The Chronicle

GENDER IN THE MEDIA - GMPS

STUDY	THE CHRONICLE 2010 STUDY		ZIMBABWE 2010 STUDY		REGIONAL 2010 STUDY	
GENERAL MEDIA PRACTICE						
Type of sources	**%**		**%**		**%**	
Primary sources	86		92		69	
Anonymity	**%**		**%**		**%**	
Anonymous sources	2		11		18	
Diversity of sources	**%**		**%**		**%**	
Single source	78		70		67	
GENDER AND THE MEDIA						
Who speaks	**% women**		**% women**		**% women**	
Overall	15		16		19	
Who is seen	**% women**		**% women**		**% women**	
Images in newspapers	N/A		23		27	
Personal identity	**% women**		**% women**		**% women**	
Women	N/A		6		8	
Men	N/A		1		4	
GBV						
GBV stories compared to total	2		3		4	
Who speaks on GBV	**% women**		**% women**		**% women**	
Percentage women in stories on and mention GBV	N/A		28		27	
HIV AND AIDS	**%**		**%**		**%**	
HIV and AIDS coverage compared to total	1		2		2	
Who speaks on HIV and AIDS	**% women**		**% women**		**% women**	
Who speaks on HIV and AIDS	44		18		20	
Function of sources	**% women**		**% women**		**% women**	
Official and UN Agencies	N/A		4		19	
Civil society and NGOs	N/A		12		18	
Experts	N/A		23		17	
Traditional and religious leaders	N/A		0		2	
Person with AIDS	N/A		4		7	
Person affected	N/A		58		36	
Gender in newsrooms	**%F**	**%M**	**%F**	**%M**	**%F**	**%M**
Female and male sources	2	98	16	84	28	72
Sources and sex of reporter	**%F**	**%M**	**%F**	**%M**	**%F**	**%M**
Female sources by sex of reporter	N/A	N/A	23	14	31	15

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GENDER IN THE MEDIA - GLASS CEILINGS

CRITERIA	THE CHRONICLE 2010		ZIMBABWE 2010		REGIONAL 2010	
	%F	%M	%F	%M	%F	%M
Percentage of employees by sex	N/A	N/A	13	87	41	59
OCCUPATIONAL LEVELS						
Administrative and clerical staff	N/A	N/A	23	77	44	56
Professional staff	N/A	N/A	30	70	41	59
Management	N/A	N/A	12	88	27	73
Board of directors	N/A	N/A	38	62	28	72
CONDITIONS OF EMPLOYMENT						
Freelance	N/A	N/A	22	78	43	57
Part-time	N/A	N/A	5	95	23	77
Full-time, fixed-term contract	N/A	N/A	50	50	37	63
Full-time, open-ended contract	N/A	N/A	18	82	42	58
DEPARTMENTS						
Finance and administration	N/A	N/A	25	75	54	46
Editorial	N/A	N/A	17	83	42	58
Advertising/Marketing	N/A	N/A	40	60	57	43
Human resources	N/A	N/A	58	42	44	56
Production	N/A	N/A	33	67	30	70
Technical/IT	N/A	N/A	0	100	16	84
Design	N/A	N/A	50	50	31	69
Printing and distribution	N/A	N/A	0	100	24	76

POLICIES	% THE CHRONICLE	% ZIMBABWE	% REGION
Existence of a gender policy	N/A	0	16
Existence of a sexual harassment policy	N/A	25	28