

Radio stations make organisational changes to support gender equality

Female and male radio presenters have equal opportunities within the radio stations. Men and women collaborate more and take on equal roles in presenting radio programmes.

What was the situation before V4C's support?

V4C aims to reach a broad audience with compelling messages that convey the benefits of new norms around gender equality. The programmes of the radio stations V4C supports were previously largely entertainment focused, and had little emphasis on young people or gender-related issues. Listeners were largely treated as passive participants, with no real opportunities to make their voices heard in the debates being aired. If gender was raised at all, it was regarded as a 'woman's issue' and discussed in programmes that targeted men and women separately. Shows were rarely co-presented by men and women together and women were offered little representation in the decision-making structures of the radio stations themselves.

The changes described in this case study summary follow the outcome described in the case study summary, titled '*Radio station staff start to believe in gender equality*' which documents how and why capacity building on gender equality has led to the transformation of the radio staff's personal attitudes and behaviour and the ways in which they are using their influence to promote wider change. Each of the case study summaries focuses on specific outcomes and is drawn from the detailed case study report.¹

What did V4C do?

Since 2014, V4C has been working with 11 radio stations in four target states to provide new ideas, perspectives and knowledge on gender. This includes providing capacity building, as well as the introduction of the radio drama series 'Purple Tinz'. This case study summary explores the influence that V4C's support has had on a sample² of the targeted radio stations based in Enugu and Kaduna states.

What happened as a result of V4C's involvement?

Since V4C's support, gender issues are now more prominent in the radio stations' programmes, discriminatory social norms within the organisations are being challenged and radio stations are providing more equal opportunities to women.

Some of the radio stations' programmes are co-anchored by men and women

¹ [Link to full report to be inserted](#)

² Solid FM and Dream FM in Enugu; Karama Radio and Liberty Radio in Kaduna.

“There was a programme that was presented by just men before, but we now paired a man and a woman to anchor it. It’s a love programme and it has a lot of followership.” (Male staff member, Karama Radio)

There is evidence from all consulted radio stations that some of their programmes, which were previously anchored by men, are now co-anchored by women. By ‘walking the talk,’ radio stations are acknowledging that women should have the opportunity to be part of all discussions and programmes, including the ones that used to be led by men only. Radio listeners have also observed an increase in the number of women presenters co-hosting programmes.

“On political programmes on Dream FM, they now inter-change anchors. It used to be only a male presenting it, but now some days the male will present and some other days the female presents.” (Male radio listener, Enugu)

In some cases, co-anchoring programmes has positively affected the relationship between men and women presenters. In particular, women from Solid FM reported that before it had been much harder to talk to men and that this has significantly improved.

“Before now we couldn’t talk to the men [...] But now the men are even looking for us to talk to [...]” (Female staff, Solid FM).

Women have started presenting programmes that used to be presented by men only

There is some evidence to suggest that for the first time, women are starting to present sports programmes. A staff member at Solid FM explained that when she met resistance from the programme manager who did not want a woman to present sports, the station’s general manager intervened by explaining that being a woman or a man should not be a factor in making this decision. At Karama Radio, it was reported that a woman was recently transferred to present a sports programme because the management of the radio station had shown some commitment to promoting gender equality as a result of their engagement with V4C. At Dream FM, one of the informants explained that more women were being trained in order to present sports programmes.

“I present sports [...] The [V4C] training helped me to know that people are not generally going to give you that platform you need because you are a woman, you have to have something to offer. Once they watch you do the things you know how to do very well, no one will say it has to be a man [...]” (Female staff, Solid FM).

At one radio station, there has been an increase of women in leadership positions.

“It [V4C’s intervention] has really affected the organization in that we used to have three male managers and two female managers but now there are three male and three female managers.” (Female staff, Solid FM).

The increased awareness of gender equality within Solid FM appears to have had an effect on organisational structures. Some key appointments are beginning to reflect positive gender attitudes in their management and HR values as women take over

senior positions from men, resulting in more women in leadership positions at the radio station.

What are the reasons for these changes?

While many of these changes in the radio stations' practices and organisational structures were explicitly attributed to their engagement with V4C, there were few specific examples of what exactly had triggered them. At Dream FM, it was suggested that V4C had influenced the radio station's internal dynamics by insisting on treating women and men equally in terms of their participation during trainings. At Solid FM, changes in organisational practices were associated with the radio station's engagement with V4C but not exclusively. The management of the radio station was actively supporting female staff and had made efforts to support gender equality within the radio stations before engaging with the programme.

What lessons have been learned?

1. Bringing male and female radio staff together by co-anchoring programmes is generating opportunities for convergence, increased communication and team work. This can have positive effects on the relationship between male and female staff and lead to mutual support.
2. Female staff have started presenting programmes which used to be presented by male staff only. This demonstrates that the radio stations' increased exposure to and involvement in activities and debates around gender equality is helping to challenge gender stereotypes internally, enabling men and women to take up roles regardless of their social connotations. Opportunities like these enable women to demonstrate that they are capable of doing the same job and that there is no justification for segregation. This evidence will provide a strong basis to argue for equal work opportunities whenever there is resistance.
3. The changes radio stations are going through may also affect women's ability to take up leadership positions. The management of radio stations could capitalise on the changes that are emerging within the radio stations, by introducing procedures and/or policies that ensure equal treatment between female and male staff.