrs 28min 25secs	3mins 27 secs
JOY SMS	62	13	59	12	25	10	3	1	3hrs 6mins 27 secs	13mins 57 secs
KOKROKOO PEACE FM	49	5	48	5	21	5	0	0	7hrs 11mins	26mins 46 secs
PM EXPRESS (JOY NEWS)	11	0	11	0	4	0	0	0	2hrs 3mins 06 secs	0
KEY POINTS (TV3)	20	3	20	3	0	4	0	0	6hrs 10mins	55mins
<b>TOTAL</b>	<b>300</b>	<b>39</b>	<b>286</b>	<b>33</b>	<b>80</b>	<b>29</b>	<b>25</b>	<b>2</b>	<b>27hrs 7mins 58secs</b>	<b>2hrs 31mins 10secs</b>

**Table 1.5: June**

In June, the number of female experts increased slightly from all the previous months. This slightly improved the ratio of male to female experts to 9:1, which is still low. Of the months monitored, women had the highest amount of airtime in June at 2 hours 31 minutes and 10 seconds. June was the only month where Joy SMS interviewed the highest number female experts when compared to the other shows.

### **Do Women Experts have a voice in Ghanaian Media?**

The main aim of the study was to provide an overview of the amount of airtime given to female experts on media platforms in Ghana. Additionally, the study sought to investigate the total number of women, whether experts, presenters and correspondents, who are given airtime on the selected programmes in Ghana.

Data collected indicates that there was a total of 1,623 interviews conducted by the six monitored programmes over the period. This was made up of 1,451 (89.4%) men and 172 (10.6%) women. On average, 34 women are interviewed per week on the six programmes compared to an average of 290 men per week. **Interviews with experts comprised a total of 1,468 (90.4%) of the 1,623 interviews.** Out of this number, only 129 of them were female experts, representing just 8.8 per cent of the total number of experts interviewed on all the programmes. Generally, throughout the period, the ratio of male to female



experts over the period was approximately 10:1. This indicates that, per week on the six selected shows, only one female expert is interviewed compared to 10 male experts. Throughout the monitoring period, the 129 female experts together with other female interviewees (these were not experts) who were interviewed on the show were given 9 hours 12 minutes and 29 seconds of airtime on the six selected shows. This means that female experts together with other women on the shows were collectively given only 110 minutes and 5 seconds per week on all the programmes. Given that the amount of time for all women on the programmes was shared by all 129 female experts, this means that on average, each female expert was given less than a minute in a week on the selected programmes to make a point. It is important to note that the sampled programmes typically lasted more than two hours.

Additionally, the frequency tables from all the months have indicated that there is some kind of consistency in the number of female experts that are invited to the programmes. (*Reason for this may come from the interviews with producers and media managers*).

The pie chart below indicates the amount of time for both men and women in general on the selected programmes. Table 1.6 also gives a general overview of data gathered over the monitoring period (February to June, 2021).

**Table 1.6: Cumulative Data from February to June 2021**

Programme	Interviews		Experts		Presenters		Correspondents		Total Time	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
CITI CBS	284	31	265	28	69	60	84	6	12hrs 5mins 28secs	2hrs 6mins 15secs
MORNING STARR	421	80	364	48	61	16	35	6	35hrs 12mins 49 secs	2hrs 34mins 08secs
JOY SMS	341	34	320	30	130	50	22	3	17hrs 32mins 02secs	24mins 10 secs
KOKROKOO PEACE FM	253	20	241	16	108	26	2	0	38hrs 23mins	1hrs 23mins 56secs
PM EXPRESS (JOY NEWS)	51	0	50	0	16	5	1	0	12hrs 9mins 6secs	0
KEY POINTS (TV3)	101	7	99	7	1	19	2	0	36hrs 40mins	1hr 44mins
<b>TOTAL</b>	<b>1,451</b>	<b>172</b>	<b>1,339</b>	<b>129</b>	<b>385</b>	<b>176</b>	<b>146</b>	<b>15</b>	<b>152hrs 02mins 25secs</b>	<b>08hrs 12mins 29secs</b>

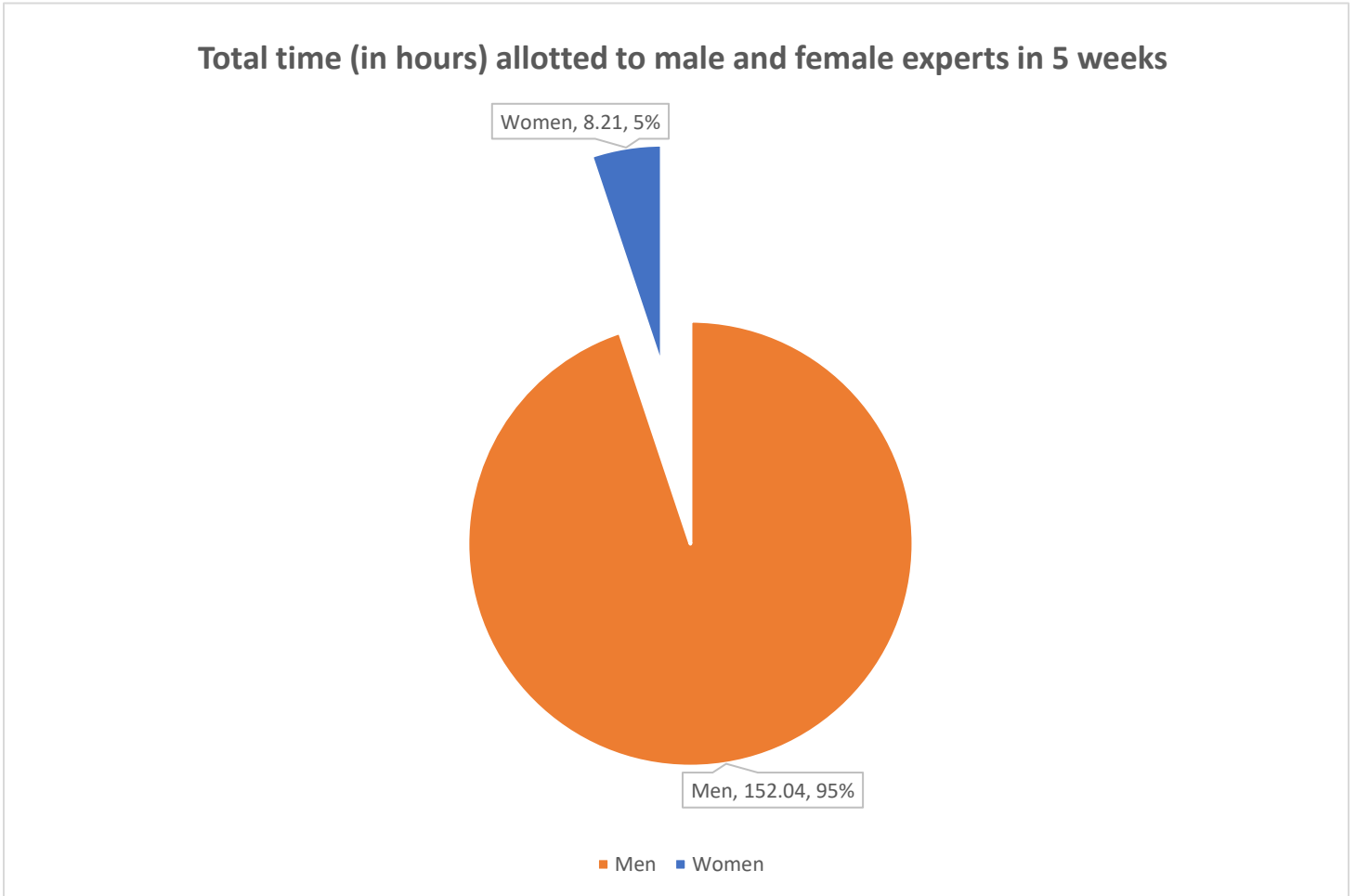


Figure 1.0

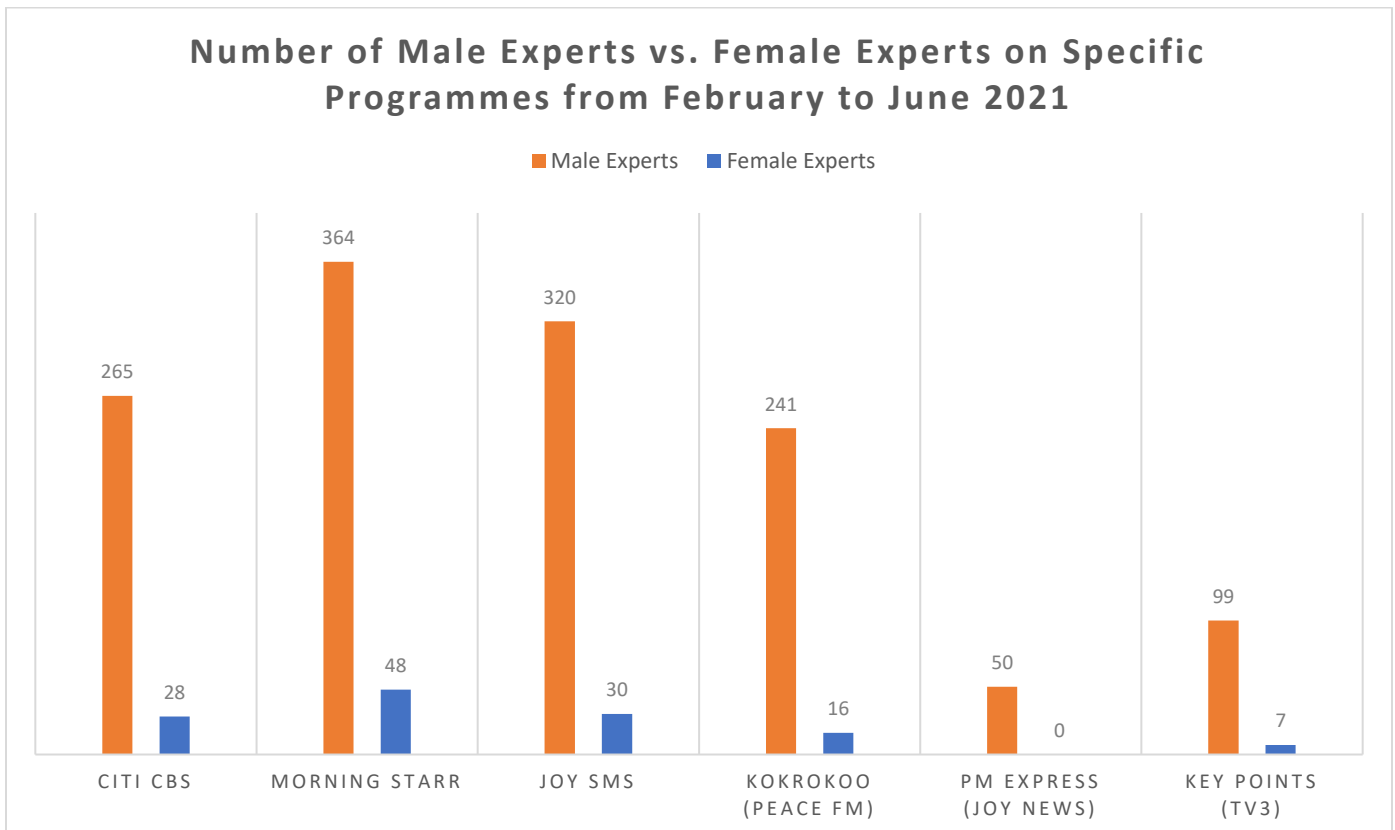
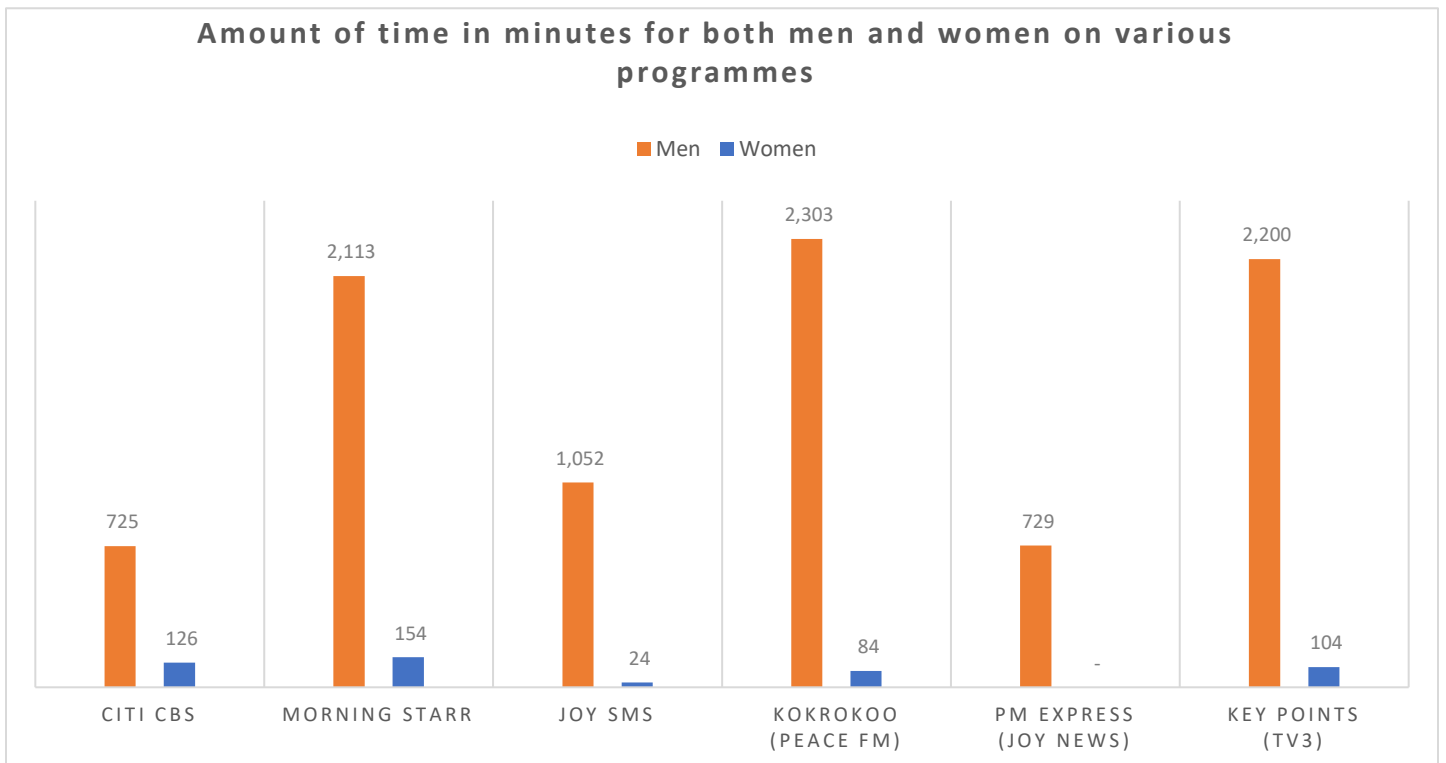


Figure 2.0

**Which radio/television programme is women-friendly?**

Although all the monitored programmes did not have a comparable number of women to the number of men, there were some interesting insights from specific programmes. Throughout the period, *Morning Starr* interviewed more men on their show than any of the programmes. It is also the only programme that interviewed more women experts. *Joy SMS* recorded the lowest amount of time for female experts (24 minutes and 10 seconds). While *Morning Star* recorded the highest number of women interviewed over the period, the number of minutes the programme dedicated to them was just slightly higher than the amount of time *Citi CBS*, dedicated to female experts. *Morning Starr* dedicated 154 minutes and 08seconds to 81 women while *Citi CBS* shared 126 minutes and 15 seconds to 51 women. Figure 3.0 gives a breakdown of the number of minutes dedicated to both men and women per programme.

Figure 3.0



Data collected shows that *Morning Starr* interviewed 48 female experts, the highest of any of the programmes interviewed within the period, making it a friendlier programme for women. *Joy SMS* and *Citi CBS* followed with 30 and 28 female experts respectively. *PM Express* and *Key Points* which are typical political commentary shows, recorded zero and seven women respectively, the lowest figures across the six programmes monitored.

### What Topics are Female Experts Interviewed on?

Aside from getting an insight into the amount of time dedicated to female experts on media programmes in Ghana, the project also sought to get an overview of topics that female experts were likely to be interviewed on in Ghana. The topics have been broadly categorized into themes for easy reference. Additionally, a word cloud has been made to give a visual representation of specific issue categories that stand out for both male and female experts.

Across the various programmes, male experts were interviewed on issue categories such as governance, politics, education, finance, energy, forex trading, sports and environmental issues. Other issue categories that male experts were interviewed on included unemployment, legal, freedom of expression issues and human rights abuse. Topics that female experts were interviewed on were limited. They included finance and banking, information technology, insurance, gender issues, human rights and legal issues.

What is evident in the data is that most of the female experts who were interviewed were Public Relations officials or spokespersons of companies who were mostly speaking on behalf of their companies and not on general national issues. On the positive side, one of the areas that female experts were mostly interviewed on across the various programmes were information technology and banking. Typically, these fields are considered a male dominated sector in Ghana. However, the indication from this data suggests that more women are being given a tiny portion of the limelight to discuss issues in these sectors.