

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.

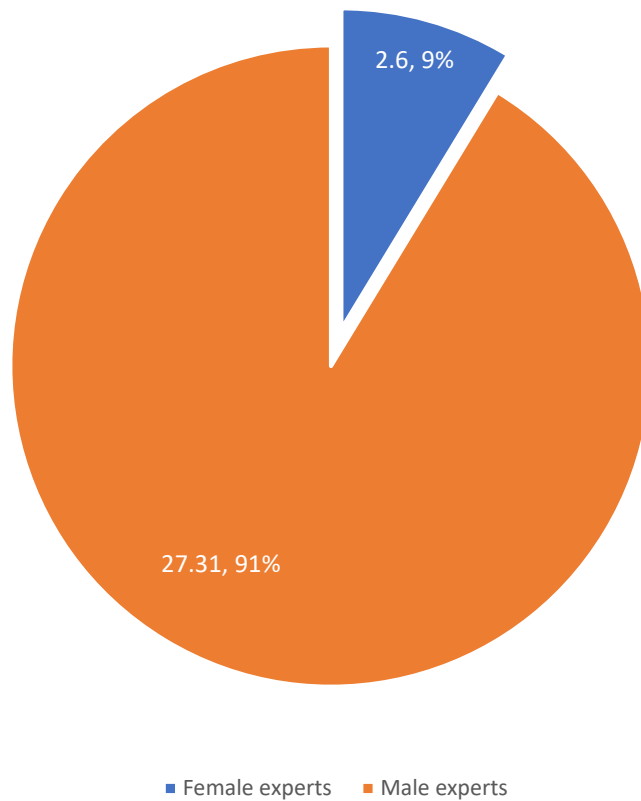
1.0 MONTHLY REPORTS

Table 1.1: February

Programme	Interviews		Experts		Presenters		Correspondents		Total Time	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
CITICBS	29	27	27	6	11	15	17	0	1hr 49mins 22 secs	15mins 5secs
MORNING STARR	64	11	55	10	14	0	16	1	7hrs 1min 43secs	29 mins 57 secs
JOYSMS	59	5	51	5	26	9	11	1	2hrs 38mins 8 secs	3mins 46 secs
KOKROO PEACE FM	45	7	41	5	20	6	1	0	8hrs 3mins	1hr 2mins
PM EXPRESS	10	1	10	0	0	4	0	0	2hrs 23mins	0
KEY POINTS (TV3)	16	1	15	1	0	1	1	0	5hrs 36mins	17mins
TOTAL	223	52	199	27	71	35	46	2	27hrs 31min 13secs	2hrs 5mins 48secs

Table 1.1 presents data for selected radio and television programmes in the third week of February. Throughout the week, 275 people were interviewed on the six selected programmes. Out of this number, there were 223 men and 52 women. Within that week, 226 experts were interviewed. Among the number of experts interviewed, women experts represented 11.9 per cent. These women were given a time slot of approximately 2 hours 6mins compared to their male counterparts (88.1%) who were given 27 hours, 31 mins and 13 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 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 7hrs 1 minute and 43 seconds. PM Express did not make use of any female experts on the show within 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.

Number of male and female experts against amount of time (In minutes) given on air in week 3 of February.



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

Progr amme	Interviews		Experts		Presenters		Correspondent s		Total Minutes	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
CITI CBS	75	7	62	6	13	15	16	1	2hrs 43mins	19mins
MORNI NG STARR	76	15	72	8	10	5	4	1	8hrs 6mins	46mins 17secs
JOY SMS	70	5	68	5	24	11	2	0	4hrs 13mins	33mins 34secs
KOKR OO PEACE FM	55	2	55	2	21	6	0	0	8hrs 40mins	2mins 24secs
PM EXPRE SS	10	0	10	0	4	0	0	0	2hrs 27mins	-----
KEY POINT S	17	0	20	0	1	3	0	0	7hrs 21mins	-----
TOTA L	303	29	287	21	73	40	22	2	33hrs 30min s	1hr 41min s 15sec

As data from March (Table 1.2) indicates, 307 experts were interviewed across the six programmes monitored. Out of this number, only 21 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 (92) 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.

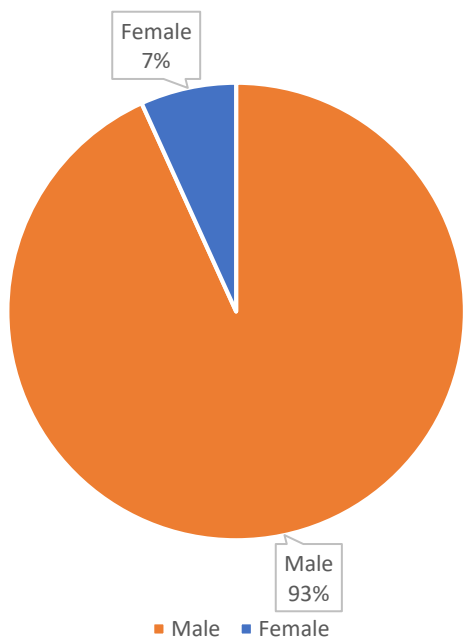
The total amount of time for all women on the programmes within March was 101 minutes and 15 seconds which is an indication that a single female was given an average of one minute in the whole week to make a point on any of the shows. Compared to the period in February, the number of males featured on the programmes increased. Just like it was seen in the February data, the number of female correspondents remained two compared to 22 male correspondents.

Table 1.3: April

Programme	Interviews		Experts		Presenters			Correspondents		Total Minutes	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	
CITICBS	53	7	50	6	16	10	19	2	2hrs 2mins 55secs	9mins 30secs	
MORNING STARR	90	22	76	9	12	5	5	2	7hr 8mins 22secs	12mins 35secs	
JOYSMS	74	6	71	4	30	6	1	0	6hrs 52mins 41secs	2mins 54secs	
KOKROO PEACE FM	53	2	49	1	24	2	0	0	7hrs 34mins	9mins	
PM EXPRESS	8	0	8	0	4	1	0	0	2hrs 16mins	0	
KEYPOINTS	21	0	21	0	0	4	0	0	9hrs 6mins	0	
TOTAL	299	37	275	20	86	28	25	4	33hrs 19min 58secs	33mins 59secs	

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 were 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 females, although not very significant compared to their male counterparts.

No. of male versus 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, 336 people were interviewed on all the shows. Out of this, only 37 representing 11 per cent were women. The 37 women shared an accumulative total of 33 minutes and 59 seconds on all the shows. The indication of this is that a single woman on any of the shows had less than a minute to make a contribution.

Table 1.4: May

Programme	Interviews		Experts		Presenters		Correspondents		Total Minutes	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
CITI CBS	58	4	57	4	4	14	16	1	2hrs 20mins 7secs	30mins 40secs
MORNING STARR	102	21	82	13	10	6	4	2	6hrs 55mins 39secs	1 hr 1min 20secs
JOY SMS	81	76	76	4	25	14	5	1	2hrs 44mins 1secs	1mins 30secs
KOKROO PEACE FM	50	4	48	3	22	7	1	0	8hrs 32mins	16mins 18secs
PM EXPRESS	12	0	11	0	4	0	1	0	3hrs	0
KEY POINTS	27	3	27	3	0	5	0	0	8hrs 27mins	32mins
TOTAL	330	108	301	27	65	46	27	4	31hrs 58mins 47secs	2hrs 21mins 48secs

The highlight of May's data is the number of women who were interviewed generally on all the shows. Compared to previous months, there was a significant increase in the number of females interviewed.

Interestingly, it did not reflect in the number of female experts who were interviewed in that period. The total number of female experts interviewed in May was just 8.2 per cent (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 21 minutes and 48 seconds.

Joy SMS interviewed the highest number of women (76) within the period in May but interviewed only 4 female experts. On the other hand, Morning Starr interviewed 21 women in general but had about 61.9 per cent (13) of them being women experts.

Table 1.5: June

Progr amme	Interviews		Experts		Presenters		Correspondent s		Total Minutes	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
CITI CBS	69	6	69	6	15	10	16	1	3hrs 9mins	52mins
MORNI NG STARR	89	12	79	7	15	0	6	0	5hrs 28min 25secs	3mins 27 second s
JOY SMS	62	13	59	12	25	10	3	9	3hrs 6mins 17 secs	13mins 57 secs
KOKR OO PEACE FM	49	5	48	5	21	5	0	0	7hrs 11mins	26mins 46 secs
PM EXPRE SS	11	0	11	0	0	4	0	0	2hrs 3mins	00
KEY POINT S	20	3	20	3	0	4	0	0	6hrs 10mins	55mins
TOTA L	300	39	286	33	76	33	25	10	27hrs 7mins 42secs	2hrs 31min s 10secs

In June, the number of female experts increased slightly from all the previous months. It is also the only month that women had a high amount of airtime, 2 hours 31 minutes and 10 seconds.. This slightly improved the ratio of male to female experts, leaving it at 9 male experts to 1 female experts, a statistic which is still nothing to write home about. As has been consistent from the previous months, Morning Starr show had the highest number of women on their show whereas Joy SMS interviewed more female experts.

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 1,731 interviews conducted by the six monitored programmes over the period. This was made up of 1,455 (84.5%) men and 267 (15.5%) women. On average, 53 women are interviewed per week on the six programmes compared to an average of 291 men per week. **Interviews with experts comprised a total of 1,476 (85%) of the 1,731 interviews.** Out of this number, only 128 of them were female experts, representing just 8.7 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 11:1. This indicates that, per week on the six selected shows, only one female expert is interviewed compared to 11 male experts. Throughout the monitoring period, the 128 female experts together with other female interviewees (these were not experts) who were interviewed on the show were given 9hours 14 minutes 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 8 seconds per week on all the programmes.** Given that the amount of time for all women on the programmes was shared by only the 128 female experts, the indication of this would still mean that, averagely, a single female expert was given less than a minute within a whole 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 males and females 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 Minutes	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
CITI CBS	284	51	265	28	74	64	84	5	11hrs 4mins 24secs	2hrs 6mins 15secs
MORNING STARR	421	81	364	47	61	16	35	6	34hrs 34mins 9 secs	2hrs 35mins 36secs
JOY SMS	346	105	325	31	130	50	22	11	19hrs 21mins 17secs	55mins 10 secs
KOKROO PEACE FM	252	21	241	16	108	26	2	0	36hrs 19mins	12hrs 56mins 18secs

PM EXPRESS	51	2	50	0	12	9	1	0	12hrs 9mins	00
KEY POINTS	101	7	103	7	7	17	1	0	36hrs 34mins	1hr 44mins
TOTAL	1,455	267	1,348	128	392	182	145	22	149hrs 42mins 28secs	20hrs 17mins 4secs

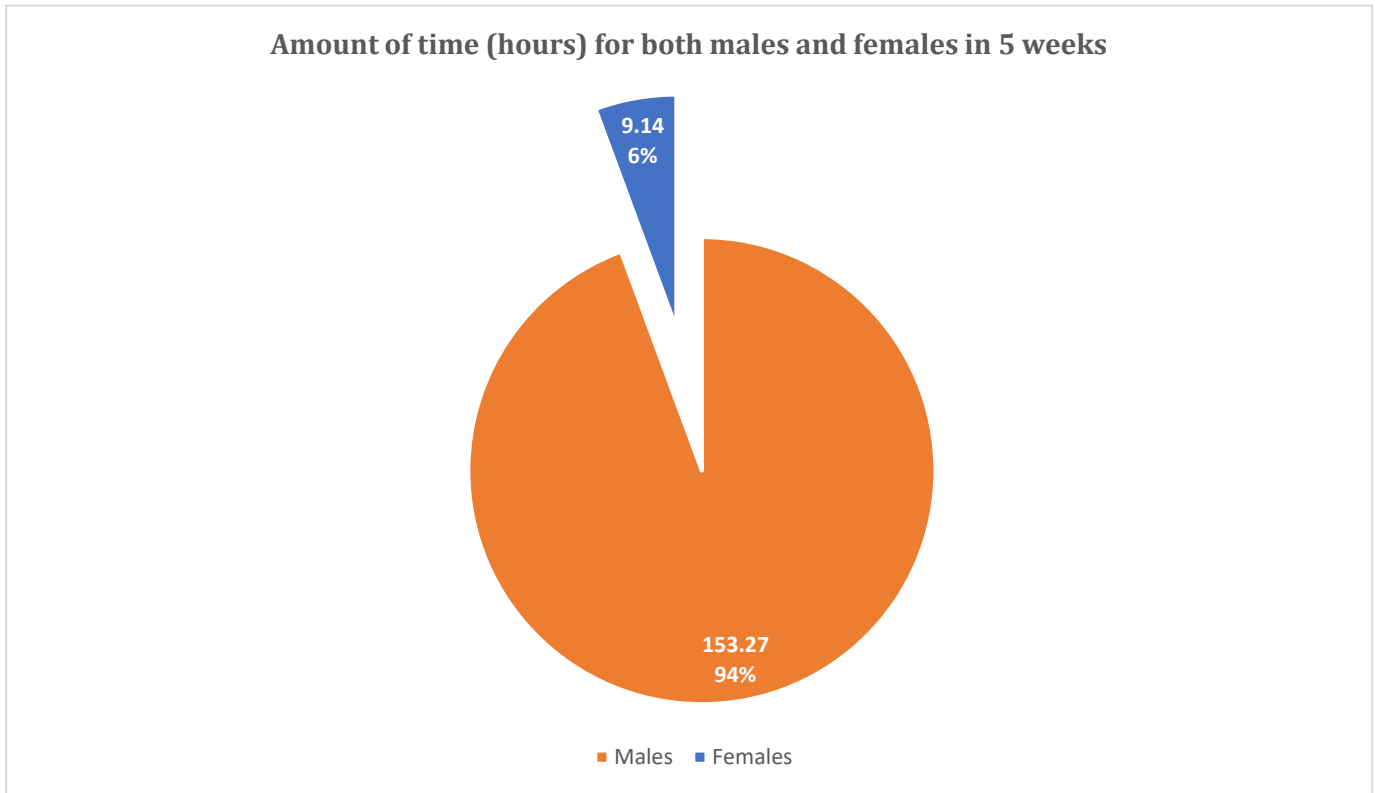


Figure 1.0

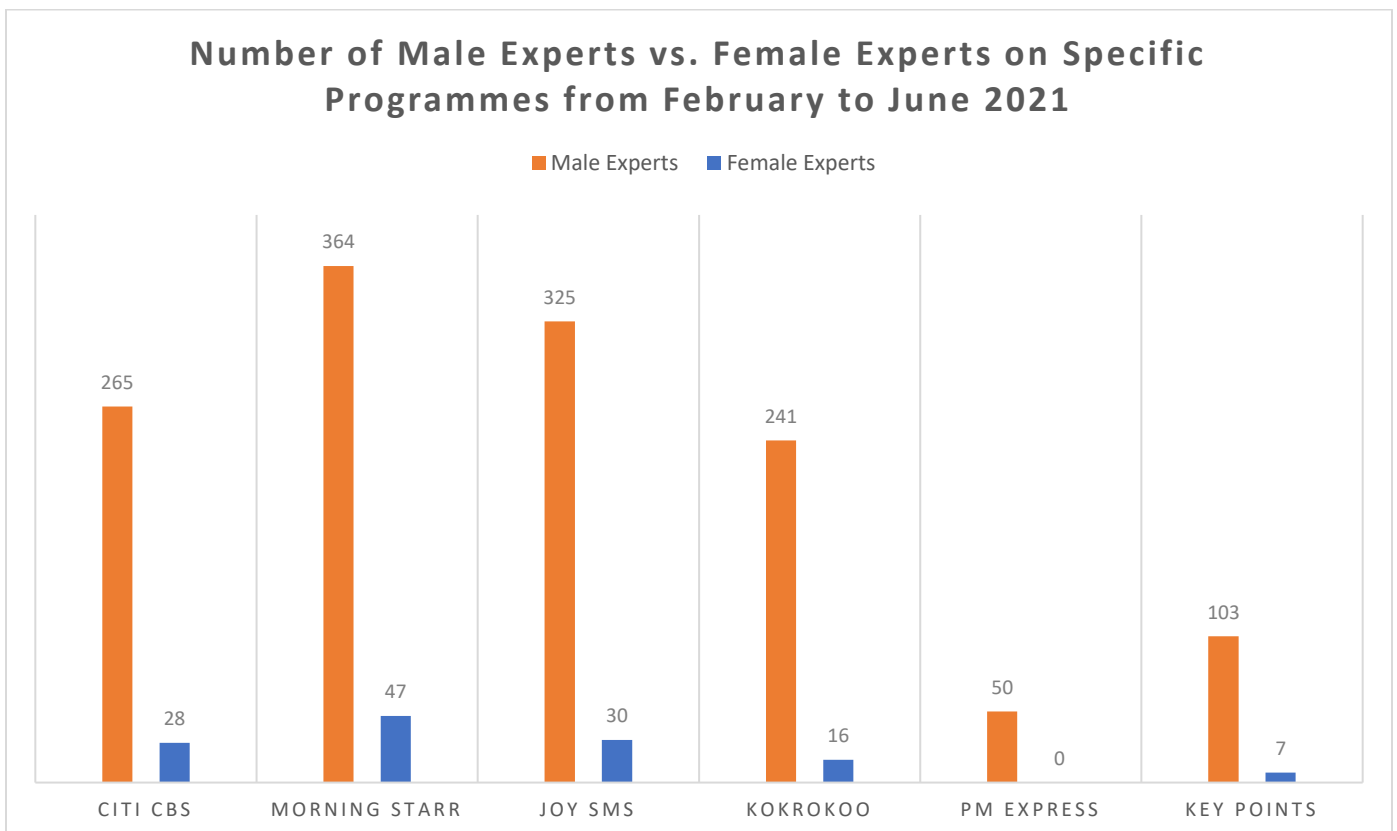


Figure 2.0

Which radio/television programme is women-friendly?

Although all the monitored programmes did not generally have a striking number of women across board, there were some interesting insights from specific programmes. Throughout the period, *Morning Starr*

interviewed more men on their show than any of the programmes. In terms of general numbers, Joy SMS interviewed more women (105) than all the other programmes monitored, however, the number of **female experts** (30) who were interviewed on the show was low (See Figure 2.0 and 3.0). *Joy SMS* also recorded the lowest amount of time for female experts (55 minutes and 40 seconds). While *Citi CBS* recorded the highest number of women interviewed over the period, the number of minutes the programme dedicated to them was just slightly lower than the amount of time Morning Starr, the programme that interviewed the highest number of women expert, dedicated to them. Morning Starr dedicated 153 minutes and 36seconds to 81 women while Citi CBS shared 126 minutes and 15 seconds for 51 women. Figure 3.0 gives a breakdown of the number of minutes dedicated to both men and women per programme.

Available data suggests that Morning Starr interviewed 47 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

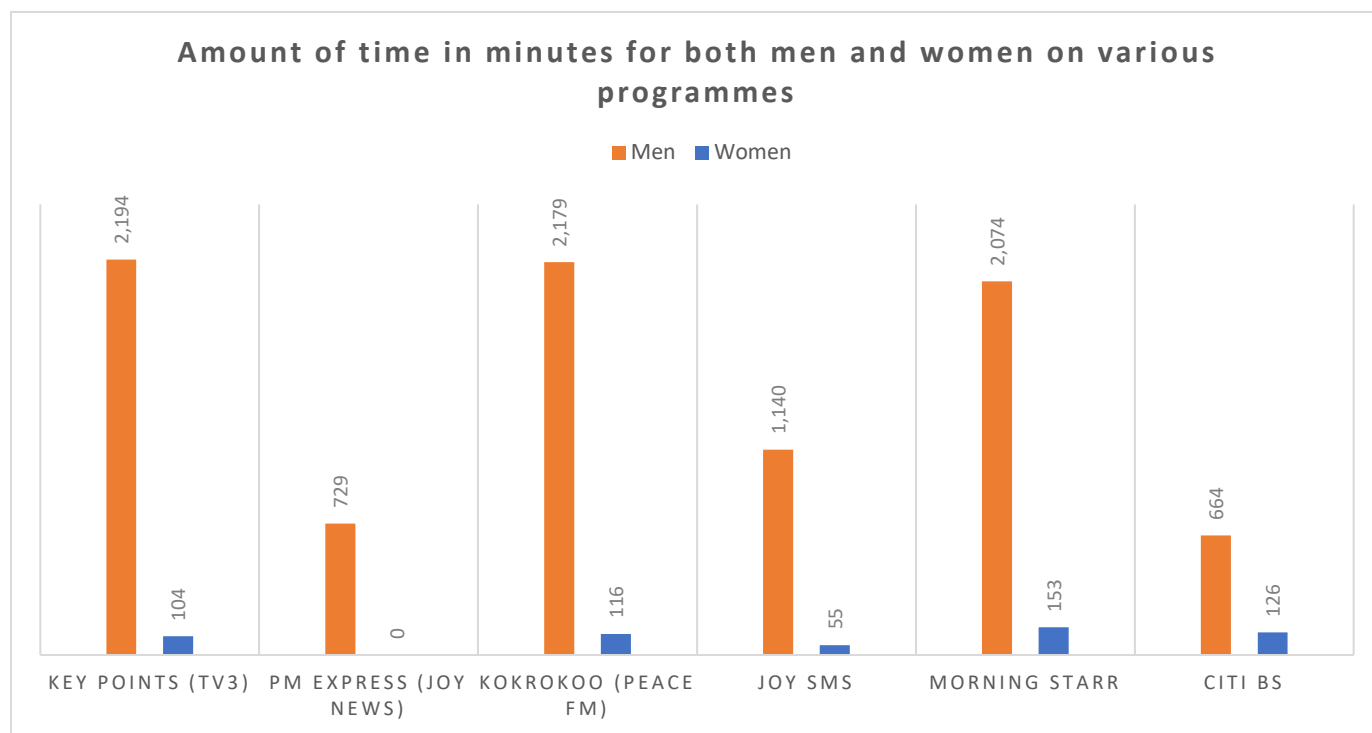


Figure3.0

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 the limelight to discuss issues in that sector.