

**EXPLORING THE INTERSECTION OF JOURNALISM AND
ENTREPRENEURSHIP: CHALLENGES ENCOUNTERED BY
WOMEN JOURNALISTS AT OSUN STATE BROADCASTING
CORPORATION**

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ABSTRACT: There have been a rise in the number of women seeking entrepreneurship and pursuing journalism careers. This trend highlights several difficulties these women encounter in juggling their responsibilities and career roles. These women are examples of resiliency, inventiveness, and determination in the face of difficulty, from breaking news stories to breaking barriers in business. While research exist on difficulties faced by female journalists, little is known about the challenges encountered by female journalists who may be interested in pursuing business ventures in addition to their journalism careers. This study, therefore, aims to investigate the difficulties faced by female journalists-entrepreneurs, examining the complex relationships that influence their career paths. This study employed a qualitative research design, with Feminist theory used as the theoretical framework. The data were collected through interviews with five conveniently selected women journalists-entrepreneurs, from Osun State Broadcasting Corporation (OSBC). Data from the interview was transcribed, translated, and thematically analysed. Findings revealed that attending to family's needs is the most challenging, such as the demands of being a mother, attending family functions, forgetting to meet some family/personal tasks due to demands from work and business, colleagues purchasing products and not paying when due is also challenging. Therefore, this study recommended that women should have a to-do list for daily and weekly activities to ensure demands do not clash. Furthermore, women should have sales representatives to assist with business operations while at work, this will help have a healthy balance between their journalism careers, entrepreneurial pursuits, and personal life to avoid burnout. In addition, governments should increase access to funding for women journalist-entrepreneurs through grants, loans, and investment opportunities.

Keywords: Women, Journalism, Journalist-Entrepreneur, Women, Osun State

INTRODUCTION

Journalism is the practice of gathering, assessing, creating, and presenting news and information to audiences (Contributors to Wikimedia Project, 2024). It involves researching, interviewing, investigating, and verifying facts to inform the public about events, issues, and trends. Journalism can take various forms, including print, broadcast, online, and multimedia. There are various forms of journalism, including investigative, broadcast, print, online, and

photojournalism, each with its techniques and standards. Journalists often adhere to principles such as accuracy, fairness, and impartiality, aiming to report events and issues truthfully and objectively (Birt, 2023).

An entrepreneur organizes and operates a business, taking on financial risk. Entrepreneurs are often seen as innovators, coming up with new ideas, products, or services and bringing them to market. They typically possess creativity, drive, and determination as they navigate the challenges of starting and growing a business. Entrepreneurs can be found in various industries, from technology and finance to hospitality and retail, and they play a vital role in driving economic growth and innovation (Shobhit et al., 2023). Entrepreneurs take on the risks of business ownership and are responsible for developing new products or services, identifying and reaching customers, managing employees, and handling all aspects of the business (Nexford University, 2024).

Journalism has long been a field where women have made significant strides, yet they still face unique challenges, particularly regarding entrepreneurial development within the profession. In this examination, we look into the multifaceted landscape of women in journalism, exploring both their contributions and the hurdles they encounter as they navigate their careers. Global economic expansion and social advancement are facilitated by employment by women entrepreneurs (Dhiman, 2023). Their entrepreneurial activities are immersed in a complex and multidimensional cultural milieu from the beginning of the idea through the gestation phase and up to business operations and venture growth. As a result, gender and culture interact dynamically to shape gender roles and identities and the social and economic context supporting women's entrepreneurship (Bullough et al, 2022).

According to Gururaj (2024), as the digital age redefines the boundaries of journalism, women are at the forefront, leveraging technology and entrepreneurial spirit to amplify their voices and redefine the narrative. Today, an increasing number of these women report the news and shape it as entrepreneurs in the media industry Kayode-Adedeji, Ige and Ekanem, (2019). Historically, women have faced numerous obstacles in the journalism industry, including gender bias, unequal pay, and limited access to leadership positions. While progress has been made, disparities still exist, particularly for women of colour and those from marginalised backgrounds. As these women step into entrepreneurial roles, they confront additional complexities, from securing funding and resources to managing business operations while upholding journalistic integrity (Dhiman, 2023).

Moreover, the digital revolution has transformed the media landscape, presenting both opportunities and challenges for aspiring female journalists turned entrepreneurs. While digital platforms offer greater reach and flexibility, they also intensify competition and demand constant innovation. Women in this dual role must navigate these digital dynamics while maintaining journalistic standards and ethical practices. The objectives of this study are to find out the primary challenges faced by women who are both journalists and entrepreneurs within the media industry, also to investigate the strategies women employ to overcome the challenges of balancing journalistic responsibilities with entrepreneurial ventures and to examine the

potential implications of these challenges on the overall diversity and inclusivity within the media landscape.

Statement of the Problem

In recent years, there has been an obvious rise in the number of women seeking entrepreneurship and pursuing journalism careers. This trend highlights several difficulties these women encounter in juggling their responsibilities and career roles. These women are examples of resiliency, inventiveness, and determination in the face of difficulty, from breaking news stories to breaking barriers in business. This study, therefore, aims to investigate the difficulties encountered by female journalists and entrepreneurs, examining the complex relationships that influence their career paths. By analysing their experiences, we aim to illuminate their structural barriers and pinpoint tactics to support their professional development and leadership.

LITERATURE REVIEW

Women in Journalism Profession

Women have made significant strides in the journalism profession, breaking barriers and reshaping the media landscape (Dhiman, 2023). Throughout history, women journalists have been trailblazers, challenging societal norms and paving the way for future generations. Franks (2013) opined that there has been a notable increase in the representation of women in journalism over time. Women now occupy prominent roles in newsrooms, serving as reporters, editors, producers, and executives across various media outlets. According to Dhiman (2023), women journalists bring diverse perspectives to storytelling, covering a wide range of topics, including politics, social justice, health, and culture. Their unique experiences and backgrounds enrich media coverage and offer insights that might otherwise be overlooked. Many women journalists use their platforms to advocate for social change and address issues such as gender inequality, discrimination, and human rights abuses (Lanza, 2018). They play a crucial role in amplifying marginalised voices and holding power to account through investigative reporting and in-depth storytelling. The digital age has provided new opportunities for women in journalism to reach audiences worldwide through online platforms, social media, and digital news outlets. The latter half of the 20th century saw significant strides in women's representation in journalism. The rise of feminist movements and advocacy for gender equality led to increased opportunities for women in newsrooms. Notable figures such as Katharine Graham, who became the first female CEO of a Fortune 500 company (The Washington Post), and Barbara Walters, a trailblazing television journalist known for her interviews and breaking gender barriers, helped redefine the role of women in media.

Today, women journalists continue to make substantial contributions across various platforms, from print and broadcast to digital media (Dhiman, 2023). They cover a wide range of topics, including politics, science, culture, and human rights, bringing diverse perspectives and voices to the forefront of public discourse. Despite progress, women in journalism still face challenges such as gender-based discrimination, unequal pay, and harassment. Female journalists,

particularly those reporting from conflict zones or on sensitive topics, may also face safety risks and threats to their well-being. Dhiman (2023) pointed out that women journalists often rely on support networks, mentorship programs, and advocacy organisations to navigate the challenges of the profession and advance their careers. These networks provide valuable resources, guidance, and solidarity among women in journalism. Despite these challenges, women in journalism remain resilient and determined to make their mark in the profession. Through their courage, tenacity, and dedication to truth-telling, they continue to inspire future generations and shape the course of journalism for years to come.

Women Entrepreneur

Women have significantly contributed to entrepreneurial development across various sectors, driving innovation, creating jobs, and fostering economic growth (AkaAhia, 2024). Women entrepreneurs exhibit a strong entrepreneurial spirit, characterised by resilience, creativity, and determination. They identify opportunities, take risks, and pursue their ventures with passion and dedication despite facing numerous challenges. According to Tende (2016), women entrepreneurs are involved in a wide range of ventures, spanning technology, healthcare, finance, education, fashion, and beyond. They launch startups, small businesses, social enterprises, and innovative projects that address diverse needs and markets. Entrepreneurship empowers women economically and socially, enabling them to achieve financial independence, pursue their passions, and contribute to their communities' development (Ogbari et al., 2024). Women-led businesses also promote diversity and inclusion in the workforce, creating opportunities for women of all backgrounds.

Rajendran (2023) pointed out that women entrepreneurs bring unique perspectives and insights to the entrepreneurial ecosystem, driving innovation and disruption. They introduce new products, services, and business models that address unmet needs, challenge the status quo, and drive economic growth. Despite progress, women entrepreneurs often need help accessing resources such as funding, mentorship, networks, and training. Gender bias, lack of representation in leadership positions, and institutional barriers can hinder women's entrepreneurial endeavours and limit their growth potential (Nyoni & Chen He, 2019). Women entrepreneurs benefit from supportive networks and communities that provide mentorship, peer support, and access to resources. Organisations, accelerators, and initiatives focused on women's entrepreneurship play a crucial role in providing guidance and fostering collaboration among women entrepreneurs. Women entrepreneurs have a significant global impact, contributing to job creation, poverty alleviation, and sustainable development.

According to Coleman (2019), governments, organisations, and policymakers are increasingly recognising the importance of supporting women's entrepreneurship through policy initiatives, funding programs, and advocacy efforts. Promoting gender equality, addressing systemic barriers, and creating an enabling environment for women entrepreneurs are critical for unlocking their full potential. Women entrepreneurs are driving entrepreneurial development worldwide, leveraging their skills, talents, and creativity to build successful businesses, create positive social impact, and contribute to economic progress (Puri, 2017). Empowering and

supporting women entrepreneurs is essential for building inclusive and resilient economies that benefit everyone.

Women in Journalism Profession and Entrepreneurial Development

Women in journalism have not only played a significant role in shaping the media landscape but have also made strides in entrepreneurial endeavours within the field. From the early pioneers like Nellie Bly to modern-day journalists, women have been integral to journalism's evolution. Their tenacity and commitment have driven them to break barriers and challenge societal norms, paving the way for future generations. In recent years, there has been a rise in media entrepreneurship driven by technological advancements and changing consumer preferences (Ahmad, 2023). Women journalists have been at the forefront of this movement, leveraging their skills and expertise to launch their ventures. According to Dannana (2023), the digital revolution has provided unprecedented opportunities for women in journalism to create and distribute content through digital platforms, social media, and independent publications.

Women entrepreneurs in journalism often bring innovative approaches to storytelling, combining traditional reporting techniques with multimedia elements and interactive features (Bakhtiary & Behzadi, 2023). They explore new formats, such as data journalism, immersive storytelling, and solutions journalism, to engage audiences and address pressing issues. Women-led media ventures prioritise amplifying marginalised voices and promoting diversity and inclusion in storytelling.

Despite the opportunities, women entrepreneurs in journalism face challenges such as access to funding, gender bias, and navigating male-dominated industries. However, their resilience, creativity, and determination enable them to overcome obstacles and thrive in their entrepreneurial pursuits. Manaff (2024) noted that women entrepreneurs in journalism often benefit from supportive networks and collaborative ecosystems, including mentorship programs, coworking spaces, and industry associations. These networks provide valuable resources, mentorship, and networking opportunities to help women navigate the entrepreneurial landscape and scale their ventures.

According to Caro-González et al (2021), women entrepreneurs in journalism are driving innovation and transformation in the media industry, challenging traditional business models and shaping the future of journalism. Their ventures not only contribute to the diversity of voices in the media but also have a broader societal impact by addressing critical issues and fostering informed public discourse. Their ventures empower diverse voices, foster innovation, and contribute to a more inclusive and vibrant media ecosystem.

Balancing Professional Roles

Balancing professional roles refers to the challenge of managing multiple responsibilities and commitments within one's career, particularly when individuals are engaged in more than one professional endeavour simultaneously. For women in journalism who are also entrepreneurs, this often entails juggling the demands of their journalistic work with the responsibilities of

running and growing their own media ventures. According to Birt (2023), balancing professional roles requires careful time management to allocate sufficient time and attention to each aspect of one's career. Women must prioritise tasks, set realistic deadlines, and create schedules that accommodate both their journalistic assignments and entrepreneurial responsibilities (Bishop, 2023). Establishing clear boundaries between work and personal life is essential for maintaining balance and preventing burnout. Eikhof et al. (2013) pointed out that women may need to delineate specific times for journalistic work, entrepreneurial activities, and personal pursuits to ensure that each aspect of their lives receives adequate attention and care.

Balancing professional roles often requires flexibility and adaptability to respond to changing circumstances and unforeseen challenges. Women must be prepared to pivot between different tasks and projects, adjust their schedules as needed, and remain resilient in the face of setbacks or setbacks (Onoshakpor et al, 2020). Building support networks and seeking assistance from colleagues, mentors, and peers can help women navigate the complexities of balancing professional roles. Collaborating with others, delegating tasks when necessary, and seeking guidance from experienced professionals can provide invaluable support and resources to manage competing priorities. Prioritising self-care and well-being is crucial for maintaining balance and resilience in the face of demanding professional roles. According to the World Health Organization (2022), women must prioritise activities that promote physical, emotional, and mental health, such as exercise, relaxation, hobbies, and spending time with loved ones, to prevent burnout and maintain overall well-being. Balancing professional roles is a dynamic and ongoing process that requires continuous effort, self-awareness, and adaptation. By implementing effective time management strategies, setting boundaries, seeking support, and prioritising self-care, women in journalism who are also entrepreneurs can navigate the complexities of their dual roles and achieve success in both domains.

Challenges Faced by Women who are Journalists and Entrepreneurs

When women pursue dual roles as journalists and entrepreneurs, they encounter a range of challenges that stem from navigating two demanding and dynamic professions simultaneously. According to Dhiman (2023), here are some of the key challenges faced by women who balance these roles:

1. **Time Management-** Juggling the responsibilities of journalism and entrepreneurship requires effective time management. Women in these dual roles often struggle to allocate sufficient time and energy to both pursuits, leading to feelings of overwhelm and burnout.
2. **Work-Life Balance-** Balancing the demands of journalism and entrepreneurship with personal and family obligations can be particularly challenging for women. The pressure to excel in both roles while maintaining personal well-being and family relationships can result in stress and strain.
3. **Financial Constraints-** Starting and sustaining entrepreneurial ventures in journalism often require significant financial investment. Women may need help accessing funding, capital, and

resources for their media startups, exacerbating economic inequalities and limiting their ability to compete in the marketplace.

4. Access to Networks and Resources—Building networks and accessing mentorship and support systems are critical for success in journalism and entrepreneurship. However, women may encounter barriers to networking and mentorship opportunities, including exclusion from male-dominated industry circles and lack of access to supportive communities and resources.

5. Gender Bias and Discrimination- Women journalists and entrepreneurs may face gender bias and discrimination in their professional lives. Stereotypes about women's competence, leadership abilities, and suitability for certain roles can undermine their credibility and hinder their career advancement in both fields.

6. Role Conflict and Ethical Dilemmas- Balancing journalistic integrity with entrepreneurial objectives can give rise to role conflict and ethical dilemmas. Women may grapple with tensions between editorial independence, business interests, and audience trust, leading to ethical quandaries and professional dilemmas.

7. Limited Representation and Recognition - Due to systemic biases and a lack of representation, Women's contributions to journalism and entrepreneurship may be overlooked or undervalued. Women-owned media ventures and entrepreneurial initiatives may receive less recognition and visibility compared to male-owned counterparts, hindering their growth and impact.

8. Workplace Harassment and Hostile Environments- Women journalists and entrepreneurs may be vulnerable to harassment, discrimination, and hostile work environments. Online abuse, sexual harassment, and gender-based discrimination can create barriers to entry and deter women from pursuing their professional aspirations in journalism and entrepreneurship.

Addressing these challenges requires systemic changes to promote gender equity, diversity, and inclusion in journalism and entrepreneurship. By dismantling barriers, fostering supportive environments, and empowering women to thrive in both roles, we can create a more inclusive and equitable landscape where women can succeed as journalists, entrepreneurs, and leaders.

Theoretical Framework

Feminist Theory

Feminist theory was propounded by Mary Wollstonecraft (1792); it is a social, political, and intellectual movement aimed at understanding and addressing the inequalities between men and women in society. The theory offers valuable insights into the challenges faced by women in the journalism profession and entrepreneurial development by examining issues related to gender, power, oppression, and discrimination to achieve gender equality. In the context of journalism and entrepreneurship, women often contend with societal expectations that

prioritise their domestic responsibilities over their professional aspirations, leading to barriers to career advancement and entrepreneurial pursuits.

The theory is relevant to this study because it emphasises inter-sectionalism, which means considering how different aspects of a person's identity (such as gender, race, class, etc.) intersect to shape their experiences. Women journalists who are also entrepreneurs may face challenges not only because of their gender but also due to other factors such as race, ethnicity, sexual orientation, or socio-economic background. For example, women of colour may face unique obstacles compared to white women in the same profession, which highlights the pervasive gender bias in media industries. Women journalists often encounter discrimination regarding pay, promotion, and access to opportunities. As entrepreneurs, they may face additional challenges in accessing funding or support networks due to gender biases in business. The theory addresses the issue of work-life balance and challenges traditional gender roles. Women who are both journalists and entrepreneurs may need help to balance their professional responsibilities with caregiving duties, which are often still assumed to be primarily the domain of women.

METHODOLOGY

The study adopted a qualitative research design. The qualitative research method was appropriate for this study as it aided the researcher in investigating the inspiration for being a journalist and an entrepreneur, balancing the professional roles and work life, changes women will like to see in their field, and understanding factors that contribute to the challenges faced by Women Journalist-Entrepreneur. Convenience sampling techniques was employed to select the respondents because the participants were richly available, easily accessible and able to provide adequate responses to the interview questions.

This study's population consists of women journalists who are also entrepreneurs at Osun State Broadcasting Corporation (OSBC) of which there are 20 women journalist in the corporation but 5 of them are journalist-entrepreneurs.

The Interview guide with the total number of seven questions was used as the research instrument to select respondents' opinions and gather data from the sampled respondents. The interviews were conducted face-to-face with the respondents. The interview guide consists of the following questions:

1. Can you tell me about your journey as a journalist and entrepreneur and what inspired you to pursue both paths?
2. How do you balance the demands of journalism and running your own business?
3. What unique challenges do you face as a woman working in journalism and entrepreneurship simultaneously?
4. What strategies do you use to overcome barriers or stereotypes that you encounter?
5. How do you prioritize your time and responsibilities between your journalistic work and your business?

6. What changes do you hope to see in the industry to better support women who are journalists and entrepreneurs?
7. What advice would you give to other women aspiring to pursue journalism and entrepreneurship careers?

These questions guided the researcher during interview session with the purpose of eliciting responses in line with the objective of the study. The interviewer had the chance to establish a connection with the participants, causing them to feel at ease.

Method of Data Analysis

Data from the interview was transcribed, translated and thematically analysed based on the objectives of the study.

DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS

This study explored the Intersection of Journalism and Entrepreneurship: Challenges Encountered by Women Journalists at Osun State Broadcasting Corporation. The data were collected through interviews with five conveniently selected women Journalists who are also entrepreneurs. For the purpose of protecting the identity of these women, the code MC, 1-5 which respondents, was assigned to them.

Can you tell me about your journey as a journalist and entrepreneur? What inspired you to pursue both paths?

MC 1 stated that '... My passion for reading inspired me to be a journalist. I got inspired into entrepreneurship because I needed more sources of income. I pursued both paths to change the narrative of women depending on men for money.'

MC 2 also stated that '...my knowledge and good mastery in English inspired me into journalism to work as an editor, my love for cooking and watching my sister bakes inspired me to be a baker. What made me pursue both paths was the 2020 lockdown and I did not like the fact I was idle.'

Also, MC 3 stated that '... my love for journalism was the desire to have a white-collar job, and my love for sewing made me go into fashion designing.'

MC 4 '....my passion for journalism made me a journalist, I started being an entrepreneur to make more money, I pursued both parts because of my passion for them'

MC 5 '...My passion for Journalism and baking made me a Journalist-Entrepreneur and I also wanted to make an impact in people's lives.

How do you balance the demands of journalism and running your own business?

MC 1 '...I have my to-do list for my day and also for the week, so I ensure the demands do not clash.'

MC 2 noted, '...off days.'

Also, MC 3 noted '...off days.'

MC4 '...I assign my sales rep on days my work might want to affect my business

MC5 '... balancing journalism and Entrepreneurship is very easy for me because I create content for advert which help me in my business and also my journalistic profession.

What unique challenges do you face as a woman working in journalism and entrepreneurship simultaneously?

Excerpts show that MCs stated thus:

1 '.....My greatest challenge is that people do not pay on time, attend to family demands, and work beyond time when a colleague who is to take the next shift does not show up due to one reason or the other, which in turn affects my family time and my business time'.

2 '.....I face many challenges, such as the demands of being a mother, attending family functions, financial and emotional challenges, forgetting to meet some family/personal tasks due to demands from work and business, and male colleagues' egos making women feel less.

3 '.... My major challenge is being a married woman, attending to my husband and children while working as a journalist and entrepreneur simultaneously; another challenge is juggling different things together, which affects her mental health.

4 '....the major challenge is mainly family to look out for (Husband and Children); if someone does not have an understanding and supportive husband, it will be difficult to balance Journalism and entrepreneurship. Colleagues not paying money immediately when they purchase something is also very challenging. Sometimes, opportunities are opened to only men in the industry because they think women are weak, but men are the weak ones because they cannot multitask; once they get home, they are tired, whereas women will still need to tend to the family needs at hand, like cooking.

5 '...gender inequality is the major challenge I face in journalism and Entrepreneurship, men have dominated the Journalism Profession by not allowing for promotions and also not opportunities in the profession. Also men do much better in business too than women.

What strategies do you use to overcome barriers or stereotypes that you encounter?

MC 1 noted '...being confident.'

MC 2 stated that '...being bold, confident, fierce, speak up when necessary so as not to be ridiculed by male colleagues. I carry my husband along with me about my work and business in order to get more support and understanding from him; sometimes, he reminds me of some tasks I am supposed to carry out about my business. Also, loans and investments have really helped me grow my business.

MC 3 also stated, '... I ensure there is a balance by multitasking and sticking to time. I also have a to-do list.'

MC 4 noted that '... I have good relationships with friends and colleagues at work because they patronise my business, and when there is any challenge I have at work, they help solve it. Also, I try to share the job at home with my maid and the business with my sales rep.

MC 5 '... managing the two professions is an easy one to do because they both work hand in hand for me, you need journalism in business.

How do you prioritise your time and responsibilities between your journalistic work and your business?

MC 1 '...I face my duty at work squarely, and when it comes to business, I do that mostly on off days.'

MC 2 '...I make my family come first and then attend to work and business when due'.

MC 4 '...the beauty of journalism is that it is a shift-oriented base job, so during my off days I face my business squarely, when I am on duty, I assign somebody else to the business'.

MC 5 '...managing the two professions is an easy one to do because they both work hand in hand for me, you need journalism in business'.

What changes do you hope to see in the industry to better support women who are journalists and entrepreneurs?

MC1 '...I hope to see people trained as journalists and entrepreneurs. Also, the government should endorse the six-month maternity leave. Crèche for babies should be established in media organisations to help women take proper care of their babies while at work'.

MC 2 '...I hope the narratives of women journalists being tagged as prostitutes, divorcees, and single mothers will change.

MC 3 '....I hope media organisations increases workers' pay, so I can invest well in my business by expanding the business and employing people'.

MC 4 '...The government should grant loans to women so they will invest more in their businesses and have something to rely on after retirement. They should also employ more people so they can work more easily and maintain good health by not experiencing too much stress.

MC 5 '...there should be equality between men and women in Journalism, men should not get more pay than the women, promotion should be given to women, going on assignment should not be gender base that is men should not be the only gender going on field, gender discrimination should not be allowed in both professions.

What advice would you give to other women aspiring to pursue journalism and entrepreneurship careers?

MC 1 '...My advice is that women who want to do both careers should have the 'I can do it spirit', they should be up to task, believe in themselves and be confident in whatever they are doing'.

MC 2 'My advice is to know what you want to become, have a vision to help attain the peak, consult others, especially those thriving in your business, for better advice, make use of the internet for ideas on how to run your business well, and finally, be an entrepreneur so as to get other sources of income to help you and our family'.

MC 3 '...keep going in spite of all odds, attends to tasks you know you are capable of delivering'.

MC 4 '...anyone who wants to go into the two career paths should go ahead with it. Working as a journalist will also give you leverage to meet people, and this can help you advertise your products to these people.

MC 5 '...My advice is that you should have multimedia skills because it is needed as a journalist and entrepreneur, you need know how to make use of the different media platforms, create content, social media marketing, television news and owning a blog etc to have an edge in these professions. You also need to know about marketing so you can market your brand and you need to build your brand step by step by growing the brand'.

DISCUSSION OF FINDINGS

The primary aim of this study was to examine women in the journalism profession and entrepreneurial development: an examination of their challenges. Research objectives were set in line with this study. The first findings, which sought to look at what inspired the pursuit of Journalism and Entrepreneurship, findings showed that passion for reading, love for journalism, and making more sources of income were the main inspirations, also changing the

narrative of women depending on men for money were the inspirations for pursuing both careers.

Findings also revealed that knowledge and good mastery of English inspired journalist to work as an editor. At the same time, love for cooking gave inspiration to be a baker, and love for fashion gave room to pursue both careers just not be idle.

The result agreed with Dhiman (2023): Women have made significant strides in the journalism profession, breaking barriers and reshaping the media landscape.

Tende (2016), also agreed that women entrepreneurs involve a wide range of ventures, spanning technology, healthcare, finance, education, fashion, and beyond. They launch startups, small businesses, social enterprises, and innovative projects that address diverse needs and markets. Ogbari et al (2024), agreed to these findings, stating that entrepreneurship empowers women economically and socially, enabling them to achieve financial independence, pursue their passions, and contribute to their communities' development

On the second finding which is based on balancing the demands of journalism and running your own business, all the respondents agreed that they could balance the demands of journalism and running their own business because of their off days at work. Also, since journalism is shift-based, they focus on carrying out their business when they are not on duty.

This finding is supported by Birt (2023), balancing professional roles requires careful time management to allocate sufficient time and attention to each aspect of one's career.

Also, Eikhof et al (2013) findings supported the study by pointing out that women may need to delineate specific times for journalistic work, entrepreneurial activities, and personal pursuits to ensure that each aspect of their lives receives adequate attention and care.

The third finding followed the challenges women working in journalism and entrepreneurship face simultaneously. The respondents all stated that attending to family's needs, such as the demands of being a mother, attending family functions, and forgetting to meet some family/personal tasks due to demands from work and business is the most challenging; colleagues purchasing products and not paying when due is also challenging, which causes financial challenges. Another challenge is juggling both careers together, which affects mental health, causing emotional challenges. Also, forgetting to meet some family/personal tasks due to demands from work and business, and ego from male colleagues makes women feel less. Sometimes, the ego of males makes women feel lesser, like when some opportunities are opened to only men in the industry because they think women are weak, but men are the weak ones because they cannot multitask; once they get home, they are tired, whereas women will still need to tend to the family needs at hand, like cooking.

The result was supported by Dhiman (2023), despite these challenges, women in journalism remain resilient and determined to make their mark in the profession. Through their courage,

tenacity, and dedication to truth-telling, they continue to inspire future generations and shape the course of journalism for years to come.

The fourth finding looked at the strategies used to overcome barriers or stereotypes that are being encountered by women in journalism and entrepreneurship. It was revealed that being bold, fierce, and confident is the main strategy used by most of the respondents. Another finding showed that involving one's husband in the day-to-day tasks is important because it helps to get more support from him. Also, having good relationships with friends and colleagues at work is another strategy because they can patronise the business, and when there are any challenges at work, they can help take care of them. Another finding said having a to-do list.

Manaff (2024) supported the findings by noting that women entrepreneurs in journalism often benefit from supportive networks and collaborative ecosystems. These networks provide valuable resources, and networking opportunities to help women navigate the entrepreneurial landscape and scale their ventures.

The fifth finding is based on how time is being prioritised between journalistic work and business. It was revealed that the beauty of journalism is that it is a shift-oriented base, and job duty at work is done when due. Hence, during off days, business is faced squarely. Another finding was that family comes first, and then work and business are attended to at the right time.

Bishop (2023) supported these findings, stating that 'Women must prioritise tasks, set realistic deadlines, and create schedules that accommodate both their journalistic assignments and entrepreneurial responsibilities. Establishing clear boundaries between work and personal life is essential for maintaining balance and preventing burnout.

The sixth finding looked at changes hoped to see in the industry to better support women who are journalists and entrepreneurs. The findings revealed that people should be trained as journalists and entrepreneurs. Also, the six-month maternity leave should be endorsed by the government. Crèche for babies should be established in media organisations to help women properly care for their babies at work. Another finding is that narratives of women journalists being tagged as prostitutes, divorcees, and single mothers should change. Findings also revealed that media organisations should increase workers' pay so that people can invest well in their businesses. Lastly, the findings revealed that the government should grant loans to women so they will invest more in their businesses and have something to rely on after retirement. They should also employ more people to enjoy ease at work and maintain good health by not going through too much stress.

The findings agreed with Coleman (2019), governments, organisations, and policymakers are increasingly recognising the importance of supporting women's entrepreneurship through policy initiatives, funding programs, and advocacy efforts. Promoting gender equality, addressing systemic barriers, and creating an enabling environment for women entrepreneurs are critical for unlocking their full potential.

The last finding was based on advice to other women aspiring to pursue journalism and entrepreneurship careers. Findings showed that women who want to make both careers are advised to have the 'I can do it spirit'; they should be up to the task, believe in themselves, and be confident in whatever they do. Also, they should know what they want to become, have the vision to help attain the peak, consult others, especially those thriving in line with the business they want to pursue, for better advice, and make use of the internet well to get ideas on how to run your business well and finally, be an entrepreneur to get other sources of income. Findings further showed that people who want to pursue both careers should keep going despite all odds and attend to tasks they know they are capable of delivering; working as a journalist will also give the leverage of meeting people, and this can help give opportunities to advertise products to these people. Lastly, the findings revealed that women should have multimedia skills because it is needed as a journalist and an entrepreneur; women need to know how to make use of different media platforms like content creation, social media, television news, radio, newspaper, owning a blog etc to have an edge in these professions.

Dhiman (2023) agreed with this finding by pointing out that women journalists often rely on support networks, mentorship programs, and advocacy organisations to navigate the challenges of the profession and advance their careers. These networks provide valuable resources, guidance, and solidarity among women in journalism.

Conclusion

Based on the findings of this study, Exploring the Intersection of Journalism and Entrepreneurship: Challenges Encountered by Women Journalists at Osun State Broadcasting Corporation, it is therefore concluded that while the journey for women journalist-entrepreneurs is undoubtedly challenging, it is also marked by resilience, creativity, and a drive to effect positive change in the media landscape. By acknowledging and addressing their unique obstacles, we can foster an environment where women can thrive and contribute meaningfully to journalism and entrepreneurship.

Recommendations

Based on the findings of this study, the following recommendations were made:

1. Provide training and resources tailored to women who aspire to become journalist-entrepreneurs. This could include workshops, mentorship programs, and networking events focused on business skills, digital media, and entrepreneurship. Acquire the necessary skills to run a successful business, such as financial management, marketing, and strategic planning. Invest in continuous learning and skill development to excel in both fields.
2. Since journalism often operates on shift schedules, manage your time effectively. Allocate specific hours for your business activities during your off-duty periods. Identify the most critical tasks for your business and allocate your time accordingly. Focus on activities with the highest impact on your business's growth and success.

3. Maintain a healthy balance between your journalism career, your entrepreneurial pursuits, and your personal life. Prioritise tasks based on their importance and allocate time accordingly to avoid burnout.
4. Embrace the mindset of an entrepreneur to explore multiple streams of income. Consider additional opportunities, such as freelance writing, consulting, or creating digital products related to your expertise in journalism.
5. Government should increase access to funding for women journalist-entrepreneurs through grants, loans, and investment opportunities. This can help overcome one of the significant barriers women face in starting and scaling their media ventures. Also, media organisations should increase journalists' pay; this will help them invest more in their businesses.

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