

Introduction

This research project aimed to track the number of women interviewed in Ghanaian media as experts. The primary objective is to measure the amount of airtime dedicated to featuring women experts in Ghanaian media and the specific topics on which they are interviewed. By doing so, the study seeks to contribute to a deeper understanding of gender representation and women's engagement in media discourse in Ghana.

The project involved the daily monitoring of four selected radio programs during the third week of each month from February to May 2023. The selection of the radio programmes was based on their reach and popularity in Ghana. The goal was to gather data that would provide insights into the content and representation of media programmes over time.

The findings of this study have been divided into two parts: the first part presents an overview of monthly reports from February to May, utilizing frequency distribution tables; while the second part analyzes the entire dataset collected throughout the study period, offering a holistic perspective on the involvement of women experts in media programming observed throughout the study in relation to existing literature.

1.0 MONTHLY REPORTS

Table 1.1: February

Programme	Interviews		Experts		Presenters		Correspondents		Total Minutes	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
CITI CBS	71	10	71	10	19	5	10	1	4hrs 59 mins	1 hr
MORNING STARR	61	11	46	4	9	8	1	1	5hr 32 mins 57 secs	29 minutes
JOY SMS	61	19	58	12	24	13	1	0	1hr 41mins 26 secs	1hr 33mins 46secs
KOKROO PEACE FM	54	4	54	4	12	3	0	0	6hrs 36 mins	46mins 15 secs
TOTAL	247	44	229	30	64	29	12	2	18hrs 49mins 23 secs	3hrs 41 Mins 1 sec

Table 1.1 presents data for the four radio programmes in the third week of February. Overall, there were 291 general interviews and 259 expert interviews throughout the week. Of the 259 expert interviews on the shows, only 30 were women representing 5.37%. This equates to a ratio of nearly **seven male experts to one female expert** interviewed on all four morning shows. Of all the morning shows in the sample, Citi CBS featured the highest number of experts during the week totaling 81. However, Joy SMS stood out by having the highest number of women experts (12). This demonstrates notable progress compared to the 2021 study, wherein Joy SMS featured only five women experts out of the 64 individuals invited to the show within the same month. It is interesting to note that Joy SMS also had the highest count of female presenters.

Regarding the amount of airtime, all the experts together were given an airtime of approximately 23 hours on the shows. In contrast to their male counterparts, the 30 women experts collectively were given a total of 3 hours and 41 minutes across the four shows in the week. This implies that each individual female expert was allotted approximately a total of **seven minutes and four seconds** of airtime for the whole week if they were to appear consistently on any one of the shows throughout the five days compared to male experts who would have **five minutes**. This indicates that in February, women experts were averagely given a higher amount of airtime albeit their small number. Joy SMS, for instance, gave almost the same amount of airtime to both male and female experts.

The graph below represents the number of male and female experts on the selected shows across the selected time frame.

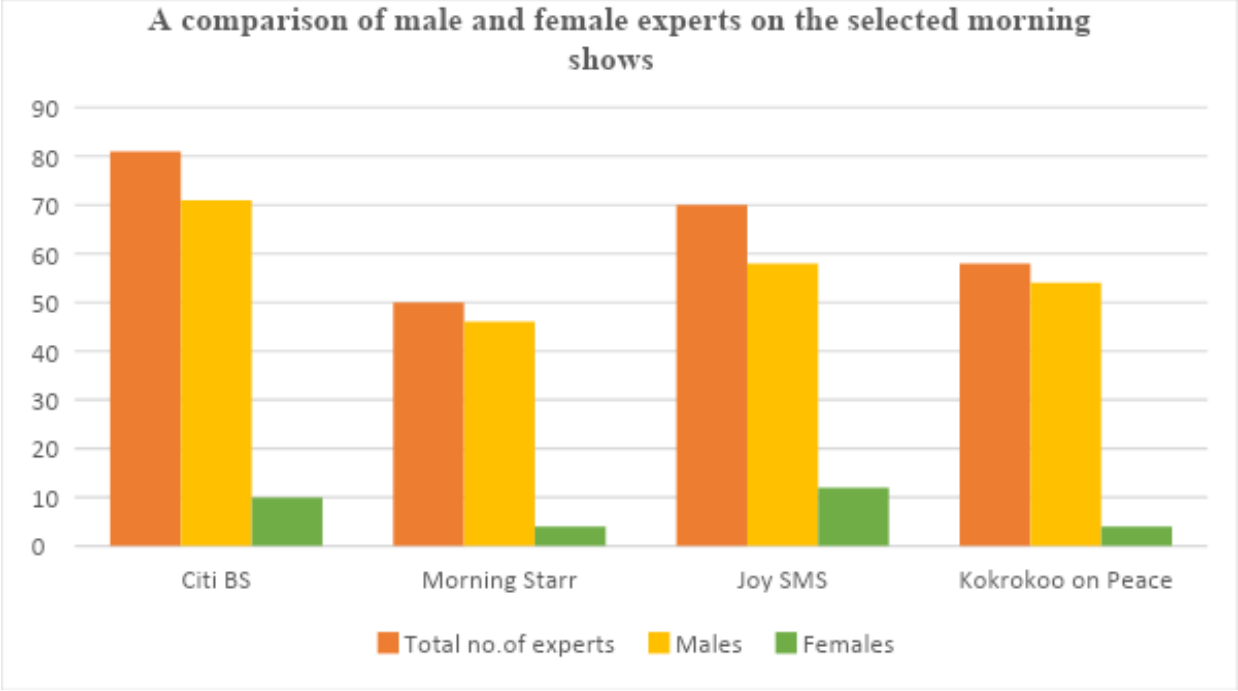


Figure 1

Table 1.2: March

Programme	Interviews		Experts		Presenters		Correspondents		Total Minutes	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
CITI CBS	69	10	69	10	24	2	10	10	5hrs 25 mins	52 mins
MORNING STARR	52	9	45	4	7	7	1	1	4hrs 57mins 28secs	25 mins 35secs
JOY SMS	54	11	54	11	24	12	0	0	2hrs 3mins 48 secs	11mins 51 secs
KOKROO PEACE FM	55	3	51	3	19	6	6	1	7hrs 45mins	7mins 32secs
TOTAL	230	33	219	28	74	27	17	12	20hrs 11 mins 16secs	1hr 36mins 58 secs

In March, the trend in the number of male and female experts invited to the morning shows continued to stay the same with a little drop in the count for both. The number of male experts interviewed was **219** compared to **28** female experts. One of the key highlights of March is that

Joy SMS continued to lead in the number of female experts (11) invited to the morning shows. However, compared to Citi CBS which also had a relatively high number of female experts (10), Joy SMS dedicated a small amount of time to them. As the data suggests, a single female expert on Citi CBS had at least five minutes and two seconds of airtime the entire week in March to make their point in comparison to their counterparts on Joy SMS who had approximately just a minute to make their submission. It is important to highlight that although Morning Starr had a significantly lower number of female experts throughout the week (4), the show dedicated **more than six minutes** of airtime for each of them in the week.

Generally, the amount of airtime allocated to male experts increased in March although there was a drop in the number of male experts. In total, male experts were given 20 hours 11 minutes and 16 seconds compared to female experts who were given 1 hour 36 minutes and 58 seconds.

It is important to highlight that there was an increase in the number of female correspondents in March (12). Despite March being globally celebrated as Women's History Month, it did not reflect in the number of presenters nor female experts used on the shows.

The graph below represents the number of female experts with the allocated airtime from all four morning shows.

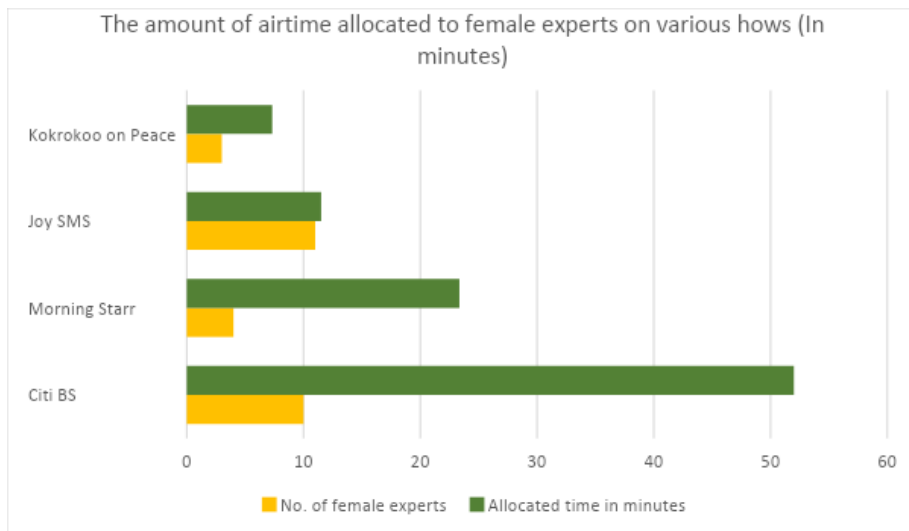


Figure 2

Table 1.3: April

Programme	Interviews		Experts		Presenters		Correspondents		Total Minutes		
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	
CITI CBS	55	13	55	13	15	0	1	0	4hrs 13 mins		9mins
MORNING STARR	38	5	27	3	6	1	4	0	3hrs 32mins 26secs		55 mins
JOY SMS	73	8	73	8	26	13	0	0	2hrs 12 mins 36secs		15 mins 24 secs
KOKROO PEACE FM	55	8	55	8	24	5	0	0	7hrs 34mins		32 mins 41secs
TOTAL	221	34	210	32	71	19	5	0	17hrs 20 mins 2 secs		1hr 52mins 5secs

The highlight of April is that the total number of female experts on all the shows increased. Compared to the other months, it is also the month that had the highest number of female experts (32) although this increase is not very significant. Out of the 242 experts interviewed, female experts represented just **13.2%**. Citi CBS featured the highest number of female experts totaling 13. This is the only month that Kokrokoo on Peace FM also invited a relatively higher number of female experts. Although Joy SMS dropped in terms of the number of female experts they invited, they maintained their consistency with the number of female presenters featured on the show. Joy SMS featured 13 female presenters compared to Citi CBS which featured none, and Morning Starr and Kokrokoo on Peace FM which featured one and five respectively.

Additionally, male experts were given a total of 17 hours 20 minutes and 2 seconds compared to women experts who were given 1 hour 52 minutes and 5 seconds.

None of the morning shows used a female correspondent in April.

Table 1.4: May

Programme	Interviews		Experts		Presenters		Correspondents		Total Minutes	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
CITI CBS	30	2	30	2	8	3	1	1	3hrs 31mins	4mins
MORNING STARR	62	10	54	9	8	6	7	0	4hrs 38mins 30secs	1hr 22mins 50 secs
JOY SMS	66	6	64	6	23	10	3	0	3hrs 12 mins 23 secs	27mins 57 secs
KOKROO PEACE FM	48	6	48	6	20	5	1	0	6hrs 58mins 34secs	3 mins
TOTAL	206	24	196	23	59	24	12	1	18hrs 20min 27	1hr 57mins 47secs

In the month of May, Morning Starr featured the largest number of women experts on their show, surpassing Joy SMS and Kokrokoo on Peace Fm, which both featured six female experts. However, when compared to previous months, the overall number of women experts interviewed on all shows was relatively low, totaling 23. In contrast, a significant number of 196 male experts were interviewed. This implies that for every nine experts interviewed on any of the shows, only one of them is likely to be a female. Notably, Joy SMS and Morning Starr conducted the most interviews with male experts among all the shows.

Overview of data from February to May

Table 1.4: February to May 2023

Programme	Interviews		Experts		Presenters		Correspondents		Total Time	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
CITI CBS	225	35	225	35	66	10	22	12	18hrs 8mins	2hrs 51mins
MORNING STARR	181	27	148	20	30	22	13	2	18hrs 41mins 21secs	3hrs 12 mins 25 secs
JOY SMS	254	44	249	37	97	48	4	0	9hrs 10mins 13 secs	2hrs 28mins 58secs

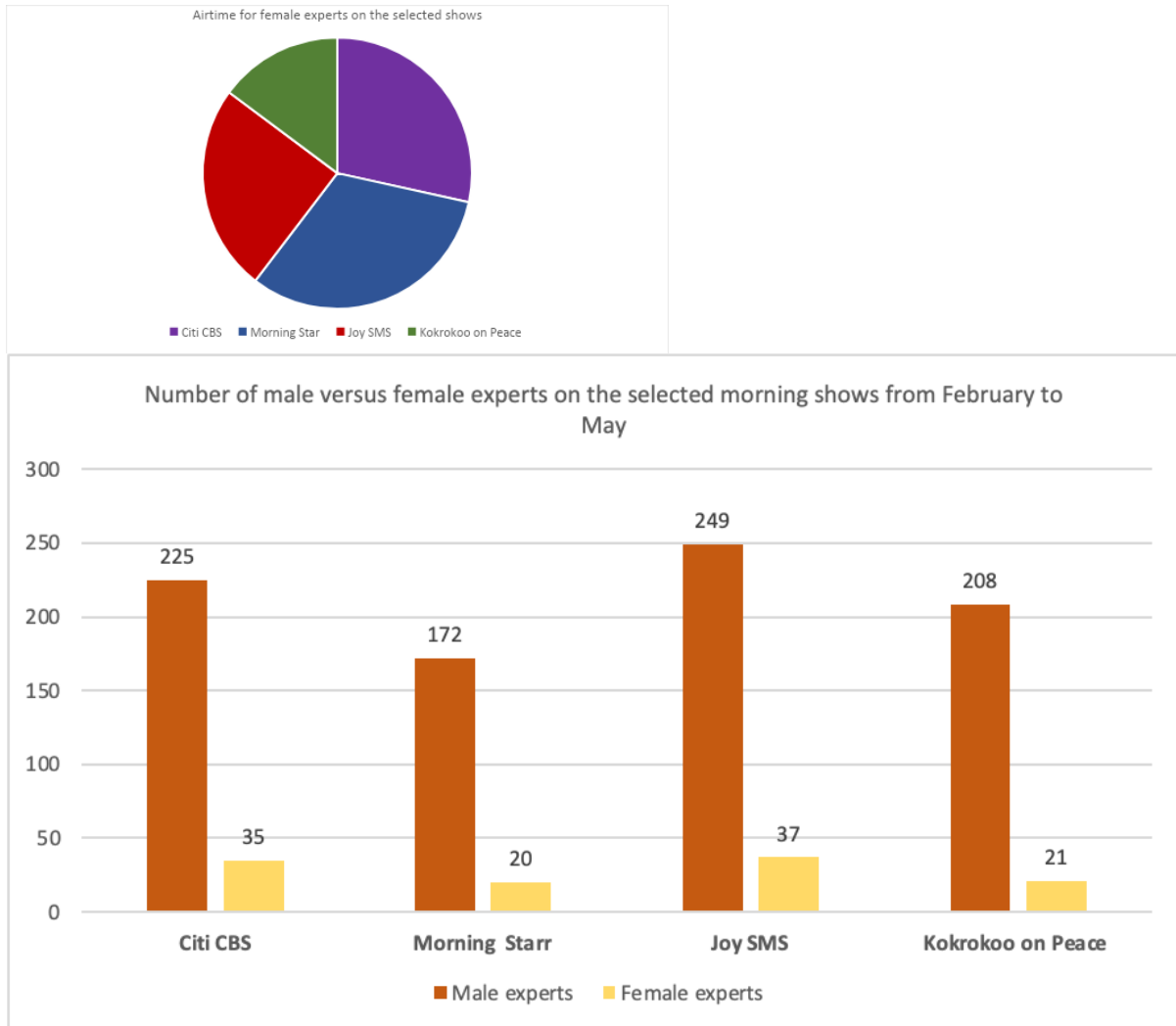
KOKROO PEACE FM	212	21	208	21	75	19	7	1	29hrs 19mins 34 secs	1hr 29mins 28secs
TOTAL	872	127	830	113	268	99	46	13	74hrs 42mins 8secs	9hrs 41mins 51 secs

The purpose of this study was to understand the representation of female experts on media platforms in Ghana. Further, the study also aimed at examining the representation of different categories of females, including presenters and correspondents, on the selected programs in Ghana.

Based on the data collected from February to May 2023, there were **999 interviewees** on the four morning shows out of which **943 (94.4%)** were categorized as experts. Among the 936 experts interviewed during the period, only **113 were female experts**, accounting for a mere **12% of the total number of experts featured on all the shows compared to an 8.7% in 2021**. The 113 female experts would compare to 8.6% in 2023 taking into consideration data from on the radio morning shows. From the 2021 study, the ratio of male to female experts continues to remain less than 10 to 1. In more concrete terms, this indicates that **for nearly every nine experts interviewed on any of the shows, only one of them is likely to be a female**. Within the monitoring period, the 113 experts who were interviewed (14) were given **116 minutes and 4 seconds** per week on all the shows. **This implies that a one female expert was given a little over a minute within a week on the selected shows**. It is important to state that each of the shows typically lasts at least three hours.

Of all the shows, Joy SMS interviewed the highest number of both male and female experts as indicated in *Table 1.4 and Figure 4*. The combined count of female experts interviewed on all four shows was still lower than the minimum number of males interviewed on just one of the shows.

With regards to the amount of airtime, Morning Starr dedicated the highest amount of time to female experts with a total of 3 hours 12 minutes and 25 seconds.

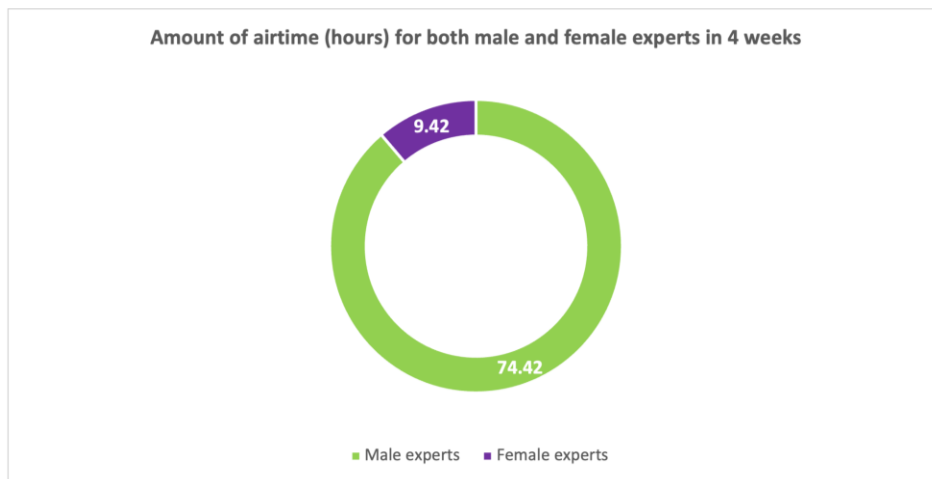


The data also suggest that with the exception of Citi CBS, the shows did not make use of a significant number of female correspondents. Compared to the 2021 data from just the four radio programmes, there is a 28.3% decrease in the overall number of experts interviewed on the radio morning shows. Specifically for female experts, the numbers declined further by 6.6%. Joy SMS, for instance, did not use any female correspondent throughout the period of the study. Following the 2021 report, one of the hosts of Morning Starr disclosed that potential women experts are not

readily available for the everyday issues that come up during the show. While this may sound like a good excuse, it goes a long way to show a lack of adequate production preparation for the shows and further solidifies the argument of having a database of female experts.

Discussion

Globally, studies point to an increase in women’s participation as experts in media programmes with various initiatives establishing directories to compile data on women experts to assist media practitioners¹. However, evidence from the data suggests that the representation of female expert voices still remains unvalued in the Ghanaian media landscape despite sensitization and advocacy efforts by different organizations such as the African Women in Media and the Ghana Women Experts Project. In comparison to the 2021 report, the inclusion of women experts in the shows did not show any significant improvement in 2023. Notably, Morning Starr, which had previously invited the highest number of female experts in 2021, experienced a decline and transformed into the show that extended invitations to the fewest number of women experts in 2023.



There still remains a significant disparity in the allocation of airtime between male and female experts.

Additionally, there was no direct correlation between the language used on

the show and the number of female experts they invited. Kokrokoo on Peace Fm, which is

¹ Asare, Evelyn Nana Ama, and Kingsley Senyo Agomor. "Women’s Representation in Media in Ghana’s Democratic Governance." *Social Sciences* 12, no. 3 (2023): 116-125.

predominantly hosted in Twi, did not have any peculiar characteristics in terms of how many female experts they invited, or the amount of time allocated to them.

On specific categories of issues, it was observed that a higher proportion of male experts were interviewed in specific categories such as the economy, finance, business, politics, and sports. Although a considerable number of female experts were interviewed on some issues like finance, economy, and politics, certain topics were more peculiar to them. More female experts were interviewed in domains concerning climate change, media advocacy, healthcare, mental health, and education.

The implications of the findings of this study prompt inquiries into media production processes, the male-to-female ratio in upper-level media positions, audience demands and preferences, and the availability of female experts across various sectors.

Works Cited

Asare, Evelyn Nana Ama, and Kingsley Senyo Agomor. "Women's Representation in Media in Ghana's Democratic Governance." *Social Sciences* 12, no. 3 (2023): 116-125.