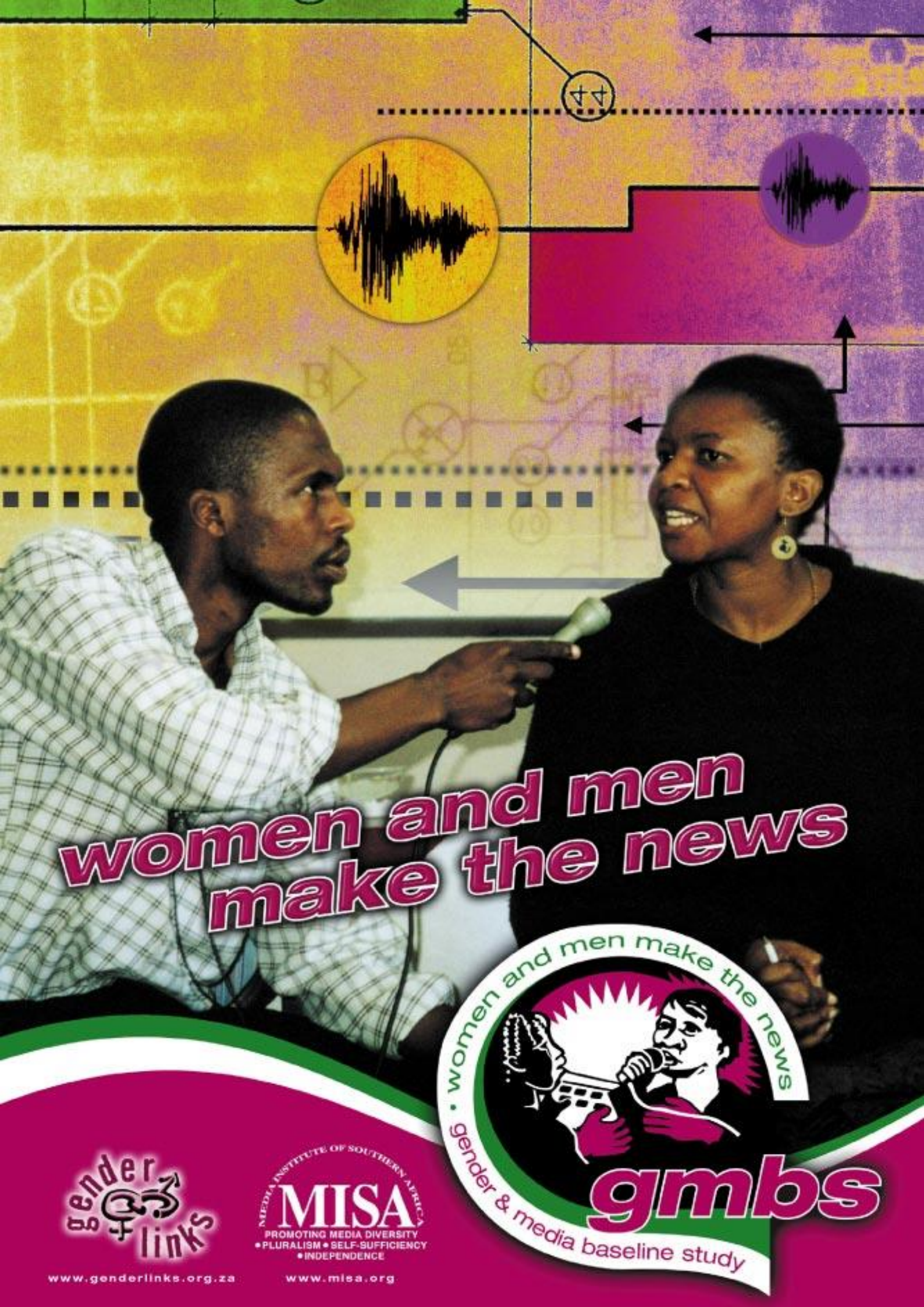


women and men make the news

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gender & media baseline study

gmbs

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Foreword

The last decade, which has witnessed the ending of apartheid and emergence of democracy in most Southern African countries, has brought with it an awakening of the media in our region. Never before have there been so many new publications and opening of the airwaves to private and community broadcasting.

Yet freedom of expression is still far from guaranteed. In many countries the media labours under direct censorship. In all countries of the region and of the world media practitioners - male and female - are subject to a form of self - censorship that they may not even be aware of because it is so deeply ingrained in the way we are raised.

This report is the regional overview of a landmark study on gender in the editorial content of the Southern African media. The most comprehensive regional effort ever to be undertaken to establish how women and men are represented and portrayed in the media, in what areas, and by who, the study covered a total of 25 110 news items in September 2002.

The study is a joint initiative of the Media Institute of Southern Africa (MISA) that seeks to foster a free, independent and diverse media, and Gender Links, a Southern African non-governmental organisation (NGO0 that promotes gender equality in and through the media.

The findings are as shocking as they are challenging. To take a few measures:the study revealed that women constituted only 17 percent of news sources, one percent less than the global average of 18 percent. The only news category that comes close to achieving gender balance is that of TV presenters. Women journalists wrote only 22 percent of the articles in the items monitored.

As stated in MISA's gender policy, giving voice to all segments of society is intrinsic to participation, citizenship and in turn to democracy. The Gender and Media Baseline Study (GMBS) is thus not an end, but a beginning, of a concerted advocacy campaign to ensure that the voices of women and men are equally heard, on all subjects, in the news.

If the media in Southern Africa can succeed in challenging gender stereotypes, we will have gone a long away towards achieving a region in which women and men are free to realise their full human potential. And we will have strengthened the media in our region. As Dr Athalia Molokomme, Head of the Southern African Development Community (SADC) Gender Unit puts it: "what, in the end, could be more central to free speech than that every segment of society should have a voice ?"



Luckson Chipare
Director, MISA



Colleen Lowe Morna
Director, Gender Links

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ACRONYMS

AMCS	Mozambican Media Women's Association
AMUJA	Angola Media Women's Association
CGE	Commission on Gender Equality
CSW	Commission on the Status of Women
FAMW SADC	Federation of African Media Women - Southern African Development Community
FES	Friedrich Ebert Stiftung
GL	Gender Links
GMBS	Gender and Media Baseline Study
GMMP	Global Media Monitoring Project
MAMWA	Malawi Media Women's Association
MISA	Media Institute of Southern Africa
MMP	Media Monitoring Project
NBC	Namibian Broadcasting Corporation
NGO	Non-governmental organisation
OSISA	Open Society Initiative of Southern Africa
SADC	Southern African Development Community
TAMWA	Tanzania Media Women's Association
UNESCO	United Nations Educational, Scientific and Cultural Organisation
WLSA	Women and Law in Southern Africa
WMW	Women's Media Watch
ZAMCOM	Zambia Institute of Mass Communications
ZAMWATCH	Zambia Media Watch
ZWRCN	Zimbabwe Women Resource Centre and Network

EXECUTIVE SUMMARY

This report is the regional overview of the Southern African Gender and Media Baseline Study (GMBS). It is complemented by twelve country reports that give additional detail about women and men in the editorial content of individual countries. The first such study in Southern Africa, the GMBS is also the most comprehensive regional study on gender and the media to be undertaken globally.

Objectives

Initiated by the Media Institute of Southern Africa (MISA) that seeks to foster a free, independent and diverse media in the region, as well as Gender Links (GL), a Southern African NGO that promotes gender equality in and through the media, the study set out to:

a) Provide baseline data for monitoring progress towards achieving gender balance in media coverage;
b) Build capacity in the region for monitoring media content from a gender perspective; and
c) Become a key advocacy tool in the campaign to ensure that the voices of women and men, in all their diversity, are equally represented and fairly portrayed in the media of the region.

Global context

Just before the Fourth World Conference on Women in Beijing in 1995, 71 countries took part in the first global gender and media- monitoring project organized by Media Watch Canada. Five years later, before the New York Beijing Plus Five Conference, 70 countries took part in the Global Media Monitoring Project (GMMP) 2000 called *"Who Makes the News"* that examined how men and women are reflected in the media on one chosen day (available at www.wacc.org.uk).

The GMBS drew substantially from these global efforts but differs from them in that it spanned a whole month, rather than just one day. The study includes both quantitative and qualitative findings. The latter is especially important in moving from a simple number crunching exercise to understanding gender aware reporting. For example, just because a story is about a woman does not mean it is gender sensitive.

There is a growing momentum for women to take over the making of the news on 8 March - International Women's Day. The challenge posed by the GMBS is for equal numbers of women and men, at all levels of decision - making, and giving equal voice to women and men, to make the news every day. Hence the slogan of the study: *"women and men make the news"*.

Partners

As illustrated in the table at *Annex A* in which all partners are listed in various categories, in addition to MISA and GL, the study brought together twenty institutional partners in the twelve countries. These included two media monitoring projects; three media-related NGOs; seven gender related NGOs; four country-level media women's associations; one regional media women's association and five media training institutions.

Media Monitored

The study covered 114 out of the 317 print and electronic media in the twelve countries covered, or 36 percent of the media in these countries, during September 2002. It included a total of 25 110 news items, compared to the 16 000 news items monitored in the 2000 GMMP. The sample covered the full spectrum of private, public and community media. The countries covered were: Angola, Botswana, Lesotho, Malawi, Mauritius, Mozambique, Namibia, South Africa, Swaziland, Tanzania, Zambia and Zimbabwe.

Scope

The study focused solely on the news. It did not include entertainment programming and advertising. In the case of radio and television, the study did not cover news feature programmes such as weekly news round ups and analysis (in the case of the print media these are usually contained within the same news publication). These important genres are acknowledged as significant areas for consideration in future studies.

Structure

In order to make the report as accessible as possible to all readers - from busy media executives to analysts and researchers- information is organised in an ascending level of detail as follows:

- The executive summary provides the key findings of the research.
- Part one includes the introductory chapter and a chapter on methodology.
- Part two covers the quantitative research under the chapter headings “Whose views, whose voices” and “The people behind the news”.
- Part three covers the qualitative findings in three chapters from blatantly sexist coverage, to more subtle forms of stereotyping, to gender-blind reporting, to best practices of gender mainstreaming in the media.
- The final chapter contains recommendations.
- Several annexes to the report provide notes on methodology.

Findings

Table one summarises the main findings of the GMBS for the region. Where they are available, comparative statistics are given from the Global Media Monitoring Project (GMMP) that took place just prior to the five - year review of the Fourth World Conference of Women held in 2000. Margaret Gallagher, who served as chief consultant to the GMMP also served as an advisor to the GMBS, providing an important link between the two studies.

The GMMP, described in greater detail under “background to the project” covered 70 countries around the world, but only covered one day, whereas the GMBS study spanned one month. However, the statistics reflect strikingly similar patterns. These suggest that while the longer term monitoring is methodologically more sound, the results are not substantially different where gender and the media are concerned.

Table one: Snapshot of key findings

	% Women		% Men	
	Regional	Global	Regional	Global
WHO SPEAKS				
Overall	17	18	83	82
Relationships				
Identified by family status	11	21	2	4
Occupation ☆				
Home makers	61	81	33	19
Politicians	9	10	89	90
Sports	8	9	90	91
Beauty contestant	88		10	
Entertainer	38		60	
Sex worker	91		9	
WHO SPEAKS ON WHAT ☆				
Economics	10	17	76	83
Political stories	9	12	90	88
Disaster/War/Conflict	13		70	
Crime	15	20	75	80
Health/HIV/AIDS	25	29	66	71
Mining and Agriculture	15		79	
Human Rights	16	15	70	85
Gender Equality	46		45	
Gender Violence	39		50	
Media / Entertainment	29	35	65	65
Sports	8	12	88	88
WHO CREATES THE NEWS				
TV reporters	38	36	62	64
TV presenters	45	56	55	44
Radio reporters	34	28	66	72
Print reporters	22	26	78	74
WHO REPORTS ON WHAT ☆				
Economics	20	35	54	65
Political stories	16	26	47	74
Disaster/War/Conflict	15		35	
Crime	20	31	46	69
Health/HIV/AIDS	31	46	40	54
Mining and Agriculture	19		53	
Human Rights	23	33	47	67
Gender Equality	30		44	
Gender Violence	19		46	
Media / Entertainment stories	25	40	49	60
Sports	7	15	68	85

*(**Note:** ☆ In these categories, where the regional percentages do not total 100 percent, the shortfall refers to cases where the sex of the news source or reporter is unknown. Global comparisons are provided only where such comparisons are available.)*

Summary of key findings

The key findings of the research can be summarised as follows:

- ***Women's views and voices are grossly under-represented in the media:*** Women constituted 17 percent of known news sources in the media monitored in the study. This figure is close to the global figure of 18 percent in the GMMP. Women constitute 52 percent of the population in Southern Africa.

- ***There are significant variations between countries:*** These ranged from women constituting 26 percent of news sources in Angola (the highest) to 11 percent in Malawi (the lowest).

- ***But there are no significant differences between private and public media:*** The country reports that accompany this regional overview provide a breakdown of sources for each individual media house monitored. An analysis of these findings shows that there is no significant difference in the performance of public and private media with regard to giving voice to women and men. This is disappointing, as one might have expected the public media to lead the way. But the fact that the private media - though somestimes guilty of sexist coverage in pursuit of commercial ends - actually outperformed the public media in many instances is pause for thought.

- ***Older women are virtually invisible:*** To the extent that women's voices are accessed, they are likely to be in the 35-49 year bracket for both print and electronic media.

- ***Women sources still carry their private identity more than men:*** In all countries, a woman is much more likely to be identified as a wife, daughter or mother than a man is likely to be identified as a husband, son or father. The regional average for such labelling of women is 11 percent, compared to two percent for men.

- ***Women in certain occupational categories are virtually silent:*** The only occupational categories in which female views dominated were beauty contestants, sex workers and home-makers.

- ***Women politicians are not heard relative to even their strengths in parliament:*** Women constitute an average of 18 percent of the members of parliament in the region. Yet women constituted only eight percent of the sources in the politician category. Countries that have the highest representation of women in parliament- South Africa, Mozambique and Tanzania - also had some of the lowest proportions of women politicians being accessed as news sources. South Africa, for example, has 31 percent women in parliament and a similar proportion in cabinet. Yet women constituted only eight percent of the politicians quoted in the media monitored.

- ***Gender equality is hardly considered newsworthy:*** About a quarter of all the over 25 000 news items monitored related to politics and economics, and close to twenty percent were on sports. Gender specific news items accounted for a mere two percent of the total, and about half of these were on gender violence.

- ***The only topic on which women's voices outnumber men's is on gender equality:*** Women's voices predominated only in the gender equality topic code. There were more male than female voices, even in the topic code on gender violence.

- ***Men's voices dominate in all the hard news categories:*** Women constituted less than ten percent of news sources in the economics, politics and sport categories.

- ***The highest level of representation of women in the media is as TV presenters:*** Women television presenters (45 % of the total in this category) constitute the highest proportion of women media practitioners in the region. Unlike the global findings, in which women television presenters constitute 56 % of the total, women in Southern Africa do not constitute the majority of this category.

- ***But they have to be young!*** The heaviest concentration of female and male electronic media practitioners is in the 20-34 year bracket. This tapers off much more dramatically for women than for men in the 35-49 year category, and for both men and women in the 50-64 year category. In essence, women stand their best chance in the electronic (and especially TV presenter category) of the media, but have a limited "shelf life". All this highlights the fact that the main factor for women's success in the visual media is looks rather than ability.

- ***Women are least well represented in the print media:*** Women constituted only 22 percent of those who wrote news stories. They are also under represented in the critical images/cartoons and opinion and commentary categories.

- ***Women media practitioners predominate in the soft beats:*** There is not a single news category in which women media practitioners achieve parity with men. Their absence is especially marked in the economics, politics, sports, mining and agriculture beats. The highest percentages of women media practitioners are in the health and HIV/ AIDS, human rights, gender equality, gender violence, media and entertainment categories. Even then, women constitute one third or less of those creating the news.

- ***Women media practitioners tend to access more female sources:*** The positive correlation between women journalists and women sources suggests that having higher levels of women journalists in all beats of the media would increase the extent to which women are given greater voice in the media.

- ***But the growing number of men writing and producing stories on gender issues is an important trend:*** The fact that there are numerically more male journalists writing and producing stories on gender equality and gender violence is a positive sign and should be built on through training.

- ***There are still cases of blatant sexist reporting in the media:*** The qualitative reporting yielded examples of blatantly sexist reporting that portrays women as objects and temptresses.

- ***But increasingly, the challenge is one of subtle stereotypes that are conveyed in a variety of ways:*** These include the relative weight given to male and female sources; stories that go the opposite extreme and glorify women as well as stories that perpetuate the traditional roles of women and men.

- ***The majority of stories suffer from "gender blindness":*** Other than the "sins of commission" the main finding of the qualitative research is that stories suffer from the "sins of omission" - story opportunities that are lost through failing to explore the gender dimensions of every day situations, such as the gender power dynamics at play in the HIV/AIDS pandemic, the different impacts of national budgets on women and men and the different gender impacts of poverty and war.

- ***But examples of gender aware reporting gathered as part of the qualitative analysis show that transformation is possible:*** The qualitative analysis also yielded several "best practice" examples of gender perspectives being integrated into news and yielding more balanced, more interesting and ultimately more professional stories.

PART ONE: CONTEXT



Jennifer Mufune of MISA and Regis Mututu of Padare Men's Forum on Gender, Zimbabwe, compare notes.

CHAPTER ONE: INTRODUCTION

This chapter provides the backdrop to the study. It covers the background to the project, its regional and organisational context, previous research on gender and the media in Southern Africa, and the key events during the monitoring period.

Background to the project

The media - the tenth critical area of concern in the Beijing Platform for Action - is one of the most important yet challenging areas of work for advancing gender equality. As "formal" or legislated discrimination against women falls away, the key challenge confronting us is how to change mindsets hardened by centuries of socialization and cemented by factors such as custom, culture and religion.

Potentially having a huge role to play in this "liberation of the mind", the media has more often than not been part of the problem rather than of the solution. The 1995 global media- monitoring project mentioned in the executive summary found that women constituted 17 percent of news sources. Five years later when this study was repeated, the figure had gone up by a mere one percent to 18 percent.

In her recently published book, *"Gender Setting"* gender and media specialist Margaret Gallagher attests to the value of such monitoring. She notes that it gave women a tool with which to "scrutinize their media in a systematic way, and a means of documenting gender bias and exclusion."

The process, she adds, "provided an eye- opening, educational experience for many of those involved. For some it created a new awareness of the pervasiveness of gender stereotyping. For others it provided concrete evidence to support long-held personal opinions." Most important, the book documents how at regional and national level, various groups have adapted the methodology used in this global project to establish more comprehensive data on gender and media in their localities, to intensify monitoring and advocacy work.

Gender inequalities in Southern Africa

While there have been some advances for Southern African women on the political and legal fronts, "equality of opportunity" is still far from translating into "equality of outcomes" in the region.

On the plus side, the Beijing Conference and related regional initiatives such as the SADC Declaration on Gender and Development have played a critical role in raising awareness that gender equality is central to development.

Much innovative thinking on gender is emerging from Southern Africa: for example, the gender budget initiative in South Africa and Tanzania, which built on pioneer work in Australia, is spreading rapidly across the continent, providing a tool for holding governments accountable where gender equality is concerned.

With women constituting an average of 18 percent of members of parliament, Southern Africa has a relatively high level of women in decision-making. But these average figures mask huge discrepancies between different countries in the region: from South Africa, Mozambique and Seychelles that have close to 30 percent women in parliament, to Malawi, Lesotho, Mauritius and Swaziland that have less than ten percent.

In all countries of the region, customary law continues to operate side by side with codified law, often consigning women to being minors all their lives, first under their fathers, then under their husbands and finally under their sons or a male relative.

With an enrolment ratio of 99 percent girls and 95 percent boys, Southern Africa is ahead of the rest of the continent in closing the gender gap in primary school education. But there are substantial gender gaps in higher and vocational education.

Women in the region constitute the majority of the illiterate, the destitute, the poor and the unemployed. Although the region is relatively more peaceful than in the past, women have borne the worst brunt of the wars that afflicted Southern Africa not so long ago.

Southern Africa also has the highest prevalence rate of HIV/AIDS of any region in the world, with a disproportionate effect on women who often find themselves powerless to negotiate safe sex and have to bear the added burden of care imposed by the pandemic.

Even before this study, cursory scans through media in the region confirmed the global finding that women constitute less than one fifth of news sources and that they are primarily depicted as victims of violence or objects of beauty. Coverage on complex issues such as gender violence, HIV/AIDS, the links between custom, culture, religion and gender inequalities is often sensational, lacking in depth or context.

Gender and media research in Southern Africa

Research on gender in the media in Southern Africa prior to this study is patchy, and mostly emanated from South Africa. Much of the South African research has been conducted by the MMP around specific issues, such as gender and the elections, often commissioned by groups such as the Commission on Gender Equality (CGE) and Women's Media Watch (WMW).

The Tanzania Media Women's Association (TAMWA) has had a long history of "activist" media monitoring and conducting specific campaigns, for example on gender violence.

In Zimbabwe, the local chapter of the Federation of African Media Women- Southern African Development Community (FAMW-SADC), the Zimbabwe Women's Resource Centre and Network (ZWRCN) and the Musasa Project have all conducted small surveys on specific aspects on gender in the editorial content of the media.

Studies on gender in the editorial content of the Zambian media include "*The Gender Analysis of the Image of Women in the Media"* by Sarah Longwe and Roy Clarke in 1997 and "*The Portrayal*

of Girls and Women in Adverts of Zambian Television" by Mbulo, Muyakwa and Matenga in 1998. The Zambia Institute of Mass Communications (ZAMCOM) has undertaken a survey of the media's treatment of gender issues in Zambia, and is compiling a gender and media handbook.

The Polytechnic of Namibia (PON), that offers entry- level training to the media, has undertaken similar short studies. These include monitoring of three newspapers over two weeks in May 2002 that showed that not a single woman featured in the business and economic news and a five- week survey on the portrayal of gender violence in the Namibian media.

The newly established Media Monitoring Project Namibia (MMPN) found in its pilot phase report from July- October 2001 that women constituted 15.3 percent of all known sources. The report also found that women sources consisted mainly of civil society representatives and government officials, compared to men who were mostly ministers and deputy ministers.

At a regional level, FAMW - SADC worked with UNESCO in the run up to the Fourth World Conference on Women to compile employment statistics on women in the media in the region. These showed that women constitute less than one quarter of journalists in the region and less than five percent of media owners and managers.

The research that has been undertaken in the region to date has been a critical tool in the lobbying and advocacy work on gender in the media. The GMBS set out to provide systematic and comprehensive data that could be used to intensify such advocacy work, provide training in monitoring the media from a gender perspective, and provide a baseline for measuring progress in the future. It will also strengthen the gender sensitisation process included in media training through media training providers such as the Southern African Media Trainers Network (SAMTRAN).

Organisational context

Various initiatives came together to provide a context and rationale for the partnership between GL and MISA to conduct the study:

- In May 2001 GL launched *"Whose News, Whose Views: A Southern African Gender in Media Handbook"* at the editor's forum convened by the NSJ Trust and MISA just prior to the tenth anniversary of the Windhoek Declaration on media freedom in Africa. GL has since been involved in an extensive advocacy and training campaign on gender and the media across the region.
- In November 2001, MISA developed a Gender Policy and Action Plan with assistance from GL. The policy makes a strong statement about the need for gender equality to be explicitly, rather than just implicitly understood to be integral to notions of a "pluralistic media", "reflecting the widest possible range of opinion within the community", "the fulfilment of human aspirations", "freedom of the press" and "freedom of association" as expressed in the Windhoek Declaration. The Action Plan includes the "conducting of baseline research on the state of gender and the media" in the region.
- MISA and GL jointly fundraised for and managed the GMBS, drawing on their extensive networks of media researchers, monitors as well as gender and media activists to conduct the country level research.
- The MMP served as technical advisor and trainer for the overall project, and conducted the South African country study.

Key events during the monitoring period

Researchers chose the month of September for the study because it represented a relatively "neutral" month. By contrast, March would not have been a neutral month because of International Women's Day. The MMP has shown that in South Africa, there is a considerable increase in the coverage of gender issues in August because 9 August is observed in that country as women's day, and this is often extended to "women's month".

Increasingly, the period from 25 November (International Day of No violence Against Women) to 10 December (Human Rights Day) is observed globally and in the region as the Sixteen Days of Activism on Gender Violence. This period could also have distorted findings.

September 2002 did coincide with the World Summit on Sustainable Development (WSSD) in Johannesburg, and this may have had some bearing on the outcomes. Other key events in the region during the month, important for understanding the context of the monitoring are:

- The drought in the region and food emergencies in many countries, including Zambia and Malawi.
- Political instability in Zimbabwe and its ramifications for the region.

Some country-specific issues of note include:

- Revelations in Zambia of economic plunder by the previous government.
- Mounting tension between the government and media in Namibia, following a visit to the Namibian Broadcasting Corporation (NBC) studios by President Sam Nujoma, who assumed the role of Minister of Broadcasting and Information during the research period.
- The visit to Lesotho by UN Secretary General Kofi Anan.
- A debate in the Lesotho parliament on the Sexual Offences Bill and joint workshop between Women and Law in Southern Africa (WLSA) and Gender Links on covering gender violence.

CHAPTER TWO: CONDUCTING THE RESEARCH

This chapter covers key definitions, the process followed, the media monitored and the methods used to conduct the research,

What is gender?

Gender is defined in this study as:

"The socially constructed differences between men and women which can change over time and which vary within a given society and from one society to the next. Our gender identity determines how we are perceived and how we are expected to behave as men and women."

Thus while the fact that women give birth to children is biologically determined, the fact they perform the majority of household chores, predominate in the informal survivalist sector and in the lower paid "care" work in the formal sector are all socially constructed. What is important to stress is that gender relations are dynamic. They are shaped through the history of social relations and interactions. They vary over time and place and between different groups of people. They may also be impacted by other factors, such as race, class, ethnicity and disability.

Process

The project consisted of the following components:

1) ***Desktop research and project design:*** This phase involved a review of existing studies of this nature, especially the GMMP, to determine the most effective methodologies. Design questions included: the time period over which the monitoring would take place, the range of media to include (private, public, print, electronic etc) and the key questions to be answered. The MMP and Margaret Gallagher made critical inputs into the design.
2) ***Selection of team leaders and approval of proposals for in-country research:*** MISA, which managed the in-country research, approached prospective team leaders to submit proposals for the monitoring exercise, based on a detailed brief forwarded to them. Those approached included NGOs working in the media and gender fields, training institutions, media women's associations and media watchdogs (see *Annex A* for collaborating partners.).
3) ***Training of trainers:*** MISA, GL and the MMP convened a workshop of a team leader plus one monitor from each of the twelve Southern African countries where the research took place from 5-9 August 2002.
4) ***In country training:*** Team leaders went on to conduct in country training of their monitoring teams.
5) ***In country monitoring:*** Each of the monitors returned to their country and conducted the research according to the agreed guidelines with an initial test in late August, and monitoring over the month of September.

6) ***Workshop to collate findings:*** The team leaders convened to share their findings and draw conclusions at a regional workshop in late November.
7) ***Reports:*** GL, assisted by the MMP, edited the final reports consisting of the regional overview and twelve country reports.

Media monitored

In the call for proposals for the research, GL and MISA provided a summary of the media in the region derived from MISA's Southern African Media Directory 2001/2002. Media in the region were categorised into Electronic and Print. These were further sub divided into TV, State/Public; TV/ Private; Radio - State/Public; Radio - Private; Radio - Community in the electronic division and Daily/ State, Daily/ Private, Weekly/State and Weekly/Private in the print division. Periodicals and print community publications were not included.

Southern African countries were then divided into three media density categories: those that represent 13 percent and above of the total number of media (high density); those that represent six to 12 % (medium density) and those that represent zero to five % (low density).

Researchers in the different countries had to monitor a minimum number of media in each country as set out in the table below:

Table two: Number of media to be monitored

Categories	Countries	Minimum no of media to monitor
High	South Africa, Tanzania, Mozambique	15
Medium	Mauritius, Malawi, Zambia, Zimbabwe	9
Low	Lesotho, Namibia, Angola, Botswana, Swaziland	6

Spread

Researchers had to ensure sufficient diversity of media within this minimum number as follows:
- TV, radio and print had to be covered.
- Private and public media had to be included.

Although community radio is a rapidly growing and critically important area of broadcasting for the region, there are many countries that still have no community radio stations. The vast majority of the existing community radio stations are in South Africa that also has the highest media density. Resource constraints made it impossible to do justice to monitoring community radio in this study. It is acknowledged as an important area for future studies, when it is also likely that this form of broadcasting will be much more widely spread across all the region.

Content

The content that had to be monitored included:

- Entire newspapers, excluding letters to the editor, adverts, supplements and classifides;
- The main evening news bulletin for television;
- Three news broadcasts per day for radio.

The actual media monitored in each country, compared to the number of media in that country, is illustrated in table three.

Table three: Total versus actual media monitored

Country	Print		Print		Radio		Radio		Radio		TV		TV		Totals		
	Dailies		Weeklies		State		Private		Community		State		Private				
	T	M	T	M	T	M	T	M	T	M	T	M	T	M	T	M	%
Angola	1	1	5	1	1	1	9	2	0	0	1	1	0	0	17	6	35
Botswana	2	2	6	1	2	1	2	1	0	0	1	1	1	0	14	6	43
Lesotho	0	0	7	4	1	1	5	1	0	0	1	1	0	0	14	7	50
Malawi	2	2	7	3	2	1	4	2	2	0	1	1	0	0	16	9	50
Mauritius	5	2	2	2	1	1	2	2	0	0	1	1	0	0	11	8	73
Mozambique	7	4	15	4	1	1	12	1	5	1	1	1	1	1	44	13	30
Namibia	3	3	7	2	1	1	6	0	3	0	1	1	2	0	23	7	30
South Africa	18	9	16	7	11	3	9	1	21	0	3	2	2	1	80	23	29
Swaziland	2	2	4	3	2	1	1	0	1	0	1	1	0	0	11	7	70
Tanzania	14	6	13	1	2	1	12	1	0	0	2	1	5	1	48	11	23
Zambia	3	3	2	1	1	1	7	1	1	1	1	1	2	0	17	8	47
Zimbabwe	6	4	12	3	2	1	0	0	0	0	2	1	0	0	22	9	41
Totals	**63**	**38**	**96**	**32**	**27**	**14**	**69**	**12**	**33**	**2**	**16**	**13**	**13**	**3**	**317**	**114**	**36**

T=Total; M=Monitored

The table shows considerable variations with regard to the proportion of media monitored. In countries with low media density, such as Mauritius and Swaziland, monitors covered well over half of the existing media. In a high density country such as South Africa, monitors covered the highest number of media (23) yet this still constituted the lowest proportion (29 percent). Overall, the table shows that the research covered 114 out of a possible total of 317 media in the twelve countries, or 36 percent of the media. There is also a good spread between public and private media. In sum the table above is a representative sample, particularly when the one month time horizon and number of items covered is taken into account.

Timeframe

Resources did not permit for each medium to be monitored for each of the thirty days in September. However, the research was designed in such a way that by staggering the monitoring on different days of the month (see *Annex B* - the constructed month) the results could reflect daily news occurrences for each day of the month.

Number of items monitored

The table below illustrates the number of news items monitored in each country. It shows that in South Africa, with 142 of the 355 (or 40 percent) of the media houses in the twelve countries, the researchers monitored 8642 (34 percent) of the 25 110 news items monitored overall. The number of items monitored is considerably higher than for the GMMP (15 960) that covered seventy countries, albeit for only one day.

Table four: Number of news items

Country	Total Items
Angola	205
Botswana	434
Lesotho	745
Malawi	1528
Mozambique	1564
Mauritius	3003
Namibia	1939
Republic of South Africa	8642
Swaziland	1403
Tanzania	2784
Zambia	756
Zimbabwe	2107
Total region	**25 110**

Quantitative monitoring

The quantitative monitoring consisted of capturing a specified set of data from each item. This included information about the item itself, who generated or presented the story (presenter, anchor, reporter, writer) and who featured in the item. Questions to be answered included:

- Proportion of male and female sources.
- Occupations of these sources.
- How these sources are described (evaluative labels).
- Other factors of diversity, such as race and age.
- Whose voices are heard on what subjects.
- Who are the media practitioners who generate the stories (by sex and age, and where appropriate by race).
- Who reports on what (gender stereotypes across different beats).
- Are there differences in the extent to which male and female journalists access male and female sources?

A more detailed explanation of these questions is found in *"Annex C"* on the different graphs included in the study.

The process included:

- Filling in standard forms each day for each item monitored with the assistance of a user guide prepared by the MMP.
- Submitting forms for checking to the team leader who generally monitored at least one medium to better understand any difficulties that the monitors encountered.
- Entering of data into a database.
- Quality control and random sampling by the MMP.
- Final data capture at the end of the thirty day period.
- Delivery of the database by E Mail to the MMP to be synthesised into one central data- base that has made possible this regional overview report, as well as country comparisons with regional averages.

Some key features of the graphs are that:

- Each graph has been represented in percentage terms.
- All regional comparisons are based on the normalised average of the eleven other countries.
- In all instances monitors were instructed to attribute sex, age and race only where this could be done with a high degree of certainty. Where there was doubt specific codes were allocated to indicate that the criteria was not clear or unknown.

In the report, the quantitative monitoring is divided into two parts: a gender analysis of news subjects (sources, what they speak on) and of the people who generate the news (who they are, where they work, what they report on).

Qualitative monitoring

The qualitative analysis aimed to collect examples or case studies of gender stereotypes and imbalances in media coverage as well as ways in which these have been challenged. The case studies serve to flesh out many of the observations made in the quantitative analysis.

Qualitative analysis also helps to build gender and media literacy within the public (media consumers), media advocates and among those who work within the media. **Media literacy** is the ability to read and analyse images and implicit messages in all types of media content. Questions asked included:

- How are women and men labelled as sourced in the media?
- Is there a good balance of men and women sources? Do women and men speak on the same topics, or does the media reserve specific topics for men only and specific topics for women?
- Does the language promote stereotypes of men and women?
- Are physical attributes used to describe women more than men?
- How are women portrayed in the story? How are men portrayed in the story?
- Are all men and women in a society represented and given a voice in the media?
- What are the missing voices, perspectives in the story?
- What are the missing stories?

The steps taken in the qualitative monitoring are set out in greater detail at *Annex D*. Monitors used the following framework to help them assess stories:

Table five: Checklist for the qualitative monitoring

Gender aware reporting	Gender blind/ gender biased reporting
Gender balance of sources (voices)	Lack of gender balance in sources (voices)
Gender neutral language	Gender biased language
Awareness of differential impact	Lack of awareness of gender dynamics
Fairness in approach to issue • No double standards • No moralizing • No open prejudice • No ridicule • No placing of blame	Biased coverage of issue • Double standards • Moralizing e.g. being judgemental • Open prejudice e.g. women are less intelligent than men etc • Ridicule e.g. women in certain situations • Placing blame e.g. on rape survivors for their dress etc
Challenges stereotypes	Perpetuates stereotypes
Simple accessible gender sensitive language	Use of jargon and stereotypical gender biased language
Gender disaggregated data	Aggregated data

Each day, monitors alerted team leaders to positive and negative examples, including headlines, graphics, cartoons and pictures. The reports provide an overview and examples of qualitative findings ranging from blatantly sexist pieces, to more subtle examples of gender stereotyping, to examples of best practice in ensuring that the voices of women and men, in all their diversity, are heard.

This qualitative analysis section is divided into four parts:

- The first, “Blatant stereotypes” illustrates how women are still portrayed as sex objects in the region’s media.
- The next looks at “More subtle stereotypes”. This section looks at lack of context, gender insensitive language, negative and positive portrayals, a gender imbalance in perspective, and limited sources.
- The third looks at “gender blind” reporting or stories that are the poorer for not exploring the gender dynamics that underpin them. At the end of the analysis with each example in this section are pointers on what is missing in the story. What is missing often gives us clues to the subjective decisions of reporters and editors when putting a news story together, but these pointers also can become guides to how to mainstream gender into an issue, or how to make the news copy better.
- The final part,“Mainstreaming gender in the media”, contains examples and analyses of how gender can be effectively mainstreamed in all areas of coverage. This is the ultimate goal of moving towards a more open and inclusive media, freedom of expression and a balanced representation of all women and men in society in the media.

Images and visuals are discussed in each section. Through cartoons, pictures and images, among other visual forms, many messages are communicated, which often are stronger than words. This media form can be far more overt than text in highlighting gender prejudices, biases and stereotypes. Images can reflect a society as it is, capturing the dynamic changes and diversity of all, or they can reproduce the believed norm, which provides access to some, but caricatures, objectifies and marginalizes others. Monitors across the region provided the examples given in all the sections.

PART TWO: QUANTITATIVE FINDINGS



Keabonye Ntsabane of the Women's National Coalition in Botswana

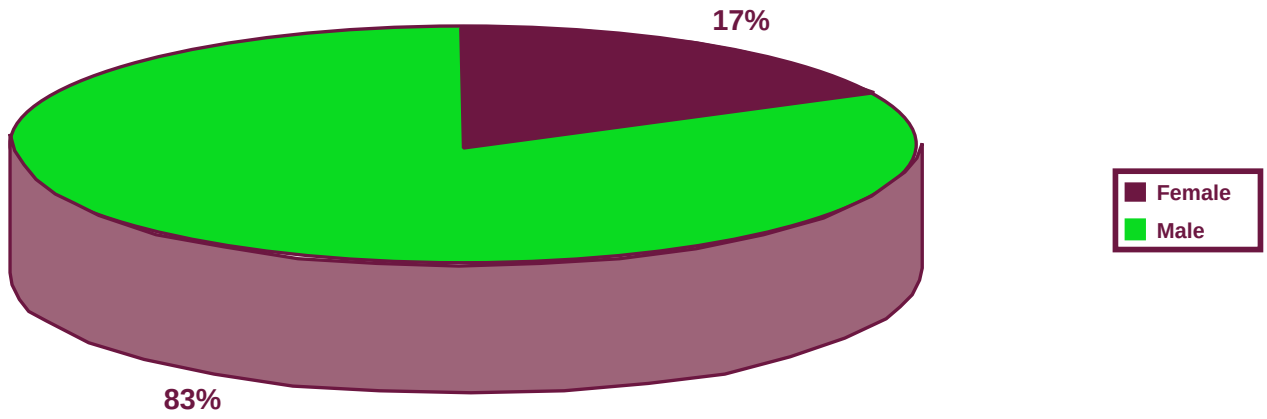
CHAPTER THREE: WHOSE VIEWS, WHOSE VOICES

This chapter presents the findings of the quantitative analysis with regard to sources. It covers the overall proportion of male and female sources in the Southern African media; variations between countries; variations between different media in the region; occupation of sources; how they are identified and who speaks on what subject.

Who speaks?

Figure one shows that if unknown sources are excluded, women constituted 17 percent of news sources in the media monitored across the region as a whole. This figure is close to the global figure of 18 percent in the GMMP.

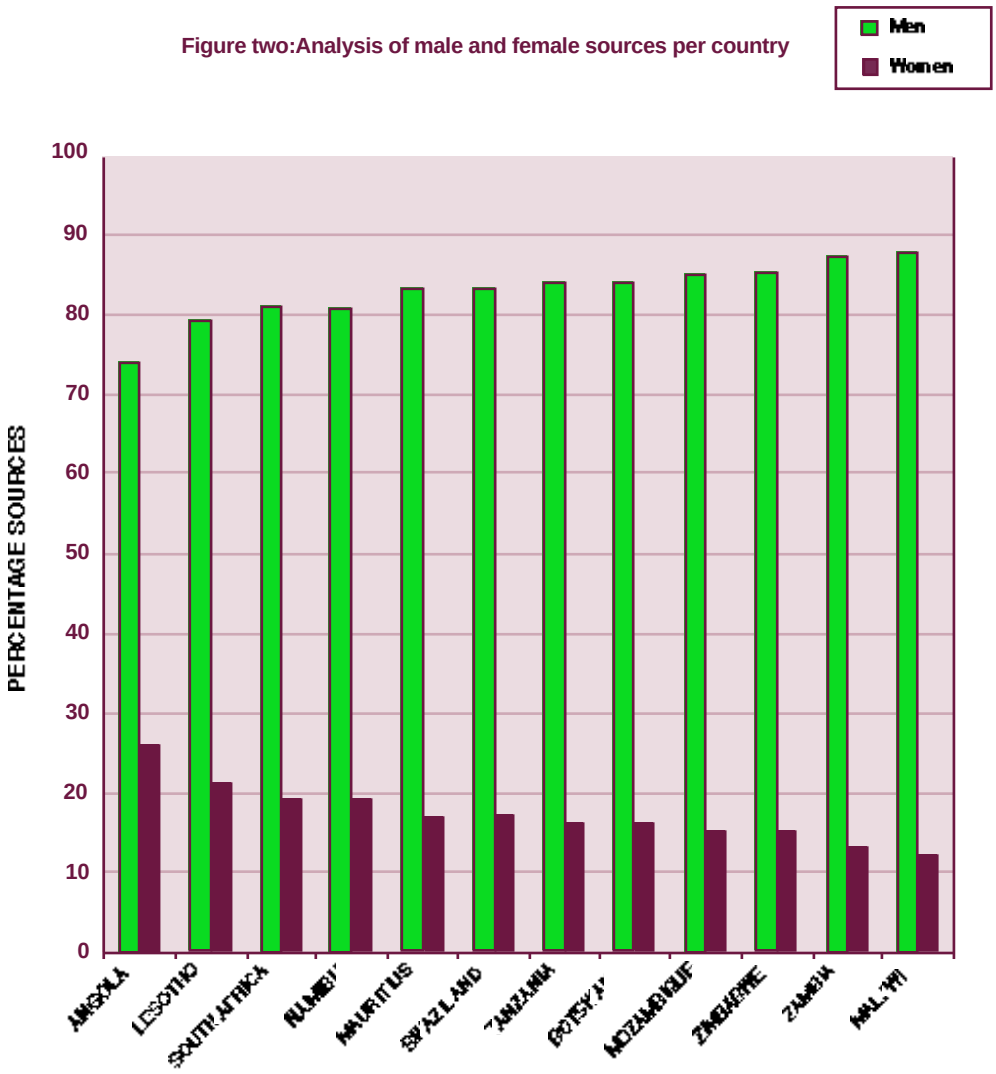
Figure One: Analysis of male and female sources for all media



Country variations

Figure two provides a country breakdown of these news sources. The bar graph shows that at 26 percent, Angola had the highest proportion of women sources, followed by Lesotho at 21 percent. Five countries fall within the 17-19 percent range. Botswana, Mozambique, Zimbabwe, Zambia and Malawi all fall below the regional average of 17 percent. Angola at the top of the league has been more progressive on gender than Malawi, at the lower end. But there is no simple correlation between how progressive a country is perceived to be on gender issues and the proportion of women as news sources. For example, South Africa has one of the most progressive constitutions on gender, but is not at the top of the league. Mozambique is also regarded as a leading light on gender issues, yet is near the bottom. This suggests that even in progressive environments, there is no guarantee of the media seeking out the views of women.

Figure two:Analysis of male and female sources per country



Variations between media houses

The country reports disaggregate information on sources according to media houses. These also display huge variations. For example, in Angola, Radio Nacional has 41 percent female sources- the highest in the study. Yet Radio Ecclesia, a Catholic radio station, had no female sources at all. In general there does not appear to be any major difference in the performance between public and private and media. In South Africa, for example, the privately owned Sunday Times had 29 percent female sources, compared to 23 percent for SABC 1. However, the Sunday Times has large entertainment sections that may account for the higher level of female sources. This underscores the importance of quantitative and qualitative analyses when undertaking studies like this.

The age factor

Figure three and four below shows that to the extent women's voices are accessed, they are likely to be in the 35-49 year bracket for both print and electronic media. While there is an increase in the proportion of men in the 50-64 year age bracket accessed by the electronic media, the voices of older women are virtually non-existent.

Figure three: Electronic media sources split by sex and age for region

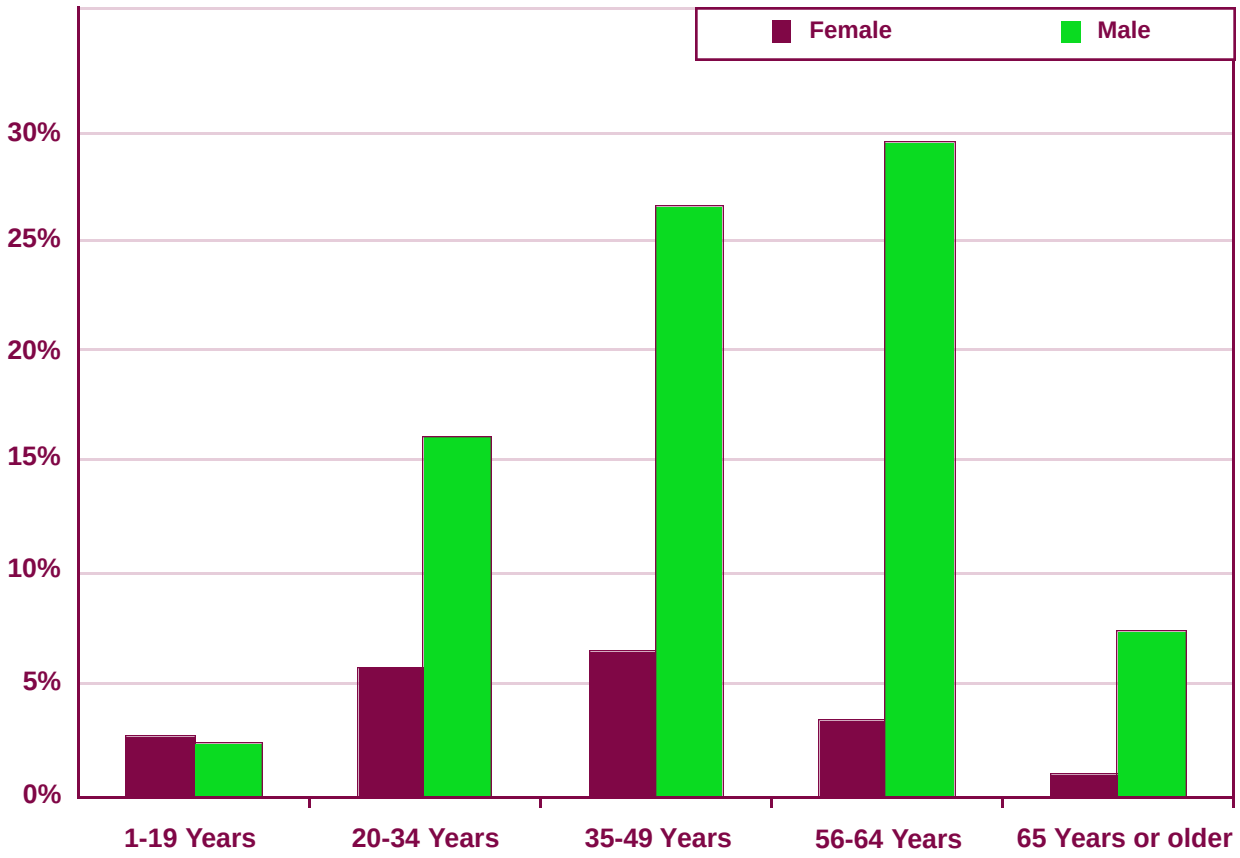
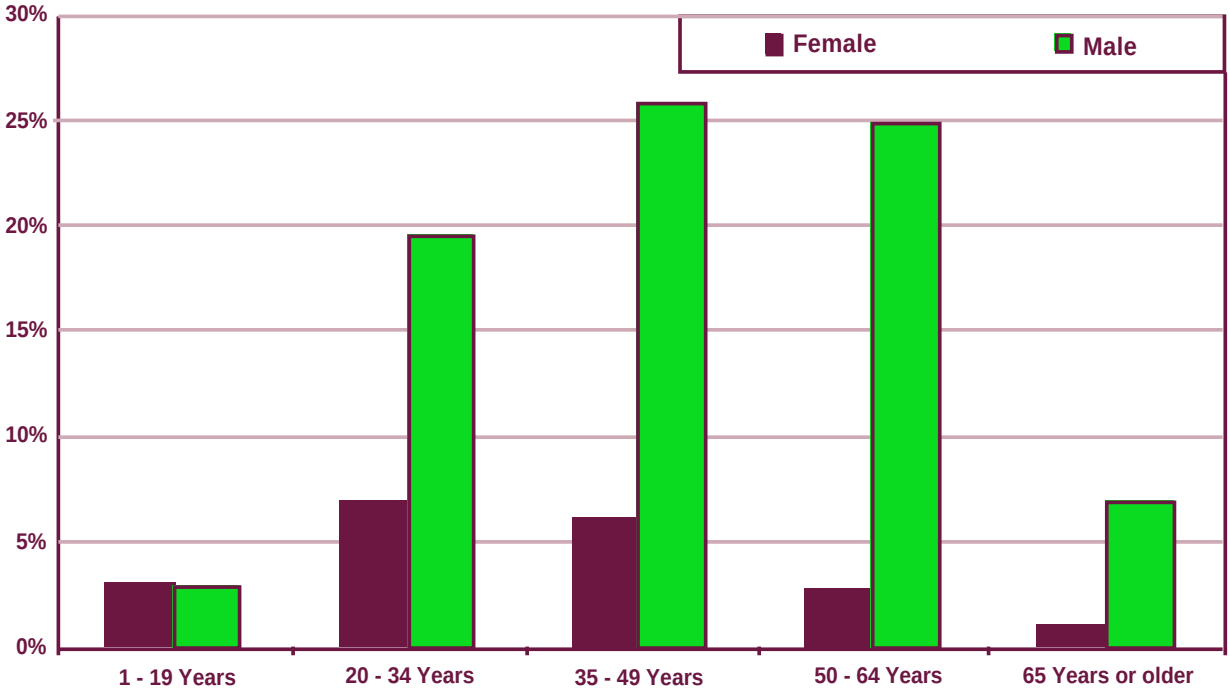


Figure four: Print media sources split by sex and age for region



How sources are identified

A cardinal rule of professional reporting is only to mention family affiliations and relationships if they are relevant to the story. Table six illustrates the extent to which sources are identified according to family relationships.

In all cases, women are much more likely to be identified as a wife, daughter or mother than a man is likely to be identified as a husband, son or father. The regional average for women is 11 percent, compared to two percent for men.

Table six: Relationships

	Wife, daughter, mother- %	Husband, son, father-%
Region	11	2
Angola	9	5
Botswana	5	0
Lesotho	1	0
Malawi	21	1
Mauritius	15	3
Mozambique	7	0
Namibia	6	1
South Africa	14	2
Swaziland	8	1
Tanzania	11	3
Zambia	5	1
Zimbabwe	4	1

Although these figures are lower than the global average of 21 percent for women and four percent for men (see table one) they still point to inherent gender biases in the regional media. There are also considerable country variations.

The proportion of female sources identified according to a relationship is especially high in Malawi, Mauritius and South Africa. Interestingly, these proportions are lowest in Lesotho, Zambia and Zimbabwe - three countries that are not regarded as especially progressive on gender issues. The proportion of men identified according to relationships is low across the board, and was non - existent in Mozambique, Botswana and Lesotho.

These findings suggest that as far as the media in the region is concerned, men “shed” their private lives while they are working in the public domain while women are perpetually split between the two, and are expected to “carry” their private identity with them.

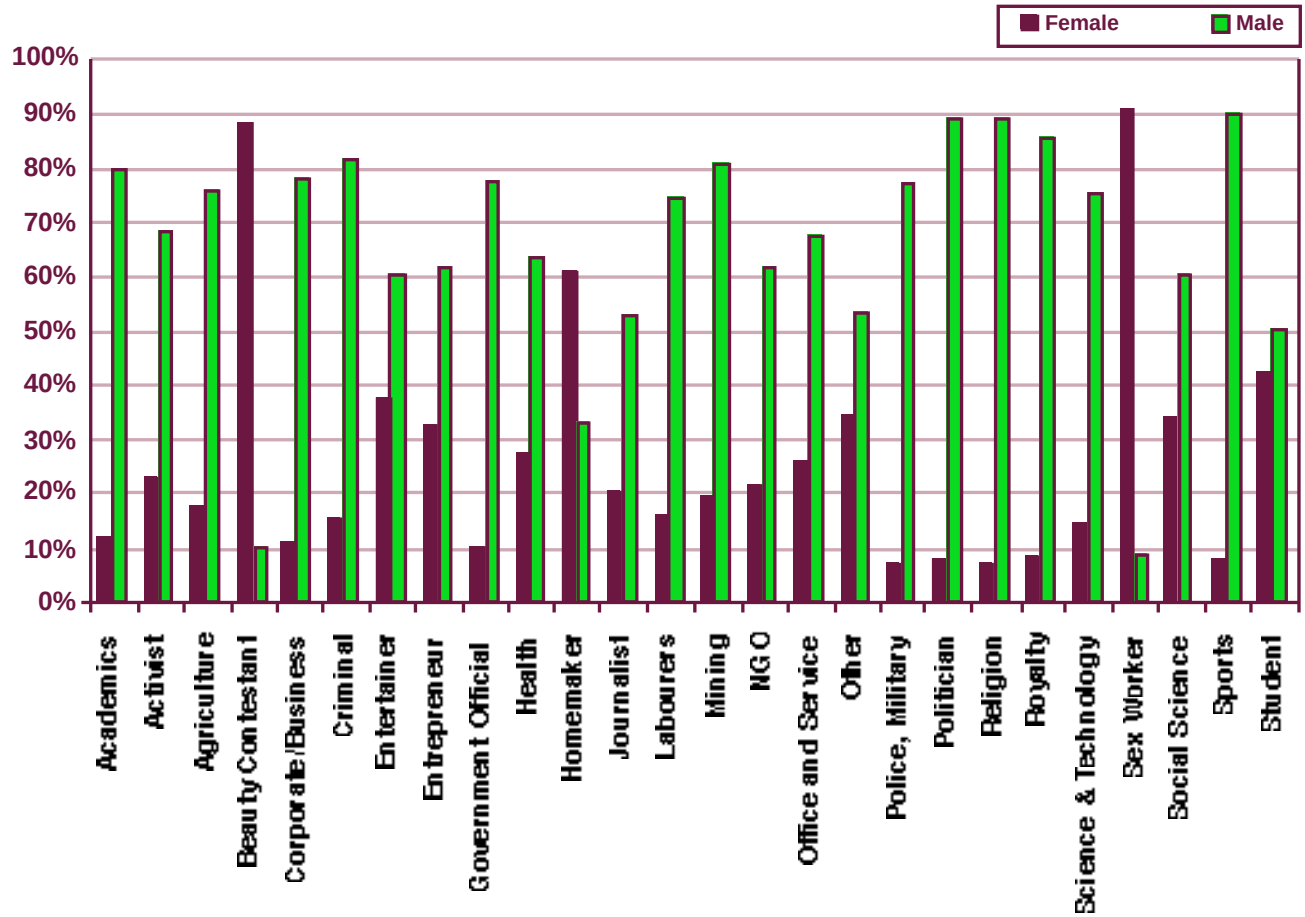
The voices that count

Figure five illustrates the proportion of women and men in different occupations accessed as sources by the media during the study. The only occupational categories in which female views dominated were as beauty contestants, sex workers and home- makers. Male voices predominate even in agriculture, where studies by the UN Food and Agriculture Organisation show that women perform most of the work. There is also a substantial gender imbalance in the NGO category that is commonly viewed as more progressive on gender issues. The only occupational categories that come close to gender balance are students. The finding on male and female students being almost equally accessed underscores the importance of education in achieving gender equality. However, the overall findings beg the question of what happens to female students when they enter the professions, where they seem to become rapidly invisible to the media.

Figure five: Regional breakdown of sources by sex and occupation

(% of individual occupations)

(% show the split of F&M where identified - any "unknown" have been included in the calculation for each)



The voices that get hidden - even when they exist

A frequently asked question is: is this not just the way things are? If women are the majority of beauty contestants surely it makes sense that they will constitute the majority of those interviewed on the subject? The first weakness of this argument is that the topic is not just of interest to women (more men than women go to beauty pageants). Second, there is no straightforward relationship between the extent to which women are represented or active in a topic area, and the extent to which they are accessed as sources.

A good example of this is in the political arena. Women constitute an average of 18 percent of the members of parliament in the region. Yet women constituted only eight percent of the sources in the politician occupation category. Table seven illustrates that the only countries in the region in which a greater proportion of women politicians were accessed relative to their proportion in parliament is Angola and Swaziland.

What is particularly shocking in this table is that countries that have the highest representation of women in parliament- South Africa, Mozambique and Tanzania- also had some of the lowest proportions of women politicians being accessed as news sources. South Africa, for example, has 31 percent women in parliament and a similar proportion in cabinet. Yet women constituted only eight percent of the politicians quoted in the media monitored.

Table seven: Hidden voices of women politicians

COUNTRY	PROPORTION OF WOMEN IN PARLIAMENT %	WOMEN AS % OF POLITICIANS QUOTED
Region	18	8
Angola	15	27
Botswana	18	15
Lesotho	10	8
Malawi	8	6
Mauritius	9	8
Mozambique	31	10
Namibia	18	6
South Africa	31	8
Swaziland	9	12
Tanzania	23	10
Zambia	12	7
Zimbabwe	10	5

What makes news

The researchers classified each news item into the topic codes in figure six. About a quarter of all the news items related to politics and economics, and close to twenty percent were on sports. Gender specific news items accounted for a mere two percent of the total, and about half of these were on gender violence.

Who speaks on what

The research divided topics covered in the news into the various categories in figure six. Women's voices predominated only in the gender equality topic code. It is interesting to note that there were more male than female voices even in the topic code on gender violence. Research in this area suggests that the reason for this is that the majority of stories on gender violence arise from court reporting. The only other area that came close to achieving gender parity is the children category. In Botswana, women constituted one hundred percent of news sources on children. Women constitute less than one third of news sources even in areas that affect them intimately, such as health and HIV/AIDS.

Figure six: Regional analysis of topics and sex of sources

% of individual topics

(% show the split of F & M where identified - any "unknown" have been included in the calculation for each)

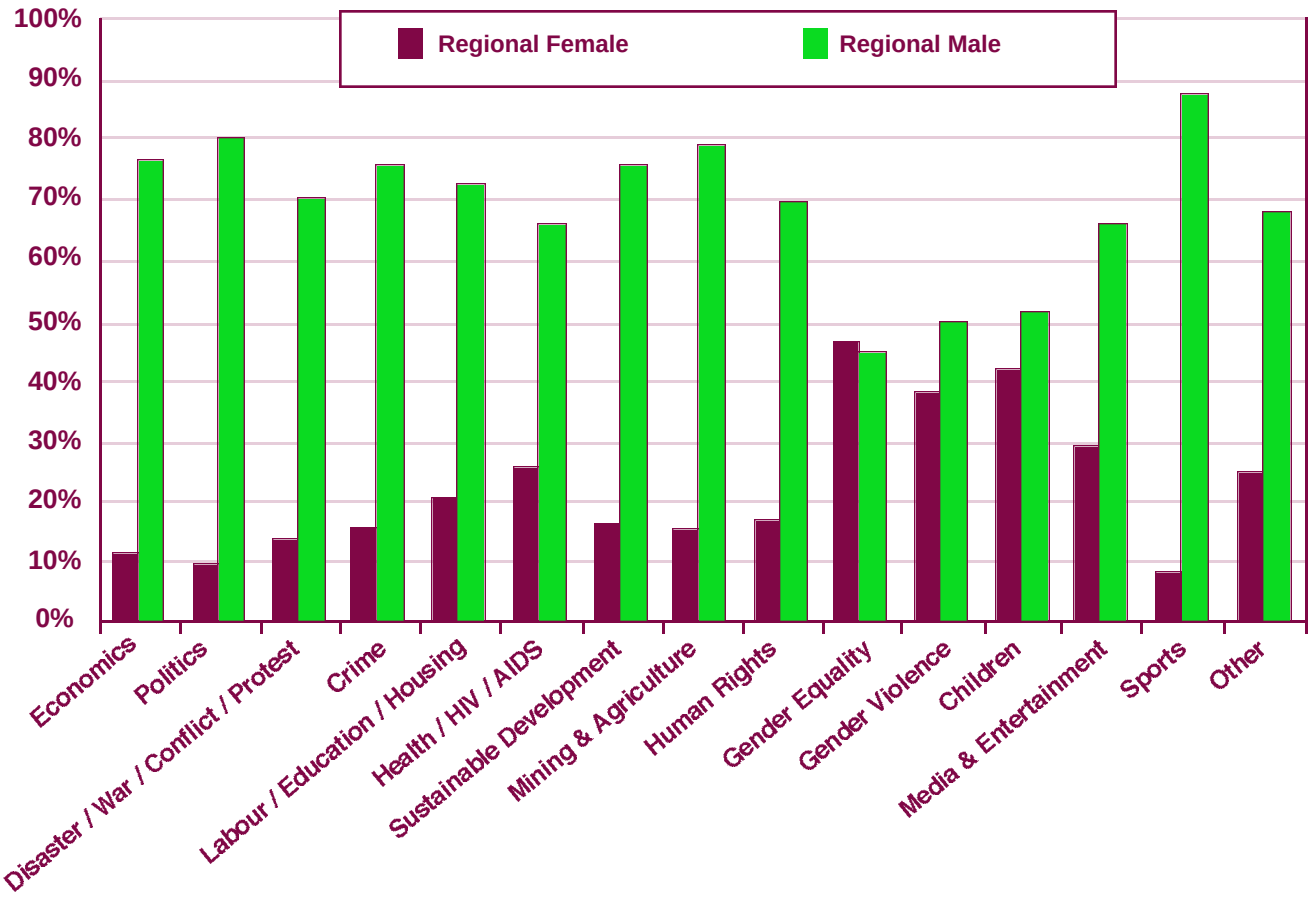


Figure six illustrates that women constituted less than ten percent of news sources in the economics, politics and sport categories. In Mauritius, Southern Africa's "little tiger" that has achieved full employment and where women's entry into the labour force has been a significant factor in economic growth, men constitute 92 percent of news sources on economics. In all countries, men feature prominently as sources of information on crime, even though crime affects all citizens. Women's voices are also especially scarce in sports. In Zambia for example, men constituted 90 percent of the news sources on sports.

In sum: women's voices are under represented in the news and are virtually missing from certain topic areas. Older women are invisible in both the print and electronic media. Women's voices are not even heard in proportion to their strength in occupational categories, such as politics and agriculture. Other than on gender equality, the only areas in which women's voices predominate have to do with the body, home and beauty, rather than with the mind, economic and political challenges.

CHAPTER FOUR: THE PEOPLE BEHIND THE NEWS

This study is about gender in the editorial content of the news. But institutions bring their own values in determining what constitutes news, and what beats reporters are assigned to. These factors have a strong bearing on the final output. The research did not seek to establish the power hierarchy in each newsroom. However, in examining the authorship of stories for each item monitored, the research generated interesting insights into the gender imbalances in the newsrooms of Southern Africa and their impact on editorial content. These findings are discussed in greater detail in this chapter.

Women and men in the media

Unlike the findings in the GMMP, in which women constituted 56 % or the majority in one category (as TV presenters) the GMBS found that overall in Southern Africa there is no area of the media (TV, radio or print) in which women are in the majority. Country exceptions include Angola, Swaziland and Zambia where women are the majority of TV presenters. The regional average for women TV presenters is 45 percent. This is still the highest proportion of women media practitioners in the region, even tough they are not in the majority.

Table eight: Media practitioners

	Television Presenters		Television reporters		Radio reporters		Print reporters	
	% of women	% of men	% of women	% of men	% of women	% of men	% of women	% of men
Region	45	55	38	62	34	66	22	78
Angola	52	48	44	56	38	62	29	71
Botswana	35	65	48	52	N/A	N/A	41	59
Lesotho	59	41	53	47	N/A	N/A	18	82
Malawi	42	58	27	73	28	72	8	92
Mauritius	49	51	36	64	38	62	24	76
Mozambique	32	68	35	65	11	89	3	97
Namibia	47	53	56	44	21	79	21	79
South Africa	44	56	30	70	44	56	29	71
Swaziland	56	44	32	68	41	59	15	85
Tanzania	52	48	53	47	40	60	21	79
Zambia	53	47	63	37	33	67	16	84
Zimbabwe	32	68	36	64	49	51	16	84

Significantly, there are a lower proportion of women TV reporters (38 percent) than presenters, but some countries have made significant strides in this regard. In Zambia, for example, women in the study constituted 63 percent of TV reporters. Women constituted the majority of TV reporters in Lesotho, Namibia and Tanzania as well.

The study shows that women constitute over one third of radio reporters in most SADC countries, except for Malawi, Namibia and Mozambique, where the proportions are 28, 21 and 11 percent respectively.

As is the case globally, women are least represented in the print media category (22 percent). There are, however, some interesting country variations. In Botswana, for example, women constituted 41 percent of print journalists, the highest in the region. At eight percent, Malawi had the lowest proportion of women in the print media.

The age factor

The study disaggregated the above data further into sex and age for the electronic media where a) age tends to be a stronger factor generally than in the print media and b) it is easier in the monitoring to make educated estimates of age, since the media practitioner is seen or heard. Table nine shows that the heaviest concentration of female electronic media practitioners is in the 20-34 year bracket. This tapers off much more dramatically for women than for men in the 35-49 year category, and for both men and women in the 50-64 year category.

In essence, women stand their best chance in the electronic (and especially the TV presenter category) of the media, but have a limited time span. All this highlights the fact that the main factor for women's success in the visual media is looks rather than ability.

Table nine: Electronic media practitioners by sex and age for the region

Age	13-19 years		20-34 years		35-49 years		50-64 years	
	M %	F %	M%	F%	M%	F%	M%	F%
TV presenters	0.5	0.5	30	39	21	8	0	0
TV reporters	1	1	36	31	24	7	1	0
Radio reporters	2	1	38	19	29	5	4	3

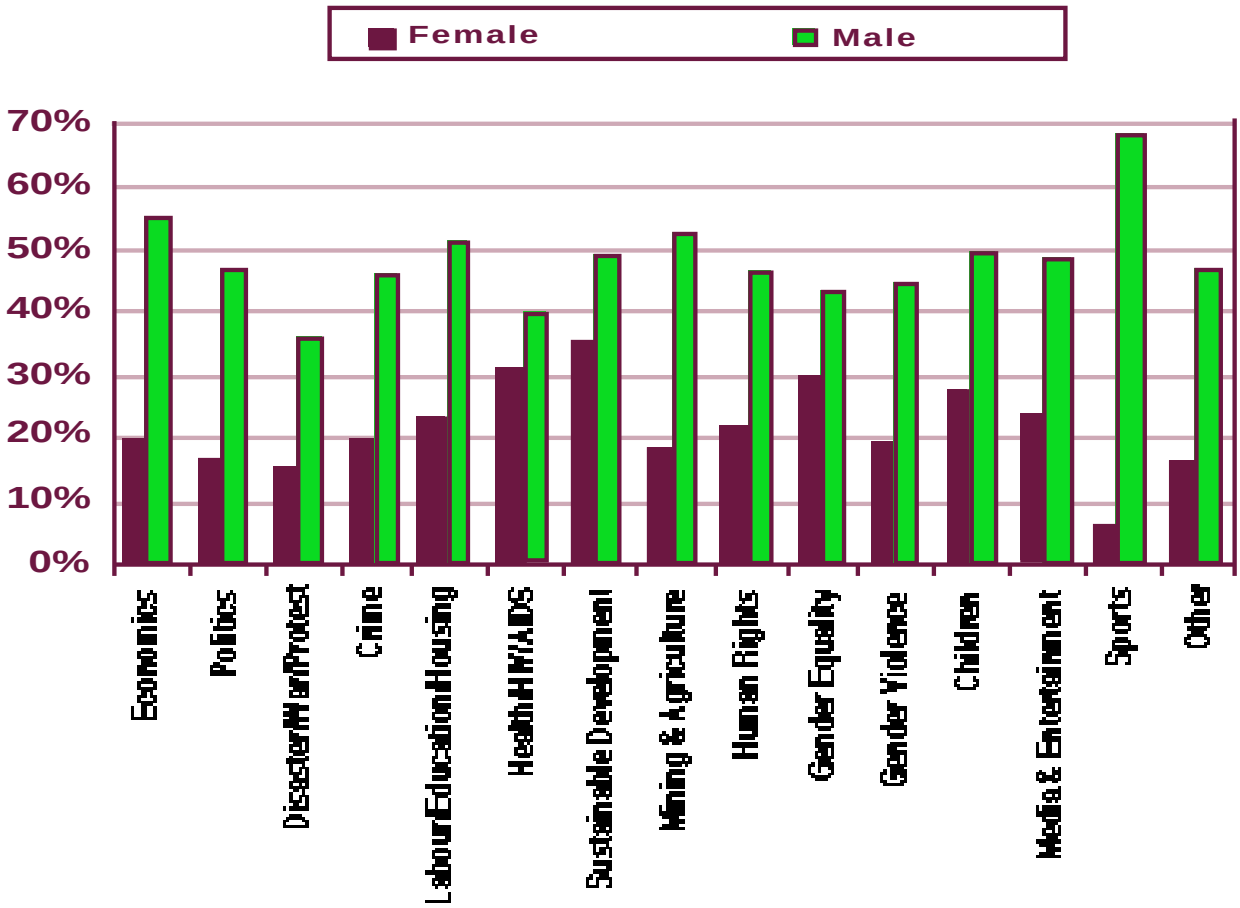
M= Male; F=Female

Who reports on what?

Just as male sources dominate in most news categories, male media practitioners predominate in all the beats. As illustrated in figure seven, there is not a single news category in which women media practitioners predominate. Their absence is especially marked in the economics, politics and sports, mining and agriculture beats. The only beats that come close to achieving gender parity are health and HIV/ AIDS, human rights, gender equality, gender violence, media and entertainment. It is significant that there are more men than women media practitioners generating news on gender equality and gender violence. However, relative to their numbers in media houses, women media practitioners show a much higher interest in these subject areas than their male colleagues.

Figure Seven: Regional analysis of media practitioners by sex and topic

(% show the split of F & M where identified - any 'unknown' have been included in the % calculation for each)



Are women reporters more likely to access female sources?

A Chi squared statistical test carried out to establish if there is any relationship between the sex of the reporter and the sex of the source showed that on average female reporters do indeed tend to access more female sources than male reporters do.

News genres

The statistical test further showed that:

- Male reporters tend to report fewer in brief/short items than female reporters.
- Female reporters tend to report fewer image/cartoon/photo items than male reporters.
- Male reporters tend to write more opinion pieces than female reporters.

In sum: women are under represented in all media in Southern Africa, and especially in the print media. They tend to be consigned to the "soft beats" and do not predominate in any of the beats, including gender equality and gender violence although relative to their numbers in the industry they are better represented in these beats than in any other areas. Women are also under represented in important news genres such as the creation of images, graphics and cartoons, as well as opinion pieces. The positive correlation between women reporters and women sources suggests that having higher levels of women journalists in all beats of the media would increase the extent to which women are given greater voice in the media. But the fact that a number of male reporters are writing and producing stories on gender equality and gender violence is a positive sign and should be built on through training.

PART THREE: QUALITATIVE FINDINGS



From left: Violet Chimela (Worldview Botswana), Ayanda Bekwa (Gender Links), Ambrose Zwane (Lubombo Community Radio, Swaziland) and Loga Virahsawmy (Media Watch, Mauritius)

CHAPTER FIVE: BLATANT STEREOTYPES

This chapter is the first of four chapters that arise from the quantitative monitoring. The process behind the quantitative monitoring is described in greater detail in Chapter Two on "How the research took place". These four chapters take a look at the extent to which the Southern Africa media is progressing from blatant stereotypes to greater gender balance and sensitivity in reporting.

This chapter gives examples of some of the worst forms of sexism that continue to be found in the media. They are clustered under the sub-headings women as objects, women as temptresses, and homophobia.

Women as objects

Case one: Namibia

Title: "An abundance positively aiding the salubrious environment of that region"



Details of the Story
Namibia, Windhoek Observer, 14 September 2002.

Summary of the story
This column recounts the journalist's discussion with a colleague in a pub. Their discussion is about women and sex, specifically focusing on relationships between younger women and older men.

Key issues
The central message is that women exist for men's pleasure and that this is the same all over the world. The author recounts in the piece how his entire discussion with an old acquaintance he meets in the pub is their sexual encounters with women in different parts of the world.

Perspective
The perspective of this story is that women are sex objects. Also, the author infers that older men never lose their sexual urge for women and that this is best satisfied by younger women. The sexist tone of the article is stark (as the pointers below on language illustrate) and the column is a classic example how the media in any genre can perpetuate gender stereotypes.

Sources
Men - the author and the colleague with whom he meets - are the only voices in this story.

Language
This piece has several examples of gender insensitive language that communicate subtle messages on the role of women. Early in the piece, women are referred to as "girls", which suggests they are viewed with less respect and are not taken seriously as adult women, other than for sex. Older men are described as "old goats", "dirty old man", and men who are still sexually active, regardless of age, are labelled "real goats".

In referring to sex, the author uses phrases such as "urges of that nature", "a little anecdote" and he tells his colleague: "I don't want to hear from your mouth anything other than something about a woman, young and vigorous". The use of the adjectives "young" and "vigorous" promote stereotypical images of a woman's role, place and her value.

To categorise women, the author refers to them as "the exotic type of girl", "plain Janes" and "smart, modern ones, acquainted with this world and its pitfalls". The term "hooker" is used when the author comments on the availability of sex workers in New York. These phrases are clichés, and they pigeon hole women into boxes. They also promote negative images of women as being less than whole human beings.

Headline
The headline is taken directly from the quote in the story about Cape Town having five women to every man in the city. Other than being somewhat confusing, the sexist connotations of the headline are fairly obvious.

Images
Large pictures of women posing with exposed breasts accompany the column. This further perpetuates the message that women are sex objects.

Conclusion
Columns are often a popular section in the print media drawing a wide audience of readers. The positioning of this column on the back-page of the newspaper with photos of semi-nude women is a deliberate attempt by the newspaper to attract readers to this page. The message that women are sex objects is strongly communicated in the text of the column and the images on the page.

Case two: Swaziland

Title: "The Great Boob Show"



Details of the story
Times of Swaziland, 08 September 2002.

Summary of the story
This is a full-page spread, accompanied by colour photographs of the *"Umhlanga"*, the traditional reed dance involving young women from all over Swaziland. Rather than focusing on the tradition and significance of the yearly ceremony, this piece concentrates on the physical attributes of the reed dancers - mainly the "attractiveness" of their breasts.

Key issues
The article mentions that the 2002 ceremony was the largest ever with some 40,000 young women participating. But this is not the news value of the story. No explanation is given for the growing attendance of girls and how this may be reflective, or not, of the strength of culture and tradition not just among the old, but also the young in this Southern African country.

The author turns the entire ceremony into one of young girls and women as sex objects, by focusing the story primarily on crowds turning out to view the young women in their traditional attire in order to admire their "breasts and legs". The reed dance is said to be "an event where the girls show off their pride, their beautiful legs, their dancing skills and of course, the breasts."

Inferred in the piece is that some of the young women attend the ceremony just to show off their bodies: "A majority of the girls are aware that the reed dance is more than just a traditional dance, and these are mostly the ones who are local personalities. It's an open secret that a number of the personalities want the world to see that they take pride in being pure (eh, that is, of their great pairs)".

Those young women who chose to fully clothe their bodies with traditional cloth (the *lihiya*) were described as "girls whose breasts are no longer what they once were, and who would rather not expose them."

Perspective
Rather than focusing on this cultural dance and its significance for young women in Swaziland, the author turns the event into one of young girls baring their all as sex objects for the pleasure of their audience. The piece not only stigmatises the young women, but it also stereotypes culture as being "exotic" and meaningless- a source of entertainment for foreigners (there is a reference in the text to the reed dance attracting much attention even among whites, because of the bodies of the young girls being fully on display).

Sources
There are no sources in this story. It is the author's subjective comment on the reed dance.

Language
The story is full of words and language that concentrates on the physical attributes of the young women, and language which infers that people flock to the traditional ceremony only to look at the young women's bodies.Examples include:

"...*umhlanga* is a great show off of the boobs".

"...their traditional attire - mostly the *indlamu*, which is very convenient in the way it shows off the girls' beautiful bodies."

The language throughout the piece objectifies women and stereotypes the young girls as having their breasts and their physical bodies as their only valuable assets.

Headline
"The Great Boob Show" is a sensational headline that is clearly intended to focus on sex rather than the cultural context of this practise and the issues it raises.

Images
Surrounding the piece, in colour, are pictures of the young girls bearing their breasts. Seven pictures illustrate the text, with captions which read: "Feast for sore eyes"; "Proud young thing"; "Lovely, lovely"; 'Rose's the girl". The captions on the two young women whose breasts are not exposed in the picture reads: "Something to hide, or just not for public consumption?" and "No can't see". There are two pages of coloured photos of the girls.

Conclusion
This is a stark example of how gender biases and stereotypes are often portrayed in the media's total packaging - headline, text, images and captions.While there are cultural dimensions to the dance that may be open to different perspectives, the piece relegates the entire ceremony to a "show of flesh".At best, it misses the opportunity to explore these different perspectives. at worst, it perpetuates stereotypes of women as mere objects for the sexual pleasure of men.

Women as temptresses

Case three: Zimbabwe

Title:
“Miniskirts banned”

Details of the story
The Chronicle, 11 September 2002.

Summary of the story
This is a front page story about the Ministry of Education, Sport and Culture banning female teachers from wearing mini-skirts, tight-fitting clothes, and trousers which “revealed too much of their bodies” and dresses and skirts with “long revealing slits”, because young boys will admire them, leading to “a problem”.

The Permanent Secretary in the Ministry, a man, who issued the circular, is quoted as saying: “They can wear trousers with a jersey or jacket covering their backs. We don’t want trousers that show the body too much...we are not saying there is anything wrong with a woman’s body, but young boys will admire too much and become a problem.”

The Permanent Secretary also refers to culture and community sensibilities as a reason for the ban: “In general, women must at all times wear decent clothing, avoiding any dressing that may attract disapproval from the communities they serve. Such disapproval may be in response to any of the following: slacks, tight-fitting dress, dressing with slits and dressing that conflicts with cultural norms and values”.

A dress code also was imposed on male teachers by the Ministry, but it only refers to men wearing, suits, jackets and ties during the appropriate season of the year. The circular also addresses the issue of dreadlocks, with the Permanent Secretary stating that this hairstyle is forbidden because “allowing the Rastafarians in the classrooms will result in a proliferation of different religious groups into schools, thereby confusing pupils”.

Key issues
The story is based on a circular from the Ministry and it does not seek to bring in the voices and perspectives of female and male teachers on the dress code.

The journalist reports the circular as is and does not seek to analyse the biased language of the circular, the inherent discrimination against female teachers, and the inference that the clothing women teacher wear will provoke sexual urges in young male students.

The reader is not told what prompted the ban, nor what will be the consequences if a woman chooses to defy it.

The difference in how the codes are reported in the story is that the women’s dress is linked to “decency” and suggestive behaviour, while the men’s dress is seen in the context of “maintaining dignity and formality”.

Perspective
The underlying assumption in this piece is that women are not free to exercise freedom of choice. The story also sends out the message that women must dress with young boys in mind. Neither the circular nor the story question the notion that young school boys are viewing their teachers as sex objects. It is inferred that this is "normal male behaviour", and that women should change the way they dress. Women are therefore viewed as objects for the pleasure of men, regardless of age. Young boy students are in effect set out as superior to their older, female teachers.

Sources
The only source in the story is a man, the Permanent Secretary in the Ministry. The reporter apparently did not interview the government official, but quotes from the circular issued in his name.

Language
The language is forceful and authoritative. It suggests a top-down approach of women being told what to do. Words and phrases which illustrate this include "women will not be allowed", "prohibited", and "with immediate effect".

Women's dress also is referred to as "revealing", "indecent", "figure- hugging", and "complex". Men's dress is referred to in the context of "maintaining dignity and formality".

Headline
"Miniskirts banned" is a sensational headline to draw the reader to the story. Many forms of dress were banned, but the miniskirt is singled out as the main focus in the headline.

Conclusion
The story from Zimbabwe illustrates how often women are portrayed negatively in the media as "the temptress". This message is frequently sent out in stories about gender-based violence and becomes the justification for such behaviour. This is a single-sourced story that lacks depth and analysis of the several discriminatory practices contained in the Ministry's dress code circular. The language and tone of the story also reinforces stereotypes of male attitudes and perceptions of women and their dress.

Homophobia

Case eight: Tanzania

Title:
“Dar sasa yawa kama Sodoma na Gomora” *(Dar is now like Sodom and Gomora)*



Details of the Story:
Mtanzania, 15 September 2002.

Summary of the story
This story looks at male homosexuality in Dar es Salaam and spreads over three pages, including images. The main focus of the story is the competition between homosexual sex workers and female commercial sex workers for clients. It is the cover story of the magazine/feature section of the newspaper.

Key issues
The growth of homosexuality in the Tanzanian capital is seen as leading to more sex workers on the city’s streets, with men now competing with women for male clients. The focus of the story is on sex and men behaving as women.

Perspective
While the story does seek to show that commercial sex work is not just the domain of women, homosexuals are portrayed as men who are sexual deviants, trying to be women, rather than men exercising their right to their sexual preference. The story also sets up a conflict between men and women for sexual partners, and infers, through the voices of those interviewed, that many men who pay for sex prefer the male sex workers.

Sources
The gay men are the only sources in the feature. No female commercial sex workers, lesbians, or men or women with different sexual preferences are accessed. The story therefore is told only through the voice and perspective of the male commercial sex workers.

Language/headline
The reference to Sodom and Gomora in the headline of the story infers “divine” punishment for the city if the homosexuality and sex work continues. The male sex workers are referred to by the title “aunt’, and the men they pick up in bars, dance halls and on the streets are called their “male partners”.

Images
One man is shown putting on make-up, before heading out for the evening, and others are shown in women’s attire - the traditional kanga over their trousers and over their heads. In two of the pictures, the men hide their faces from the camera.

Conclusion
Sexual deviancy, sex work, male and female sex workers fighting each other for clients, are the central issues to this story which is given a big spread in the newspaper. The story is considered newsworthy because it is “out of the norm, extraordinary, or bizarre”. Such stories reinforce homophobia and reflect homosexuality as something that hides during the day and only emerges at night.

CHAPTER SIX: SUBTLE STEREOTYPES

Gender stereotypes in the media are often reinforced in subtle ways. In many respects, these are more dangerous than the more blatant stereotypes because often we are not even aware of the messages that are being projected. This chapter explores some of the more subtle forms of gender stereotypes that emerged during the qualitative monitoring. They are clustered under the subject headings of roles ascribed to women and men, gender violence and women in decision - making.

Roles ascribed to men and women

The media in the region is still, to a large extent, struggling to break with traditional gender roles as illustrated in the examples below:

Case one: Zimbabwe

Details:
"Kids Corner" in The Chronicle Newspaper, 11 September 2002.

Key issues:
This is the page that looks at people and their professions. The professions described on the page include a teacher (Mr Moyo), a housewife (Mrs Sibanda), an army commander (Lt Constantine Chiwenga), the police commissioner (Augustine Chihuri), a nurse (Sithembinkosi Sibanda) and a bus driver (Sifelani).

This page reinforces the traditional roles of men and women and perpetuates the stereotypes that only men can be bus drivers or join army and the police force, and women can only be nurses or housewives.

Perspective
The page and the images on it do not challenge the conventional roles of men and women. Rather than reflecting the fact that there are male nurses and female bus drivers and that these fields are open to both men and women who have been given equal opportunities to hold such positions, the page reflects the gender bias of what men should do and what women should do.

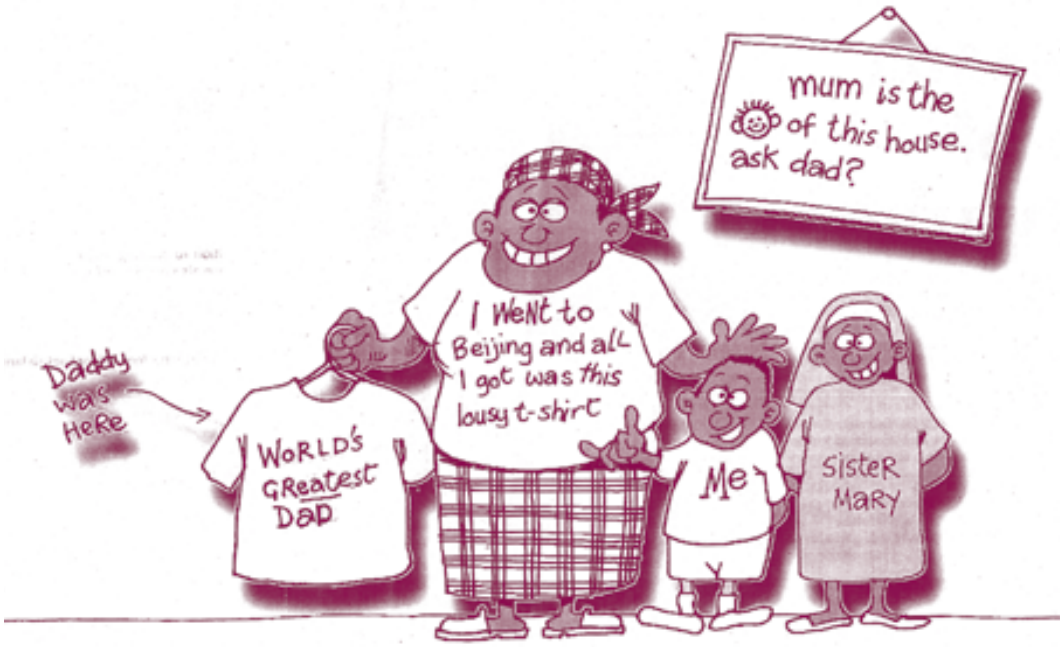
Language
All of the professions are depicted in a positive light through the language which describes each person has "kind", "helpful" and "doing a service or good work for others". Mrs Sibanda, the full-time housewife and her children are described as a "very happy family", who "enjoy sharing their life with friends and neighbours". She is also portrayed as a hard worker who does everything for her family with love.

Conclusion
All of the professional images confirm stereotypes regarding the roles and responsibilities of men and women in a society. This page in the print media, targeted at children, reinforces the socialization they receive at home, church and in other institutions.

Case two: Tanzania

Title: "Family portrait taken at 2002 census day"
Details: The Guardian, Thursday 19 September 2002.

Key issues
The cartoon comments on the state of the family during the 2002 census, seven years after the 1995 Beijing Conference. The family is portrayed as being female-dominated, rather than female-headed.



Perspective
The cartoon stereotypes women who went to Beijing as strong, overbearing women who have not achieved their goal of equality, but who have, in their fight for equal rights, driven men away from home.

The image is a form of backlash against the fight for gender equality, and it sends a message that all women will get out of their efforts is a dysfunctional family. The message on the mother's t-shirt also sends a message that not only has the woman lost her husband, the Beijing Plan of Action and women's efforts and campaigns at home have fallen on deaf ears, leaving women disillusioned. The cartoonist reduces the entire Fourth World Conference on Women's significance to no more than a t-shirt.

The daughter in the picture is dressed in nun's clothing. It is inferred by her dress that she has chosen not to marry and has instead opted for a quiet life and a different approach to her mother's activism. The son is non-descript - not assuming the role of head of the household since the father is not there- and under the command of his mother.

Conclusion
This cartoon perpetuates the stereotype of the gender equality activist who ends up alone and no better off than when she started the fight for her rights. The Conference is portrayed as an event that was for and about women. The family counted during the 2002 census is one without anyone wearing the pants.

Case three: Swaziland



Makhonza parents listening to the school chairman.

Makhonza School to re-open Tuesday

By Starsky Mkhonta

PARENTS of students at Makhonza High School in Nhlangano yesterday decided that the school should re-open next week Tuesday.

This was decided in a meeting held behind closed doors between the parents, headteacher's representatives in the region and the Nhlangano branch of the Swaziland National Association of Teachers (SNAT).

Shiselweni Regional Education Officer (REO) Dan Mayisela and school Principal Dum'sile Nyawo were not part of the meeting.

It was decided that a follow-up meeting would be held on Monday, where parents will be expected to bring their children. At this meeting, it was resolved that the embattled headteacher would have to be present.

Almost all Makhonza pupil reported at school on Tuesday when all schools in the country re-opened for the third term, but the headteacher did not. The majority of teachers were also present.

However, the pupils were forced to go back home as lessons did not resume.

Not even the deputy headteacher Boy Boy Vilakati could play his role in the absence of his counterpart, whose whereabouts could not be ascertained.

Having arrived on the normal school hours and waited anxiously to be addressed by the headteacher or anyone from the Regional Education Office, the pupils decided to leave after realising that no one was interested in attending to them.

:
khonza School to re-open Tuesday".

ails:
Swazi Observer, 12 September 2002.

nmary of Story
is is a short news piece on page 3 out a school that failed to re-open for e third term of the year, because the ad teacher did not report for duty. The udents were forced to return home on e first day of school after the teachers resent and the deputy head could not ind anyone from the Regional Education Office to give instructions on how the school should start without the head teacher.

The students' parents held talks with the appropriate authorities to decide on how to resolve the issue and re-open the school.

Key Issue
The story is a straight news report on what happened. What is interesting in this piece, however, is the accompanying image whose caption reads: "Makhonza parents listening to the school chairman." All of the "parents" featured are men.

Perspective
It is a generally-held belief, or stereotype, that men are at work, or tired at night after a day at work, so they have little time or interest in attending school meetings, leaving this task to women. Yet when there are key issues at stake or decisions to be made, it is the men that feature.

Language
the piece refers to "chairman" rather than "chairperson".

Conclusion
If indeed there were no women at the meeting, the story misses an important opportunity to question the role of women and men in parenting.

Gender violence

The world over, gender violence has been one of the most problematic areas of media coverage. Such stories are frequently covered from the perspective of the perpetrators, who are usually male, and in such a way as to give the impression that women are to blame or "asked" for the violence to happen. The following are some examples of how gender stereotypes are perpetuated in the coverage of gender violence recorded by monitors from different Southern African countries.

Case four: Botswana

Title:
"Abused Woman Forgives Abuser"


ABUSED WOMAN FORGIVES ABUSER

A WOMAN of Kumakwane, who was hit with a hammer on the head by his lover, Tau Koonyatse has forgiven and taken the abusive man back into her arms.

By MMIKA SOLOMON

Details of the story:
The Voice, 27 September 2002.

Summary of the story
This story is about a woman who forgives her partner and stays in their relationship after he hit her in the head with a hammer. It also looks at the role of the police and women's organisations in cases of gender violence. This is a follow-up to the story that appeared in the media a month prior to this publication, about the ordeal the wor gone through, and how she had almost died.

The story focuses on the woman's forgiveness of her partner. The man is described as "apologetic" and it is reported that he came "grovelling" to apologise. The woman willingly accepts his apology because: "I believe it was a wise move to do so since I did not want to keep on changing boyfriends". The woman is portrayed as being primarily concerned with having a man in her arms even if it is the same man who nearly killed her.

Key issues
The story fails to explore the underlying issues of gender power relations and rights except indirectly, through a quote from the woman that suggests that she is economically dependent on the man (she said that at the time her lover beat her almost to death she was unemployed and that has taught her a very good lesson not to depend entirely on him.)

Perspective
While the story focuses on the man and the woman's change of heart towards each other, it also takes a swipe at women's organizations and the police for not assisting the woman at the time she was violently abused.

The writer states that the police refused to comment when they were approached to find out why they ignored the case when it was first reported. The man was not charged, according to the story, because the police officers considered the matter a ‘domestic issue’.

The story misses the opportunity to explore why the institutional structures that are in place fail to assist survivors of gender violence. The women’s organisations mentioned are not directly quoted.

Source
The main source in this story is the woman who survived. The other is a female who spoke on behalf of one of the women’s organizations. The man who attacked the woman and the police are not sourced.

Language
Strong and emotive adjectives are sprinkled throughout the text of this story. These include “abusive man”, “grovelling” and “hammer horror”. The police are described as “useless and frustrating”.

Headline
The headline “Abused Woman Forgives Abuser” trivializes what happened to the woman and becomes the focus of the story. This central message of forgiveness both in the headline and lead paragraphs of the story infer that women are indecisive and are the first to forgive those who have perpetrated violence against them.

Image
There is a reprint of the front-page picture of the woman, with her head bandaged and face swollen, after she had been attacked. This picture appeared along with the front-page story in the same newspaper when the incident first happened. The woman in the re-printed picture is portrayed as a helpless victim who survived a brutal attack. This is now the same picture used for a story months later after her recovery.

Conclusion
The main voice in the story is that of the survivor, yet the story does not capture how she has become stronger and able to deal with her partner, or how institutional structures failed her in her hour of need.

Case five: Zambia

Title:
“Cruel Women Should Be Exposed”

Details of the story:
National Mirror, 7-13 September 2002

Summary of the story
This regular column in the Zambian newspaper, called ‘Gender Insight’, looks at gender-based violence against men.The story highlights that because of the way men have been socialized to be the heads of households and in control of their families, men who are abused by women do not speak out for fear that they will be stigmatised as weak by other men.

The columnist, a woman, suggests that gender campaigns against violence must take account of violence against men too to achieve the goal of a violence-free society. She states that gender equality should not be only looked at in terms of the rights of women.

Key issues
The column is potentially a good story because it seeks to examine the impact of violence on men. But in trying to develop the other angle of the gender violence story - violence against men - the writer portrays women negatively. Stereotyped messages and images of the stepmother as the woman who does not care for another woman’s children come through strongly in this piece.
The author focuses on forms of emotional and economic violence perpetrated by women against men - for example not allowing his relatives to visit their home; demanding to take part of his salary to send to her family before items are bought for their own home; men undermined in their role as decision-maker and head of household.

Language
The language used to describe women undermines the important angle the author sought to develop in this piece. Women are referred to in several instances as ‘evil’, and men who are abused are encouraged to speak out so that people do not “continue having an impression that women are angels”.

In referring to a court case in which a man sought a divorce to marry another woman because he was “abused” by his first wife, the first wife is referred to as being “really a pain in the neck”. This is not in quotes, so the reader does not know if it is a literal quote from the court or whether this is the author’s own words to describe the woman. But this cliché is often used to depict women as “nags” who harass their husbands.

Headline
“Cruel women should be exposed” is a sensational title that puts emphasis on women as the wrongdoers rather than on the fact that men can also be victims of gender-based violence. The use of the adjective “cruel” in the headline also seems to refer to the stepmothers in the story, rather than the overall thrust of the piece.

Conclusion
The role of women in perpetrating gender-based violence is an important issue, but should be explored within the context of the unequal power relations of men and women. Columnists can push the boundaries and challenge existing norms or they can reinforce the prejudices and biases ingrained in a society. This column raises an important issue, but the treatment of the subject is superficial.

Case six: Lesotho

Title:
“Caution”

Details of the story:
The Mirror, 11-17 September 2002.

Summary of the story
This editorial implies that all cases of sexual violence and domestic abuse reported by women are not necessarily true. The writer uses a story from the Old Testament - of Joseph refusing to sleep with his master’s wife and of her framing him and having him thrown into prison - to emphasize this point.

Key Issues
This comment says that there are women who lie about sexual abuse and about being battered by their husbands. It cautions that while laws are needed to protect women, there should not be a blanket belief that all women tell the truth.

The comment reduces gender-based violence to a question of the woman’s word against the man’s, and points towards the woman as the party who may not always tell the truth. The editorial in no way questions gender roles or unequal power relations between men and women, and it sends a strong signal to men, and to policymakers who may be pushing for laws to protect women from violence, that the law may be throwing innocent men into prison because of women’s lies.

Perspective
This underlying theme of the editorial is the old cliché: “Beware of a woman scorned”. The biblical comparison is intended to add credibility to this perspective. The effect is to place the issue of gender-based violence squarely on the shoulders of women.

Sources
There are no sources other than the writer’s own views on the subject.

Headline/Language
The use of one single word, “Caution” in the headline is tantamount to the author warning men and lawmakers that women cannot be trusted. Women are cast as untrustworthy and men as victims.

Conclusion
This editorial reduces a complex human rights violation to simple stereotypes around women who are not trustworthy. It encourages, rather than helps to break the silence around gender-based violence. The editorial is the kind of piece that would instil fear in women that they will not be believed when they come forth to report their stories of abuse.

Politics and Leadership

"Women entering the political arena provide the news media with a problem. As women, they embody a challenge to masculine authority. As active, powerful women they defy easy categorisation. Often the media attempt to contain the threats they pose by trying to situate them as 'women'rather than as 'politicians'.

Source: Margaret Gallagher, 'Gender, Politics and the Media', in Gender Setting: new agendas for media monitoring and advocacy,' pp80-81

Coverage of women in decision-making is another area in which subtle gender biases frequently creep in, as illustrated in the Namibian case study below.

Case seven: Namibia

Title:
"Shivute - Namibia's first Valuer General"

Details of the story:
Namibia, New Era, 27-29 September 2002.

Summary of the story:
This is an interview with Namibia's first Valuer General, Nashilongo Shivute. It deals with issues of inequalities in land value and property trade and profiles her.

Key issues
This is an interesting story about land value and racism and other inequalities in property trade. These issues are raised in the story through the voice of a woman, who is the first to hold this position in Namibia.

The story also touches on the issue of land re-distribution. Racism is mentioned as one aspect bugging land and property trade, but gender inequalities are not discussed. The story moves from the topic of land value to her life and much space is devoted to her describing her love for her husband.

Interviewees often respond to the questions that are asked. It can therefore be assumed that the emphasis on her family is created by the questions asked. Editing of the story also plays a big role in what is finally published.

The story is on page 29 in the Features section. When Shivute was first appointed, this undoubtedly should have been a front-page story because it fits the criteria of news being what is new. But when she assumed the position it also received virtually no news coverage in the media.

This story on the new Value are General and her views on many national issues to be tackled in her post also appear to have a higher news value than that which has been accorded to it by the placement of the story.

Perspective
The story profiles the woman who is in the new and important position of Valuer General, but many important gender dimensions in the story are ignored. The story makes a reference to her as an "activist" in women's, workers' and students' affairs, with a quote from her explaining the unfairness practiced continuously in the property business. Yet, only the aspect of racism is highlighted, and the problem of gender discrimination in the property trade is ignored.

The writer situates Shivute within the traditional roles of wife and mother: "Shivute, a mother of two and happily married, says she is lucky to have met the man in her life." Labels such as "happily married" are often never attributed to men in positions of power or leadership and their private lives are never connected or discussed in stories on their public lives or work. Shivute's rise as a woman to such a key post is made "acceptable" to the readers by the fact that she is married. More space is then devoted to quotes about her husband.

Sources
Shivute is the only source. Profiles are always enriched by multiple sources and in this instance it would have been interesting to get a male perspective on her life and work.

Headline and image
The headline is appropriate in that it describes what the story is about. A picture of Shivute sitting behind her desk is also appropriate.

Conclusion
This is an interesting story about a woman in a non-traditional area and an important new position that is marred by irrelevant references to her personal life, and a lack of contextual analysis of what it means to be the first woman holding this post.

CHAPTER SEVEN: GENDER BLIND REPORTING

Other than the sins of commission - what stories are written and how they are written- the media in the region is frequently guilty of the sins of omission - missing important stories through a kind of "gender blindness". For example, stories on poverty often refer to "people" being affected and yet it is a fact that women and men, boys and girls are affected by poverty in different ways, with women and children often being more affected than men. Similarly, stories on education often quote numbers of "children" having benefited or being enrolled, when a gender disaggregation of the figures might show that boys or girls have benefited more.

This chapter provides examples of gender blind reporting. In each case, the monitors have tried to show how a gender perspective would in all likelihood have revealed new and important information that could have led to entirely different stories.

Case one: Mauritius

Title:
"Primary Education: The Common Front demands a pay increase of 22%"

Details of the story
Le Mauricien (Daily Broadsheet) 4 September 2002, pg 4.

Summary of the story
This is a running story about a pay dispute between primary school teachers and the Ministry of Education. The teachers unions have grouped into a Common Front. The story looks at the position and demands of the unions vis a vis that of the government, and at the unions' reactions to the government's demands.

Perspective
The story talks about teachers, without providing any numbers on how many male and female teachers are employed in the primary education sector. However, it is a well-known fact that the majority of the teachers in the primary school sector are women.

By reporting on teachers as a homogenous group, the story fails to highlight the gender perspective of whether the stand-off between the government and the unions on better pay may be linked to the large number of women in this sector and whether or not their work is undervalued.

Sources
The sources in the story are male - the spokesperson for the Common Front, his colleague from the Front and reported/indirect quotes from the Minister of Education and other trade unionists. No female or male teachers are sourced in the story. The story is told primarily from the perspective of the Minister of Education and the unionists who speak on behalf of the teachers.

Language

The article, which is in French, has a gender bias in that all of the teachers are referred to as *"enseignants"* (which is for male teachers). The feminine equivalent is *"enseignantes"*, but this is not used. Therefore the style policy of the newspaper appears to be the use of the masculine form of a noun when it refers to a group that includes both males and females, even when females are in the majority.

Images

Only one picture is used of the two male union leaders who are leading the dispute. One of them is addressing teachers, but the image is only focused on the man and the crowd is not shown.

Pointers for mainstreaming gender

- ☞ Rather than telling the story from the point of view of the unionists, those affected by the conditions of service should be the main voices telling the story.

- ☞ The gender issue of valuing women's labour is a critical issue to be examined in this story. Is the sector low paid because the majority of the primary teachers are women? Have the male union leaders adequately taken into account the views of the majority of the teachers when confronting government? Why are women in the union leadership not playing a prominent role alongside their male colleagues in the negotiation with government on the teachers' behalf?

Data

- ☞ What is the total number of teachers in the primary sector? How many of the total are women? How many are men?

- ☞ Are all of the male and female teachers members of the unions and/or represented by the unions? What percentage of male and female teachers belongs to the union?

- ☞ Are there women among the unions' leadership? If so, how many women and how many men?

Sources

- ☞ In addition to the union leaders, female and male teachers should be sourced in this story.

Case two: Zimbabwe

Title:
"New seed prices exorbitant"

Details of the story:
The Herald (Zimbabwe), 27, September 2002, pg 2.

Summary of the story
The story is a reaction to the government's announcement of an increase in maize seed prices, and the impact the new prices will have on farmers, particularly, the newly resettled farmers.

Key issues
This is an important story in the context of Zimbabwe's ongoing land reform programme and the significance of the agricultural sector to the country's economy. Looking at the impact of the price increase on new farmers is a news angle of importance. But men are main voices in the story: as farmers, heads of agricultural unions and those in the seed industry.

Women are a significant factor in the agricultural sector, and women of all classes have become part of the newly resettled group of farmers, as well as being among those who have been in farming for some time. The story is not completely gender blind, but it falls short of developing more in - depth analysis on the impact of the new policy on women.

Perspective
The story does include the voices of men and women, although the dominant voices are male. From the male perspective, the impact of the new policy is analysed in terms of the likely impact on the new farming season on the affordability of seed, whether seed companies are profiteering from the seed price hike, and how the price increase will ensure the viability of the seed industry.

The female voices in the story touch on how the policy will impact on women, but this is not developed fully by the journalist. The journalist also does not include any facts or figures to contextualise women's contribution to the agricultural sector as farmers, and as providers of food at household level even through small - scale subsistence farming.

The leader of the Indigenous Business Women's Organisation says that the new price increase will "hit women hard", yet this is where the issue ends, and the journalist in no way attempts to develop "why" and "how" women will be more negatively affected by the policy. This statement and the Business Women's leader's quotes also are tagged at the end of the story.

Sources
Of the eight sources in the story, only two are women - a woman resettled farmer, and the head of the Indigenous Business Women's Organisation.

Conclusion
The gender awareness in this piece could have been stronger if there had been more data, background information on women farmers, and if the statement by the Indigenous Business Women's leader had been developed and positioned closer towards the beginning of the story rather than as an apparent afterthought at the end.

Pointers for mainstreaming gender

Perspective

- ☞ Since women are a significant part of the agricultural sector in Zimbabwe the issue should have been analysed in terms of its different impact on men and women farmers.

- ☞ What has been the contribution of women to the agricultural sector in Zimbabwe as food producers?

- ☞ Is the maize seed increase more likely to have a negative impact on women than men? If yes, why? If no, why not?

- ☞ Which stakeholders were consulted prior to the increase announcement? Were women represented in any of these groups?

Data:

- ☞ In the categories of commercial, small-scale, subsistence and newly resettled farmers how many in each group are men and how many are women?

Sources:

- ☞ More women could have been interviewed on this issue not only as farmers but also as experts.

CHAPTER EIGHT : MAINSTREAMING GENDER IN THE MEDIA

Bringing a gender perspective into all areas of coverage is a key step in reaching the ultimate goal of creating a media that is inclusive and accessible to all. Mainstreaming gender in the media simply refers to the fact that there is no issue covered by the media that does not in some way affect men and women, boys and girls in the society.

Gender aware reporting covers all perspectives. It also challenges stereotypes and norms. It recognises that the role of the media is not just to reflect what is, but what could be. The following examples from around the region illustrate how this is beginning to happen in the Southern African media.

Breaking with tradition

Case one: Tanzania

Title:
"Gloria Machuve: A Woman Forensic Biologist"

Details of the story
Mtazania, 7 September 2002.

Summary of the story
This is a profile of a woman who has stepped into the field of forensic biology, which has been primarily a male domain. The central theme of the profile is that a woman, when given a good education and equal opportunity, does perform as well as a man in any field.

Key issues
A woman scientist is given a voice to tell how she has managed in a male-dominated field and gives encouragement to other women. The story received a two-page spread, and is prominently positioned.

Perspective
The story underscores gender imbalances in training, recruitment and employment opportunities in the scientific fields. Machuve explains her work, and gives advice to women on how they can be instrumental in collecting evidence in rape cases.

Sources
The story is told through Machuve's voice. This is generally the case in profiles, but journalists can also interview colleagues (men and women), friends and persons within a community who know the subject of the profile to add other voices and perspectives.

Headline
The headline is not sensational or inappropriate in that it mentions the name of the person being profiled and her field of work.

Images
The pictures with the story show Machuve at work. This reinforces the message of a competent and knowledgeable woman professional.

Conclusion
In-depth profiles that depict women as pioneers in non-traditional areas of work provide role models to others. Through the representation of women in diverse roles, the media begins to reflect the changes taking place in society, and stories like this one also show the benefits to the individual, a community and even to a nation, when women are given equal education and opportunities to excel.

Women as experts

Case two: South Africa

Details: e-tv, 16 September, 2002, Main news bulletin at 19:00

Summary of the broadcast story
The first news item, this story covered the Broadcast Amendment Bill that was introduced on the same day as the South African Broadcasting Corporation (SABC) was compelled to get government approval for its news policy. The report explained the Bill.

Perspective
This report was unusual in that the main voices on the Bill were those of women in positions of authority. Women are rarely asked for expert opinion especially on matters considered "serious" such as this Bill.

Sources
The journalist sourced a woman parliamentarian from the Democractic Party and the Minister of Communications, who is a woman. This item was selected for monitoring primarily because the journalist used women who are high profile politicians to explain the impact and implications of the proposed Bill. They are sourced because of their position in government and because of their knowledge on the Bill.

Conclusion
Although there could have been more views sourced, the monitors selected this item for comment because it is one of the few cases of women's views being accessed on a mainstream governance issue.

A human rights approach

Case three: Malawi

Title:
"Poverty, violence against women major causes of HIV/AIDS"

Details of story
Malawi Broadcasting Corporation, Channel One, 21 September 2002, item five on the main news bulletin.

Summary of the story
This report concerned a speech by the head of the Evangelical Lutheran Church, Bishop Joseph Bvumbwe, in which he linked the spread of HIV/AIDS in Malawi to poverty and violence against women.

Key issues
The report makes the following points:

- Due to poverty, some women resort to commercial sex work which makes them vulnerable to becoming infected with HIV;
- Some women have little say or control over their sexual rights, especially when they have husbands who use violence to exercise their control over their partners. These women too are vulnerable to HIV because in the context of a relationship where there is violence, they cannot negotiate safe sex.
- The story also recognized the pressure that the current food shortages put on families who look after orphans.

Perspective
The story looks at the HIV/AIDS pandemic from a gender perspective because it shows how unequal power relationships puts women at risk of HIV infection. The story highlights how poverty and gender-based violence are linked to the spread of the virus in Malawi and how both factors put women at risk.

This story represented a departure from most of the reports on HIV/AIDS in Malawi that are based on statistics, issues of transmission, and the search for a cure or prevention. By bringing in poverty, the story gave a human and a gendered face to HIV/AIDS. Violence against women also is prevalent in Malawian families.

Language
The language used in the broadcast did not portray men or women negatively nor did it perpetuate stereotypes.

Conclusion
This was one of the few stories that went beyond the issue of sex to explain the underlying inequalities between men and women that fuel the transmission of the virus. It is also significant that a (male) Lutheran bishop raised the gender dimensions of the pandemic.

Case four: South Africa

Title:
“Change in adoption law welcomed”

Details of the story
Citizen, 11 September 2002.

Summary of the story
This is a report on the Constitutional Court ruling that same sex couples can jointly adopt children and the implications of this ruling on gays and lesbians. In the past, homosexuals could only adopt children individually, so the new ruling shows a progressive shift.

Perspective
The story offers an alternative perspective to the stereotypical representation of gay and lesbians. In this report they are portrayed as people wanting to be parents. The story explains the historical inequalities in adoption law, and the report, which appears on page 5, implies that one’s sexuality does not affect one’s ability or behaviour as a parent. No value judgements are made in the story on sexual preference. Instead the story is written in the context of rights, democracy and equality.

Sources
The voices and perspective of two men are heard - the presiding judge and the acting director of the Lesbian and Gay Equality Project. A lesbian woman judge, who with her partner had applied for sections of the Child Care Act and the Guardianship Act to be declared unconstitutional, is described as being ‘ecstatic’ after the ruling.

The use of quotes gives a strong rights perspective to the story. For example, the acting director of the Lesbian and Gay Equality Project Evert Knoesen is quoted as saying: “this ruling is further affirmation of the fact that lesbian and gay people are equally capable of forming families that are able to provide a loving home to children.” Knoesen is further quoted as saying: “In this country and society equality is a foundational value. We are proud to see that we are equally recognized as deserving of protection and recognition by the law.”

Headline
The headline - “Change in adoption law welcomed” - focuses on the issue.

Conclusion
This story is an example of how sexual preference can be reported on from a human a rights perspective. The story depicts gays and lesbians in professional roles and as parents, rather than as deviants and social outcasts.

PART FOUR: INTO THE FUTURE



Colleen Lowe Morna of GL and Charles Chisala of ZAMWATCH at a Southern African Gender and Media (GEM) planning meeting.

CHAPTER NINE: RECOMMENDATIONS

As the first comprehensive study on gender in the editorial content of the Southern African media, the GMBS reveals both the glaring gaps and the possibilities for achieving greater gender balance and gender sensitivity in media coverage. Experience shows that this transformation is unlikely to happen on its own. What the research does is to provide the basis for a concerted advocacy campaign which- if accompanied by concrete action plans- can begin to make a difference.

The recommendations below arise from a brainstorming session among the researchers and those who commissioned the research at the report back meeting in November 2002. They are clustered under advocacy, national action plans, monitoring, institutional development and networking.

1) Advocacy

The recommendations below seek to ensure that the research is disseminated as widely as possible, in ways that are accessible, provoke debate and engagement and help to develop a broad based movement for promoting gender equality in and through the media.

Production of materials: Develop several formats for dissemination of the research findings, including power point slides with the graphs, fact sheets, case study materials for training, as well as information and contact numbers for all the participating organisations.

Launching: Gain maximum publicity for the research findings through:

- ***The regional launch of the GMBS*** on 8 March 2003- International Women's Day at an event bringing together prominent activists and media practitioners from the region.

- ***Launch of the Southern African Gender and Media (GEM) Network:*** Use this event to launch the Southern African GEM Network that involves male and female journalists, as well as NGO and media practitioners.

- ***International launch:*** Launch the research during one of the parallel workshops that will accompany this year's session of the UN Commission on Status of Women (CSW) on 4 March 2003.

- ***Media launch strategies:*** Accompany all launches with a strong media and IT strategy to ensure maximum coverage.

2) National Action Plans

Hold two- day national action planning workshops in each of the twelve countries co-facilitated by GL, MISA, MISA National Chapters and the GEM chapters/affiliates around World Press Freedom Day on 3 May 2003 where one of the themes for this year in the region will be gender and the media

- ***General:*** Among possible action points are assisting media houses to draw up and implement gender policies; engaging with regulatory authorities; engaging with local media training institutions; regular monitoring and alerts;documenting and sharing best practices at national level and across the region.

- ***Developing in-house gender policies with the media:*** One specific outcome envisaged from the national planning workshops is that some media houses that show interest will be invited to step forward as pilot projects for adopting and implementing gender policies. This will involve using data from the research to draw up profiles of these media houses; in house workshops to devise policies and raise awareness on gender issues, and implementing a process of transformation with fixed timeframes and benchmarks. At least four pilot projects covering a range of community, private and public media, from print and electronic backgrounds, will be run each year. The importance of these pilot projects is to ensure that gender transformation is built into institutional processes and to create a "peer pressure" effect through leading examples.

- ***Engaging in tangible campaigns that bring gender and media activists together*** for example a concerted regional campaign around the Sixteen Days of Activism on Gender Violence from 25 November to 10 December 2003.

3) Capacity building and networking

- **Training** at national level to ensure a core team in each country that is well versed in the findings of the research and is able to present the findings in various forums- from policy level to newsrooms to media training institutions. Additional capacity to be provided through existing GL and MISA programmes such as the media advocacy training that MISA is planning over the next year and through GL training of trainer workshops.

- **Annual meetings of the Southern Africa GEM Network,** where chapters will be required to report on progress towards achieving the targets of their national action plans. Such meetings will help to strengthen the capacity of the gender and media networks on the ground, facilitate the sharing of experiences, strategies, and case material, as well as ensure that the momentum for transformation in the media is sustained.

- **Backstopping and support from a regional base,** including through MISANET and GL's Electronic Gender and Media (E-GEM) project that seeks to provide a forum for those working in the gender and media area to constantly engage with each other over the Internet. These provide an avenue for alerts, exchange of training material, sharing of challenges and successes.

4) Monitoring and evaluation

- GL and MISA to monitor and evaluate progress towards achieving gender equality in and through the media through the work of the MISA chapters and GEM network.
- A regular chapter on gender in MISA's annual flagship publication *"So this is Democracy ?"* on the state of the media in the region.
- Repeat the GMBS in five years time, using the same parameters, to measure this progress.

Annex A: Partners in the project

	MEDIA MONITORING PROJECT	MEDIA - RELATED NGO	MEDIA WOMENS ASSOCIATION	ACADEMIC/ MEDIATRAINING INSTITUTION	GENDER RELATED NGO
Regional		Media Institute of Southern Africa (MISA)	Federation of African Media Women-SADC		Gender Links
Angola			Angola Media Women's Association (AMUJA)		
Botswana		Worldview Botswana			Women's NGO Coalition
Lesotho				National University of Lesotho	
Malawi			Malawi Media Women's association (MAMWA)		Malawi Polytechnic University of (Malawi)
Mauritius		Media Watch Organisation		University of Mauritius	
Mozambique			Mozambican Media Women's Association (AMCS)		Women Law and Development (MULEIDE), Mozambican Women Lawyers Association (AMMCJ), Forum Mulher
Namibia	Media Monitoring Project Namibia (MMPN)			Department of Media Technology at the Polytechnic of Namibia	
South Africa	Media Monitoring Project (SA)				
Swaziland				Swaziland Institute of Mass Communication	
Tanzania			Tanzania Media Women's Association (TAMWA)		
Zambia				Zambia Institute of Mass Communication (ZAMCOM)	
Zimbabwe					Zimbabwe Women's Resource Centre and Network (ZWRCN)
TOTAL	**2**	**3**	**4**	**5**	**7**

Day - September	Medium		
Sunday 1			
Monday 2	TV		
Tuesday 3		Radio	Print
Wednesday 4	TV		
Thursday 5		Radio	
Friday 6	TV		
Saturday 7		Radio	Print
Sunday 8	TV		
Monday 9		Radio	
Tuesday 10	TV		
Wednesday 11		Radio	Print
Thursday 12	TV		
Friday 13		Radio	
Saturday 14	TV		
Sunday 15		Radio	Print
Monday 16	TV		
Tuesday 17		Radio	
Wednesday 18	TV		
Thursday 19		Radio	Print
Friday 20	TV		
Saturday 21		Radio	
Sunday 22	TV		
Monday 23		Radio	Print
Tuesday 24	TV		
Wednesday 25		Radio	
Thursday 26	TV		
Friday 27		Radio	Print
Saturday 28	TV		
Sunday 29		Radio	
Monday 30			

This means monitoring should be done in two fully constructed weeks for electronic media and one week for print.

Television: Week 1

Monday	2
Tuesday	10
Wednesday	4
Thursday	12
Friday	6
Saturday	14
Sunday	8

Television Week 2:

Monday	16
Tuesday	24
Wednesday	18
Thursday	26
Friday	20
Saturday	28
Sunday	22

Radio: Week 1

Monday	9
Tuesday	3
Wednesday	11
Thursday	5
Friday	13
Saturday	7
Sunday	15

Radio Week 2:

Monday	23
Tuesday	17
Wednesday	25
Thursday	19
Friday	26
Saturday	21
Sunday	29

Print: Week 1

Monday	23
Tuesday	3
Wednesday	11
Thursday	19
Friday	27
Saturday	7
Sunday	15

NB. Print is subject to change as it will be determined by the publication dates of the selected newspapers but dates for both radio and television should be adhered to.

Annex C: Explanation of graphs

Note:
For all graphs media ratios have been applied unless stated. Unknowns have been excluded from calculations, unless they are a significant proportion. This is to prevent distortion in the statistics - particularly where the graphs have been broken down into occupations and topics. Where they are significant, they have been included in the calculation, but excluded from the graph.

Figure one: Regional analysis of sources by sex for all media
This is a pie chart showing the percentage split for the SADC region of male and female sources. The regional calculation has been prepared from the total of all twelve countries.

Figure two: Country breakdown of sources by sex for all media
This is a bar graph showing the percentage split of male and female sources for the twelve countries.

Figure three: Electronic media split by sex and age for the region
This graph is for electronic media only for the total region. The age profile for the region has been graphed - this is based on the total for all 12 countries. Each age group is split by sex.

Figure four: Print media split by sex and age for the region
This graph is for print media only for the total region. The age profile for the region has been graphed - this is based on the total for all 12 countries. Each age group is split by sex.

Figure five: Regional breakdown of sources by sex and occupation
This graph shows the breakdown of male and female sources by occupation for the total region. The calculation is the % split of gender for each individual occupation.

Figure six: Regional analysis of topic and sex of sources
This bar graph shows the topics by sex for the total region. The region calculation includes all twelve countries in the SADC region. The calculation is the split of sex per topic.

Figure seven: Analysis of media practitioners by sex and topic for the region
This is a graph that shows the percentage split of male and female journalist per topic covered for the total region. The regional numbers have been prepared from the total of all twelve countries. The calculation is for each individual topic for the named country.

Annex D: Guide to monitors for the qualitative monitoring

Why a qualitative analysis?

A qualitative approach to monitoring is critical because there is often a mistaken belief that just because women are mentioned or covered in the media, gender concerns have been "covered". The following steps aim to assist monitors in picking out examples for the qualitative monitoring:

Step one: Gender specific versus mainstream

First, divide stories into:

- ❏ Those that have a specific focus on gender issues, or in which women are the primary focus;
- ❏ Mainstream stories that have no specific gender focus but are informed or not informed by a gender perspective.

Step two: Professional versus unprofessional:

Divide these stories into those you regard as both reflecting good professional journalistic ethics and a progressive approach to gender equality, and those you feel reinforce or fail to challenge stereotypes, exhibit bias etc as follows:

	Focus on gender or women are the primary focus	Mainstream story
Progressive gender perspective		
Negative gender perspective		

Step three: Gender and women specific stories:

This involves assessing whether and how gender specific stories and stories that focus on women are covered in the various media being monitored. Just because a story is about gender or women does not mean that it is a good or balanced story. Some may actually negatively affect readers' perspective on gender and development. It is therefore important to critically analyse them for balance.

Stories that focus on gender issues/ women are the primary focus

	NEGATIVE/ EXACERBATES STEREOTYPES	POSITIVE/ CHALLENGES STEREOTPYES
Bias	One perspective	Seeks out diverse views
	One side of story	Balanced view
	Relative weight given to sources	
	Story told by others	
	Irrelevant detail	
Discrimination	Accepted	Challenged
How women portrayed	Victims	Survivor
	Recipients of charity	Taking control of own destiny
	Sex objects	Soccer fans
	Beauty queens, only interested in physical appearance	Diverse roles, alternative images of women
		Men also interested in appearance!
	Dignity degraded	
	Okay if they are non threatening	Occupying new spaces
	Patronising; need to be put in their place	
	Dependent for success on men	Competent, professional
	Efforts degraded	
	Trvialises the experience of women	Exposes the anguish
	Glorified women	Women normal, make mistakes
How men portrayed	Tough virile	Also vulnerable
	Uncaring	Socialised to suppress emotion
	Managers/ in charge	Taking domestic responsibility
	Okay for men to be violent	Gender violence a human right violation
	Men rape to satisfy sexual urges	Rape about power, lust
Reductionism- women	Women represent all women	Women who refuse to only represent the views of women
Reductionism- men	All men are the same	
Tone	Judgmental	Neutral
Gender issues vs women's issues	Women the only ones to benefit from change	Societal concern
Context	Absent	Present
Custom/culture	Justifies gender oppression/violence	Should be challenged
Effect of gender equality	Threat	Opportunity

Step four: Gender in mainstream stories

This entails assessing whether a gender perspective informs coverage of all stories. Whether the issue is poverty reduction, human rights, sports, ethics, democracy and elections, good governance, HIV/AIDS, health, education or development, gender is an underlying factor. For instance, more often than not, stories on poverty refer to “people” being affected and yet it is a fact that women and men, boys and girls are affected by poverty in different ways, with women and children often being more affected than men. Similarly, stories on education often quote numbers of “children” having benefited or being enrolled, when a gender disaggregation of the figures might show that boys or girls have benefited more. Balanced coverage will ensure that a gender perspective permeates all mainstream stories, making it possible to analyse the impact this has on development.



www.genderlinks.org.za



www.misa.org