

Sexual Harassment Prevention Initiative and Performance of Female Journalists in the Media Industry in Kenya

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Abstract—Gender mainstreaming has variously been found to affect the performance of employees in organisations. Studies conducted in the past have established that gender mainstreaming is an important aspect of performance in the workplace. One important aspect of gender mainstreaming is sexual harassment prevention initiative in the workplace. This study sought to investigate the influence of sexual harassment prevention initiative on performance of female journalists in Kenya in terms of staff training, reporting mechanism, victim support and penalties on aggressors. The results of this study will assist organizational managers to implement initiatives and programs that would enhance sexual harassment prevention initiative thus improving the performance of female employees in the workplace. This cross-sectional study was conducted in four mainstream media organizations in Kenya using self administered questionnaires which were used to collect data from randomly selected 320 male and female journalists working in the Standard Media Group, Nation Media Group, Kenya Broadcasting Corporation (KBC) and Media Max Limited. The survey established that sexual harassment prevention initiative influences female journalist's performance to a statistically significant extent. Additionally, it was found that sexual harassment prevention initiative accounts for a 33.1 percent variation in the performance of female journalists. It is therefore important to ensure that organizational management take cognizance of how sexual harassment prevention initiative can actually influence the performance of female employees within their organisations.

Keywords— *Sexual Harassment Prevention Initiative, Performance, Female journalists, Gender mainstreaming, Media Industry*

I. INTRODUCTION

One of the biggest challenges facing organizations today is the issue of gender mainstreaming initiatives, which continues being an important determinant of employee effectiveness within organizations. Gender inequality, has for a long time continued affecting the performance of employees in the workplace. Studies conducted on gender mainstreaming initiatives have found that gender equality initiative influence employee performance in the workplace. Gender mainstreaming initiatives are important for the successful performance of employees, the empirical literature reviewed suggests that lack of effective gender mainstreaming initiatives at the workplace are likely to affect the productivity, morale and overall performance especially of female employees. When issues of sexual harassment are

not addressed in an organization, the victims feel helpless, hopeless and might suffer psychological trauma, which will negatively impact on their productivity and ultimately affect the performance and effectiveness of such organizations.

The purpose of this study was to examine the influence of sexual harassment prevention initiative on performance of female journalists in the media industry in Kenya.

This paper is organized as follows; Section I contains the introduction of the study including the background and rationale, Section II contains the related work of the study in the form of title, objectives, Section III contains the research methodology, Section IV contains the results and discussions, section V has the conclusions and recommendations and Section VI concludes research work with future directions.

II. RELATED WORK

A. *Sexual Harassment Prevention Initiative and performance of female journalists*

Sexual harassment prevention initiative is those actions that are normally undertaken taken to forestall any acts of bullying or coercion of a sexual nature, intimidation, or the unwelcome or inappropriate promise of rewards in exchange for sexual favors that is mostly perpetuated against employees either by their bosses or peers. Various empirical studies have been conducted in the past which have established that there is a strong relationship between sexual harassment prevention and the performance of female employees.

Sexual harassment in organizations which is a form of abuse is a widespread problem. More often than not, within organizations, it is normally the tormentor who takes advantage of his/her authoritative position over a defenseless person, in spite of their age, class, ethnicity, race, religion or sex, [1]. Customarily, sexual harassment encroaches on the fundamental right to earn a livelihood by making it difficult to work. This study was conducted in a non media sector; the proposed study will be conducted in the media sector in Kenya.

In a qualitative study conducted by [2] with regard to the effects of workplace sexual harassment on the help seeking behaviors of the victims in Australian organizations, it was established that the perpetrators were both male and female managers at the workplace. The study further revealed that the sexually harassed female employees usually struggle with interpersonal relations which also impacted negatively on their performance at the workplace [2]. In spite of the presence of sexual harassment in this organization, the study did not focus on how the organization prevented such cases from recurring; the proposed study will focus on sexual harassment prevention in the media industry.

Findings from a study that was conducted by [3] among 3,530 male and female employees in the U.S found that employees who reported on poor relations between the lower cadre staff and management faced higher chances of being sexually harassed within the workplace. The study found that poor performance, poor time management and insufficient support by the administration exposed junior staff to sexual harassment particularly by their senior colleagues [3]. This study was conducted in a non media setting. The proposed study will focus on whether poor performance, poor time management and insufficient support by the administration expose junior staff to sexual harassment.

A study conducted by [4] established that male supervisors have always been portrayed as the perpetrators of sexual

harassment against their female juniors although power-threat theories have shown that women in positions of power could be frequent targets of this sort of abuse. The study also notes that female supervisors are more likely to report on cases perceived to be sexual harassment compared non-supervisors [4]. This study was conducted in a non media set and it would be important to find out how supervisors and non-supervisors react to sexual harassment in the media industry in Kenya.

The effects of culture on the perception of sexual harassment in the workplace were studied by [5] among female university students in the United States and Turkey. The study which was conducted with the aim of demarcating the differences of how sexual harassment is perceived in the two countries found that sexist antagonism is considered to be more of sexual harassment than mere suggestions of interest in the U.S than in Turkey as a result of culture. While this study was conducted in US and Turkey, the proposed study will focus on how culture affects the perceptions around sexual harassment in the media industry in Kenya.

In a study conducted by [6] with the aim of creating awareness on the impact of sexual harassment in the workplace on the victim's psychological and physical health, some employers' opined that although the ability of training and organizational policies to prevent incidences of sexual harassment at the workplace are small, the multiplier effect of the same in the long run is better than inaction. This study was conducted in a non media setting and it would be important to undertake a study to establish the physical and psychological effects of sexual harassment in the media in Kenya.

B. *Performance of Female Journalists*

Performance of female journalists in this study refers to the execution of tasks by female journalists in terms adaptability, dependability, delegated responsibilities and job satisfaction. The dependent variable is discussed under different indicators that are considered critical to performance of employees which are adaptability, dependability, delegated responsibilities and job satisfaction of female employees.

A study that sought to assess the effect of different scopes of organizational spirituality on frontline employee adaptability was carried out by [7]. The study which used a sample of 517 frontline employees working in India's power sector found that the adaptability of this group of employees impacted positively on job outcomes in terms of satisfaction and performance. This study focused on organizational spirituality adaptability; however the proposed study will not investigate organizational spirituality but rather employee adaptability.

Differences that exist between how professionals and beginners normally handle acceptance of vagueness, the roles they are expected to perform in solving clients' problems, adaptability, expectations about their own roles in finding solutions for their clients, keenness to appropriate details, and organizational stress management [8]. In a study conducted to investigate how instructional designers undertake complexities and ambiguous problems across organizational borders in two organizations, found that as opposed to the novices, employees who had workplace experience exhibited adaptability in the procedures and communications, [8]. Although this study was conducted in a non media industry, the proposed study will assess whether difference exists as to how the experienced and novice female journalists handle assignments in their organizations.

Findings from a study that was conducted among 1,061 employees drawn from 131 organizations in Greece to evaluate the effect of an integrated Human Resource Management (HRM) system on employee reactions showed that HRM processes have a higher impact on employee reactions compared to the HRM content. Reference [9] further posits that employees in organizations are normally more dedicated to and contented with their workplace when the HRM system is dependable and distinctive, more gratifying and provides training opportunities. This study was conducted in a non media sector. The proposed study will be carried out in the media industry in Kenya.

In a study conducted by [10], it was established that despite the importance of delegation of authority as a management tool, little is known about how the characteristics of leaders affect their decisions to delegate. Findings of the study show that as opposed to powerful individuals, powerless individuals are normally less willing to delegate their decision making authority. This study was conducted in a non media sector. The proposed study will be conducted in the media industry in Kenya.

Although it is a commonly held conviction that for CEO's to be successful, then they must delegate, [11] conducted a study that sought to dispel this belief by investigating whether delegation of responsibilities with top management teams can actually influence the dismissal of CEO's. Findings from the study which were consistent with the agency theory perspective showed that the CEOs had a right to choose whether or not to delegate authority to other top management team members. This study was conducted in a non media sector. The proposed study will be conducted in the media industry in Kenya.

The effectiveness of delegation of authority is higher in public hospitals compared to private ones. A research conducted by [12] with regard to delegation of authority

among top hospital nurse managers within the public and private hospitals in Isfahan cite authority delegation to subjects and subordinates as one of the skills that managers are required to have in order to fulfill their duties and responsibilities. The descriptive quantitative study which involved 80 nurses cited assorted and specific codes that govern the management of private hospitals and the lack of trust of managers in their subordinates as reasons for lower levels hospitals [12] The study participants were too few thus affecting the study outcome. The proposed study will be conducted on a sample size of 320 journalists.

A study conducted to examine whether job satisfaction is influenced by gender and age within organizations in Serbia showed that the general job contentment differs slightly between male and female employees, [13]. The study, which included an analysis of the concept of theory of job satisfaction, further established that some dimensions of jobs which have statistically significant impact on the job satisfaction of males and females of diverse ages are in existence. The proposed study will be conducted on female journalists working in the media industry in Kenya.

At the same time, supervisor support coupled with job satisfaction directly either negatively or positively affects the performance of teachers. The study which was conducted among 206 teachers in the public high schools in the Giresun province centre by [14] sought teacher's opinions on the support offered by their supervisors' support and job performance with the mediating role of satisfaction with their jobs in this relationship.

III. METHODOLOGY

Cross-sectional research design was used in this study that was conducted in Kenya in 2018. Cross sectional designs are designed to study a phenomenon by taking a cross-section of it at one time, [15]. Cross-sectional design collects data at a single point in time from a sample drawn from a cross section of the population. The data was collected at a single point from among journalists working in four mainstream media organisations. The different locations of the organisations and the target population made the cross-sectional design the most appropriate for this study.

The sample size for this study was drawn from a target population of 1,931 journalists drawn from four mainstream media organizations in Kenya. The [22] sample estimation table was used to get a sample of 320 journalists which was considered sufficient for this study. Stratified random sampling procedure was used in this study. Stratified random sampling is a method of sampling that involves the division of the population into smaller groups called strata [23]. According to [24] in stratified random sampling or stratification, the strata are formed based on the member's shared attributes or characteristics.

A self administered Journalists’ Performance Questionnaire was used to collect data from participants. This questionnaire had seven (7) sub-sections. Section A sought demographic information of the participants including age, gender, marital status and educational qualifications. Section B was on sexual harassment prevention initiative and performance of female journalists; with the following statements: SHPI-1: My media organization has a written policy and procedures for preventing and addressing workplace sexual harassment; SHPI-2: My media organization has a platform and mechanisms in place for encouraging victims of sexual harassment to come forward and report the incidents; SHPI-3: My media organization acts decisively and promptly on sexual harassment; SHPI-4: My media organization conducts periodic training for all employees on detecting, preventing and addressing sexual harassment; and SHPI-5: My media organization carries out employee surveys to obtain regular feedback from employees on sexual harassment. Each of the statements had a 5 Likert scale ranging from Strongly Disagree(SD)=1; Disagree (D)= 2; Neutral (N)-3; Agree (A)=4; and Strongly Agree (SA)= 5 is used.

The questionnaire was pilot tested among 30 freelance journalists who are members of the Kenya Union of Journalists (KUJ) in Western Kenya which has 300 members. Reference [24] advises that 10% of the population sample size is sufficient for pre—testing of a survey instrument. The research instruments also used grammar that was appropriate for all the respondents. The statements in the questionnaire were clear and precise. The research instruments were also reviewed by the supervisors who are experts in questionnaire design. The supervisors reviewed the questionnaires and made recommended on what was to be included and removed to ensure that the instruments were not ambiguous and difficult for all the respondents.

The data was analysed using the Statistical Package for Social Scientists (SPSS) Version 21. Descriptive and inferential statistics was analysed using the software. Descriptive statistics included the means, standard deviations, and frequency percentage. For inferential statistics, simple linear regression analysis including the Analysis of Variance (ANOVA), correlation and regression analysis was computed to determine the relationship or associations between the independent variables and the dependent variable.

A number of ethical issues were considered in this study. In order to ensure confidentiality of data received from respondents, a unique identifier was used while recording the same. Additionally, neither names nor phone numbers were requested for from respondents. Information that was obtained from other sources has been acknowledged in the reference section of this project. The researcher explained to all respondents the purpose of the study and sought their

consent to participate in the study while explaining to them that their participation was purely on voluntary basis.

IV. RESULTS AND DISCUSSION

A. Questionnaire Return Rate

The researcher targeted a total of 320 respondents out of whom, 270 completed and returned the questionnaires giving a response rate of 84.3% (Table 1).

Table 1: Questionnaire Return Rate

No. of questionnaires distributed	Completed questionnaires	Percentage
320	270	84.3%

B. Background Information of Research Participants

The study sought demographic information of the respondents which included their age brackets, sex, and duration of working in the media industry, marital status, and highest level of education attained, salary range, employment status and type of media organization and how these affect the performance of female journalists. It was important to assess these demographic details of the respondents because as [20] established, age, marital status, educational background, organizational tenure and job status could affect the commitment and performance of employees. The results are presented in Table 2 up to Table 8 below.

Table 2: Gender of the respondents

Gender	Frequencies	Percentage
Male	112	41.48
Female	158	58.52
Total	270	100.0

Table 2 indicates that most of the respondents were females at 58.52%. Only 41.48% were males. This could be attributed to the fact that gender mainstreaming is more often than not considered a female issue.

Table 3: Age of respondents

Age	Frequencies	Percentage
18-20	27	10.0
21-25	37	13.7
26-30	46	17.0
31-35	63	23.0
36-40	29	10.7
41-45	33	12.2
Above 45 years	35	13.0
Total	270	100.0

Regarding the age of the respondents, 23% fell in the age range of 31-35 years. This was followed by 26-30 years at 17.0%, then 21-25 years at 13.7% then above 45 years at 13.0%. 12.2% were in the age range of 41-45. On the other hand, 10.7% were falling in 36-40 years and last 10.0% at age range of 18-20 years. A majority of the respondents were aged between 31-35 years.

Table 4: Marital Status of respondents

Status	Frequencies	Percentage
Married	130	48.1
Widowed	30	11.1
Divorced	17	6.3
Not married	93	34.4
Total	270	100.0

On marital status, the table 4 reveals that slightly less than half, 48.1% were married, 34.4% were not married, 11.1% widowed while 6.3% were divorced. These findings show that a majority of journalists in Kenya are married.

Table 5: Level of Education of respondents

Education level	Frequencies	Percentage
PhD	43	15.9
Masters	69	25.6
Bachelor's	60	22.2
Diploma	56	20.7
Primary	42	15.6
Total	270	100.0

Regarding level of education, 25.6% had Master's degree, 22.2% Bachelor's degree, 20.7% had Diploma certificate, and 15.9% had PhD while only 15.6% had secondary level education. This shows that more than a half of the journalists have acquired high level education with 63.7% having at least a Bachelor's degree and above.

Table 6: Working Duration of Respondents

Work duration	Frequencies	Percentage
Less than 1 year	48	17.8
1-5 years	89	33.0
6-10 years	57	21.1
11-15 years	29	10.7
More than 15 years	47	17.4
Total	270	100.0

On working experience, 33.0% of the respondents had between 1-5 years working experience. 21.0% had 6-10 years working experience, 17.8% had less than one year working experience, and 17.4% had more than 15 years' work experience, while only 10.7% had 11-15 years' work experience. From the results, a majority of the respondents have worked in the media industry for between 1-10 years. Less than 30% had worked in the media industry for over 10 years. This indicates that there is high attrition rate in the media which results in many journalists exiting the industry after a few years of service.

Table 7: Type of Media Organization

Media type	Frequencies	Percentage
Daily newspaper	61	22.6
Radio	35	13.0
Television	74	27.4
Weekly newspaper	39	14.4
Magazine	35	13.0
International news agency	26	9.6
Total	270	100.0

On the type of media organization where respondents work, 27.4% work in television, 22.6% on daily newspaper, and 14.4% on weekly newspaper, 13.0% each work with radio stations and magazines and only 9.6% work with international news agencies. From these results, it can be concluded that a majority of journalists work with the newspapers and television stations as compared to the other types of media outlets.

Table 8: Gross Salary of Respondents

Gross salary	Frequencies	Percentage
Below 30,000	70	25.93
30,000-50,000	48	17.78
50,000-70,000	50	18.52
70,000-100,000	26	9.630
100,000-150,000	21	7.771
150,000-200,000	12	4.444
200,000-250,000	30	11.11
Above 250,000	12	4.815
Total	270	100.0

With regard to the Gross salary of respondents, 25.93% of the respondents earn a salary of less than Ksh 30,000; 17.78% and 18.52% earn Ksh 30,000-50,000 and Ksh 50,000-70,000 respectively; while 9.63% earn between Ksh 70,000-100,000. On the other hand, 7.77% earn between ksh 100,000-150,000; 4.44% earn 150,000-200,000 and 11.11% earn Ksh 200,000-250,000. Additionally, 4.41% earn over Ksh 25,000. These findings indicate that a majority of the journalists are lowly remunerated with 62.23% of the respondents earning a salary of less than Ksh 70,000, with 25.935 earning less than ksh 30,000.

C. Performance of Female Journalists

The dependent variable in this study was the performance of female journalists (PFJ), which was looked at from the perspective of quality of work of female journalists; productivity and industriousness of female journalists; sufficient knowledge of their jobs; initiative and very resourcefulness; and dependability of female journalists. The results from this variable are as outlined below:

Table 9: Performance of Female Journalists

Items	SD	D	N	A	SA	Mean	Sd
PFJ -1	16(5.9 %)	9(3.3 %)	35(13.0%)	103(38.1%)	109(39.6%)	4.022	1.09386
PFJ -2	4(1.5 %)	4(1.5 %)	53(19.6%)	118(43.7%)	91(33.7%)	4.0667	0.85098
PFJ -3	9(3.3 %)	20(7.4 %)	50(18.5%)	115(42.6%)	76(28.1%)	3.8481	1.02165
PFJ -4	13(4.8 %)	9(3.3 %)	36(13.3%)	143(52.6%)	69(25.6%)	3.9111	0.97528
PFJ -5	5(1.9 %)	24(8.9 %)	36(13.3%)	148(54.8%)	57(21.1%)	3.8444	0.91957

Table 9 presents findings on performance of female journalists. It reveals that most of the respondents agree with PFJ-1 with a mean of 4.0222 and standard deviation of

1.09386. They equally agree with PFJ-2 with a mean of 4.0667 and standard deviation of 0.85098. Regarding the PFJ-3, respondents agree with a mean of 3.8481 and standard deviation of 1.02165. They also agree with PFJ-4 with a mean of 3.9111 and standard deviation of 0.97528. On PFJ-5, respondents agree with a mean of 3.8444 and standard deviation of 0.91957.

D. Influence of Sexual Harassment Prevention Initiative on Performance of Female Journalists

This study sought to establish how sexual harassment prevention initiative influences the performance of female journalists in the media industry in Kenya. This was looked at with while focusing on the staff training, reporting mechanism, victim support, penalties on aggressors. The findings are presented in Tables 10-14 below.

1) Descriptive Analysis of Sexual Harassment Prevention Initiative and Performance of Female Journalists

Descriptive analysis was conducted to assess how sexual harassment prevention initiative (SHPI) influences the performance of female journalists. Table 10 presents the results of the descriptive analysis.

Table 10: Sexual Harassment Prevention Initiative and Performance of Female Journalists

Items	SD	D	N	A	SA	Mean	Sd
SHPI-1	15(5.6%)	18(6.7%)	56(20.7%)	90(33.3%)	91(33.7%)	3.8296	1.13439
SHPI-2	12(4.4%)	19(7.0%)	61(22.6%)	68(25.2%)	110(40.7%)	3.9074	1.14503
SHPI-3	4(1.5%)	24(8.9%)	68(25.2%)	95(35.2%)	79(29.3%)	3.8185	1.00206
SHPI-4	14(5.2%)	52(19.3%)	46(17.0%)	108(40.0%)	50(18.5%)	3.4741	1.14930
SHPI-5	15(5.6%)	44(16.3%)	57(21.1%)	104(38.5%)	50(18.5%)	3.4815	1.13316

Data in table 10 indicates that respondents agree with SHPI-1 with a mean of 3.8296 and standard deviation of 1.13439. Respondents also agree with SHPI-2 with a mean of 3.9074 and standard deviation of 1.14503. With regard to SHPI-3, respondents agree with a mean of 3.8185 and standard deviation of 1.00206. The response is equally true on SHPI-4 with a mean of 3.4741 and standard deviation of 1.14930. Lastly on SHPI-5, respondents agree with a mean of 3.4815 standard deviation of 1.13316.

2) Inferential Analysis of Sexual Harassment Prevention Initiative and Performance of Female Journalists

Inferential analysis of the influence of sexual harassment prevention initiative on the performance of female journalists was conducted in terms of correlation, ANOVA, regression and coefficients. The results are as outlined below:

a) Correlation of Sexual Harassment Prevention Initiative and Performance of Female Journalists

Correlation analysis was conducted to assess the influence of sexual harassment prevention initiative (SHPI) on performance of female journalists. Table 11 presents the results of the correlation analysis.

Table 11: Correlation of Sexual Harassment Prevention Initiative and Performance of Female Journalists

		SHPI-1	SHPI-2	SHPI-3	SHPI-4
SHPI-1	Pearson Correlation	1	.597**	.545**	.524**
	Sig. (2-tailed)		.000	.000	.000
	N	270	270	270	270
SHPI-2	Pearson Correlation	.597**	1	.549**	.462**
	Sig. (2-tailed)	.000		.000	.000
	N	270	270	270	270
SHPI-3	Pearson Correlation	.545**	.549**	1	.455**
	Sig. (2-tailed)	.000	.000		.000
	N	270	270	270	270
SHPI-4	Pearson Correlation	.524**	.462**	.455**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	270	270	270	270

** . Correlation is significant at the 0.01 level (2-tailed).

Analysis in Table 11 above indicates moderately weak correlations between independents variables: SHPI-1, SHPI-2 and SHPI-3 and SHPI-4 (r=0.524 P<0.01. r=0.462 P<0.01. r=0.462 P<0.01 respectively). This shows that there is a statistically significant correlation between the four variables. This finding is consistent with a study by [2] which established that the sexually harassed female employees usually struggle with interpersonal relations which also impacted negatively on their performance at the workplace.

b) Regression Analysis of Sexual Harassment Prevention Initiative and Performance of Female Journalists

Regression analysis was conducted to establish how Sexual Harassment Prevention Initiative influences the performance of female journalists. Table 12 presents the results of the regression analysis.

Table 12: Regression Analysis of Sexual Harassment Prevention Initiative and Performance of Female Journalists

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.576 ^a	.331	.324	.89956

a. Predictors: (Constant), My media organization acts decisively and promptly on sexual harassment, My media organization has a written policy and procedures for preventing and addressing workplace sexual harassment, My media organization has a platform and mechanisms in place for encouraging victims of sexual harassment to come forward and report the incidents. The R-value is 0.576 which shows moderate correlation. The R-square is 0.331 which

means that sexual harassment prevention initiative accounts for 33.1% of the variation in the performance of female journalists. This finding is consistent with [1] who noted that customarily, sexual harassment encroaches on the fundamental right of employees to earn a livelihood by making it difficult for them to work.

c) Analysis of Variance of Sexual Harassment Prevention Initiative on the Performance of Female Journalists

An analysis of variance was conducted to assess how sexual harassment prevention initiative influences the performance of female journalists. Table 13 presents the results of the analysis of variance.

Table 13: Analysis of Variance of Sexual Harassment Prevention Initiative on the Performance of Female Journalists

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	106.617	3	35.539	43.918	.000 ^b
	Residual	215.249	266	.809		
	Total	321.867	269			

Table 13 shows that the model was statistically significant since the F calculated (43.918) was higher than the F critical. The implication of this finding is that the adopted regression model for Sexual Harassment Prevention Initiative and performance of female journalists is statistically significant.

a) Coefficient Analysis of Sexual Harassment Prevention Initiative and Performance of Female Journalists

Coefficient analysis was conducted to assess the influence of sexual harassment prevention initiative on the performance of female journalists. Table 14 presents the results of the coefficients analysis.

Table 14: Coefficients of Sexual Harassment Prevention Initiative and Performance of Female Journalists

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.428	.239		5.982	.000
	My media organization has a written policy and procedures for preventing and addressing workplace sexual harassment	.312	.064	.323	4.889	.000
	My media organization has a platform and mechanisms in place for encouraging victims of sexual harassment to come forward and report the incidents	.158	.063	.166	2.498	.013
	My media organization acts decisively and promptly on sexual harassment	.205	.069	.188	2.961	.003

Findings from this study as shown in Table 14 above show that SHPI-1 caused 0.31 deviations in the performance of female journalists, SHPI-2 caused 0.158 deviations in the performance of female journalists while SHPI-3 caused 0.205 deviations in the performance of female journalists. The implication of this finding therefore is that SHPI-1 had the most influence on performance of female journalists; followed by SHPI-3, then SHPI-2. It can therefore be deduced from this study that the presence of a written policy and procedures for preventing and addressing workplace sexual harassment in a media organization can greatly contribute to the performance of female journalists in that particular firm. This finding agrees with a study by [6] who opined that although the ability of training and organizational policies to prevent incidences of sexual harassment at the workplace is small, the multiplier effect of the same in the long run is better than inaction.

The results from this study indicate that P-Value is 0.01 which implies that sexual harassment prevention initiative has a statistically significant influence on the performance of female journalists. At the same time, R-Square of 0.331 percent, indicates that sexual harassment prevention initiative accounts for 33.1% variation in the performance of female journalists. This implies that the presence of a written policy and procedures on sexual harassment prevention, decisions

made on harassment, training of staff, reporting mechanisms, victims support and penalties of aggressors can all significantly influence the performance of female journalists.

These findings are in agreement with a qualitative study that was conducted by [2] to ascertain the effects of workplace sexual harassment on the help seeking behaviors of the victims in Australian organizations. The study established that the perpetrators were both male and female managers at the workplace and that the sexually harassed female employees usually struggle with interpersonal relations, which also impacted negatively on their performance at the workplace [2].

At the same time, the findings correspond with those from a study by conducted by [6] that was conducted with the aim of creating awareness on the impact of sexual harassment in the workplace on the victim's psychological and physical health. The study established that although the ability of training and organizational policies to prevent incidences of sexual harassment at the workplace is small, the multiplier effect of the same in the long run is better than not taking any action at all.

V. CONCLUSION AND FUTURE SCOPE

The findings from this study indicate that sexual harassment prevention initiative has significant positive effect on the performance of female journalists. The study concluded that that gender fairness initiative significantly affects the performance of female journalists.

Recommended solutions should be utilized to foster gender mainstreaming in the media organizations that were involved in the study as well as in other institutions and organizations both in Kenya and beyond. This study limited itself to four media organizations. The researcher therefore recommends that a similar study to be conducted covering the other media organizations. As a result of the findings of this study, it is recommended that media organizations should strengthen their gender mainstreaming initiatives and ensure that they make deliberate efforts towards implementing the same.

The media industry should also strengthen the sexual harassment prevention initiative and take deliberate steps towards ensuring that sexual harassment policies are implemented. They should also ensure that incidences of sexual harassment are eliminated within them.

This study was limited by the fact that relied on data provided by [25] which excluded other media organizations. The study was limited to the traditional media companies in Kenya and did not include freelance journalists thus the sample size used in the study represented a small fraction of the journalists' population in Kenya. In future research, efforts should be put into including all the media houses,

freelance journalists and those attached to social media platforms

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