COVERAGE ON ONLINE VIOLENCE AGAINST WOMEN JOURNALISTS; A MEDIA MONITORING REPORT ON DOMINANT TOPICS

A Report by

ASSOCIATION OF MEDIA WOMEN IN KENYA
Disclaimer:
The opinions expressed in the data findings do not reflect those of AMWIK or WACC. The findings have purely been collected as evidence of the nature of attacks against women journalists to help in addressing the same.
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EXECUTIVE SUMMARY

The Association of Media Women in Kenya (AMWIK) is a National Media Association established in 1983 and registered under the Societies Act as a non-profit membership organization for women journalists from the print, electronic media and the other areas of communication. AMWIK works through pooling the resources of women in the media to give visibility to women’s concerns.

AMWIK implemented a grant entitled ‘Raising Awareness on online violence against women through media’. This media monitoring report on the coverage of online violence of women journalists is a follow up to a research carried out by AMWIK ‘An update of the survey of women journalists’ digital security in 2017’, that indicated that there is a rise on online attacks on journalists rarely interrogated by the media fraternity.

In this report, AMWIK aims at sharing this information on the effects on online violence on women journalists with media managers and practitioners and lobby for improved reporting of online violence against women journalists on mainstream and online media. This was a qualitative study that explored the nature, type and context of online violence that targets prominent women journalists in Kenya using NVIVO 11 qualitative statistical software: Data in the form of online stories about prominent women journalists was obtained using N-capture browser extension through chrome imported and stored as datasets in NVIVO 11.

The top or most influential journalists were selected based on listings on an online magazine called Kenyayote that does an annual listing of top journalists from the main media houses in Kenya. A sample of 17 women journalists was purposively selected and stories about them from the entertainment sections of online magazines were downloaded and saved as Pdf documents from a variety of online magazines such as Kenyayote, Ghafla, Kenyan-post, Softkenya, Kenya-today, Najee, Mpasho, Tuko, Kenyabuzz, Nairobiwire, Kahawatungu, The Standard, Nation and The Star among others.

The key findings indicated that the women journalists faced online violence because of: Their prominence in media spaces; attributes of their physical appear-
ance; offering public voices to societal issues; questions of professional impartiality and prowess; sharing of information that blur their personal and professional life on social media platforms and publicizing their financial status & possessions. The recommendations included: the development and rolling out of curricula for various sensitization & awareness programs for media practitioners; capacity building in professional branding for media practitioners; creation of media women social influencers consortium for coaching and mentoring of women journalists and the need for AMWIK’s enhanced participation in advocacy and lobbying for media issues.
ACKNOWLEDGEMENT

We would like to express our gratitude to World Association of Christian Communication (WACC) supported by funds from Waldensian Church’s Otto per Mille (OPM) who made the publishing of this media monitoring report successful. We specially thank WACC’s Dr. Sarah Macharia and Gisèle Langendries for their technical support and guidance throughout the project.

We sincerely thank, Robi Koki Ochieng for the research on how women journalists are covered in both mainstream and online media.

We similarly thank Neat Communications for the design and layout of the report.

We appreciate Marceline Nyambala, AMWIK’s Executive Director who provided insight and expertise that greatly assisted the research and shaped the final findings of the report. Special thanks to Light Juma, Programmes Officer for her support and comments that greatly improved the final report and to the entire AMWIK Secretariat for their contribution and assistance throughout the research period.

We are also grateful to the AMWIK Board for their comments and inputs on the report findings and the final version of this report.

We thank all the women journalists who courageously execute their journalistic duties and have taken their place and space online, despite facing unique challenges whilst receiving a fair share of bullying, threats, and abuse online.

We appreciate all male and female champions who have raised their voice on online violence against women journalists.
The online space and the information revolution have brought numerous opportunities and advantages, especially for media practitioners particularly women journalists. However, there is now an increase in Technology Assisted Violence against Women (TAVAW) including cyber bullying, trolling, cyber stalking, defamation/hate speech, online harassment, public shaming, identity theft, and hacking, among other offences. This is different from physical violence and relates to verbal and psychological violence against women.

AMWIK has played an integral role in raising awareness through media on Gender Based Violence over the years and has developed a keen interest in addressing online violence against women journalists. In a bid to intervene in this situation, World Association for Christian Communication (WACC) supported by funds from Waldensian Church’s Otto per Mille (OPM) awarded a grant in 2017 to AMWIK titled ‘Raising Awareness on online violence against women through media’. One of the project’s main goals was to generate evidence through research to check new trends in online violence against women in the country and policy gaps that address online and phone security for women and highlight existing initiatives on online security through case studies that have not been highlighted in previous research.

The research also included monitoring of media coverage of online violence against women to establish the kind of online violence against women/women journalists that are covered by online and mainstream media through a qualitative study using NVivo 11, software that supports qualitative and mixed methods research. The media monitoring report also took to analyse the nature, prominence, and tone of media reporting on online violence against women and women journalists and established that majority of the stories about women journalists depicted them in a negative way. Lastly, the report makes recommendations to inform future patterns of media coverage of online violence against women journalists such as sensitization training of women journalists on how to carry themselves professionally online.

This report also paves way for more qualitative and quantitative research that will inform media houses and government policies on online violence against women journalists while placing an emphasis on the media channels that journalists
work in to give more attention to the coverage of this form of violence.

We hope you will find the information in this research useful.
INTRODUCTION

Online Gender Violence, otherwise referred to as technology based violence, exists within a context. Quite often, this violence which is also alluded to as cyberbullying, connotes the victimization of persons of either gender through already existing offline bullying tactics online (West 2014). Donegan (2012) asserts that bullying goes back to the 1830’s and it involves direct or indirect acts by an intimidator to gain superiority over their victim. Direct acts of bullying may lead to physical or emotional harm through hitting a person or face to face verbal insults. Indirect acts of bullying are based on rumours and gossip. In spite of the fact that bullying offline and online use same tactics, the former is perpetuated through anonymity, is rampant and widespread (Criado-Perez 2017).

In the cyber sphere, violence that has been meted out to women in the real world has been transferred there without any variation (Antonijevic 2017). Landsverk (2017) asserts that misogyny has evolved from being a private problem to being a social issue that is related to freedom of expression online. In a study carried out in 2014 by Demos, a think tank in the UK, on online misogyny revealed that, out of tweets sent from UK-based accounts over a period of 26 days, 131,000 tweets contained the words ‘slut’ or ‘whore’: translating to over 5,000 tweets per day. Online violence is actually the playing out of the gender power struggle to maintain masculine traditional roles in society. It is also a tool for gender discrimination aimed at silencing women’s freedom of public speech (Milivojević 2017). The nature of online violence tends to be of a sexual nature. Tofalvy (2017) asserts that this form of violence ranges from simple bullying through sexualized insults; threats to carry out sexual threats like rape; death threats; disturbing comments, body shaming, public shaming and posting private information about personal, family and professional life.

In another of their study carried out in the same year, Demos carried out a two-week study to identify who were the common recipients of over 2 million tweets. The findings indicated that these tweets were mainly directed to celebrities, politicians, musicians and journalists. This finding indicates that journalists are professionals who face online violence because they work in public spaces for public interest and hence bear the brunt of this form of violence because it ‘comes with the territory’ (Tofalvy, 2017).
Both male and female journalists are equally vulnerable to online violence. Guardian carried out a study that analysed over 70 million comments on its site in 2012-2016 and found out that, out of every 10 journalists who faced online bullying, eight were women. Women journalists received more negative comments, bullying and threats than their male counterparts. The Davos 2014 study found that while men journalists received three times more of online harassment, women journalists get three times more abusive comments on twitter than their male counterparts.

This study seeks to validate these findings by exploring the nature, type and context in which prominent women journalists find themselves as targets of online violence in Kenya. Criado-Perez (2017) recognises that it has become common place for women to speak in public spaces, however, it has become apparent that those who attempt to have a public voice online, tend to be recipients of intense harassment similar to what was traditionally targeted to women as a social group (Tofalvy 2017). Antonijevic (2017) asserts that ‘being female and having an opinion can be a dangerous combination online’. For centuries, misogyny has been used to silence, scare and denigrate women and successfully kept women out of public life (Munoz 2017).

Media, just like any other industry, successfully defines masculinity as the default to dominance, leadership and occupation of public arena. This stereotype and prejudice has defined what women should say, do or wear in the media industry (Antonijevic 2017). With the entrance of women in the media and advancement in the industry, the meaning of masculinity is not about being the dominant sex (Criado-Perez 2017). Some of the systemic discriminatory practices in the media include and are not limited to: sexist practices and glass ceilings, discriminatory work assignments and sexual objectification.

Some of the sexist practices emanate from work assignments where very few women report about news stories on politics, government, economy and crime. Whereas 19% of women give experts roles in media, the rest tell stories on popular opinion, personal experiences or give accounts as eye witnesses. Majority of female journalists are tasked with reporting celebrity news. Milivojević (2017) asserts that objectification systems in the media thrive on misogyny and sexism. Media has systemically presented the female identity by emphasizing on physical appearance, prominence, portraying women journalists as being ‘unimportant or insecure’. Objectification of women is ideally meant to make them invisible, silent, passive and not worthy of attention.
Online humiliation of persons of any gender is dangerous because this information travels across continents at a press of a button. International Women's Media Foundation (IWMF) carried out a study in 2013 that indicated that 25% of the verbal, written and/or physical intimidation of women journalists includes threats to family and friends (Munoz 2017). There is a tendency to blur the line between the personal and social identity of women journalists. Further, 45% of women journalists who faced hacking, tapping and digital related threats did not know the perpetrators. The harassers do not disclose their identity, use pseudonym or fake accounts. Tofalvy (2017) describes the harassers as falling into various categories. Further, AMWIK's study on digital security in 2016 indicates that 36% of journalists interviewed experienced online harassment through hacking of their social media accounts.

There is the 'civilized perturbers' who are either competitors or intelligent agents who use proper grammatical language and are moderate in tone behind fake requests and messages. There is the 'organized propagandists' who are supposedly devoted supporters of political groups and are linked with voluntarily giving rhetorically aggressive comments and prefabricated phrases to develop recurrent themes and arguments. There are the 'trolls' who consistently send out negative comments on a daily basis and are considered as having mental challenges in real life. They aim at eliciting angry responses from their target from persistent harassment. These women journalists tend to suffer from shock and maintain 'radio silence' by deleting such comments, reading then ignoring comments or not responding to these conversations. This is also supported by AMWIK's Women Journalists Digital Security study 2016 that showed 46% of the journalists who experienced digital harassment did not take any action.

These perpetrators succeed in having their targets question themselves, feel embarrassed, fearful, humiliated and angry. Tofalvy (2017) identifies the effects on women journalists to include the 'soft chilling effect' where the victims wall themselves because they are overwhelmed by the volume of frequent online negativity. They also suffer from the 'desensitization effect' where they become insensitive to offensive language and inappropriate communication they receive online. The journalists minimize the effect of ironic or serious threats unless it touches on family members. Women journalists refrain from writing opinion pieces in their name, or use pseudo-names in their by-lines or censor the content of the stories they tell (Hagen 2017). They lack social support to deal with online violence at the workplace and have to deal with this harassment as a personal problem to avoid being side-lined from opportunities to tell certain
stories (Radsch 2017).

It is challenging to create safe spaces online and any attempt to speak out about it or to shift norms about online violence is stifled. There is just no formula in dealing with trolls. Radsch (2017) suggests that dealing with online violence may require relentless public shaming of perpetrators. This can be done through documenting and sharing snapshots of communication from these harassers online. This approach may have career damaging implications to the women journalists and may lead to their exclusion at the workplace. There is need to advance online violence as a violation of human rights. It violates the right to freedom of expression. Milivojević (2017) emphasizes that there is need to institutionalize gender blind news production systems that de-emphasizes online by-lines to protect women journalists from this harassment. This should encourage women journalists from defacing their professional prowess and remain online.

Radsch (2017) asserts that it is a challenge to implement legal solutions to online violence because of different interpretations of these laws. Legal and law enforcing agencies are not well equipped to deal with online violence complaints. Legal redress cannot also be sought across borders. There is need to sensitize new users of social media platforms about acceptable behaviour online and how to report abusers. Social media channels should also be challenged to update their approaches to tackle online violence that is reported to them.
METHODOLOGY

This study is a qualitative study that explored the nature, type and context of online violence that targets prominent women journalists in Kenya. The research objectives of the study include:

a) Establish the kind of online violence against women/women journalists that are covered by online and mainstream media;

b) Analyse the nature, prominence and tone of media reporting on online violence against women and women journalists

c) Make clear recommendations to inform future patterns of media coverage of online violence against women journalists

The top or most influential journalists were selected based on listings on an online magazine called Kenyayote that does an annual listing of top journalists from the main media houses in Kenya. A sample of 17 women journalists was purposively selected and stories about them from the entertainment sections of online magazines were downloaded and saved as Pdf documents from a variety of online magazines such as Kenyayote, Ghafla, Kenyan–post, Softkenya, Kenya–today, Najee, Mpasho, Tuko, Kenyabuzz, Nairobiwire, Kahawatungu, The Standard, Nation and The Star among others.

Using NVIVO 11 qualitative statistical software, data in the form of online stories about prominent women journalists was obtained using N–capture browser extension through chrome imported and stored as datasets in NVIVO. The PDF documents were then uploaded to NVIVO 11 and auto–coded to determine emerging thematic issues and sentiments analysis about each journalist. Media content analysis was used to describe what has been said about the prominent women journalists within a given context as extrapolated in the online articles. Lasswell, Lerner and Pool (1952) posit that content analysis is a technique which aims at describing, with optimum objectivity, precision, and generality, what is said on a given subject in a given place at a given time (p. 34). Researchers who use this method aim at collecting and organizing information in a standard format that allows them to make inferences about the characteristics and meaning of the content. In the process, the relationship between text and audience meaning is explored to determine the polysemic nature of media texts with reference to the medium and context to create differential meanings to different audiences.
The women journalists selected for this study were;

1. Betty Kyalo  
Anchor / Journalist - Standard Group - KTN

2. Lilian Muli  
Anchor / Journalist – Royal Media - Citizen TV

3. Caroline Mutoko  
Managing Director - Radio Africa / Columnist / Vlogger

4. Jackline Maribe  
Anchor- Royal Media - Citizen TV

5. Janet Mbugua  
Former Anchor- Royal Media - Citizen TV

6. Joy Doreen Biira  
Anchor- Standard Group- KTN

7. Kobi Kihara  
Anchor- Nation Media Group- NTV

8. Lulu Hassan  
Anchor – Royal Media Services - Citizen TV

9. Mwanaisha Chidzuga  
Anchor - Media Max - K24

10. Njoki Chege  
Reporter – Nation Media Group – Nation

11. Julie Gichuru  
Anchor / Africa Leadership Dialogues / Entrepreneur

12. Victoria Rubadiri  
Anchor – Nation Media Group - NTV

13. Sophia Wanuna  
Anchor – Standard Group - KTN

14. Yvonne Okwara  
Anchor – Standard Group - KTN

15. Terryanne Chebet  
Former Anchor – Royal Media Services - Citizen TV

16. Esther Arunga  
Former Anchor – Standard Group - KTN

17. Adelle Onyango  
Radio Presenter- Radio Africa - KISS FM

FINDINGS

In this section of the report, a summary of the key negative sentiments will be summarized for each of the prominent women journalists who have a number of stories that were harvested from online magazine and blogs. Key words will be isolated from the summaries that will guide the analysis in the conclusions and recommendations section.
The negative sentiments against Betty stood at 34 percent and relate to personal relationships in particular her marriage to fellow journalist Dennis Okari. Dennis and Betty are considered ‘media bigwigs’ comparative to ‘the Barrack and Michelle Obama.’

Their highly anticipated wedding was publicized by tabloids, blogs and even newspapers.

Sarcastic comment such as “Kenyans still wonder what happened between Kyalo and Dennis Okari as if it should really be a big deal’ is a precursor to a discussion about a Devolution Conference in Meru indicates that their failed marriage did not warrant the attention it has been given off and online and that there are more serious things that Kenyans should focus on such as good governance.”

Aspersions are that Betty allegedly left her husband for a politician – Joho. Okari is portrayed as fabricating stories in the media depicting him as being suspicious that their grand wedding was paid for by someone else.

This is supposedly the reason for escalated disagreements that lead to the split: referred to as a ‘third world divorce’.
This is indicative of being a less substantive divorce compared to their marriage. Audiences questioned why she still donned her wedding ring yet there were rumours of her divorce. Audiences questioned if Betty was leaving Okari who had musician ‘Prezzo’ as a guest on her show and was who was openly flirting with her on air.

The explanations given by Betty about the failed marriage that was depicted as a public fairy tale story didn't draw empathy towards her. She cited her young age, initial rejection by in-laws to a traditional marriage and invalidation of her family headed by her mother. Betty later reveals that she was truant in attending classes at Daystar in 2007 by intimating

"A few of my friends knew what I was doing."  
This depicts her as a ‘bad girl’ that may have contributed to her misfortunes later in life.

On the other hand, Okari is depicted as being a victim of deceit and is spited for joining other prominent personalities who faced divorce and were perceived as a disgrace because he refused to pay ‘child support’. Comments that Betty is willing to have Dennis move on is referred as ‘Betty is willing to let Okari pick his manhood and try it elsewhere, without the drama and the brouhaha that usually accompany these messy things’. She is depicted as aiming to hit the gym because ‘she will be slaying as she flaunts her toned body’ as she gets back to dating. During the repeat of the re-run election 2017, Betty made a comment about the election debacle and reference to her failed marriage was made as she was advised to fix her marriage. An article that refers to their broken marriage posits that ‘friendship between men and women has been so fragile’ highlighting changes in expectations of love such as the existence of new forms of love, desires men feel for women and immunity to loneliness. Lilian Muli makes comments that are attributed to the repossession of a luxury ‘Porsche’ by the her politician 'boyfriend' for rebranding as a campaign vehicle after their alleged break up four months after her divorce due to ideological differences. Lilian was critical about the fact that it was not prudent to accepting gifts from a man you are relating with without legitimate papers.

Key Issues: Failed Marriage, Infidelity, Character assassination, infidelity, sex symbol.
The Negative sentiments towards Lilian Muli stood at 47% while positive sentiments stand at 34%.

Lilian Muli tells of her effort to get in the media by responding to an advertisement for a job as a reporter by sending in a demo because she says "I wanted so bad to be a journalist".

She had missed the opportunity initially at the interview level but eventually was spotted by Farida Karoney, who she mentions as the reason she got into the industry. The fact that she looks young is associated with her efforts to defy age because of working out in the gym hence her 'wasp-like waist' that makes her look like 'hot commercial model'.

She takes care of her make-up and her body proportionately.
She is described as the 'hottest girl' working in the media because of her 'hot and curvy' figure that is said to taunt the male audiences who drool over her. She creates the following hash tags' #blessed, #grateful, #humbledheart' and comments 'Mzee ni wewe!' meaning she has all intentions not to age.

Lilian is a divorcee and a single mother who has been quoted as saying she does not favour dating divorced men with children because they have relationship 'baggage'.
This is criticized as a double standard because she is a single parent. When cornered by a politician Raphael Wanjala about her marital status on a televised interview, she quips “Rules of engagement: I don’t do baby mama drama!” She considers them as angry people.

When she publicly declares she is in another relationship that has since ended after her divorce, it does not augur well with the public.

She is also on record for bragging that Betty Kyallo’s and her Ex-husbands would never get women of their calibre. She is also on record advising ‘slay queens’- to refrain from dating married men as it is likely to ‘kill’ their future. This was in viewed as referring to Betty in comment.

Key issues: **Sex Symbol, Pompous, Spoilt brat, Outspoken, Candid**
The negative and positive sentiments associated with Caroline Mutoko stand at 42% and 34% respectively. Caroline Mutoko has been described as a ‘strong-willed’ and ‘no-nonsense’ woman. Caroline took to advising Boniface Mwangi, a recent aspirant for the Starehe parliamentary seat who was recently hit by a teargas canon in a protest, about handling ‘foolish criticism’ as a public figure. She quoted as stating in a rather vulgar response

“If you don’t fund, feed or **** me, I don’t give a ****!”

Described as ‘feisty’

She further advises Babu Owino, the current MP of Embakasi East who had been arrested and re-arrested after being charged of insulting the Presidency, that ‘there is an unwritten political rule that keeps children, wives, mistress and above all mothers off limits during political propaganda’. In her opinion those in NASA were misadvising him on political etiquette and his enemy was not Jubilee.

Caroline Mutoko expressed disaffection with the fact that a Kenyan Film about a community organizer Kennedy Odede was being shot in South Africa.
She attributed this to corruption and poor policies on the part of the Kenya Film Classification Board (KFCB). In response, Ezekiel Mutua, the director of the Kenya Film Classification Board (KFCB) retorted that, Caroline alongside Mutahi Ngunyi of practicing irresponsible ‘armchair’ journalism and posing as ‘opinion shapers’ laced with insult that demean and falsify impression about hard work and diligent work of public servants that has no consequence to national development. He went ‘ugly’ further accusing her of “Corrupting moral values through Obscene S*x Talk on Radio” during her tenure are a presenter on Radio Africa’s KISS FM.

Mutoko claimed that corruption and poor policies on the part of KFCB was the reason why a short film based on the life of a Kenyan community organizer – Kennedy Odede was being shot in South Africa instead of Kenya. Caroline was apparently forced to apologize.

Key issues: Outspoken, Abrasive, Fearless, Derogatory, Political opinion shaper, No nonsense, Feisty
The negative and positive sentiments associated with Jackline Maribe were at 46% and 39% respectively. The key negative issues about her are linked with alleged love relationships attributed with Dennis Itumbi, a high flying government official at the Office of the President and other politicians. Pictures of public displays of affection with the former, have been posted online on occasions including wedding of her former boyfriend; Oliver Mathenge.

Dennis was also on air presenting a cake to her on her birthday. He later denies that they had a ‘torrid love affair’ by claiming that they were just friends and stating that marriage is too structured for him.

Her relationship with Oliver is said to collapse after she allegedly had relations with politicians. Jackline is associated with an apparent ‘love triangle’ among TNA officials who solicited positive coverage of their campaign during the 2013 Kenyan elections.

Her online tribute to pilot Apollo Malowa who died in a helicopter accident in October this year was a demonstration of public grief to a close male friend.

Key words: Love relationships, infidelity, break-up, loss, grief
The negative and positive sentiments associated with Janet Mbugua stand at 45% and 29% respectively.

It is alleged that Janet resigned as an anchor on Citizen TV in solidarity with a silent protest with other Royal Media journalists by the hefty pay that famous media personality Jeff Koinange was getting on employment.

Janet cited her main reason for leaving media as going to take care of her young family and hopes to join the media later in her life. She also highlighted the fallacy that media personalities live a lavish life.

Online conversations that touch on one occasion when she allegedly wore a 'revealing' dress on air was described as putting renowned actor Lupita Nyong'o to shame. She was taunted for ascribing to falling journalistic standards in exchange of 'making appearances naked' and with a lot of make-up on air.

This effort was in a bid to succeed in the Kenyan media. Janet is sniggered at for mispronouncing a word during a newscast in a comment ‘...Janet Mbugua ‘shrubbs’ on NATIONAL TV, call it going Nyeri- the grandma Kikuyu gene in her could NOT let go, what a moment!’
Janet was also heavily criticised for not wearing a bra during her invite only wedding and accused of displaying her ‘saggy breasts’, an image that was contrary to the ‘perky breasts’ seen on national television.

Her response to this trolling was that a bra would have made her uncomfortable during her early pregnancy and it would have messed up the design of her dress. Janet was criticised as trying to make her pregnancy a big issue through blogging family pictures of her in labour.

Janet speaks out in support for Adelle’s powerful speech on ‘Rape Culture’ after Cyprian Nyakundi, an abrasive blogger, made a vile comment about the “little appealing looks” of the bubbly Kiss FM radio presenter speech.

Janet echoed Adelle’s sentiments about rape culture by stating that she was in solidarity with any person who has spoken out about the rape culture and sexual harassment. She condoned those who victimized or judged them (the victims) for being part of the problem.

Key words: Appearance, Resignation in protest, publicity of family, wedding, birth, outspoken about rape culture.
Joy Doreen
Anchor- Standard Group

The negative and positive sentiments about Joy Doreen Biira stand at 35% and 19% respectively.

The negative sentiments about Joy are linked to the stealing of Mercedes Benz by ex-colleague Aaron Ochieng at the Standard Group parking lot on Mombasa Road.

On reporting the incident to the police, Aaron alluded to a conspiracy between him and her to defraud the insurance company through payment of claims to her. The car was found guised in new number plates, was recovered and delivered back to her.

The matter was settled out of court.

In another incident, Doreen was arrested and detained for a tweet voicing her concerns about violence between kingdom loyalists and national governments forces in Uganda.

The king, Charles Wesley Mumbere, was accused of inciting violence after militiamen were reported to have attacked a police post in his hometown of Kasese. She was arrested alongside the King of Rwenzururu after clashes where 55 people were killed...

Keywords: Crime, fraud, Freedom of expression
The sentiments about Kobi Kihara stands at 18% for the negative aspects and nothing fell under the positive aspect. Most of the information about Kobi was related to media at 26%.

Both the negative and positive sentiments about Kobi Kihara stand at 26%.

The key negative issues associated with her that she has depicted herself online by posting pictures that indicate that she was on a drive to revamp her image as hot and sexy yet she is already an influential media personality.

Comments like ‘NTV’s Kobi Kihara has never been this flawless, leaves city boys talking’ is indicative that her transformation is meant to solicit male approval for her appearance by dawning ‘hugging’ dresses and posting pictures in swim wear.

Keywords: Appearance, professionalism
The negative and positive sentiments that are associated with Njoki Chege stand at 35% and 28% respectively. The negative sentiments are associated with the critique she made of Jeff Koinange, who allowed two potential gubernatorial aspirants Miguna Miguna and Esther Passaris to have verbal exchange on national television.

Njoki was dismayed by the fact that the journalist did not moderate the vitriol, insults and misogynistic comments that Miguna meted out on Esther. To her, this is not expected of any journalist of Jeff’s calibre.

Njoki has been vocal in writing stories that public and body shame both men and women in Kenya. In a story, she castigates Kenyan women for condoning bad behaviour and laziness from their spouses or partners because of sex.

Constant reference to the slang word ‘D***matization’ is an indication that women have lowered their standards of how they are treated and in their expectations of men. In another article, Njoki took a snipe at Sammy Muraya aka DJ Mo, who claimed that he had his wife, the renowned musician, Linet Masiro Munyali aka Size 8 take some tests before he married her.
In her opinion, DJ Mo, wasn’t as famous nor as renowned as his wife was and should consider himself lucky to have her.

Njoki felt that Dj Mo’s patriarchal expression about the role of his wife as being confined to the kitchen and child bearing was an embarrassment to the religious gospel fraternity and demeaning to his wife.

Dj Mo retorted by demeaning Njoki’s peanuts earnings from writing and her single mother status. He was compelled to apologize to the women folk by his audiences.

In a comparison between a fellow journalist Etemesi and Njoki, the former felt that he is more versatile, has depth and linguistic aptitude. According to him, Njoki attracts hate and whines in her writing. He believes he is more prolific and courageous.

Njoki has criticized ‘fat or plus size’ women of being greedy, ugly and lazy. She says that plus size is a politically correct name for fat and that these women ‘are not sexy….. You are just a deluded big mama that needs to lose weight’. Responses from various personalities such as Neomi Nganga, Caroline Mutoko and Pat Lulu Mbela intimated that Njoki was insensitive and mentally challenged as she was immune to the fact that she was hurting women with such comments without understanding what triggers weight gain.

She described young men who own Subaru’s and especially blue ones as juvenile; rogue ne’er-do-well’ young men who are full of themselves.

Betty Kyalo, who owned a Subaru then, took a swipe on Njoki claiming that they are consumed by their childhood dreams and exalts the performance of the vehicles.

Njoki retorts ‘Ha! People catching feelings like Blue Subaru is their family name. “If you are offended, paint the damn thing pink!”

This is a mocking tweet on the perspective of pink as being feminine and soft. Njoki writes an article attacking youth who gamble through betting as “betting is for broke half-wits swimming in debt.”

She used various disparaging words such as “pathetic little boys”, “dunder-
heads”, “losers”, “timid”, “lazy fools”, and “ditzy morons” to demonstrate that these gamblers are poor and bankrupt.

Njoki has a strong affinity for ‘bad boys ‘who she believes are on or off course. She admires Boniface Mwangi for his courage, bravery, audacity and patriotism. She says that he is ‘David, confronting Goliaths around us with nothing but a sling and a bagful of small smooth stones labelled courage and passion’.

She also hails Babu Owino, the controversial Embakasi East MP by showering him with praise for making it in life and transiting from growing up in a Kisumu slum to being an MP. She however warns the former of engaging in “mindless, empty politics.”

Key words: **outspoken, professional prowess, body shaming, public shaming, single parenthood**
The negative and positive sentiments towards Victoria Rubadiri is 23% and 22% respectively. Her show ‘Victoria’s Lounge’ is apparently watched by more men other than women who were the intended audience. She also talks of many people soliciting for charity to the extent that some impersonate her to get funding.

In comparing her stay in Kenya and in the USA, she refers to Kenyan traffic as ‘madness’ that a ‘mad woman’ learns to navigate.

In her travels, she cites differences between real Chinese foods as served in China and commercialized versions the world over.

When asked about her relationship with Larry Madowo, who she is believed to have chemistry with, she is categorical that they are professional and platonic friends. There were rumours that she and Larry were to leave for CCTV Kenya. In response, she shared that she would probably go back to the USA to pursue other opportunities.

Victoria also shares about the challenges faced when she became a single parent and that abortion was not an option. She talks of the support her family gave her to deliver and take care of the child.

Her claims to salvation is questioned as ‘playing this Christian thing’ at her workplace.
She is a devout Christian which is seemingly uncharacteristic of media personalities of her calibre.

Keywords: principled, religious, professional. Single parent, vocal.
The negative and positive sentiments geared towards Julie Gichuru stand at 31% and 23% respectively. The negativity related to Julie are due to tweets about her constitutional right to vote in the fresh elections in 26th October, 2017.

She is scorned for having that freedom to vote while in Kisumu, people were in an atmosphere riddled with gunshots.

Julie discredits her cooking skills and applauds her husband’s tolerance of the meals she cooks for him.

Relating Julie's involvement in a betting endeavour she is involved in, a follower tweets that Julie is part of those who ‘milk’ Kenyans. She squelches this comment by sarcastically stating she has been only ‘milk ing’ through the breastfeeding of her children.

Julie is reported to declare that she was boycotting Dove products for sharing an offensive three second online advertisement that depicted the transformation of a black lady into a white one with same features which she dubbed racist.

While Njoki Ndungu was being castigated from her descending voice to the Supreme Court ruling that nullified the 8th August 2017 elections, Julie praised her for successfully advancing the Sexual Offenses Act 2006 and declared her a hero alongside Wangari Mathai.

This seemed contrary to the expectations of audiences that she, as a journalist, should remain non-parti-
san about issues that are of national interest. Audiences were also alarmed when Caroline Mutoko and she were Masters of Ceremonies (MCs) at a fundraiser for President Uhuru’s election bid.

This was perceived as an endorsement of President Uhuru as her president of choice.

In a video castigating a tweet that suggested that ‘Kenya should go the Rwanda way’.

She asks whoever posted that to apologize and asked government to take action on ‘keyboard soldiers’. Her comments in support of IEBC and voting, netizens criticized her for not focusing on police brutality and killings during the 26th October elections.

Keywords: **Outspoken, opinionated, business savvy, professional acumen**
The negative and positive sentiments about Yvonne Okwara stand at 35% and 26% respectively.

The main negative aspect that is associated with Yvonne surrounds her marriage to Andrew Matole who allegedly never resolved issues in his previous marriage nor did he take care of his children in previous relationships.

Andrew is also accused as being promiscuous in comments such as: ‘salivates on anything in a skirt having been involved in various illicit affairs’.

Online comments indicate that he has been involved in many relationships and some ended up in deaths from disease.

Mentions about her former marriage and divorce after three years were also a topic for discussion online.

The facts that their wedding venue had to be changed severally, has low attendance and the church’s reluctance in presiding over the function was indicative that there was anticipated trouble during the ceremony from the past.

Comparisons of their marriage receiving the same fate as Esther Arunga’s marriage to Quincy Timberlake, are shared online.
When she asked the Inspector General Boinet about his awareness of the deaths of children, aged persons during the recent election period, he was at pains in explaining that, in his knowledge, the police were being investigated the excessive force used on civilians during the 2017 electioneering and was unaware of those specific incidents of killing of vulnerable people then.

Yvonne opens up about living with her 50 year old ‘deafblind’ and mentally retarded brother. She shares the challenges such as isolation and neglect from friends faced when living with persons of disability.

Keywords; **Controversial, marriage, family, disability, daring**
Mwanaisha Chidzuga

The negative and positive sentiments about Mwanaisha Chidzuga stand at 22% and 19% respectively. The key controversial issue about her is associated with her marriage to Danson Mungatana, a former prominent Gar- en MP and vocal politician and lawyer. Reports on an apparent ‘Cat fight’ with a former model Cecilia Mwangi on who was his legitimate wife.

Her relationship with the lawyer was initially exposed as a fling after what was cited as the aggressive pursuit of the ‘TV girls’ or ‘attractive beauties’ by Kenyan politicians in a comment that: ‘….. the popular assumption that TV girls easily fall for politicians, Mungatana had to bust his a** off to get Mwanaisha Chidzuga’.

When she decides to post a picture of her and her husband without make-up, audiences intimate that she isn’t appealing without make-up.

Mwanaisha is reported as castigating Uchumi Supermarket for selling her a cake that almost killed her children due to food poisoning. Mwanaisha is also said to have faced a blow when both her husband and mother lost in the Tana River gubernatorial and woman representative in Kwale respectively.
Negative sentiments about how she was sacked while on air at KTN shortly after her husband lost his job as the chairman of the Kenya Ports Authority was shared online.

She allegedly left her guests stranded on air on receipt of her ‘redundancy’ letter and was reported as suing the media house for sacking her in exchange of her request for a leave of absence.

Key words: **Marriage, relationships, children, appearance, job loss, family shame**
Sophia Wanuna
Anchor - Standard Group

The negative and positive sentiments about Sophia Wanuna stand at 29% and 18% respectively.

When a segment in which she was dancing on air is shared online, negative comments about promoting herself online and would attract the likes of Quincy Timberlake who is accused of destroying Esther Arunga are made.

Attention was paid to Sophia's traditional wedding to Sasha Mutai is viewed as a remedy to 'cold nights'.

In spite of sparking a few online controversies. Sasha, is from a wealthy family and has decent online and offline presence.

Key words: Professional, relationships, marriage
The negative and positive sentiments about Terryanne Chebet stand at 49% and 46% respectively.

The negativity surrounds the loss of her job as an anchor at Royal Media’s Citizen TV.

Picture of a baby shower by ex-female colleagues in the media was viewed as a sign of solidarity with her after the sack. Comments about the expensive look of the ladies and that they take their time to throw a party for their own is compared to what those women referred to as ‘slay-queens’ could be doing at the moment: ‘choking on shisha and guzzling alcohol’.

The fact that she gets married and has a child after the loss of her job is viewed as a ‘double blessing’.

This is construed as an alternative space to be in after her work life. The fact that she has found love is deduced from the sharing of a picture of a series of safety pins that depicted that her family was whole.

Keywords: Family, relationships, job loss
The negative and positive sentiments about Lulu Hassan stand at 39% and 30% respectively.

The negative comments are associated with her professional involvement in an exposé that she and her colleague Evalyne Wambui through an 'in-depth investigation' of the rape and sexual assault by fraud of a doctor, Mugo wa Wairimu, the proprietor of Prestige Health Care. Other speculations were made about the alleged divorce threats that she was facing for cheating on her husband.

The couple made a public denial of this allegation. The couple was further accused of defaulting to pay 127,000 Ksh to the scriptwriter Dennis for a Kiswahili Soap opera show 'Moyo' that they are producing for Multichoice Kenya.

Key words: Divorce; debt, professional prowess, business
Adelle Onyango
Radio Presenter - Radio Africa - Kiss FM

Adelle Onyango shared her story about a rape incident she faced in Westland’s some years back.

Recently she was in a training program where she talked about the rape culture.

Cyprian Nyakundi, a blogger made insensitive comments and callous remarks about this incident and was castigated by the Kenyan online community.

She responded to Cyprian by stating that his comment turned an important message about rape and trivialized it as an issue of sex preference. She surprised her fans by getting married to her husband Falgun Bhojak without sharing her relationship in public. She was trolled about her teeth but continues to confidently embrace herself.

Key words: Activist, marriage, rape, trolling, appearance
The negative sentiments about Esther Arunga stand at 45% negative and about 18% positive. Esther Arunga was already a popular media personality who gained fame after her controversial marriage to Quincy Timberlake, who was a close associate of Joseph Hellon of the ‘Finger of God Ministries and Jazz maestro in 2010.

The Maestro, who is Esther’s cousin, absolved himself from the dramatic turn of events in her life. In 2010, she called off her engagement to Wilson Malaba and eloped with Quincy Timberlake and they later announced they would run for parliamentary posts in Karachuonyo in the 2013 general election through the newly formed Placenta Party (Platinum Centraliser and Unionist Party of Kenya). Ms Arunga then denounced her parents and denied their rights to interfere with her life.

Esther Arunga's TV career ended up in misery due to self-destruction. She blamed the woes she was facing in her life to lack of parental guidance and alleged domestic violence at her home. This exposed the children to partying and identity crisis and thus mental disorders that she suffered in her life. She blames this for looking for love elsewhere, hence justifying her relationship and marriage to Quincy Timberlake.

Esther was arrested alongside Joseph Hellon of the ‘Finger of God ministry’ for running an unregistered association referred to as ‘Placenta Party’.

This arrest was in a bid to stop the party members from publicly sharing a dossier in a report dubbed ‘The Cry of Blood’ which had information on graft and extra-judicial killings and disappearances of people carried by the certain prominent government personalities and police respectively.

The scandal that besieged Esther in Australia where she eloped with her husband Quincy Timberlake, was triggered by the death of their son who died under unclear circumstances.

It was alleged that Quincy is suffering from mental illnesses. Quincy claimed that the child died as he fell down the stairs while playing in their house.

Esther was set free on bond after telling the court that her husband killed their son to extort demons out of him by punching him in the stomach.

It was observed that the child died of internal injuries.
After her release on bail, Esther asserted that she had planned to sue a psychiatrist who sedated her while in custody; was seeking Kshs 3 billion for damages and was to sue media houses for 30 million as defamation.

Esther had a series of articles that she wrote on issues related to societal issues.

In an article on female and male circumcisions, Esther expresses her distaste for this form of mutilation and called for a revolt against this practice as it violates the integrity of the children.

In another article on solutions to unpleasant odours in women as a means to fortify marriages, she advised for the use of a clove garlic as a remedy.

Key words: Political engagements, religion, marriage, controversial stories, death, husband
CONCLUSIONS

1. Prominence of women in the media
The findings indicate that the prominence attributed to women journalists is not necessarily due to their professional prowess but to other factors such as appearance, possessions, character and personality related attributes. What is apparent is that, any confessions to the media about past, present and future aspirations about one's personal life can and may become a point of reference for public ridicule of these journalists. For example, Betty Kyalo’s exclusive interview on a magazine about truancy during her college days, is connected to the current woes she has faced in her estranged marriage and her ex-husband, Dennis Okari portrayed as a victim and a woman of questionable character.

Whenever a woman journalist is associated with a man who has questionable reputation such as allegations of infidelity or one who engages in risky behaviour, the history of Esther Arunga’s marriage to Quincy Timberlake, who has been portrayed as a ‘bad boy’, is evoked. Quincy is often castigated for destroying Esther’s media career and life.

The couple’s life has been shared in the media as a toxic relationship marred with scandals and controversies after she eloped with him to Australia and lost her son in an incident he has been incarcerated for. Reference has been to ‘the Quincy type of man’, in addressing Yvonne Okwara’s marriage to Andrew Matole who allegedly is accused of having a roving eye. When an accidental clip of Sophia Wanuna dancing on the studio was aired, she was warned that such public displays would attract ‘Quincy like men.’

2. Physical Appearance
The public are keen to note and share opinions of what they consider appropriate about any professional moves or public appearance attributed to women journalists. It is always the aspiration of every woman, in any profession to focus on their appearance and to be up to date with fashion trends. However, the public and personal attention given and shared with audiences defect the attention to the real value of being great journalists with the capability of telling great stories. Disparaging comments about women appearances are made to invalidate the women’s occupation in public spheres such as the media as a token and not due to meeting the right qualifications.
Publicized attempts by women journalists to change their image or dressing in what is perceived as ‘provocative’ is viewed as an attempt to exchange their professionalism for physical and public admiration. In the process, they modify their appeal towards being ‘sex symbols’. Lilian Muli is applauded to take extra care about her appearance and so is Betty Kyalo. Betty’s attempts to get fit is associated with her intentions to date again after her estranged marriage to Dennis Okari and allegedly failed affair with a prominent Mombasa county official.

While some are considered ‘sex symbols’, others are depicted as allegedly trying hard to fit into this category either by getting into shape or changing of wardrobe to wear more revealing outfits on air or in public as depicted in stories about Kobi Kihara and Janet Mbugua. When Kobi appears fit and has revamped her wardrobe, it is described as an attempt to join other media personalities who are considered as ‘sex symbols’. Kirigo Ng’arwa, a former Citizen TV anchor is called out for a ‘miniskirt’ and is depicted as a desperate attempt to remain relevant after losing her job at Citizen Television.

Reference to the appearance of women as a pre-cursor sexual objectification of women journalists and online misogyny where words such as ‘hot’ ‘sexy’, ‘siren’ leaving men drooling...’ and ‘perky’ breasts’ are frequently used to refer to various women journalists. The impression that women journalists are ‘sirens’ is not related to the effort they put into their work but their quest for male attention, which is not the case.

When Mwanaisha shared a photo online without make-up, she is body shamed for not being as attractive in real life. Print Journalist, Njoki Chege takes to body shaming women who are ‘fat’ which she attributes to laziness and greed. She also depicts women as being desperate for sex by willingly accepting lower standards of behaviour from men and in the process, indignity in their lives with unhealthy relationships.

3. Providing an alternative public voice to issues
Women journalists need to consistently stand with the tenets of journalism that are consistent with professionalism in media such as balance, getting two sides of the story and impartiality. This does not however discourage them from voicing their concerns about issues that are of great concern to them and should not
Women journalists should further realize that trolling is intended to silence women in male dominated spaces and they should not be cowed into ascribing to ‘the chilling effect’. When women journalists acted or voiced out their issues, this has been presented as going against the grain and against status quo.

Courageous acts such as the resignation of Janet Mbugua from Royal Media’s television in solidarity with engendered salary differences at Royal media services, depict her as being unreasonable because she too joined the station and earned a hefty salary at that point in time. Janet Mbugua is also cited as supporting Adelle Onyango who is body shamed by a renowned blogger, Cyprian Nyakundifor speaking about the ‘Rape Culture’in Kenya. On the other hand, when Victoria expresses her disappointment in the police in ignoring reports of the rape of Akinyi, who commits suicide, she is trolled by even bloggers like Robert Alai. Any attempt to decry gender violence or misogynyny is met with harsh criticism from the public to harsh the voices of dissent or have ‘the chilling effect’

In the case of Yvonne Okwara asking hard hitting questions connotes unfair probing of issues with the Inspector General and Ezekiel Mutua is construed as deflating the right of male dominance in voicing their issues uninterrupted by a woman journalist. It is not expected that a woman deflates the ego of male guests on air. When Caroline Mutoko expresses displeasure with a film of Kenyan origin being shot in South Africa, she receives a dress down from Ezekiel Mutua for being an ‘unprofessional journalist’ as a public opinion holder and as a vulgar radio presenter when at Kiss FM.

Outspoken and critical women journalists are also an easy target for public ridicule. For a woman to be openly critical of other women and men, such as Njoki Chege is depicted as insensitive and not being in sound mind by participating in body shaming and public shaming of women. Njoki is also called out by other women journalists like Caroline Mutoko for making body shaming remarks about fat women who she depicted as lazy and ugly. Njoki is further called out by Betty for the shaming of people and especially men who own Subaru cars as being immature in achieving childhood fantasies of speed. Njoki is scorned for allegedly being mistaken for a single mother who cannot keep a man by Dj Mo for her vocalizing her disgust on patriarchal comments he made about his famous wife ‘Size 8’. Lilian Mull also covertly appears to take on Betty, by advising women not to date married men as they are the source of failure of successful women.
The controversial entry of Esther Arunga into the political arena was a surprise and in essence distorted her public image as a popular journalist, to an outspoken and daring person who made proclamations that were not expected. Esther also wrote articles on controversial topics such as taboo on female genital mutilation and vaginal odour. This created dissonance about her brand as a journalist and this change is attributed to her self-destructed life.

4. Professionalism of women Journalists
As intimated earlier, women journalists should adopt strategies to survive in the profession during and after their stay in the media house. Trainings on professional development after media life would guide those in the media on how to reinvent and retool themselves in society and remain relevant. Job loss or resignation from the media space is viewed as the end of an illustrious career that cannot be easily regained. The unprofessional manner in which Mwanaisha Chidzuga was sacked on air for asking for leave of absence is indicative of the unwritten rule that an opportunity to be in the media is ‘God sent’. Women journalists who have been sacked from the media are depicted as having expired or reached the ‘sell by date’ status such as Kirigo Ng’arwa, whose public appearance in a ‘mini-skirt’ is deemed a desperate move to remain relevant. Terryanne Chebet who finds love and has a baby is lucky and for Janet, exiting to take care of her young family is applauded.

Women journalists should be cognizant that they, as media personalities, are public figures who will always be highly scrutinized for their adherence to public expectations of the profession. They need to remain relevant because of their prowess in the job and not because of their affiliation to media brands. When Caroline Mutoko and Julie Gichuru attend Uhuru Kenyatta’s election fundraiser as MCs, questions about their professional acumen as being neutral is questioned.

When Julie shares a video expressing her displeasure with a tweet about how Kenya should go the ‘The Rwanda way’ she receives backlash for appearing to be supportive of the current government in spite of injustices in the society. When she shares about voting in the perceived flawed elections on 26th October, she is castigated for not condemning police brutality and killings. Julie Gichuru is depicted as partisan when she talks of admiring Njoki Ndungu for her past effort in getting the Sexual Offences Act go through parliament, in the midst of being accused of being partisan in her dissent of the nullification of the 8th August 2017 Presidential elections.
Aspersions on the prowess of Njoki Chege and fellow journalist Etemesi depict her as a whiner who attracts hatred. Etemesi prides himself as being more versatile, has depth and linguistic aptitude. He also believes he is more prolific and courageous.

5. Blurred personal and professional life shared on social media platforms
Most of the flack on women journalists in Kenya is based on what is in the public domain about their marriages and relationships with men. The messy and public divorces, such as that of Dennis Okari and Betty Kyalo, are a source of ridicule that interfere with audiences' evaluation about their opinions about societal issues like politics. Dennis Okari is framed as a victim who was emasculated by having his wedding paid for by another man. Yvonne is displayed as being party to a family break up with a philandering man that triggers comparison to the failed marriage between Esther Arunga and Quincy Timberlake. In one article where Lilian Muli taunts Betty and her husband of never being able to bag high achievers like them, it appears condescending.

Public displays of affection and fickle male attention generate unwarranted aspersions about the character of female journalists. In a televised incident where the musician ‘Prezzo’ flirted with Betty Kyalo on her show during an interview, online audiences were quick to judge her as allegedly being fickle for male attention. The pictures of Jackie Maribe and Dennis Itumbi were indicative of a strong relationship that eventually collapsed. Whereas Dennis Itumbi justifies not pursuing a meaningful relationship with Jackline Maribe is predicted as boring.

Women who leave the media to take care of family is deemed as politically correct and the right thing to do as in the case of Terryanne Chebet and Janet Mbugua. In fact, audiences congratulate them for finding the appropriate alternative to working in the media. Even Julie who confesses her poor cooking skills is lauded for her attempts to appease her husband with a meal. Women journalists who are married, with families or have prospects to get married such as Julie, Janet, Terryanne, Yvonne and Sophia are seen to fit within societal expectations. Being spinsters and single parents is a source of ridicule like in the case of Njoki Chege in her online dispute with Dj. Mo. Yvonne Okwara is empathized with for taking whatever measures to ensure that she marries Andrew Matole at whatever cost in spite of his alleged ‘philandering past’. Comparisons are made to Esther Arunga whose marriage to Quincy Timberlake killed her prolific media career and led to the loss of her son.
Esther Arunga’s life as a member of a controversial religious-political organization, her marriage through eloping to Quincy and the loss of her son created a negative buzz around her and is greatly indicative of her failed career as a journalist. Her public displeasure with her upbringing and her parents further accentuates the negative sentiments on the online space. Mwanaisha Chidzuga faced her fair share of scorn for a public cat fight with Cecilia Mwangi over the legitimacy or illegitimacy of their marital status to Danson Mungatana. In spite of the fact that Mungatana is cited as having a ‘roving eye’, it appears desperate that the two were fighting over an already married man.

6. Public display of financial muscle
The public display and comments about their personal belongings such as publicizing the upgrading of their cars, is questioned as audiences evaluate their sources of income. The fact that these women as journalists are cited to have acquired large and very expensive cars, begs the question as to how they managed to purchase these vehicles.

These cars are normally viewed as statements of societal status for men. In Betty Kyalto’s case, the Porsche that she was spotted with during and after her marriage was said to have been repossessed by the high flying politician and has been used to validate her alleged affair with him. When she shares information about the upgrades of her car from a Subaru, to the Porsche and soon after to a Renault Megane, this is viewed as an ‘unusual speed’ in changing vehicles. This is all albeit the fact that Betty is a renowned business woman who has even been invited as a guest to an entrepreneurial conference on the same panel with Zari, the wife of the musician Diamond Platinum.

Reference to Lilian Muli’s Range Rover and expensive shoes is an indicator of the sense that there must be financial support from other sources other than her own. The alleged theft of Doreen Biira’s Mercedes Benz by an ex-colleague, Aaron Ochieng is an indicator of the kind of powerful ‘machines’ that these women drive that were mainly for the men.

While women journalists with businesses are recognized for their success, stories like default of payment of a scriptwriter by Lulu Hassan is used to invalidate her side hustle as a producer of a show.
RECOMMENDATIONS

1. Sensitization & awareness program for media practitioners
   There is need for sensitization and training programs to address the following aspects: Media Workplace Orientation Sensitization Program – The aim of this program will be to orient women who work or anticipate working in the media on the realities of the working conditions for them in the industry.

2. Professional Branding Capacity building program for media practitioners
   This capacity building endeavour will focus on creating awareness of the importance of separating private and public life at work and on other media platforms. It will emphasize the need to keep a more prominent professional presence in public spaces to avoid public ridicule for issues that are otherwise private and will focus on journalists towards positioning themselves as prominent and competent journalists. This way, audiences will associate their personal brand with their professional journalistic life rather than their private life.

3. Media Women Social Influencers consortium
   Prominent women journalists can be used as Social Influencers who will coach and mentor other upcoming journalists at the workplace. A consortium to empower women in general in changing the narrative that property ownership should be attributed to personal effort and not to men providers. They should be comfortable with being portrayed as ‘power women ‘who model behaviour to other women who can be in control of their life and feel complete in their lives. Some of the activities useful in building this endeavour are hold a prominent women journalists stakeholders forum to create a consortium and provide a training program on Coaching and Mentoring Skills.

4. Amplified AMWIK’s voice in advocacy and lobbying for media issues
   AMWIK’s voice in influencing the media industry and workplace policies and legislations needs to be heard and noticed. As a professional body for women journalists, AMWIK should be visible in lobbying and advocating for favourable media related legislation, regulation and governance by networking with other associations and like-minded parties. Specifically, AMWIK should be heard in the following ways:
   - Contribution to the regulation of Digital Safety in Kenya
   - Explore implications of changes in Media laws and regulation
- Voice to the Gender Equity & Equality issues that affect women
- Carry out baseline surveys to address anomalies that exist in media policies
- Interrogate the implementation of the consequences of this to ensure social justice at the workplace
- Research on media malpractices, prejudices and discrimination at the workplace against women journalists needs to be explored
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