

Women in the Yemeni Media



Studies & Economic Media Center- SEMC

Studies & Economic Media Center (SEMC) is a high-profile

NGO ,specializing in training in economic and media fields, working towards the enhancement of transparency, good governance, public engagement in decision-making, the creation of professional and free media and empowering youth and women economically..

.....

Taiz , Yemen

Telefax : 00967-4- 249306

Email :- economicmedia@gmail.com

Web : www.economicmedia.net

Facebook :economicmedia

Twitter : economicmedia



Women Presence in the Media

An Evaluation Study on the presence of Yemeni women in the Media Outlets (TV)

Issued by Studies & Economic Media Center (SEMC)

Preparation	Supervision and Follow-up	General Supervision
Mohammed Farhan	Mohammed Ismail	Mustafa Nasr

Table of Content

Introduction:	4
Objectives and Importance of Study:	5
Monitoring Methodology:	5
Theoretical Side of Study:.....	7
Results of the monitoring on women's presence in Yemeni media	13
Areas of Interest Media:	13
Space of Women in Media Programs	14
The Extent of Women's Participation In TV Programs	14
Participation of Women in Media	15
Women's Roles in Media	18
Issues of equality between women and men in the media	19
Evaluation of Women's Role in Programs or News	19
The Stereotypical Image of Women in Media	19
Protection of Female Victims and Witnesses in TV Programs	21
Results:	22
Recommendations	22
References	23

Introduction

Even before the current war in Yemen, Yemeni women almost broke the isolation imposed on them to limit their political, economic and social activities, mainly because of the desire of the oppressive authorities to keep women on the sidelines of public life and the influence circle under religious, cultural, social and other justifications. The participation of Yemeni women in the youth revolution in 2011 and the subsequent national dialogue in Yemen represented an indicator of Yemeni women's return to lead the public scene alongside the men. Thus, women revived experiences still present in Yemeni memory of women who contributed in the past centuries to Yemen civilization such as the Queen Balqis and Queen Arwa and many others.

This women's momentum was followed by a major setback by the outbreak of the war in Yemen, with the armed Houthi group, which stormed the Yemeni capital of Sana'a on 21 September 2014 and the ensuing war in the wake of regional Saudi-led intervention under the name of supporting the legitimacy in Yemen.

The Yemeni women paid a high price because of war, as they were at the forefront of the fragile categories that was affected and the level of these direct and indirect damages varied, where the level of their political and social participation fell down. She also carried the war consequences in its various forms including killing, homelessness, loss of breadwinner, lack of access to health and education services, and sometimes lack of access to food.

With the increasing negative effects of the war on Yemeni women, it was necessary to identify the extent to which these events influenced the presence of women in the Yemeni media and how to address women's issues in media performance during the war.

The study in our hands confirms the marginalization of women and their small presence as a journalist, an expert or as a discussion issue, even as a victim of current events, not to mention the continuing image of women as housewives with marginal public roles only.

Honestly, this negative image of women in media performance is not the result of the moment, but its causes are due to previous years and due to interconnected and complex reasons, but emerged more as a result of the war.

The above does not mean that there are no points of light in this darkness. During the war, positive models of women leaders emerged in the defense of rights and in the field of humanitarian and relief work. As well as journalists appeared in a high level of professionalism and courage in the journalism and these models received appropriate coverage in the media although it is still limited.

I am pleased here to thank the M & E team for providing one of the studies that we hope to be an addition to the field of media studies, especially during conflicts.

.Mustafa Nasr

Chairman of Studies & Economic Media Center



Objectives and Importance of Study :

The study aims to identify the extent to which the media outlets address inequality issues between women and men, determines the roles of women in the media, evaluates the role of women in programs and news, in addition to the stereotypical image portrayed by the media on women and protects the women victims and witnesses.

The presence of women in the Yemeni media is a reflection of what is happening in the reality, where women face a state of marginalization in political, economic and social life despite the

good models that attempt to break this rule. Therefore, this study is a reference for activists, civil society organizations, media and donor organizations to make a positive impact that would give women more positive roles in the media.

This study is an important addition to the field of media studies that discuss the presence of women in the Yemeni media through the monitoring and evaluation of TV programs during the period from January to March 2017.



Methodology:

The TV has been selected to be monitored from all Yemeni media outlets because it is the most effective in disseminating the information that affects the public opinion. Seven partisan and independent TV channels have been chosen, including all Yemeni parties and trends, considering the geographic distribution. The TV channels are: (Yemen satellite TV of legitimate government, Yemen satellite TV of Sana'a government, Al-Saeeda TV, Balqis TV, Hadramout TV, Yemen Shabab TV and Yemen Today TV).

Following an experimental monitoring period, the Monitoring Team monitored all the programs broadcasted by these seven channels, especially during the time period between 6:30 pm and 11:00 pm, which is responsive to monitoring requirements, representing the peak watching times (where the family meets to watch TV). It is rich with news updates. The focus is mainly on news, polls and programs. This

choice came to monitor all programs because monitoring some programs and leaving others may not give a correct image of women's presence in the Yemeni media.

Monitoring sports programs was also ignored, because the Monitoring Team during the trial period has seen that sports programs did not focus exclusively on women. Thus, it has become decided on this issue and it is no longer useful to produce a clear result in advance.

The monitoring targeted 692 reports and media programs in the political, economic, health, recreational and other fields. It was found that the political programs are predominant in the Yemeni TV channels by 65.4% of the total programs followed by the economic programs by 17.9%. Other programs like technical, cultural and heritage are 9%. The health programs in the channels are 6.4%, and entertainment programs are at the bottom of the list by 1.3%.

This reflects the nature of the serious program map affected by the military, security and political events witnessed by the country as a result of the war that has been going on for more than two years.

The study in our hands to monitor and evaluate the women's presence in the media has gone through many stages of planning and design,

development and creation of data collection tools, auditing, revising, coding and entering data into the database. The data was statistically processed in the SPSS program.

Table shows monitories programs

The Channel	Story 1	Story 2	Story 3	Story 4	Program5	Story 5	Story 6
Yemen Tv - Houthi	First Newscast	Second News-cast	Third News-cast	Dialogue With The Government			
Al-Saeedah Tv	Echo Of The Week	Midweek	Your Doctor	Road To Success	Cases Of Creativity	Pioneers Of Art	"The Carpet Is Ahmadi" Program
Belqis Tv	Yemeni Evening	Event Angles	Free Space	News	Story Of "You Are Not Alone"	Between Brackets	Press Kiosk
Yemen Tv - Legitimate	The News	Story Views And Events	Windows Program	"Do Not Care" Program	Yemen Studio	The Street Pulse Program	
Yemen Today Tv	The News	Story Of Close-To-Lens	Net Program	Point Of View Program	Mocha Cafe"	Press Program	Yemen Today Program
Yemen Shabab Tv	"Your Health" Program	"Your Opinion Is Important" Program	Studio Center	The News	Evening Talk	News Reports	Story Of "Here Aden"
Hadramout Tv	Detector	Hadramout In A Week	"Special Interview" Program	Hadramout News			

Theoretical Side of Study:

The reality of women in Yemen

Yemen has driven a long way in terms of many political, economic, cultural and social rights of women. Yemen has preceded many Arab countries in the recognition and respect of many different rights of women, such as participation in general elections, whether as candidates or electors and taking on different leadership positions of the state such as Minister, Deputy Minister, Undersecretary of the Ministry, Ambassador and PM in parliament. She also took on leadership positions in political parties and organizations, mass organizations, professional and creative associations and trade unions.

Despite this, Yemeni women still face many problems and challenges that prevent their active participation in various fields due to the low level of education among girls, the tribal and customary restrictions that restrict women's participation, the growing fears of the teenage girls' reputation and honor that make the families uninterested in women's participation, the early marriage and other problems.

The enrollment rate of girls in school is very limited at only 40% in the school age (6-13 years), compared to 63% in school enrollment of the boys. The 2005 National Household Survey showed that the enrollment rate of women in university education is only 1.1% out of the

total number of women in Yemen. This is because of some reasons including the few schools of girls, the lack of resources for the Yemeni family, customs and traditions, poor family attention to girls' continuing education, concerns about the reputation and honor of teenage girls and the early marriage (1).

Women face obstacles that limit their chances of participation in the labor force in Yemen despite poverty among Yemeni families. 90% (1) of working-age women are not working or looking for jobs, and many of them work in rural areas without a pay according to the norms and rules followed in the Yemeni countryside. Yemeni women suffer from many difficulties during pregnancy and childbirth, where their lives are at risk of having a new baby, which may lead to death. The rate of maternal mortality and fertility rate is very high. In 2010, only one out of three women in Yemen gave birth to her child by attending a midwife or a specialized female doctor. This problem is even more serious in rural areas and where women receive only 20% of care during pregnancy period, causing the risk of death among women.

Feminist Movement in Yemen

Women's awareness of their social, economic and political rights has crystallized in southern Yemen and has been associated with the modern aspects witnessed by the

(1) World Bank - May 2014 Study entitled "The Status of Yemeni Women from Ambition to Opportunities"

(2) World Bank - May 2014 Study entitled "The Status of Yemeni Women from Ambition to Opportunities"

city of Aden since the 1930s, with the emergence and spread of the press in 1948 in the city of cultural, human and civilization fertilization. The emerged institutions of audiovisual media played an enlightenment role in disseminating ideas relating to the education of women and their participation in public life.

With the growing awareness and prominence of cultural clubs and political parties in the mid-1940s, the issues of women's participation in political life occupied the forefront of advocacy for women's liberation. Before unification, the labor movement had an influential and effective role in granting women in southern Yemen equal rights with their brother. Although, the paradox is apparent where the presence of political and cultural women in the northern part of Yemen is very limited. With the development and escalation of the revolutionary tide following the revolutions of September 26 and October 14 in the first half of the sixties of the last century, the woman entered a new stage in the struggle to ensure her rights to justice and equality.. But she was governed by the vagaries of the political mood of the ruler between the rise and fall of the star until the declaration of the unification state of May 22, 1990 between the two partners - the Yemeni Socialist Party and the General People's Congress, where relatively mature concepts of the modern state emerged. The issue of women emerged as one of the most important aspects of modernity. Even this was accompanied by opposing positions of

the extremist religious forces in an attempt to weaken women's participation in general life, enveloping this trend with the cover of the religion, customs and traditions for the purposes of political goals. The women were held hostage to the interests of power and a captive of its official conservative and indecisive discourse in dealing with their issues.

It can be said that at the World Conference in Beijing in September 1995 and the formation of the National Committee for Women in 1996 as the first governmental body to follow up women's affairs, which has developed many plans and programs to implement the Beijing Platform of Action, and with accelerated steps and demanding by international bodies and donors Including the efforts of the State to support the advancement of the role of women in Yemeni society, women's organizations working in the field of women's empowerment and defending their rights in the political and economic spheres have been formed to face a reality that advances women's issues as priorities for development challenges in Yemen (3).

Women's Contributions to Peaceful Youth Revolution and Successes Achieved in Enhancing Women's Participation:

In February 2011, Yemen witnessed a peaceful youth revolution demanding justice, equality and a decent life. Yemeni women participated in this revolution with great force and effectiveness and participated in sit-ins under social and tribal restrictions and a painful reali-

(3) The reality of Yemeni women .. Opportunities and Challenges" - Al Masar Center for Studies - Dubai. Huda Ali Alawi Professor of Criminal Law - Faculty of Law, University of Aden.

ty for women in Yemen. They were able to erase the stereotypical image of Yemeni women and contributed to the success of the Yemeni revolution and the victory of their issues and priorities.

The Yemeni revolution produced high indicators of the wide participation of women in making change. Women were able to overcome the customs and traditions that restrict their movement. They became used to their presence in all fields. They were beaten and arrested because of their political choices. Their presence in the demonstrations is also positive development in the society's vision about women's exist to public affairs after they proved to be a difficult figure, which raised the ceiling of their hopes towards achieving equality and dignity in a society of freedom and respect for human rights and the rule of law.

As well as , the experience of the national dialogue in Yemen was also characterized by an unprecedented success in the level of the stabilization of women's entitlements, especially the Outcome Document of the National Dialogue, which included the real equality between male and female citizens as this document is a basis for the process and the basis for drafting the future constitution.

The participation of women in the process of change has led to an unprecedented international recognition of the importance and necessity of involving them in the process of

building the civil-democratic state. This was reflected in the nomination and victory of the activist Tawakkol Kerman in 2011 with the Nobel Peace Prize and the membership of the Minister of Social Affairs and Labor, Amat Al-Razak Ali Hamad as a part of the team of signatories to the Gulf Initiative (Riyadh - Saudi Arabia on December 7, 2011).

As well as, the United Nations resolutions of (2014) and (2015) have explicitly established, in more than one text, the real participation of women and the "equal footing" in transitional decision-making since the formation of the Liaison Committee (May 6, 2012). A woman was appointed in this committee, which was entrusted with the task of consultation and negotiation with some parties representing the peaceful southern movement, as well as in the Technical Preparatory Committee of the national dialogue conference, which was announced on July 14, 2012, and included a larger number of women by 19%. This rate was decreased to 16 when a number of male members were subsequently added to the Technical Committee.

The participation of serious and active women in the Technical Preparatory Committee for the National Dialogue has contributed with the international support to the principle of women's political empowerment in Yemen, approving the women's quota of at least 30% that has been approved at the National Dialogue Conference and all parties have been obliged to do so in their lists of participating

members. Moreover, the rate of women was expected to be equal for the virtue of their participation in the framework of other components (youth and parties).

It is worth mentioning that the actual percentage of women in the National Dialogue Conference was 29.4%, with 166 members compared to 399 members. In fact, they were absent from the Presidency of the Conference except a woman who held the position of deputy of Reporter. She represented three independent components (women, youth and civil society)). This was a positive step for the Presidency of the Conference and the Secretariat. It was decided that the chairwomen of the working groups would be chosen from the unrepresented components of the presidency. Three women were nominated for the presidency of the Rights and Freedoms Team (The writer Arwa Othman), the Good Governance Team (The Judge Afrah Badwilan), and the Sa'ada team, in which the traditional forces refused the women's presidency, leading to the disruption of the work of the team for about two months, but these forces bowed to the status quo and the women won after the team was headed by (The female poet Nabila Al-Zubair) (4)

The Repercussions of the Civil War on Yemeni Women:

The two-year war in Yemen has cast a negative shadow on Yemeni women, undermining

years of struggle and effort to wrest their political, economic and social rights under a complex social and political situation and returning women to a war environment in which they lack the most basic rights. The war forced women to carry many burdens in the house and outside. Carrying arms by men made the women carry the role of women's breadwinner and work and human rights defender.

Women are subjected to violence including imprisonment and sexual exploitation, hunger and exploitation in refugees camps, malnutrition, culturally inadequate access and inadequate health services, including mental and reproductive health services.

Women were also subjected to the killing and attack, where the number of women killed during the current war reached 459 and 1281 were injured and deformed, and 12 women were arbitrarily detained. Women were also attacked during marches and sit-ins held in the Yemeni capital of Sana'a, demanding the disclosure of the fate of the arbitrarily disappeared and the release of detainees (5).

The war has led to the stop of health services, including reproductive health services, which have greatly affected women in Yemen. There have also been many diseases among women, including Dengue fever. The number of women infected with Dengue fever reached about 20,000 and resulted in the death of nearly 50 women.

(4) A study titled "The reality of Yemeni women .. Opportunities and Challenges" - Al Masar Center for Studies - Dubai. Huda Ali Alawi Professor of Criminal Law - Faculty of Law, University of Aden.

(5) Yemeni Coalition to Monitor Human Rights Violations - Seminar at the Human Rights Council Geneva on the Status of Women and Children in Yemen

Women working in the media were subjected to the threat, violence, dismissal from jobs, and suppressing them even on social media sites. About 25 female journalists at the Yemen News Agency Saba and other state-run media organizations were also suspended and replaced by others.

Women were also subjected to 11 cases of violation, including murder, attempted murder, physical, verbal and psychological abuse, incitement, defamation and malicious charges without evidences.

Women's Presence in Media:

Despite the early presence of media women in Yemen, which began in the late 50th through the publication of the first magazine, named (Shamsan Girl), for women in 1960, which was edited by (Mahiah Najib) in Aden , and the magazine dealt with many issues of society, including the British occupation, and she was not the only one, but there were many women.

In spite of the presence of media women in all media outlets at the current time, however, this presence is still very weak compared to the male journalists. The number of female workers in the media is 730 by 14%, while the number of male journalists is 4032 by 86%. (6)

This decline in the presence of women in the media is due to a number of reasons summarized in the following:

The refuse of many families to educate their

girls in media field because of the appearance of female journalists on the screen in addition to the traditional negative vision of the working environment between men and women and the irregular working hours of the media. All these factors have made the Yemeni family afraid of the involvement of girls in the media, If the family agrees, it will agree to work behind the scenes, such as filming, montage and audio reports. Women appearance in front of the screen in the news and talk shows very little as it is a crime. Family and community pressures may sometimes leak women from the media to other fields, and from the visual and audiovisual media to the audio-only media.

The customs and traditions that limit the women's participation in all fields, including the media field and its educational and academic structure are still limited. As well as the activity of the society is masculine, it does not accept women, does not make them feel the importance of their media role, does not give them the opportunity to enter this field and does not comprehend the importance of her role.

Male domination of leadership positions in the media, which works to perpetuate the traditional vision of women, does not trust them and their abilities and tries to exclude them from leadership positions. Male journalists dominated the masses of news and programs.

Women were not only excluded from the institutional work, but also from hosting in talk and

(6) Report of the Women's National Committee 2007

news programs that discussed the politics, security, economy and social and educational issues. Most of the show guests were male, and if women were hosted, it was to improve the image of the program and limited to the famous political and human rights women, and the women in other aspects are neglected. Some

programs are allocated a day of the week for women and are limited to the family side only.



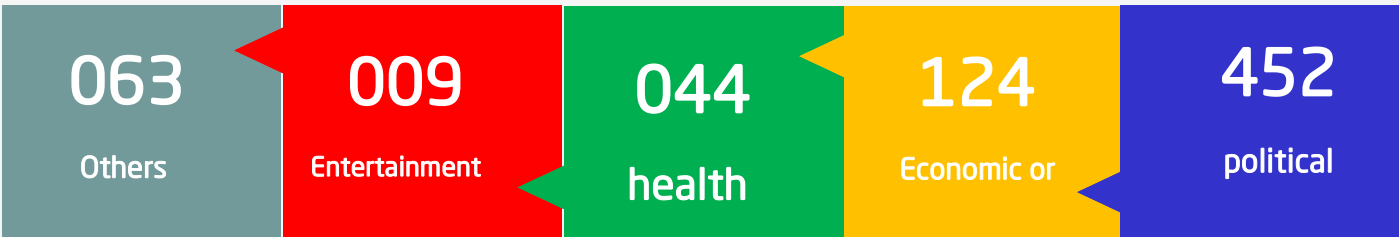
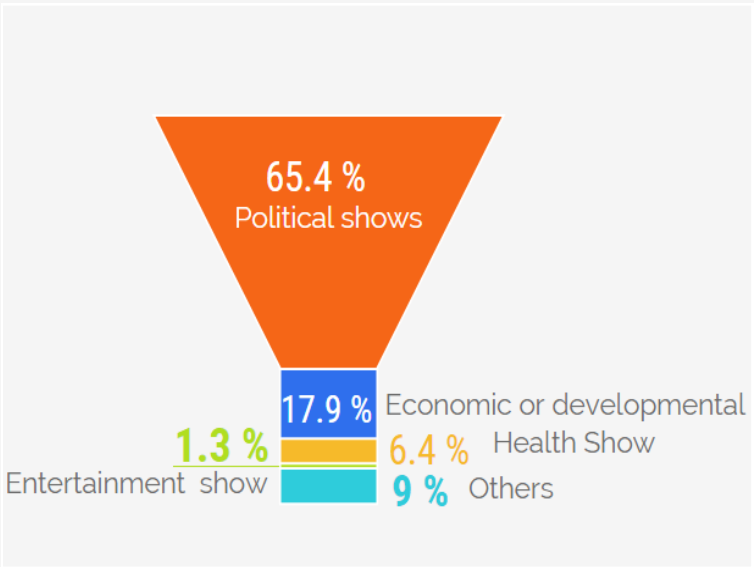
Results of the Monitoring on women’s presence in Yemeni media

The monitoring form for the women’s presence in the Yemeni media included eight main axes that tried to answer the most important questions concerning the extent of women’s presence in the media:

Areas of Interest Media:

The monitoring targeted 692 reports and media programs in the political, economic, health, entertaining and other fields.

Table (1) shows the distribution of the sample of monitored programs according to the field. The political programs are prevailing in the Yemeni TV channels by 65.4% of the total monitored programs, followed by the economic programs by 17.9% and the other programs are technical, cultural and heritage by 9%. 6.4% is the percentage of health programs in the channels, and entertainment programs at the bottom of the list by 1.3%.





Space of Women in Media Programs

The above table shows the small size of women's appearance in the Yemeni media, whether as a media worker (journalist, announcer, etc.), or topic of the story, program topic or news, or as an expert, specialist or eyewitness. The women's appearance percentage is 9.7% while men is 90.3%.

This percentage of Yemeni women's participation is small compared to the percentage of Yemeni women after the 2011 Youth Revolution and active participation in the national dialogue conference, in which 30% of the participants participated. These indicators reflect the level of marginalization faced by women in Yemen, and reflected

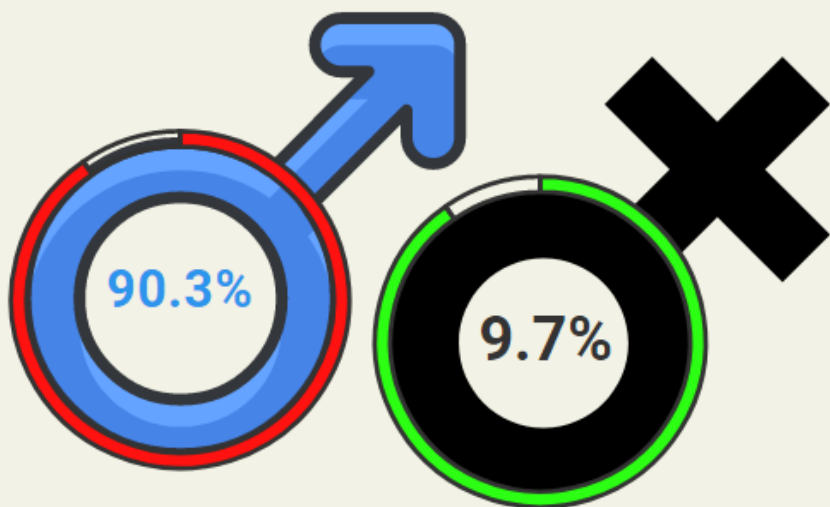


Figure shows Women's Participation In TV Programs

on the presence of their issues and problems in the media coverage of the Yemeni media, especially satellite TV.



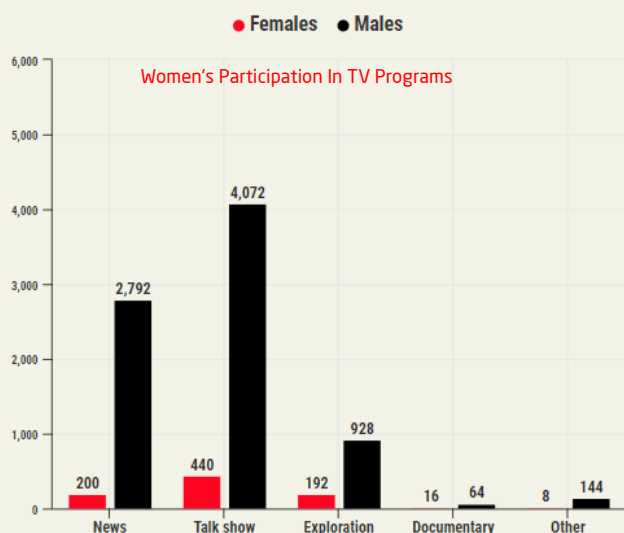
The Extent of Women's Participation In TV Programs

It is clear from the below table that the percentage of women's participation in the news whether as a journalist or source of information based on personal experience or eyewitness, or the topic of the news story is very little in the total presence of sex in the media. The wom-

en's presence is 2.2% compared to 31.5% of men, their presence in dialogue programs is 5% compared to 46% for men, and the women's presence in the exploratory programs is 2.2% compared to 10.5%

Table shows Women's Participation In TV Programs

No.	Story Type	Males Number	Females Number	Males Percentage	Females Percentage
1	News	2792	200	31.5%	2.2%
2	Talk show	4072	440	46%	5%
3	Exploration	928	192	10.5%	2.2%
4	Documentary	64	16	0.7 %	0.2 %
5	Other programs	144	8	1.6%	0.1%
6	Total	8000	856	90.3%	9.7%



for men, and the women's presence in the documentary programs is 0.2% compared to 0.7% for men. In other programs, women's presence is 0.1 compared to 1.6% for men.

Participation of Women in Media

The results of the monitoring revealed the size of the imbalance between men and women in the Yemeni media, whether women's presence as speakers based on personal experience, or keynote speakers on topics or issues, or experts, commentators or even eyewitnesses. Men's cuff tends significantly

The percentage of women's presence is largely decreasing compared to men as keynote speakers in the programs and TV news on the various issues. The women's participation is 0.9% compared to men, whose presence as keynote speakers in TV shows and news is 10.8%.

Women also have less space compared to men as experts on particular issues based on the experience they have gained in specialized issues. Their appearance rate is 7.3% compared to males with a high presence rate by 73.3%. The women's presence rate as a topic of the news story or program is better than that of a

key or expert speaker by 0.9%, compared with men who occupy 2.1%. Women are totally absent as eyewitnesses, while they constitute 0.9% in others

The low percentage of women's presence distributes on TV channels by close percentages. Balqis TV at the top by 29%, followed by Al-Saeeda TV by 25%, Yemen Today TV by 22% and Yemen Shabab TV by 12%. Yemen TV of the Houthi group, Yemen TV of President Hadi and Hadramout TV came at the bottom of list by 4% for each of them.

The surveyed experts during the monitoring of the media referred to the reasons of the absence of women in the media to the war situation and the limited activity of women, in addition to social challenges in particular and challenges in the level of rehabilitation. Many of the contacted activists refuse to give their opinions and may prefer to silence to make a

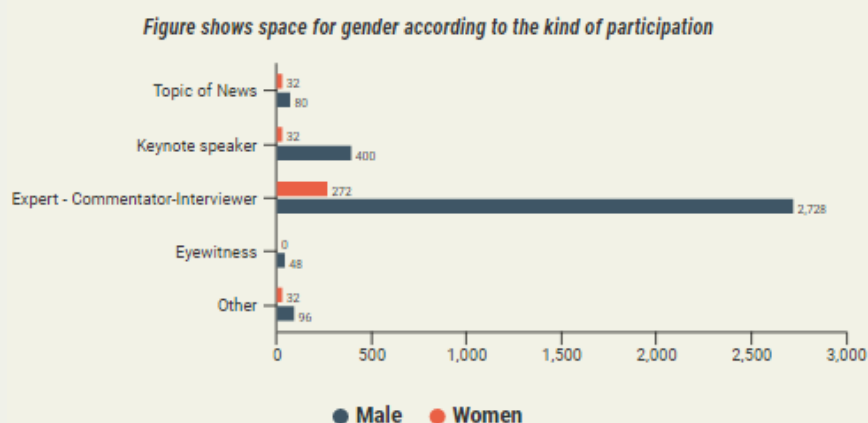
statement for fear of upsetting one of the parties. There are also women have not been contacted by some channels because their opinions are not matching these channel attitude. The experts say that male politicians and journalists do not give women a chance. Even if they were asked to comment on the issue, they choose a man. They themselves do not trust their colleagues and activists though there are women activists analyze much better than what is now presented in the media by men analyst.

Some other experts refer the limited presence of women in the media to the nature of Yemeni society and their view of women as housewives, in addition to other obstacles that limit the utilization of female journalists with profession seriously and impede the female journalists from claiming their rights.

The surveyed Experts recommend that the presence of women in the media should be enhanced through their capacity building and rehabilitation to ensure their participation and presence in all political, economic, social,

health and other fields and to empower women to take a leading role in the media, both governmental and private. There should be a press code of conduct requiring the makers of programs and news to involve women in talk shows and news by 50 percent.

The surveyed experts see the need to end the



social obstacles that limit the participation of women in all fields, including the media, through awareness campaigns on the importance and necessity of women's participation in all fields, including media, politics and economy.

The surveyed experts also pointed out that women's issues should be given appropriate space in the media, especially humanitarian stories because of the ongoing war in Yemen, which is usually victimizing women, in addition

No.	Type of speaker	Men	Women	Men's Percentage	Women's Percentage
1	Topic of News	80	32	2.1%	0.9%
2	Keynote speaker	400	32	10.8%	0.9%
3	Expert - Commentator-Interviewer	2728	272	73.3%	7.3%
4	Eyewitness	48	0	1.3%	0%
5	Other	96	32	2.5%	0.9%
	Total	3352	368	90%	10%

Table 4

to giving women the full opportunity to express themselves and talk about their issue and issues close to their issue.

Women's Roles in Media

The study shows that the percentage of women's presence as news and programs presenters is the highest, whether it is journalist or media material in the Yemeni TV channels. They constituted 11.7% compared to men by 20.9%. While the percentage of female reporters in the field is 4.4%, compared with 30.6% for male field reporters. The participation of women in other roles is also lower in the production of TV programs and news such as production, filming, lighting and sound engineering. The supervision and direction is 1.6% compared to the men who dominated these roles by 18.6%.

Women are completely absent in the number of programs and TV news on TV channels where men dominate the role of preparation by 12.2%. The presence of women as journalist in the media is very small. It is distributed among the Yemeni channels, where Balqis TV is at the top of the list by 35.4%, followed by al-Saeeda TV by 14.3% and in the third place is Yemen's two TV of legitimate government and Houthis by 10.5%. Yemen Shabab TV and Yemen Today TV have an equal share by 10.2%, and Hadramout TV at the bottom of list by 8.9%.

The surveyed experts consider that the few female journalists in the media need to change the society's view of working women in the media as a

(journalist or broadcaster), giving them full opportunity to practice the profession of media not only as a journalist or a broadcaster but also as a leader (editor-in-chief and other leadership positions). The male journalists shall help their female colleagues and take their hands to enable them to practice the media profession and to access to leadership positions. The female journalist shall trust herself and belief in her ability to practice the media profession.

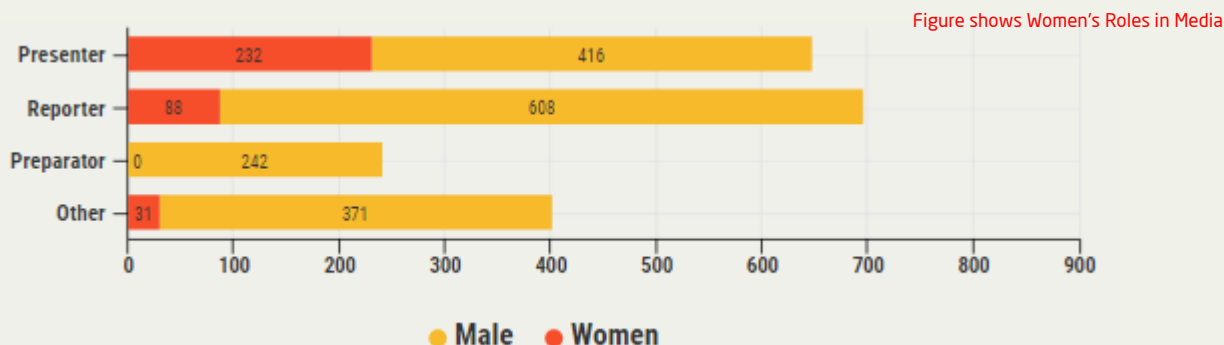
All surveyed experts see the importance of women's presence in a large percentage in media filed in order to express their issues and rights and to express the problems and needs of the community as they are closer to the suffering of women and children and able to capture angles that may not be noticed by men.

Experts also believe that women in general can be an important player in bringing peace more than

No.	Profession	Men Number	Women Number	Total	Percentage
1	Presenter	416	232	20.9%	11.7%
2	Reporter	608	88	30.6%	4.4%
3	Preparator	242	0	12.2%	0%
4	Other	371	31	18.6%	1.6%
6	Total	1637	351	82.3%	17.7%

Table (5)

men, but they have not been given a chance as men, as women's voices and opinions are almost absent in this war, except for simple initiatives of limited influence.



Issues of equality between women and men in the media

Table (6)

Table 6 shows that gender equality issues are completely absent from the programs and news of Yemeni TV channels. None of the monitored programs during the monitoring period addresses the issue of gender equality.

No.	Item	Percentage
1	existed	0%
2	Not existed	100%

Evaluation of Women's Role in Programs or News

The table 7 shows a great absence of Yemeni women in the Yemeni media, and even if they were there in some media outlets as journalist. However, most media outlets did not care to publish and discuss women's issues and did not try to approach Yemeni women as decision makers, experts or key stakeholders. Despite the fact that there are many tragic humanitarian stories that Yemeni women experience, but the media did not address them. In addition, the presence of women as experts in many fields, but the media did not try to deal with women as experts or reference in discussing issues, whether economic, Political or social.

The absence of women's role in the program and news was 84.6% as shown in the table above. Women also played marginal roles, where they were neither stakeholders nor experts by 6.4%. They participated in a small percentage by more than two experts or key stakeholders by 1.3%, and participated by

more than one woman in the program, but only one woman was an expert or a key stakeholder by 5.1%. More than 2.6% of the women were involved in the program or news without being key stakeholders or experts.

Table 7

N o.	Item	Per-centage
1	No woman , who is host, participant or source	84.6 %
2	There are a woman with a marginal role (ie she is not key stakeholder or expert)	6.4 %
3	More than one woman participated but not as experts or key stakeholders	2.6 %
4	More than one woman participated but a woman Only participated as an expert or key stakeholder.	5.1 %
5	More than two women participated - most of them are experts or have key role.	1.3 %

The Stereotypical Image of Women in Media

The table (8) shows a large absence of women's participation in program and news stories. This explains that the media policies towards

women in Yemeni society ignore the progress in their role and location on the social map. There is a big difference between the picture

of men women in the media and the demographic and objective reality. The space given to women in the media does not correspond

Table No. (8)

N o.	Item	Per-centage
1	The women has never participated (Participation of woman as a journalist in not included).	84.6 %
2	The woman was involved but in a way to reinforce the negative image of woman.	0%
3	The woman was involved but in a way to reinforce the positive image of woman. (oppositely , means believe in woman participation as a man's partner in the work and decision-making. ..etc).	7.7 %
4	The woman at the story came in an individual manner. She was included because of her activities or relationship with this the story.	7.7 %

to the number of women in the society or in the labor market, nor to their actual distribution in the social strata, different age groups and occupational centers. The image of the excluded woman represented by the housewife remains the dominant image in the minds of men and women, which is constantly fed and provided by the media.

The media should play a key role in changing the negative stereotypical image of Yemeni women as an awareness tool, educating and enlightening societies. Women working in the media field have a greater responsibility in presenting the image of women in the media in a more positive and realistic manner, partic-

ularly more women are graduating from journalism departments and media colleges, who work in media organizations at the professional level.

Although some women hold positions in various media organizations, they face many obstacles that limit their role in playing a more influential and effective role in changing the image presented by women in the media. This increase in the number of women as media workers does not mean controlling the content of programs, It can be said that women's access to positions in the media did not give them the freedom to define prevailing social values.

There is no doubt that as a result of the changes of the present age and its varied demands, it helped to get women out of the house and move them to work in institutions and companies, actually participate in the economic production and the process of building in the homeland. This led to changing some of their functions in the house and creating new dual tasks of women requiring to mach and balance between her role in serving the husband and upbringing children and other tasks carried out within the home, and between her new role in the workplace.

This, in turn, will lead to radical change and to the change of roles in decision-making in family, personal and social matters. This will lead to the emergence of new problems and issues that should be monitored and addressed by the Yemeni media.



Protection of Female Victims and Witnesses in TV Programs

The following table shows that most of the monitored programs were not included female victim or witness by 92%, while the programs in which a victim or witness had attended only 8% of the total monitored

programs. The keeping of the basic data of the victim or witness in these programs is only 1.5%, while 6.5% of these programs did not take precautions to protect them.

Table No. (9)

N o.	Item	Percentage
1	The program content does not include a female victim or witness	92%
2	The program contains a female victim or witness, but precautions were not taken to protect them.	6.5%
3	Security actions were taken but not enough	0
4	The program contains a female victim or witness, and all precautions were taken and make her entirely anonymous and difficult to identify her	1.5 %

Results:

1. Women's participation space in the Yemeni media as spokespersons based on personal experience, keynote speakers on topics and issues addressed by the media, experts, commentators or even eyewitnesses, is unbalanced and very narrow compared to those spaces given to their male partner in the Yemeni media .
2. The large absence of Yemeni women in the Yemeni media and even if they attended in some media outlets, but most media outlets did not care to publish and discuss women's issues and did not try to come near to Yemeni women as a decision maker, expert or key stakeholders, although there many of the tragic human stories of

Yemeni women have not been addressed by the media. Furthermore, the women emerged as experts in many fields, but the media has not tried to deal with women as experts or references in discussing issues, whether economic, political or social.

3. The weak presence of women in participating program and news stories. This explains that the media policies towards the image of women in Yemeni society ignore the progress in their role and position on the social map. There is a big difference between the portrayed image of both men and women and the demographic and objective reality.

Recommendations:

- 1) Contribute to the advancement of Yemeni women's image in the media in a balanced and objective manner, based on its legal and human rights to be presented in the media as a human being possessing all elements of creativity and excellence and capable of doing achievements in all areas of life alongside men.
- 2) Identify the real situation of the trends presenting the Yemeni women in the media in order to be able to develop policies and appropriate programs to correct the women's image and present them appro-

priately.

- 3) Raising the level of media content of women in radio and TV programs and the pages of newspapers, magazines and news websites so as to achieve a kind of balance between what is presented about the women and men.
- 4) Media monitoring of the real achievements of the Yemeni woman in society and giving her the right time and space.
- 5) Gradual phase-out of the negative framing of the women as a subject of sex and the temptation in the visual, printed and

- electronic media, especially in commercials.
- 6) Enhancing media content that enhances the women's image as a leading, creative and independent figure able to live in contemporary life with confidence and power.
 - 7) Promoting media content that supports the women's rights and supports the concepts of equality with men.
 - 8) Raising awareness among male and female journalists about the women's issues and their rights.
 - 9) Raising the level of awareness among the higher authorities in the media organizations about the women's issues and their rights.
 - 10) Updating the internal rules and regulations of the media institutions to suit the presenting of objective and balanced image for women.
 - 11) Encouraging girls to study media in institutes and universities.
 - 12) Opening the door of work for media girls in media institutions without discrimination.
 - 13) Confirming the intellectual, mental and professional capacities of the media women in lieu of formal appearances.
 - 14) Providing material and moral incentives for the working female journalist.
 - 15) Providing training and vocational training for the female journalist.
 - 16) Providing the opportunity for the female journalist to hold senior positions in media organizations.
 - 17) Working on updating legislations that clearly affirms the women's rights in various sectors, including the media sector.
 - 18) Spreading the social awareness among the public about the role of women in society and the importance of getting their rights.
 - 19) Providing the opportunity for women to get education in all its stages.
 - 20) Allowing the women to enter the workplace without discrimination.

References

- ⇒ World Bank - May 2014 Study entitled "The Status of Yemeni Women from Ambition to Opportunities"
- ⇒ The reality of Yemeni women .. Opportunities and Challenges - Al Masar Center for Studies - Dubai. Huda Ali Alawi, Professor of Criminal Law - Faculty of Law, University of Aden.
- ⇒ Report of the Women's National Committee 2007
- ⇒ Yemeni Coalition to Monitor Human Rights Violations - Seminar at the Human Rights Council Geneva on the Status of Women and Children in Yemen.



STUDIES & ECONOMIC MEDIA CENTER
مركز الدراسات والإعلام الاقتصادي

Studies & Economic Media Center (SEMC)

Taiz , Yemen

Telefax : 00967-4- 249306

Email :- economicmedia@gmail.com

Web : www.economicmedia.net

Facebook :[economicmedia](https://www.facebook.com/economicmedia)

Twitter : [economicmedia](https://twitter.com/economicmedia)