

SEXUAL HARASSMENT, CORRUPTION, AND GENDER MAINSTREAMING IN THE MEDIA - TANZANIA

A Current Prevalence and Preventive Mechanisms Assessment

Tanzania Media Women's Association (TAMWA)

In partnership with: International Media Support (IMS),

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LIST OF ABBREVIATIONS

CSPro: Computer and Survey Processing System

IMS International Media Support

KI Key Informants

SDGs: Sustainable Development Goals

SPSS: Statistical Package for Social Science

TADIO Tanzania Development Information Organization

TAMWA Tanzania Media Women's Association

UNESCO United Nations Educational Scientific and Cultural

Organization

UTPC Union of Tanzania Press Clubs

ACKNOWLEDGEMENT

This baseline survey report is the culmination of the ongoing efforts of the Tanzania Media Women Association (TAMWA) and the Institute Media Support (IMS) in their advocacy against sexual harassment and corruption within the media industry. This project focuses on enhancing the safety and security of women journalists in Tanzania. The study aimed to collect information on the prevalence and impact of sexual harassment and corruption faced by women journalists in media houses, while also evaluating the effectiveness of gender mainstreaming interventions in media outlets.

Special thanks are extended to all individuals who participated in the study, including journalists and media managers. The coordination of the study was led by Josephat Mwanzi, with assistance from Rose Haji Mwalimu. We appreciate the guidance provided by Dr. Zacharia Malima, who oversaw the administration of questionnaires to journalists. Our gratitude also goes to Dr. Bahati Golyama for assisting with data analysis and interpretation.

Acknowledgment is further extended to all media houses and journalists contributed and some featured in this report. This document contributes valuable information to the existing literature and knowledge on these topics, offering insights for improving the situation of women in the media sector in Tanzania.

GLOSSARY OF TERMS

- **Sexual Corruption**: this is any exchange of sex for favours or benefits within or related to work (Gallagher et al., 2018). It can be bribery, extortion, nepotism, patronage, etc. It can be coercive or consensual (Gallagher et al., 2018). According to Transparency International (2019), sexual corruption is defined as "the abuse of entrusted power for sex or sexual favours" (pg. 1).
- Sexual Discrimination: The unfair or unequal treatment of an individual based on their sex or gender. It can take various forms, such as biased decision-making, unequal opportunities, or prejudiced actions that harm an individual because of their sex.
- Sexual Exploitation: The use of an individual for sexual purposes, often for personal or financial gain. It can include the production, distribution, or consumption of sexually explicit material without the clear and informed consent of all parties involved.
- Sexual Harassment: Harassment Sexual harassment can also be presented as any unwelcome sexual conduct that creates a hostile or offensive work environment (Vega Montiel et al., 2017). It can be verbal, non-verbal, physical, visual, or cyber.
- **Gender mainstreaming**: is a strategy that aims to integrate gender perspectives and principles in all aspects of an organisation or a sector (UN Women et al., 2011). It can be done by identifying and addressing the different needs and interests of women and men, developing and implementing policies and mechanisms that protect and empower women and men, and providing training on gender issues.
 - ➤ Note: These definitions are general and may vary depending on legal and cultural contexts. Legal definitions and consequences for this behaviour can differ across jurisdictions. Additionally, organisations and institutions may have their policies and definitions related to these terms.

EXECUTIVE SUMMARY

This baseline study meticulously examined the prevalence, root causes, and repercussions of sexual harassment and corruption within the Tanzanian media sector after three years intervention of the Increasing Civil Society Capacity and Participation in advocacy on Media Policy, Citizen Access to Information and Fundamental Freedoms of Tanzania Media Women's Association (TAMWA) in support of the International Media Support (IMS). Additionally, it evaluated the efficacy of gender mainstreaming interventions and the adequacy of existing policies addressing these pertinent issues. Employing a mixed-methods approach, the study encompassed questionnaires administered to 100 journalists and interviews with 37 key informants representing 22 media outlets across five regions (Arusha, Dar es Salaam, Dodoma, Morogoro, and Mwanza) in Tanzania Mainland and Unguja Zanzibar.

The study's findings reveal disconcerting statistics, indicating that sexual harassment and corruption exert adverse effects on individual journalists, particularly women, and compromise the quality and credibility of journalism. Furthermore, it underscores the inadequacy of effective standalone policies to combat these challenges and foster a secure and inclusive working environment for journalists.

Key survey results include:

- ❖ 77% of the 100 respondents reported experiencing sexual harassment within their respective media outlets.
- ❖ 27% of the 100 respondents reported encountering sexual harassment from their news sources or in the field.

- ❖ 59.4% of the 37 key informants confirmed the occurrence of sexual harassment within the media sector.
- ❖ 78% of the 100 respondents indicated that media houses demonstrate gender sensitivity in work distribution, adhering to journalistic roles and assignments based on individual capacity rather than gender.
- The findings also spotlighted elevated risks of sexual harassment or corruption faced by certain journalists, particularly women, due to financial constraints and a lack of economic sustainability within media houses.

These results unmistakably convey messages about the continuing power imbalances and the abuse of authority underlying sexual harassment and corruption in the media sector. The data indicates that a majority of perpetrators are individuals of senior rank or status. This prevailing status quo heightens the vulnerability of women journalists as they navigate their professional duties and strive to advance their careers. Consequently, the 2023 study's outcomes align closely with those conducted by TAMWA in 2020, indicating a persistent and concerning trend in the industry, and a Gender Audit of Tanzania's Media Laws and Policies conducted by TAMWA in 2022.

Dr. Rose Reuben
Executive Director (TAMWA)

1.0 INTRODUCTION

Sexual harassment and corruption pose significant threats to the safety and security of female journalists within the media industry. However, there exists a dearth of current empirical evidence on the prevalence, causes, and consequences of these issues in the Tanzanian context. This study specifically investigated the prevalence, causes and consequences of sexual harassment and sexual corruption within the media sector in Tanzania, alongside an examination of existing gender mainstreaming interventions and policies.

The study covers five regions of Tanzania Mainland namely Arusha, Dar es Salaam, Dodoma, Morogoro, Mwanza and Unguja-Zanzibar. The study employs a mixed-methodology, incorporating questionnaires directed to 100 journalists and face to face interviews with 37 key informants from 22 media outlets.

This study proves invaluable for anyone with an interest in the Tanzanian media sector, shedding light on the challenges journalists encounter in their work. It not only presents these challenges but also provides recommendations and suggestions for potential solutions and actions to address these issues, ultimately striving to enhance the conditions within the Tanzanian media sector to safeguard journalists' rights and dignity.

Results indicate that certain journalists face heightened risks of sexual harassment or corruption due to financial constraints and a lack of economic sustainability within media houses. The study proposes mechanisms to address these challenges, fostering a safe and inclusive work environment for journalists. Alarmingly, the study reveals that the situation of sexual abuse in the Tanzanian media industry has seen little change since 2020.

Furthermore, the study underscores that sexual harassment and corruption not only adversely affect individual journalists, especially women, and the quality and credibility of journalism but also contribute to long-term implications such as the reduced presence of dedicated females in the media sector and the perpetuation of gender inequality in content published or aired across all media channels.

This baseline study aims to fill the existing gap in understanding sexual harassment, corruption, and gender mainstreaming interventions in the Tanzanian media sector. By exploring potential mechanisms to address these issues, the study seeks to promote a safe and inclusive working environment for journalists.

1.1 Background to the study

The media sector holds a pivotal and influential role in society, shaping public opinion, informing decision-making, promoting democracy, advocating for human rights, and entertaining audiences (UNESCO, 2017). However, the media industry in various countries presents challenges and risks for journalists, particularly women. Female journalists encounter various forms of discrimination and violence, including prevalent issues such as sexual harassment and exploitation, which persist as serious concerns within the global media sector and, notably, in Tanzania.

While there is existing literature on sexual harassment and exploitation, there remains a dearth of current empirical research and knowledge specifically focused on the media industry in Tanzania. The majority of studies and sources on this topic are either global or regional, lacking specific, detailed, and solution-oriented information relevant to the Tanzanian context.

While there is existing literature on sexual harassment and exploitation, there remains a dearth of current empirical research and knowledge specifically focused on the media industry in Tanzania. The majority of studies and sources on this topic are either global or regional, lacking specific, detailed, and solution-oriented information relevant to the Tanzanian context.

This study endeavors to fill this gap by providing knowledge that enhances understanding and informs best practices to address the challenges of sexual harassment, exploitation, and gender mainstreaming within the Tanzanian media sector. The information acquired is crucial for improving the safety and security of women journalists and fostering an enabling environment for the overall safety of journalists in Tanzania.

Significantly, this study seeks new insights into the prevalence and impact of sexual harassment and corruption experienced by women journalists within media houses, along with data on gender mainstreaming interventions in the Tanzanian media sector. These issues are critical as they can impact not only the well-being but also the professional and career advancement of women journalists, influencing the credibility, integrity, and quality of journalistic work. This baseline study also provides evidence-based recommendations for policy and practice, aiming to enhance safe and secure working conditions, enhance media professionalism, and ensure the safety of female journalists in Tanzanian media houses. Building on prior research conducted by TAMWA in 2020, this study reaffirms that the situation has not changed significantly since then.

2.0 RESEARCH METHODOLOGY

This section describes the methodologies and procedures employed in conducting the study. It encompasses details regarding the study area, research design, population, sampling techniques, sample size, as well as the methods for data collection and data analysis.

2.1 Study Area

The study was conducted in five regions of Tanzania's mainland, specifically Dar es Salaam, Mwanza, Arusha, Morogoro, Dodoma, and Unguja in Zanzibar. The selection of these regions was based on the presence and diversity of media outlets and journalists.

2.1.1 Research Design

The study employed a mixed methods research design, integrating both quantitative and qualitative data collection and analysis. This approach facilitated a nuanced exploration of various facets of the research question, allowing for triangulation of findings and a comprehensive understanding of the phenomenon under investigation. Utilizing a convergent parallel design aided in validating and complementing findings from diverse sources, while also identifying any discrepancies or contradictions that warranted further explanation or exploration.

2.1.2 Population

The target population of this study comprised journalists employed in the media outlets within the study area, estimated to be 300 individuals. The study's target population comprised journalists employed in the media outlets within the study area, estimated to be around 300 individuals. The primary emphasis was on media houses where a prior intervention had occurred, aiming to evaluate the progress made in terms of gender mainstreaming, sexual harassment, and the experiences of journalists with sexual exploitation.

Consequently, the sample was derived from a specific media group, encompassing diverse types and sizes of media outlets in each region. The estimated population size for this media group, based on available data and expert judgment, was also 300 journalists.

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2.1.3 Sampling Techniques

This project used stratified sampling to collect the data. The strata (areas) from which the data from the following regions:- Mwanza, Dodoma, Dar es Salaam, Arusha, and Morogoro (Tanzania Mainland), and Unguja (Zanzibar). All the media available in each stratum were listed down and then substrata such as radio, TV, newspapers, and online channels were developed. Since most of the newspapers are printed in Dar es Salaam, a newspaper stratum was created in Dar es Salaam.

The sample for this project was selected from the following media outlets:

S/NO.	REGION	SELECTED MEDIA
1.	Mwanza	Sahara Media Group, Afya FM, and Sengerema FM.
2.	Dodoma	Dodoma Media Group, ABM FM, and Mwangaza FM.
3.	Dar es Salaam	Tanzania Broadcasting Corporation (TBC), Wasafi Media, Clouds FM, Mwananchi Communication Ltd., Tanzania Standard Newspapers (TSN), and Jamhuri Newspaper.
4.	Zanzibar	Zanzibar Broadcasting Corporation (ZBC), Tumbatu FM, and Zenji FM.

5.	Arusha	Radio Five, Tipple A Radio, and Radio Habari Maalum
6.	Morogoro	Jamii FM, Abood TV, and Planet FM.
7.	Social media/ Online media	Ayo TV, Jamii Forum, Global Publishers and Nukta Africa.

2.1.4 Limitations of the Study

While the Inception Report had initially identified three media houses in Zanzibar and 21 in the Mainland, it was later decided to approach additional media houses to supplement those that did not participate in the study. However, several limitations were encountered, including:-

- Reluctance of the media houses to participate in the study: Wasafi Media and Ayo TV did not respond to the letter of introduction and request sent to them. Additionally, they did not welcome a courtesy visit despite several attempts.
- ii. Incorrect selection: Jamii Forum was an inappropriate choice as it is not a media outlet but rather an NGO, rendering their participation irrelevant to the study.
- iii. Ethical and safety reasons: Respondents who participated and shared their experiences were not been identified for ethical and safety reasons.
- iv. Time limitation: Due to time limitation, researchers could not administer all the questionnaires. They had to leave them with local research assistants to administer, follow and return to researchers. This approach made it difficult to get questionnaires answered correctly and timely. For instance, only one respondent answered the questionnaire from Jamii FM from Kilosa district in Morogoro, while only four responses were received from Tumbatu FM and Mwananchi respectively. This has affected the sampling of the survey.

2.1.5 Purposive sampling

In this study, a purposive sampling technique was employed to carefully select 37 key informants (KI) for interviews. These key informants comprise news editors, producers/programme managers, and directors/station managers, ensuring a representative sample from each media outlet. The selection criteria focused on the participants' relevance and expertise in addressing the topics of sexual harassment, sexual exploitation, and gender mainstreaming within the Tanzanian media sector. This approach aims to thoroughly investigate the current situation and explore potential solutions to these critical issues.

2.1.6 Sample Size

The sample size for this study was determined using Yamane's formula (1967) at a 95% confidence level with a 5% margin of error. Following the calculation, the study arrived at a sample size of 137, constituting 45.67% of the targeted population size of 300.

2.1.7 Data Collection Methods

The study employed data collection methods, specifically utilizing questionnaires and interviews. The questionnaire comprised a series of structured questions administered to respondents, who either selected answers from predefined options or provided written responses.

2.1.8 Data Analysis Methods

Data analysis methods employed in this study were descriptive statistics and thematic analysis. Descriptive statistics entail numerical summaries that characterize the features and distribution of data sets.

2.2 Data source and data collection methods

2.2.1 Quantitative method

The study utilized primary data collected through a quantitative method specifically focusing on gathering numerical data from reporters or journalists within the identified media houses. This approach facilitated the conceptualization of reality in terms of variables and their interrelationships (Powell, Hyde, & Punch, 2014).

The primary instrument employed for data collection during the quantitative phase was a structured questionnaire. This tool allowed the researcher to transform raw data into usable statistics using SPSS software. The structured questionnaire was instrumental in obtaining data that described attitudes, opinions, and practices, addressing the first and second objectives of this study.

2.2.2 Qualitative Method

Qualitative methods were employed to capture individual-level opinions and insights from journalists regarding the incidents, testimonies, and impacts of sexual harassment, sexual corruption, and gender mainstreaming in the Tanzanian media sector. The study utilized interviews with key informants (KIs), specifically news editors, program managers, and station managers, to gather rich qualitative data.

3.0 RESULTS AND DISCUSSION OF FINDINGS

3.1 Introduction

This chapter presents and discusses the results of the data collection and analysis that conducted to address the research question and objectives of this study. The results are categorized into two subsections: quantitative results and qualitative results. The quantitative findings stem from the analysis of survey questionnaires that were administered to a sample of 100 journalists, while the qualitative results are derived from the testimonies of 37 media executives, including news editors, programme managers, and station managers in Tanzania Mainland and Zanzibar.

The baseline study presents and discusses the key findings of the data analysis, encompassing both quantitative and qualitative aspects, in four distinct subsections: (1) prevalence and forms of sexual harassment and sexual corruption, (2) causing factors and consequences of sexual harassment and sexual corruption, (3) responses to sexual harassment and sexual corruption, and (4) effectiveness and challenges of previous gender mainstreaming interventions.

While the primary focus of this study is on sexual harassment, sexual corruption, and the effects of gender mainstreaming in the media, it is noteworthy that the distribution of respondents was also considered in terms of age, gender, education, and experience in the media sector. The targeted sample size of 100 was successfully achieved during the quantitative phase.

The sample size was purposively designed to incorporate variations among respondents representing their respective media houses. This targeted sample size aligns with the recommendations of Croswell (2014) for ensuring the credibility of conclusions drawn

in studies of this nature. Additionally, the study successfully reached the intended number of 37 key informant respondents.

Table 3.1: Distribution of respondents by type of the media

Channel	Frequency	Per cent
Newspapers/print	20	20.0
Radio	59	59.0
Television	11	11.0
Social Media	10	10.0
Total	100	100.0

The data in Table 3.1 illustrates the distribution of the media outlets involved in the current baseline study, indicating that **radio** was the most dominant channel, accounting for **59%** of the represented media outlets. Newspapers followed with 20%, television with **11%**, and social media with **10%**.

Several studies, including Sput and Katunzi (2020), propose that radio holds a prominent position as the most popular and accessible medium in Tanzania. It effectively reaches a large and diverse audience across the country, particularly in rural areas where other media options may be limited or unaffordable. The media landscape in Tanzania is characterized by its richness and dynamism, featuring 257 newspapers, 200 radio stations, 46 TV channels, 474 online TV channels, and approximately 100 news websites as of the beginning of 2023.

Despite this diversity, the precise number of journalists working in this sector remains unclear, given the absence of an official register or accreditation system for journalists in Tanzania. The data above indicates that the media outlets participating in the current survey were classified based on their names and types, including radio, TV, newspaper, or online platforms.

3.1.1 Respondents Distribution by Age

Table 3.2: Respondents Age

Category	Frequency	Per cent
18-30 years	48	48.0
31-43 years	37	37.0
44-55 years	14	14.0
46-67 years	1	1.0
Total	100	100.0

Source: Field data (2023)

The statistics in Table 3.2 highlight that the majority of the sample (48%) falls within the age group of 18-30, followed by 37% in the age group of 31-43, 14% in the age group of 44-55, and a minimal 1% in the age group of 56-67.

The data suggests skewness towards younger participants, particularly those aged between 18 up to 30 as indicated by a mean age of 31.7 and a median age of 30.5 respectively. These findings may signify a potential high turnover rate or a low retention rate in the media sector. However, it's noteworthy that significant minorities of journalists in Tanzania are middle-aged and possess considerable professional experience, potentially indicating a stable and loyal workforce in the media sector.

These insights carry implications for understanding the awareness and attitudes of different age groups towards gender issues and rights, as well as how they communicate or advocate for them. The study recommends exploring ways to enhance diversity and inclusion across various age groups in the media sector and outlines strategies to support and empower journalists across different age brackets.

3.1.2 Respondents Distribution by Gender

Table 4.4 below shows the descriptive statistics of gender for a sample of 100 media workers in Tanzania. The data is divided into two categories: male and female. The data provides the frequency and percent of each category.

Table 3.3: Descriptive statistics of gender representation

Gender	Frequency	Per cent
Male	47	47.0
Female	53	53.0
Total	100	100.0

Source: Field Data (2023)

According to table 3.3, the sample exhibits a slight majority of females (53%) among the 100 respondents. This indicates a relatively balanced gender representation in Tanzania's media sector, with a minimal gender gap. However, it is important to note that gender does not significantly affect the data related to sexual harassment and corruption in the sector.

These issues tend to be more pronounced among female media workers, influenced by factors such as culture, power dynamics, norms, ethics, and contextual considerations. Consequently, the data was analyzed by gender to compare and contrast the experiences and responses of male and female media workers to instances of sexual harassment and corruption.

3.1.3 Respondents Distribution by Level of Education

Table 3.4 presents descriptive statistics detailing the educational background of a sample comprising 100 media workers in Tanzania. The dataset is stratified by gender, distinguishing between male and female respondents. The survey utilized a closed-ended question

format, prompting participants to specify their education levels using the following categories:

Table 3.4: Education demographic characteristics

Characteristic	Category	Frequency	Percent
Education level	Primary Secondary Diploma Undergraduate degree Master's Degree	2 14 54 29 1	2.0 14.0 54.0 29.0 1.0
Total		100	100.0

Source: Field Data (2023)

The sample reveals that a majority of media workers in Tanzania possess a diploma (54%), followed by those with an undergraduate degree (29%), secondary education (14%), primary education (2%), and a master's degree (1%). This points to a relatively low incidence of formal education within the sector, with only 30% holding a university degree or higher. This educational trend could potentially impact the diversity, quality, and overall competence of the evolving media industry in Tanzania, given the sector's dynamic nature, while the education sector lags behind.

Furthermore, the data implies that the level of education might play a crucial role in shaping awareness and exposure to issues such as sexual harassment and corruption within the media industry. Journalists with higher educational qualifications tend to exhibit greater knowledge, confidence, and efficacy in addressing incidents of sexual harassment and corruption. They may also enjoy advantages in terms of access to information, resources, and professional networks, contributing to their overall effectiveness in navigating the complexities of the sector.

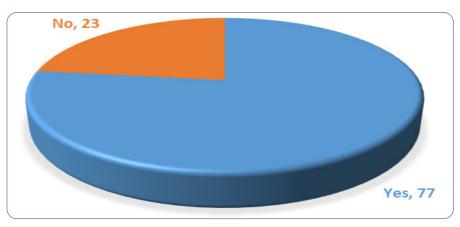
The educational level of individuals corresponds to their capacity for resisting and responding to instances of sexual harassment and corruption within the sector. Female journalists with advanced education often find themselves with a plethora of options and opportunities in the professional realm. Moreover, the influence they wield within their media houses may dissuade them from tolerating or overlooking such issues, recognizing the significance of their role and the potential consequences for their careers.

3.1.4 Prevalence of Sexual Harassment and Sexual Corruption

The findings of this study indicate that a significant majority of respondents (77%) have encountered instances of sexual harassment either in their workplace or during fieldwork, with a minority (23%) reporting no such experiences. The graphical representation illustrates the prevalence, with the blue slice representing "YES" (harassment experienced) and the red slice representing "NO".

Additionally, the survey highlights that 27% of respondents faced situations where news sources demanded sex in exchange for information or stories. Furthermore, 4% of participants reported being solicited for sexual bribes in the context of job opportunities, workplace favors, or access to lucrative assignments. Among the 27 female journalists surveyed, four of them encountered instances of sexual corruption or a combination of both sexual harassment and corruption, respectively.





Source: Field Data (2023)

The results show people in authority use their of positions and power to coerce, manipulate, or pressure journalists, especially women, to comply with their sexual demands or advances. This creates a hostile and unsafe work environment for the journalists, who fear losing their jobs, reputations, or opportunities if they resist or report the abuse.

The data also reveals that some of the perpetrators are news sources or public officials, who use their access to information or resources to bribe or blackmail journalists, especially women, to exchange sexual favours for news stories or coverage. This compromises the integrity and professionalism of the journalists, who may be forced to report biased or inaccurate information or to censor or omit important facts.

The qualitative study affirmed the prevalence and detrimental impact of sexual corruption and harassment within the surveyed media houses, underscoring the significance of independence, integrity, rights, and dignity as fundamental issues within these institutions.

One respondent emphasized:

"I was a news editor at a radio station and had a talented female colleague who applied for a program manager position. But the station manager said she had to sleep with him to get the job. He had the power to decide and he wouldn't promote her unless she pleased him sexually. She agreed to please him however she was not given the job offer instead the position was given to another woman who was his previous mistress." (Male editor, interview, 8th Sep. 2023).

The interview results also show gender differences in experiences and perceptions of sexual harassment and corruption among journalists where the responses show that male power and dominance secure male journalists from sexual exploitation more than their female counterpart.

"I held the position of news editor at a radio station, and there was a highly skills female colleague who applied for a program manager position. Shockingly, the station manager insisted that she had to engage in a sexual relationship with him to secure thejob. Despite her agreement to comply, she was not ultimately appointed to the role. Instead, the position was awarded to another woman who had previously been in a romantic relationship with the manager." (Male editor, interview, 8th September, 2023).

The interview results also highlighted gender disparities in the experiences and perceptions of sexual harassment and corruption among journalists. The responses indicated that male power and dominance play a significant role in shielding male journalists from sexual exploitation to a greater extent than their female counterparts.

"I have not faced any sexual harassment or corruption in my work. I think it is because of masculinity power compared to female journalists, who are seen as weak or inferior. I remember we went to cover a story with a public servant officer...but he only talked to my female colleague. I don't know what happened but it was easier to get stories from him when I went with her. I couldn't think it was sexual harassment or gender discrimination by then. But now I feel it was." (Male Journalist TV programme manager, 12th August, 2023).

The current study aligns with prior research, revealing concerning trends in gender equality and women's rights within the Tanzanian media sector, comparable to or worse than the global average. According to a 2020 study by TAMWA and IMS, women constitute only 22% of news subjects, 33% of news reporters, and 19% of news managers in Tanzania. Additionally, female journalists encounter significant levels of sexual harassment and corruption, with 67% reporting incidents of sexual harassment and 54% reporting instances of sexual corruption in their professional roles.

This baseline survey underscores the impact of financial and economic constraints on heightened vulnerability to sexual harassment and corruption within media organizations, as outlined in the table below:

Variable	Percentage
Experience of sexual harassment at media outlets	77%
Experience of sexual harassment from news sources	27%
Confirmation of sexual harassment by KI	59.4%
Participation or benefit from gender-related interventions (from 100 respondents)	54%

The study results also shows that respondents had different attitudes

and perceptions towards sexual harassment and sexual corruption. Some of the common themes that emerged from the qualitative data were:

- Insufficient awareness regarding the root causes of sexual harassment and sexual corruption contributes to the normalization of sexual exploitation within the working spaces of the media sector.
- ii. The perception of female journalists' vulnerability to sexual harassment and corruption includes victim-blaming, particularly focusing on their clothing choices, voices, and physical body shapes.
- iii. The fear of retaliation by perpetrators, resulting in job loss, vindication and bullying, has contributed to prolonged silence regarding ongoing sexual harassment, sexual exploitation, power imbalances, and gender inequality in the media organizations.

Historical patriarchal systems entrenched in the field of journalism were also unveiled. The findings further exposed the repercussions of sexual harassment and sexual corruption on journalists and the media industry, including psychological distress, low self-esteem, diminished performance, credibility loss, and a reduction in diversity.

The study also brought to light the elevated risks faced by certain journalists, particularly women, stemming from financial constraints and the absence of economic sustainability within media organizations. This observation implies that economic factors, including poverty, unemployment, low wages, and job insecurity, contribute to the occurrence of sexual harassment and corruption.

This finding is supported by other studies for example, Bussmann et al., 2019; Hunter et al., 2014; Kishor & Johnson, 2004) that have linked sexual harassment and sexual corruption to economic vulnerability and dependency.

The respondents emphasized that their gender played a significant role in shaping their experiences, perceptions, outcomes, and impacts related to issues of sexual harassment and corruption. They detailed a range of manifestations, including verbal comments, jokes, gestures, physical contact, assault, rape, coercion, blackmail, bribery, extortion, favouritism, nepotism, patronage, and quid pro quo. The interviews provided additional insights and specific examples, illustrating how these incidents unfolded in various situations. For instance:

"Some media owners or executives often deny or neglect financial support and necessary equipment to the journalists assigned to cover the news. Consequently, female journalists frequently encounter instances of sexual harassment and corruption. The financial constraints pose risks to journalists, compromising their security and autonomy," (Independent Source Sales Office).

The study revealed varying attitudes and perceptions among respondents regarding sexual harassment and sexual corruption in the media sector. These perspectives underscores the influence of social and cultural factors, including gender norms, stereotypes, roles, and expectations, on these issues. Such factors not only mold individuals' comprehension and responses to sexual harassment and sexual corruption in their professional settings but also they create impediments and difficulties in preventing and addressing these challenges within the media sector. These findings align with previous studies emphasizing the significant role of social and cultural factors in shaping perceptions of sexual harassment and sexual corruption (refer, for instance, to Gutek et al., 1990; MacKinnon & Siegel, 2004; Saguy et al., 2010).

The findings from interviews with 37 respondents' unveiled diverse forms and motivations behind sexual corruption, for instances of exchanging sex for news sources, stories, promotions, or protection. Respondents highlighted the repercussions of sexual corruption on

both their professional and personal lives, including compromises to journalistic integrity, conflicts of interest, harm to reputation, and psychological distress. Some selected quotes from the interviewees are provided below for illustration:

"I declined a promotion offer in exchange for a relationship with my boss. In response, he made my professional life unbearable. He assigned me the most challenging talks, criticized my work relentlessly, and spread damaging rumours about me. Eventually, I had to leave that media house and fescue another job". (A Female editor from personal conversation, August 14th, 2023).

"I refused to engage in a sexual relationship with my editor, and the consequences have been distressing. He consistently mistreats me, occasionally shouting at me in front of colleagues without apparent reason. Moreover, he withholds approval for my work and denies me business trips; I haven't been offered any in the past four years. I endured this silently, as his behavior instilled fear not only in me but also among my colleagues. Despite collecting evidence, I haven't officially reported it to management due to the fear of job termination. I am continuing to gather data, and my deputy news editor is aware of the situation. I am determined to stand firm, regardless of the challenges". (Survivor of sexual harassment, August 15th, 2023).

"At times, my news reporters find it necessary to leverage their interpersonal skills to secure compelling stories. It's part of the industry. I have encountered instances where both male and female journalists had to engage in some level of charm, perhaps going out for a flirting with a source, to extract the information they needed", 12th August, 2023).

"I had an affair with a married source. It was a mistake. I thought he loved me, but he was just using me to publish his stories. He got a better position in the government and left me. I was heartbroken and humiliated". (Woman broadcaster, personal communication, August 27th, 2020).

"I was abused online by one prominent figure in sports. He abused me verbally and went beyond social media just because at a press conference I asked a question he did not like, the saga went viral in social media until a committee was set up to mediate the situation. The perpetrator admitted to harass me online and apologized", (Sports Lady, Clouds FM 23/08/2023).

The above quotations indicate that sexual corruption is a serious and widespread problem affecting media industry in Tanzania. The high prevalence of sexual corruption may have negative consequences for the quality and credibility of the media, as well as the safety and well-being of media workers. The results also suggest that there is a need for more awareness and action to prevent and combat sexual corruption in the media sector.

The findings of this study align with prior research that has explored the existence and consequences of sexual corruption in various countries and regions. However, this study distinguishes itself by offering empirical evidence and first-hand testimonies regarding ongoing sexual corruption in Tanzania, employing a combination of both quantitative and qualitative methodologies. As such, it makes a valuable contribution to the literature on sexual corruption and media ethics, illuminating a phenomenon that has often been overlooked or concealed.

This section presents the responses of media practitioners, including managers, editors, and producers, to the question: Have you ever received a complaint from your employee/subordinate regarding being solicited for sexual bribes/favours?

"No incidents of bribe or corruption have been reported at our station, which is largely attributed to the substantial presence of women journalists. It is challenging to engage in sexual harassment, whether directed towards female or male journalists," (Radio Editor, interview, 8th August, 2023)

"I mediated a complaint several years ago involving a male producer who was reported to sexually harassing a female reporter. He was sending inappropriate text messages to her, unaware that she was documenting them as evidence. When he began intimidating the lady, she reported the matter to management. I convened a committee, summoned the producer, who admitted to the misconduct. I issued a stern warning, and the issue has not recurred since then (Chief Editor, interview, 8th August, 2023).

The response also suggests a notable level of awareness among the media workers regarding the detrimental impacts of sexual corruption on both their professional and personal lives.

This section outlines the responses of media workers to the question: In your view, what are the factors contributing to the occurrence of sexual harassment and sexual corruption incidents in the media?

"Many female journalists encounter sexual harassment or bribery during job searches. Certain influential figures misuse their positions and seek sexual favors in exchange for employment opportunities. Such individuals can hold positions at any level where such exploitative situations arise. (Male, Deputy Programme Producer, 22nd August, 2023)

These responses highlight a range of factors that contribute to sexual corruption in the media industry, including personal motives, economic pressures, professional challenges, educational gaps, and

moral considerations. The feedback also suggests that individuals of any gender may be implicated in sexual corruption, serving as either as requesters or bribe givers, depending on their circumstances and opportunities.

Moreover, this study underscores that sexual corruption is a pervasive and concerning issue impacting the media industry in Tanzania. It offers insights and implications for further research and practical interventions on this subject. By systematically and comprehensively addressing sexual corruption, the media has the potential to elevate its quality and credibility, thereby strengthening its role as a watchdog and a catalyst for social change.

"Sexual harassment and corruption are related to financial shortage in the media sector. They are both manifestations of power imbalance and exploitation. Women journalists who face sexual harassment and corruption are more likely to be coerced or pressured into sexual favours in exchange for material resources, career opportunities, or protection". (Female Programme Manager 12th August, 2023)

The State of the Media Report 2017-2018 highlighted the low pay and precarious nature of journalists' jobs. The government significantly influences the media economy, with privately owned income, ranging from 40 to 80%. To tackle economic challenges, it is imperative to provide increased financial support and protection for media outlets and journalists. Additionally, implementing legal and social measures is essential to prevent and combat sexual harassment and corruption within the media sector.

3.1.5 Existence of Policy, Regulations, Ethical Guidelines

Table 3.5: Existence of policy, regulations, and ethical guidelines

Category	Frequency	Per cent
Yes	67	67.0
No	22	22.0
Don't know	11	11.0
Total	100	100.0

Source: Field Data (2023)

About 67% of respondents demonstrated that media houses have at least some policies and procedures; only 22% claimed that their media houses did not have such policies and procedures, and only 10% claimed that they were not aware of them. However, a mismatch was demonstrated in the use of those policies.

On one side, 22 (22%) respondents from the same sample indicated that their respective media houses lacked such documents by selecting "No"; while 11 (11%) respondents expressed uncertainty about the existence of such policies in their media houses.

On the other hand, a significant majority of the respondents, 27 out of 37 (75%) were knowledgeable about past interventions aimed at addressing gender mainstreaming, sexual harassment or sexual corruption within the media sector in Tanzania.

The most common interventions that they mentioned were: Training or workshops on gender issues, rights, or skills for journalists. TAMWA, Internews, and Women in News (WIN) were highly mentioned and regarded as champions of providing knowledge on sexual harassment issues.

Regarding the availability of policies or guidelines, 20 (54.8%) respondents from the same sample size indicated that their media houses possessed policies or guidelines guiding staff in establishing healthy workplace relationships, and some served as editorial guidelines to encourage improved ethical practices among journalists. Moreover, 16 (45.2%) respondents stated that previous interventions such as training and mentoring sessions through TAMWA and other organizations, enhanced their skills in addressing gender equality, diversity, or inclusion within media organizations, particularly among senior journalists.

A significant majority of 25 respondents (68%) within the Key Informants (KI) group confirmed the data quantities by reporting journalists who had participated in or benefited from various forms of training or mentorship.

The reported interventions were noted to enhance their capabilities in addressing gender mainstreaming, as well as combating sexual harassment or sexual corruption within the media houses that had benefited from these initiatives.

The most common benefits of interventions were:

- a) Increased knowledge or awareness on how to deal with young female journalists on gender issues; or increased knowledge on issues of human rights, or opportunities for news editors and programme managers (62%),
- b) Improved skills or competencies in gender sensitivity, responsiveness, or mainstreaming for media workers (58%).
- c) Enhanced confidence or motivation on gender equality, diversity, or inclusion for media workers (54%).
- d) Reduced incidents or risks of sexual harassment or corruption for media workers (48%), and

e) Increased representation or recognition of women in positions such as programme managers (PM), Chief Editors (CE) and or participation in decision -making (42%).

Here are some testimonies from survey participants:

"Employees are transparent to 100% about issues of sexual harassment and sexual bribery. The station has a policy that directs various measures to be taken if an employee is found to have made mistakes, including issuing warnings, or taking appropriate action when someone experiences any form of sexual harassment. The leaders responsible for workers' rights are women, and they conduct regular meetings to remind each other and address any complaints promptly". (Female, Head of Discipline).

"The station educates its workers on their responsibilities, something that does not cause friction, new employees are given guidelines on how to live and work at the station with discipline." (Male, Head of Sports Desk).

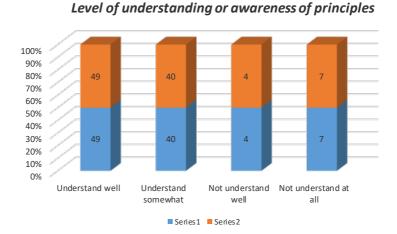
This section illustrates how media leaders dealt with and reported instances of sexual harassment in the media sector, as well as their expectations and preferences for preventing and addressing these issues. The interviews provided additional details and examples of their perspectives and strategies. For instance:

"We have a code of conduct and a sexual harassment policy for our media house. These documents clearly define and prohibit all forms of sexual harassment and corruption, outlining the procedures and mechanisms for reporting and addressing such incidents. Additionally, we conduct regular workshops and seminars for our staff to raise awareness and provide training on these issues. Our goal is to foster a culture of zero tolerance and respect." (Female Editor-in-Chief, Newspaper). "We do not have any policies or mechanisms to prevent or deal with sexual harassment and corruption in our media house, because we do not think that these issues are a problem or a priority for us. We have never had any cases or complaints of sexual harassment and corruption, and we do not see any need or benefit for having such policies or mechanisms. We think that these issues are personal and private matters and that they should be dealt outside the media house." (Male Programme Producer, TV station)

The findings agree with the literature review and the research objectives, as they confirm existing concepts and theories of sexual harassment in the media sector in Tanzania. The findings also provide some new information and insights on the issues of sexual harassment in the media sector in Tanzania, as well as some recommendations for the media sector and other stakeholders.

3.1.6 Familiarity or Awareness of Existing Policies and Guidelines

Figure 3.2: Understanding of the existing policies, regulations, and ethical guidelines



Only 49% of the respondents reported that they understand these policies, regulations, and ethical guidelines well, while 40% said that their understanding is minimal. On the other hand, 11% of the respondents indicated that they do not understand these policies, regulations, and ethical guidelines on the matter.

These findings prompt a reflective question. Despite the discovery that at least 67% of the respondents mentioned their respective media houses have internal policies or guidelines to address sexual harassment and corruption, a subsequent question revealed that the majority lacked a comprehensive understanding of the existing policies, regulations, and ethical guidelines aimed at preventing sexual harassment and corruption in the Tanzanian media sector.

Reporting Procedures

Another theme that emerges from the data is the lack of awareness and reporting of sexual harassment and sexual corruption in the media sector. The data shows that many journalists, especially women, do not have a clear understanding of what constitutes sexual harassment and sexual corruption, and how to identify and respond to them.

As a result of lack of the knowledge concerning their rights and the legal and institutional mechanisms that are available to protect journalists from such abuses of sexual harassment and sexual corruption, the data also shows that many journalists, especially women, do not report sexual harassment and sexual corruption they experience or witness, due to various reasons, including stigma, shame, fear of retaliation, lack of trust, or lack of support.

The data also indicates that there is a culture of silence and denial in the media sector, where sexual harassment and sexual corruption

are normalized, tolerated, or ignored, and victims are blamed, shamed, or isolated.

Gender Mainstreaming Practices

Another notable theme arising from the data is the need for gender mainstreaming and gender sensitivity within the media sector. The data shows that, despite the fact that some prior interventions have played a great part in improving the situation, there is a persistent lack of gender balance and diversity in the media sector.

In many media houses women are underrepresented, marginalized, or discriminated in terms of leadership, decision-making, opportunities, and resources. The data also shows that there is a lack of gender awareness and training among media managers and staff, which may have stereotypical or biased views or attitudes towards women and gender issues.

Gender-Sensitive Policies

The data also shows that there is a lack of gender-sensitive policies and practices in the media outlets, such as codes of conduct, grievance mechanisms, or gender audits that could prevent or address sexual harassment and sexual corruption and promote a gender-inclusive work culture.

On gender mainstreaming aspect, the results show that about 78% of the respondents showed that media houses are gender sensitive because of work distribution on basis of journalistic roles and assignments by individuals' capacity, not because of sex.

Only 20% of the respondents stated that the distribution of work was not, in accordance to the individual merits and 2% of the respondents did not show their positions. In addition, the present

survey aimed to further assess the existing policies, procedures, and mechanisms in place that intend to prevent and address sexual harassment and sexual corruption.

Table 3.6: Gender mainstreams and the reach of gendersensitive practices

Category	Frequency	Per cent
Yes	78	78.0
No	20	20.0
Don't know	2	2.0
Total	100	100.0

Source: Field Data (2023)

The survey also explored the effectiveness of gender mainstreaming interventions in preventing and addressing sexual harassment and sexual corruption in the media sector in Tanzania. The survey used a mixed-methods approach, involving a questionnaire with 100 journalists and interviews with 37 key informants from 22 media companies in six regions.

The follow-up questionnaire asked the participants whether they had participated in or benefited from any gender mainstreaming interventions in the media sector in Tanzania. The results showed that 54% of the participants said yes, while 46% said no. The participants who said yes were asked to name or describe the interventions that they have participated or benefited from. The most common interventions that were mentioned by the participants were:

- Training or workshops on gender issues, rights, or skills (32%)
- Mentoring or coaching programs for women journalists (18%)

- Sexual harassment for women journalists (16%)
- Gender policies or guidelines for media organisations (14%)
- Gender desks for media organisations (10%)
- Gender awards or recognition for journalists (6%)
- Other interventions (4%)

Furthermore, the interviews with the media executives also explored their involvement and experience with gender mainstreaming interventions in the media sector in Tanzania. The results showed that 18 out of 37 media executives stated that they had either implemented or supported gender mainstreaming interventions in their respective media outlets. The most common cited interventions were similar to those reported by the journalists, such as training, mentoring, networking, policy development, and gender audits.

On the same note, the media executives also gave positive feedback on the effectiveness and impact of these interventions on their staff and organisation.

"I learned a lot from the training on the gender issues and rights for media workers provided by TAMWA, and later on I participated in a workshop by BBC Media Action in Dar es Salaam. Through these experiences, I acquired knowledge about various forms of sexual harassment and corruption, along with strategies for identification and prevention. The sessions also covered the legal and ethical frameworks to safeguard journalists from such incidents. Additionally, I learned about the opportunities and resources that are available to us as media workers." (Female editor, interview, 12th August 2023).

Best practice: Gender Mainstreaming in content, leadership, editorial

"I have put in place mechanisms to mainstream gender in my media. Our gender policy is awaiting approval by the board and we set up a dedicated a gender desk. We've conducted education sessions for all staff, with a focus on females. We have established mechanisms to resolve disputes when they arise, and my office promotes equality through education and empowerment. Recognition of performance serves as motivation. Our media outlet does not discriminate in news assignments. In terms of leadership, two out of three top leaders are women. Content wise, we have a special monthly supplement focusing on promoting gender issues for wider circulation" (Newspapers Managing Editor, interview, 12th August 2023).

Similarly, another participant said:

"My skills in gender sensitivity and responsiveness improved, before I didn't know how to deal with women professionally at my work-place. Now, I'm an editor and I deal professionally with many journalists, and some of them have just graduated from school. I learned how to use gender-sensitive language and terminology when dealing with them." (Male Station Manager, interview, 15th August, 2023).

Furthermore, another participant said:

"I acquired the skill of covering and approaching various news topics or genres from a gender perspective, a skill not imparted during my college education. Through workshops and reading, I learned to incorporate gender analysis and indicators into my work. I hope that other news editors can also benefit from similar initiatives." (Female Editor, interview, 18th August, 2023).

Some interviewees confirmed that the media sector in Tanzania is marked by gender inequality, which contributes to sexual harassment and corruption. They said that women in this sector face discrimination and marginalization based on their sex or gender, resulting in lower pay, fewer opportunities, and more barriers than men.

These interviewees did not want to give vivid evidence of disparity in payment between male and female journalists in their respective media houses claiming that it was confidential information. However, their testimonies were consistent with a study by Van den Broeck et al. (2023), which found that women earn 40 to 46 per cent less than men in urban areas and 12 to 77 per cent less than men in rural areas in non-farm wage- and self-employment activities, including the media sector.

One of the interviewees also shared their personal experience of gender inequality in the media sector:

"I have seen that women are promoted less than men in the media sector, as they are often confined to lower-level positions and have less decision-making power. They are also harassed more and assaulted more than men in the media sector, as they are subjected to sexual advances, threats, and coercion by their male colleagues, supervisors, or sources." (Male Editor, interview, 18th September, 2023).

The evidence from this interview and other sources indicates that women journalists in the media sector in Tanzania face more violence and abuse than men in the same sector. The participants from the key informant interviews also explained why they found the interventions effective. The most common reasons given by 37 of the qualitative participants were:

- The interventions increased their knowledge and awareness of gender issues and rights (10).
- The interventions improved their skills and confidence as journalists (8).
- The interventions provided them with opportunities and support for their career development (7).
- The interventions enhanced their network and collaboration with other journalists or stakeholders (6).

- The interventions improved their working conditions or environment in terms of safety, respect, or equality (3).
- The interventions influenced their media content or coverage in terms of quality, diversity, or relevance (3).

The findings from both the questionnaire and the interviews suggested that some media houses in Tanzania have implemented and supported gender mainstreaming interventions, which have had some positive effects to the journalists and the media sector. However, these interventions have also faced some challenges and gaps that need to be addressed and improved. Some of the challenges and risks identified by the Key Informants (KI) include:

• Lack of resources and commitment: Some media houses face challenges in implementing gender mainstreaming interventions due to limited financial and human resources, hindering effective and sustainable initiatives. Additionally, a lack of commitment and political will to support gender equality and accountability further complicates matters in some cases within the media sector. For example, one key informant stated:

"Some media houses are not willing to invest in gender mainstreaming because they think it is not profitable or important. They do not allocate enough budget, time, or staff for gender-related activities and training. They also do not monitor or evaluate the impact of their interventions," (Female journalist, interview, 20th September, 2023).

Resistance and backlash: Some media workers, especially
men, resist or oppose gender mainstreaming interventions
because they perceive them as a threat to their status, power,
or privileges. Some also faced backlash or harassment from
their colleagues, supervisors, or sources for challenging the
existing gender norms and stereotypes in the media sector.
For example, one key informant said:

"Some men in the media sector resist gender mainstreaming, fearing it may diminish their opportunities or benefits. Furthermore, they engage in harassment or discrimination against women who actively participate in gender mainstreaming interventions. They make sexist jokes, comments, or gestures, or by excluding or undermining these women in their work." (Male Editor, interview, 18th September, 2023).

Lack of coordination and collaboration: Some media houses
work in isolation or competition with each other, rather
than in coordination or collaboration, to implement gender
mainstreaming interventions. Some also lack the linkages and
partnerships with other stakeholders, such as civil society
organizations, policymakers, or academia, to enhance the
effectiveness and sustainability of their interventions. For
example, one key informant said:

"Some media houses refrain from sharing their experiences or best practices with others in the industry. Additionally, they fail to engage or consult with other stakeholders involved in addressing gender issues within the media sector. This missed opportunity deprives them of valuable learning experiences, hinders the creation of synergies, and prevents the formation of alliances for gender mainstreaming," (Female Trainer, interview, 22^{nd} September, 2023).

Therefore, the study recommends some strategies and actions to enhance the effectiveness and sustainability of gender mainstreaming interventions in the media sector in Tanzania. Based on these themes and findings, the report has provided some recommendations and suggestions for possible solutions and actions to tackle these issues and improve the situation.

Factors or causes of sexual harassment and sexual corruption in the media

According to the study, some of the factors or causes of sexual harassment and sexual corruption in the media sector in Tanzania are:

- a) Power imbalances between men and women, and between senior and junior journalists, creating opportunities and incentives for abuse and exploitation.
- b) Gender inequality and discrimination devalue and objectify women, but also reinforce stereotypes about female journalists' abilities and aspirations.
- c) Financial shortages and lack of economic sustainability in the media houses make some journalists, especially women, vulnerable to coercion or bribery.
- d) Poor knowledge of human rights and values, and fast deterioration of social and moral standards of people.
- e) Lack of effective policies and mechanisms to prevent and address sexual harassment and sexual corruption in the media sector.

Some of the data and personal experiences of the interviewees were:

77% of the 100 respondents reported experiencing sexual harassment at their respective media outlets, and 27% reported experiencing sexual harassment from their news sources or in the field. One female editor said:

"I experienced sexual harassment from my editor, who sought a sexual relationship with me in exchange for a promotion. When I refused, he threatened to terminate my employment. Despite reporting the incident to the human resources department, no action was taken. I felt humiliated and betrayed, ultimately leading to my decision to leave that media house."

"I experienced sexual harassment from my editor who sought a sexual relationship with me in exchange for a promotion. When I refused, he threatened to terminate my employment. Despite reporting the incident to the human resources department, no action was taken. I felt humiliated and betrayed, ultimately leading to my decision to leave that media house."

Another female radio programme manager said:

"I was sexually compromised by a politician who offered me money and gifts in exchange for writing positive stories about him and his party. I reluctantly accepted as I needed the money to support my family. Despite feeling ashamed and guilty, I believed I had no other option at the time".

Risks for the Baseline Survey

Sexual harassment and corruption are serious challenges that affect the media sector in Tanzania, but they are often hidden and unreported due to various factors. These challenges and limitations pose significant risks to the baseline survey, as they may impact the validity and reliability of the data collected, as well as the analysis and interpretation of the findings, recommendations, and proposed actions as follows:

- ➤ The media sector lacks effective policies and mechanisms to prevent, report, and respond to sexual harassment and corruption.
- ➤ The media sector also suffers from a lack of gender balance and diversity, with women being underrepresented, marginalized, or subject to discrimination.
- ➤ The media sector also lacks gender sensitivity and competence, where the media managers and staff may have stereotypical or biased views or attitudes towards women and gender issues.

- ➤ This situation poses a complex challenge that requires a thorough analysis of the situation on sexual harassment, sexual corruption, and gender interventions in the media in Tanzania.
- Mumbling due a fear to lose the only job that supports the family.

General Conclusion

The media is a crucial and influential sector with the potential and the responsibility to bring about positive change in society. Nevertheless, it encounters various obstacles and threats, including sexual harassment, corruption, and gender imbalance which impede its effectiveness, integrity, and diversity.

This report has offered an overview of the current prevalence of sexual harassment, corruption, and gender mainstreaming in the Tanzanian media, drawing on available data and literature. It emphasizes the impacts and the implications of these issues for the media and the society.

The report underscores the need and opportunity for further research, action, and collaboration efforts to address these issues and enhance the media's situation and contribution in Tanzania.

4.0 SUMMARYAND RECOMMENDATIONS

4.1 Summary and Recommendations

This chapter presents a comprehensive summary of the key study's findings, conclusions, and recommendations. The primary objective was to explore and understand the phenomenon of sexual harassment and sexual corruption in the media sector in Tanzania. Additionally, the study aimed to evaluate the efficacy of gender mainstreaming interventions in preventing and addressing these incidents. Employing a mixed methods research design, the investigation integrated both quantitative and qualitative data collection and analysis, drawing insights from a sample comprising 100 media workers and 37 media executives.

4.2 Summary of the Key Findings

Sexual harassment and sexual corruption are prevalent and serious problems in the media sector in Tanzania that affect both male and female journalists, especially women. The study found that 78% of the respondents reported experiencing sexual harassment in their respective media outlets, and 27% reported experiencing sexual harassment from their news sources.

The study also found that 59.4% of the key informants confirmed that such actions are happening in the media sector, and 35.1% of the women and 24.3% of men from the qualitative section (37 of KI) reported experiencing or witnessing sexual harassment or sexual corruption in their work environment.

Sexual harassment and sexual corruption are influenced by various factors at different levels, such as power dynamics, gender norms, cultural values, economic pressures, political interests, and so forth. The study found that the most common forms of sexual harassment and sexual corruption were verbal harassment (such as jokes, comments, or insults), physical harassment (such as touching,

groping, or kissing), and quid pro quo harassment (such as offering or demanding favours or benefits in exchange for information or coverage).

The study also found that the most common perpetrators of sexual harassment and sexual corruption were superiors (such as managers, editors, or directors), colleagues (such as co-workers or peers), and news sources (such as politicians, officials, or celebrities).

Sexual harassment and sexual corruption have negative impacts on various aspects, such as well-being, professionalism, performance, rights, dignity, agency, and voice. The study found that the most common impacts of sexual harassment and sexual corruption were: psychological distress (such as stress, anxiety, or depression), low self-esteem (such as feeling worthless, ashamed, or guilty), poor performance (such as losing motivation, concentration, or quality), loss of credibility (such as being seen as biased, unprofessional, or incompetent), and reduced diversity (such as quitting, changing, or avoiding certain assignments or roles).

Furthermore, the study revealed a dearth of awareness, willingness, and cooperation among media workers and leaders in addressing and reporting these issues. The findings underscore a prevalent power imbalance, a culture of silence, and a deficiency in accountability and support within the media sector to effectively prevent and address these concerns.

The study found that only 55% of the respondents claimed that they were educated about sexual harassment and sexual corruption when they were employed and that only 22% claimed that their media houses did not have any policies or procedures to prevent and deal with stated issues. The study also found that 64% of the respondents suggested that providing education is the most common step to address sexual harassment and sexual corruption in the media sector, followed by reporting (18%), counseling (10%), and legal action (8%).

During interviews with media executives, it was revealed that 18 out of 37 executives have implemented or supported gender mainstreaming interventions in their media outlets. They provided affirmative feedback on the positive effects and impact these interventions had on both their staff and the organization. Nevertheless, some executives acknowledged challenges and limitations associated with these interventions, citing issues such as insufficient resources, sustainability concerns, coordination gaps, challenges in monitoring, evaluation and follow-up.

4.3 Recommendations:

The findings of the research suggest some recommendations for improvement and action for targeted various stakeholders, including policymakers, media managers, journalists, civil society organizations, the community, and others.

For example: **Policymakers** should develop and implement comprehensive and gender-responsive policies and mechanisms for addressing and preventing sexual harassment and sexual corruption in the media sector in Tanzania. These policies and mechanisms should include clear definitions, standards, procedures, sanctions, and remedies in dealing with such incidents; as well as adequate resources, capacity, accountability, and coordination for ensuring their effectiveness and implementation. They should put strict laws and policies at the level of government and institutions and society in general, to hold perpetrators responsible.

Here are some of the legal measures that can be formulated to enhance the handling of sexual harassment, corruption and gender-related issues within the media houses in Tanzania:

• The Law of Marriage Act sets the minimum age of marriage at 15 for girls and 18 for boys. This law was ruled unconstitutional by the High Court of Tanzania in 2016, and the ruling was

upheld by the Court of Appeal in 2019. However, the law has not been repealed or amended yet, and it continues to undermine the rights of women and girls to be free from violence and discrimination.

- The Anti-Corruption Act criminalizes various forms of corruption, including bribery, embezzlement, abuse of office, and illicit enrichment. However, this law does not explicitly recognize or address sexual corruption, commonly referred to as sextortion, involving the exchange of sexual favours for official benefits or services.
- The Media Services Act regulates the media sector and aims to promote freedom of expression, media ethics, and public interest. However, this law also imposes restrictions and sanctions on the media, such as licensing requirements, content regulations, and penalties for defamation, sedition, or false news. These provisions can be used to control and censor the media, especially on sensitive or critical issues, such as sexual harassment and sexual corruption, human rights, or gender equality.

Media managers should establish and nurture a gender-sensitive organizational culture and frameworks that are communicated to all staff, fostering a climate of respect for diversity and inclusion within their media houses. These frameworks should actively promote gender equality, equity, and empowerment in both employment and decision-making processes. Additionally, they should emphasize gender responsiveness, sensitivity, and mainstreaming in the formulation of policies and mechanisms. Incorporating gender awareness, education, and training into professional development programs is crucial. Furthermore, media houses should strive for gender balance, representation, and participation in media content and language.

It is imperative for media owners and leaders to comprehend that sexual harassment and sexual corruption are serious offenses with the potential to damage the company's reputation. Raising awareness among media owners and leaders about the gravity of such misconduct is essential for fostering a workplace environment that prioritizes a safe and respectful atmosphere for all employees.

Trusted and accessible complaint procedures: Media organizations should have effective and accessible mechanisms for staff and stakeholders to report any incidents or concerns of sexual harassment or corruption. The mechanisms must guarantee confidentiality, impartiality, timeliness and adherence to due processes. Additionally, they should offer support and protection to the complainants, witnesses and respondents involved.

Journalists should enhance their knowledge, skills, and competencies on gender issues including and rights in their media works. Journalists should be able to identify, prevent, and report sexual harassment and sexual corruption incidents; as well as to integrate gender perspectives and principles in their media work. They should also be able to produce quality and diverse media content that reflects and addresses the needs and interests of women and men in society.

Civil society organizations such as TAMWA should continue to support and advocate for gender mainstreaming in the media sector in Tanzania. They should monitor and evaluate the status and progress of gender mainstreaming interventions annually; as well as provide feedback and recommendations for improvement. They should also collaborate and partner with other stakeholders to share experiences and best practices on gender mainstreaming and establish and build capacity of gender desks; as well as capacity building, and substantial advocacy to create and raise awareness, and mobilize action on gender issues and rights in the media sector.

TAMWA should increase its collaboration with journalism colleges and higher learning institutions to heighten awareness about sexual harassment and sexual corruption among students in advance. This proactive approach aims to better prepare them with resilience and awareness, equipping them for challenges they may encounter in the field.

TAMWA should create a series of dialogues among journalists' networks such as TADIO, UTPC and Journalism institutions in advocating against sexual harassment and sexual corruption.

Community: education and orientation on gender, human rights, and relationships should commence from family community levels with the aim of reshaping mindsets from an early age. The initial focus should be on family education, instilling values in children to become responsible citizens and contributing positively to social structures. Schools, in addition to academic subjects, should foster social studies to impart broader knowledge about societal dynamics and relationships to students.

5.1.1 Gender Mainstreaming

Gender mainstreaming is a strategy that aims to integrate gender perspectives and principles in all aspects of an organization or a sector (UN Women et al., 2011). It can be done by identifying and addressing the different needs and interests of women and men, developing and implementing policies and mechanisms that protect and empower women and men, and providing training on gender issues.

According to organizational culture theory, gender mainstreaming is a process of organizational change that requires transforming the norms, values, practices, and structures that shape the culture of an organization or a sector (UN Women et al., 2011). Gender mainstreaming is not only a technical or instrumental task, but also a political and ethical one.

Gender mainstreaming challenges the power dynamics and inequalities that are embedded in the media sector and society. It aims to create a media sector that is more inclusive, diverse, democratic, and accountable. It can have positive effects on the performance, quality, and sustainability of the media sector and its products and services (UN Women et al., 2011).

5.1.2 Forms of Sexual Harassment and Sexual Corruption

Sexual harassment and sexual corruption can take various forms and degrees of severity depending on the context and situation in which they occur. Mwakikagile (2017) identifies four main forms of sexual harassment and sexual corruption that occur in the media sector in Tanzania:

- 1. Within media organizations (between colleagues or superiors),
- 2. Outside media organizations (between sources or clients),

- 3. In the field (during assignments or events), and
- 4. Online (through digital platforms).

These forms of sexual harassment and sexual corruption can vary in their frequency, intensity, duration, impact among others depending on various factors that will be discussed in the next subsection. However, they all share some common characteristics that make them unacceptable and harmful to the victims or targets and to the media sector as a whole..

5.1.3 Theory and conceptual framework

This study researched relevant theories that guided the research on sexual harassment and sexual corruption in the media sector. These theories were:

i. Sex-role spillover theory

Sex-role spillover theory, proposed by Gutek (1985), explains how sexual harassment occurs when gender roles and expectations from one domain (such as society or family) spill over to another domain (such as work or media). This theory suggests that sexual harassment is more prevalent in male-dominated or sex-segregated occupations or environments where women are seen as intruders or outsiders who do not conform to the normative masculine culture or standards.

In such settings, women may experience sexual harassment as a form of gender boundary maintenance, power assertion, or sexual attraction that is based on stereotypical assumptions about women's roles or characteristics.

Sex-role spillover theory can help understand the causes and consequences of sexual harassment in the media sector, which is traditionally dominated by men and characterized by a masculine culture that values competitiveness, aggressiveness, risk-taking, and autonomy.

Women who enter or work in the media sector may face sexual harassment as a result of their minority status, their deviation from the expected gender norms, or their challenge to the established power structure.

ii. Organizational power theory

Organizational power theory, proposed by MacKinnon (1979), suggests that sexual harassment is a manifestation of power dynamics within organizations where perpetrators use harassment as a way to maintain or enhance their status and control over others.

This theory indicates that sexual harassment is more common in hierarchical or authoritarian organizations where there is a lack of accountability or transparency, and where there are power imbalances between supervisors and subordinates; where there are scarce resources or opportunities and where there are low levels of job security or satisfaction. Organizational power theory can help understand the causes and consequences of sexual corruption in the media sector, which is often characterized by a high degree of uncertainty, competition, and pressure.

Journalists who work in the media sector may face sexual corruption as a result of their dependence on sources, authorities, or gatekeepers for information, access, or protection, and their exposure to risks or threats, and their aspiration for rewards or recognition. Sexual corruption may affect their integrity, credibility, independence, and quality of their work. According to the organizational power theory, some of the factors that influence sexual harassment and sexual corruption are:

 The power imbalance between the perpetrators and the victims. The perpetrators may have more control over resources or more ability to cope with uncertainty than the victims. For example, a senior editor may have more access to information, funding, and sources than a junior reporter. A veteran journalist may have more expertise, reputation, and social networks than a novice colleague. These differences in power can create dependencies and vulnerabilities that can be exploited by the perpetrators for sexual purposes.

- The lack of accountability and transparency in the organization. The organization may not have clear policies, procedures, or mechanisms to prevent, report, or address sexual harassment and sexual corruption. The organization may also have a culture of silence or complicity that discourages or intimidates the victims from speaking out or seeking justice. For example, a media company may not have a code of conduct or a grievance committee to deal with sexual misconduct. A media outlet may have a history of covering up or ignoring sexual scandals involving its employees or partners.
- The resistance to change or innovation in the organization. The organization may not be willing or able to adapt to changing social norms, technological advancements, or market demands. The organization may also have a rigid or conservative culture that resists diversity, inclusion, or empowerment. For example, a media organization may not embrace new forms of media such as social media, citizen journalism, or digital platforms. A media institution may have a patriarchal or hierarchical culture that excludes women from decision-making positions or leadership roles.

5.2 Empirical Literature Review

This section provides a summary and critique of the key empirical studies conducted on the global or Tanzanian landscape regarding sexual harassment and sexual corruption in the media sector. It also assesses the status and effectiveness of gender mainstreaming interventions aimed at preventing and addressing these incidents.

One of the most comprehensive and recent studies on sexual harassment and sexual corruption in the media sector worldwide is the global survey conducted by the International Federation of Journalists (IFJ) in 2018, which involved 400 respondents from 50 countries (IFJ, 2018). The main findings of this study are: 64% of female respondents reported experiencing some form of sexual harassment in their work, such as verbal (49%), non-verbal (28%), physical (23%), visual (15%), or cyber (12%). 26% of female respondents reported experiencing some form of sexual corruption in their work, such as bribery (12%), extortion (9%), nepotism (8%), or patronage (7%).

The main perpetrators of sexual harassment and sexual corruption were male colleagues (45%), male sources (25%), male managers (37%), or male clients (6%). The main impacts of sexual harassment and sexual corruption were psychological (58%), professional (42%), physical (18%), or social (16%). The main reasons for not reporting sexual harassment and sexual corruption were fear of retaliation (36%), lack of trust in the system (34%), lack of awareness of the procedures (22%) and lack of support from the organization (20%).

A study by Carter et al. (2018) examined the experiences of women journalists in Pakistan and found that sexual harassment was prevalent and pervasive in the media sector and that it was influenced by the cultural and religious norms that defined women's roles and rights in society. The study found that sexual harassment was used as a tool to discourage women from entering or staying in the media profession, to undermine their credibility and authority, or to exploit their vulnerability and dependence.

A study by North (2009) that explored the experiences of women journalists in South Africa found that sexual harassment was common and normalized in the media sector and that it was influenced by the patriarchal and sexist attitudes that prevailed in society. The study

found that sexual harassment was used as a way of asserting male dominance and control over women, expressing sexual interest or desire for women, or punishing women for their success or ambition.

5.2.1 Empirical Study in Tanzania

Sexual Harassment in the Workplace: A Case Study of Women Working in the Banking Sector in Tanzania. This is a research article that investigated the prevalence, forms, causes, and effects of sexual harassment in the banking sector in Tanzania. It used a mixed-methods approach to collect data from 120 female bank employees in Dar es Salaam. It found that sexual harassment is a common and serious problem that affects women's performance, health, and dignity. It also identified some of the factors that contribute to sexual harassment, such as patriarchal culture, power imbalance, lack of awareness, and inadequate policies and mechanisms.

Gender Mainstreaming in Local Government Authorities: A Case Study of the Morogoro Municipal Council in Tanzania. This is a master's thesis that examined the extent and challenges of gender mainstreaming in local government authorities in Tanzania. It used a qualitative approach to collect data from 20 key informants and 60 respondents from Morogoro Municipal Council. It found that gender mainstreaming is still at a low level and faces various obstacles, such as a lack of political will, resources, capacity, coordination, and participation. It also provided some recommendations to improve gender mainstreaming practices and outcomes.

Gendered Corruption: Exploring the Relationship between Gender and Corruption in Public Service Delivery in Tanzania. This is a policy brief that explores how gender influences corruption in public service delivery in Tanzania. It used data from the Afro barometer survey to analyze how men and women experience and perceive corruption differently. It found that women were more likely to encounter

corruption when accessing public services, such as health care, education, and water. It also found that women were more likely to disapprove corruption and report it than men. It suggests some policy implications to address gendered corruption and promote gender equality.

5.2.2 Findings from Literature Rreview

Previous studies have shown that sexual harassment and sexual corruption are prevalent and serious problems in the media sector worldwide and that they are influenced by various factors at different levels, such as individual, interpersonal, organizational, community, and societal levels. Previous studies have also shown that sexual harassment and sexual corruption have negative impacts on various aspects, such as well-being, professionalism, performance, rights, dignity, agency, voice, etc.

5.2.3 Gaps Identified

Previous studies have also shown that there are gaps and challenges in addressing and preventing sexual harassment and sexual corruption in the media sector, such as lack of comprehensive and comparable data, lack of effective and gender-responsive policies and mechanisms, lack of awareness and capacity, lack of gender mainstreaming, etc.

5.2.4 Research gap

Based on the studies that were reviewed, there is a gap in the literature on how gender mainstreaming, sexual harassment and sexual corruption interact and influence each other in Tanzania. Most of the studies focus on one of these issues separately, without considering the interconnections and implications of others. For example, the study on sexual harassment in the banking sector does not examine how gender mainstreaming policies and practices affect the prevalence and forms of sexual harassment, or how sexual corruption may facilitate or deter sexual harassment.

Similarly, the study on gender mainstreaming in local government authorities does not explore how sexual harassment and sexual corruption may undermine or enhance gender mainstreaming efforts and outcomes. Likewise, the study on gendered corruption in public service delivery does not analyze how sexual harassment and gender mainstreaming may shape or be shaped by gendered corruption.

The conclusion is driven to state that, there is a need for a comprehensive and holistic study that investigates the relationship between gender mainstreaming, sexual harassment and sexual corruption in Tanzania. Such a study would contribute to the existing knowledge and literature by providing a deeper and broader understanding of the complex and dynamic interactions and impacts of these issues on women's rights, empowerment, and well-being.

5.2.5 Research contribution

This research filled the gap by conducting a mixed methods study that collected and analyzed both quantitative and qualitative data from media workers in Tanzania on their experiences and perceptions of sexual harassment and sexual corruption in the media sector.

In addition, the present study shows the current status of gender mainstreaming in media houses in Tanzania and provide evidence-based recommendations for policymakers, media executives, journalists, and civil society organizations. The research contributes to existing literature on the topic and provides insights for improving the situation of women breaking the sealing to the decision-making position in the media sector in Tanzania.

APPENDEX I (Questionnaire)

Tool Number One: Questionnaire for Media Journalists

Tanzania Media Women's Association (TAMWA) is conducting a survey to obtain information about sexual harassment, sexual corruption and gender equality as observed in the media in Tanzania. The information obtained will aid in identifying more effective strategies to address the challenges associated with these issues in the Tanzanian media landscape. Your provided information is treated confidentially, and completing this questionnaire will require approximately 15 minutes of your time.

Section A: Demographic information

Please put a tick mark \square in the space provided to provide your correct information

1.	Age	18 - 30	31 - 43	44 – 65	66 – 67	above 68		
2.	Gender	M	F					
3.	Education	Primary	Secondary	Diploma	Degree	Postgraduate	masters	PhD
4.	Experience in the media	0 -3	4 – 6	7 – 9	10 - 12	13-15	15-17	17+

- 5. What is your media type? Please select by ticking ✓ from the following categories below:
 - i. Print media (newspaper, magazine, etc.) []
 - ii. Radio []
 - iii. Television []

- iv. Social Networks (Online media (website, blog, social media, etc.) []
- v. If you have any other information about this question, please explain

Please put a tick \square in front of the answer that is correct for you

SN	Item	Yes	No
7.	I have been sexually harassed at work		
	I have been asked for a sexual bribe to get information, to get a job or some favour		
8.	The editor or the head of my department has ever touched me without my consent, but I remain silent to avoid jeopardizing my employment.		
9.	I was educated about the issues of sexual harassment and sexual bribery when I was employed here		
10.	Certain sources of information, such as politicians and executives, have denied me access to information unless I reciprocated with expression of affection.		
11.	The division of labour is based on the ability of a person in my organization.		

Section B: Policies and mechanisms for preventing and addressing sexual harassment and sexual corruption

Please answer the following questions about the policies and mechanisms that exist in your media organization to prevent and address sexual harassment and sexual corruption.

- 12. Does your media organization have a policy or code of conduct explicitly outlining and prohibiting sexual harassment and sexual corruption?
 - a. Yes
 - b. No
 - c. Don't know
- 13. If yes, how familiar are you with this policy or code of conduct?
 - a. Very familiar
 - b. Somewhat familiar
 - c. Not very familiar
 - d. Not familiar at all
- 14. If yes, how effective do you think this policy or code of conduct is in preventing and addressing sexual harassment and sexual corruption in your media organization?
 - a. Very effective
 - b. Somewhat effective
 - c. Not very effective
 - d. Not effective at all
- 15. If no or don't know, why do you think your media organization does not have such a policy or code of conduct?
- 16. Does your media organization have a mechanism or procedure for reporting and resolving cases of sexual harassment and sexual corruption?
 - a. Yes
 - b. No
 - c. Don't know

- 17. If yes, how familiar are you with this mechanism or procedure?
 - a. Very familiar -Somewhat familiar
 - b. -Not very familiar
 - c. -Not familiar at all
- 18. If yes, how effective do you think this mechanism or procedure is in reporting and resolving cases of sexual harassment and sexual corruption in your media organization?
 - a. -Very effective
 - b. -Somewhat effective
 - c. -Not very effective
 - d. -Not effective at all
- 19. If no or don't know, why do you think your media organization does not have such mechanism or procedure?

Section C: Practices and challenges of gender mainstreaming

Please answer the following questions about the practices and challenges of gender mainstreaming in your media organization.

- 20. How would you rate the level of gender equality and diversity in your media organization?
 - e. Very high
 - f. High
 - g. Moderate
 - h. Low
 - i. Very low

- 21. How would you rate the level of gender sensitivity and responsiveness in your media content and operations?
 - a. Very high
 - b. High
 - c. Moderate
 - d. Low
 - e. Very low
- 22. How often do you consider gender issues or perspectives when making decisions or performing tasks in your media work?
 - a. Always
 - b. Often
 - c. Sometimes
 - d. Rarely
 - e. Never
- 23. What are some of the benefits or advantages of gender mainstreaming in your media organization?
- 24. What are some of the challenges or barriers to gender mainstreaming in your media organization?
- 25. How do you address or overcome these challenges or barriers?
- 26. What are some of the best practices or examples of gender mainstreaming in your media organization or in other media organizations that you know or admire?

Section D: Recommendations and suggestions for improvement

Please answer the following questions about your recommendations and suggestions for improving the situation of sexual harassment, sexual corruption, and gender mainstreaming in your media organization.

- 27. What are some of the actions or measures that you think should be taken to prevent and address sexual harassment and sexual corruption in your media organization?
- 28. What are some of the actions or measures that you think should be taken to enhance gender mainstreaming in your media organization?
- 29. What are some of the resources or support that you think are needed to implement these actions or measures effectively?
- 30. What are some of the roles or responsibilities that you think you or other media managers should play or perform to promote a safe and conducive working environment for journalists in your media organization?

Thank you for completing this questionnaire. Your responses will be valuable for our research and advocacy project on gender equality in the media sector in Tanzania. If you have any questions or comments, please contact us at tamwa@tamwa.org.

APPENDIX II (Interview Guide)

A Survey on Current Prevalence and Mechanisms to Prevent or Deal with Sexual Harassment, Sexual Corruption, and Efforts of Gender Mainstreaming in Tanzanian Media.

Interview Guide to Editors, Programme Managers, and Programme Producers

- 1. Could you please tell me briefly about your organization and your role?
- 2. What practical examples have your media house taken to prevent sexual harassment and sexual corruption in the workplace?
- 3. What measures have you taken to ensure that all your employees/subordinates enjoy effective protection against all forms of abuse, harassment, and sexual corruption?
- 4. Which policies do you have at your media house to protect your employees/subordinates from sexual harassment and sexual corruption?
- 5. When was the last time you provided training to your employees/ subordinates regarding sexual harassment and sexual corruption?
- 6. In your view, what do you think are the challenges in implementing a policy against sexual harassment and sexual corruption in the media?
- 7. Have you ever received a complaint from your employee/ subordinate about being asked for sexual bribes/sexual favours?
- 8. In your view, what are the factors contributing to the occurrence of sexual harassment and sexual corruption incidents in the media?

- 9. In your view, what is the status of gender mainstreaming in media houses and the reach of gender mainstreaming interventions?
- 10. What are the factors that contribute to gender inequalities in decision-making positions?

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