Media on the a-Gender

ACCELERATING GENDER EQUALITY IN SADC

Audit of the Southern African Declaration on Gender and Development

Gender and the media



Edited by Colleen Lowe Morna and Jennifer Mufune

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Gender Links is a Southern African NGO that is committed to a region in which women and men are able to realise their full potential and participate equally in all aspects of public and private life. GL's main areas of focus are gender, media and governance.

The Media Institute of Southern Africa (MISA) promotes free, independent and pluralistic media and the free flow of information and co-operation between media workers, as a principal means of nurturing democracy and human rights in Africa. Key areas of work being undertaken by MISA include advocacy, news exchange, developing national chapters bringing together institutional and individual members representing the independent media in the region, capacity building and management of policies and programmes.

Gender and Media Southern Africa (GEMSA) Network is an association of gender and media activists that includes institutional partners such as Gender Links, the Gender and Media (GEM) Networks, MISA and its national offices, the Federation of African Media Women Southern Africa (FAM SA), editors forums, media monitoring projects and gender NGOs, as well as individual members. Launched at the historic Gender and Media (GEM) Summit in September 2004, the GEMSA network is fast growing and is a key moblising force for progressive gender practices in the Southern African media.

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Jennifer Mufune and Ammu Joseph
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Executive Summary



Loga Virahsawmy, President of media Watch Organisation, Mauritius, makes a point
Photo: Colleen Lowe Morna

This report assesses the extent to which the media in Southern Africa has complied with the provisions of the SADC Declaration on Gender and Development (SDGD) and related commitments as part of an audit undertaken ahead of the 2005 Heads of State summit.

Across the globe, women are both under represented in, and portrayed in a narrow range of roles in the mainstream media: most often either as victims of violence or as sex objects. Southern Africa is no exception.

Yet, of all the areas urgently needing a gender revamp the media has been among the most problematic. While governments have some leverage over the public or state-owned media, the private media guards its independence jealously.

The male-dominated media, which lags behind the public sector when it comes to representation of women in its ranks, has long justified blatant sexist stereotypes as essential to the industry's bottom line. Audiences, to the extent they have ever been studied, have been assumed to be largely male, and overwhelmingly passive.

The media has been content to argue that to the extent that society is male-dominated that is the reality it will convey. There has been little willingness to grapple with what is meant by freedom of expression when half the population is virtually mute; nor the more philosophical question of the role of the media in a democracy: to project only what is, or what could be.

Weak government strategies

The dilemmas over how to approach gender and media concerns are reflected in the fact that in all the provisions for promoting gender equality in the regional and international commitments, those on the media are weakest. The SDGD has only one provision that concerns generating and disseminating information on gender equality. The MDGs, that are commanding centre-stage in global debates, make no reference at all to the media. The Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW) is also silent on this critical area for advancing gender equality.

The Beijing Platform for Action (BPFA) is the most comprehensive on the subject, identifying the need to promote more balanced and non-stereotyped portrayal of women in the media; taking appropriate measures against pornography; as well as the need for research, policy and monitoring. The BPFA also covers new information and communication technologies in some detail.

Civil society activism

Because of the complexity of this area of change, strategies for achieving gender equality in and through the media have had to take many forms; to rely more heavily of consumers and activists rather than just on policy makers; and above all to seek to persuade media decision-makers that gender equality is not just a matter of being politically correct, but rather one of enlightened self interest.

The good news emerging from this audit is that the last decade has witnessed an unprecedented wave of gender and media activism in the region.

The Gender and Media Baseline Study (GMBS) - the most extensive study on gender in the media ever to be undertaken anywhere in the world - is at the heart of a groundswell of activism in Southern Africa that culminated in the historic GEM Summit in September 2004.

During national action planning workshops that took place in the thirteen Southern African countries that participated in the GMBS in 2003, media practitioners, decision-makers, analysts and activists devised a range of strategies for addressing these gender gaps.

The summit served as an accountability forum for each country to come back and report on what measures have been taken. The summit also led to the formation of GEMSA, the only regional network anywhere in the world established to promote gender equality in and through the media.

Successes

The summit showcased over 44 case studies of good practice. These and other evidence show that:

- There is now a greater awareness than ever before of the gender disparities in the media in the region.
- There has been a marked improvement in the gender balance and sensitivity of media content in media houses that have taken the initiative to introduce and implement gender policies.
- The Southern African Editors Forum (SAEF) and NGOs in the region are collaborating in a Media Action Plan (MAP) on HIV/AIDS and Gender that will lead to policies being rolled out in 80 percent of newsrooms over the next three years.
- Cutting edge research such as the Gender and Media Audience Study (GMAS) being conducted by GL and MISA have turned the spotlight on media consumers, demonstrating not only their power but the importance of media literacy to creating an informed and responsive citizenry.
- A number of media training institutions, notably the Polytechnic of Namibia, are taking gender mainstreaming seriously. This has had a marked impact on the quality of training, opening the minds of trainees to all issues of diversity.
- More strategic approaches by gender activists towards working with the media have resulted in greater coverage of important campaigns such as the Sixteen Days of Activism on Gender Violence. Simple tools such as directories of women sources and resources like the GEM Opinion and Commentary Service are helping to ensure more varied and progressive content.
- Monitoring exercises post the GMBS, for example during recent elections in the region, have helped to keep the media on its toes. These are showing a gradual improvement in the media's use of women sources compared to the GMBS (in which, on average, women constituted 17 percent of news sources). A telling indicator will be the regional results for the Global Media Monitoring Project (GMMP) that coincided with the ten year anniversary of Beijing and for which results will be available before the end of 2005.
- Gender and media activists are becoming more adept at using new information and communication technologies, as witnessed by the recent cyber dialogue initiative launched by women from the region during the ten year review of the Beijing conference.
- Gender and media networking is stronger than ever before and this has demonstrated the power of the media and of communications as a force for change.

Challenges

A number of challenges remain:

- Women are still woefully under represented in all areas of the media, except as TV presenters, and especially in decision-making structures. There appears to be little pressure on media decision-makers to take corrective action, except through Employment Equity laws, where these exist.
- Media regulatory authorities are male-dominated and they have not integrated gender criteria into licensing and other mechanisms at their disposal for making the media (especially the public media) more accountable to the public on their gender practices.
- Only a small proportion of media houses have adopted gender policies, including the public media.
- Gender mainstreaming among media training institutions, many of which are government funded, remains ad hoc.

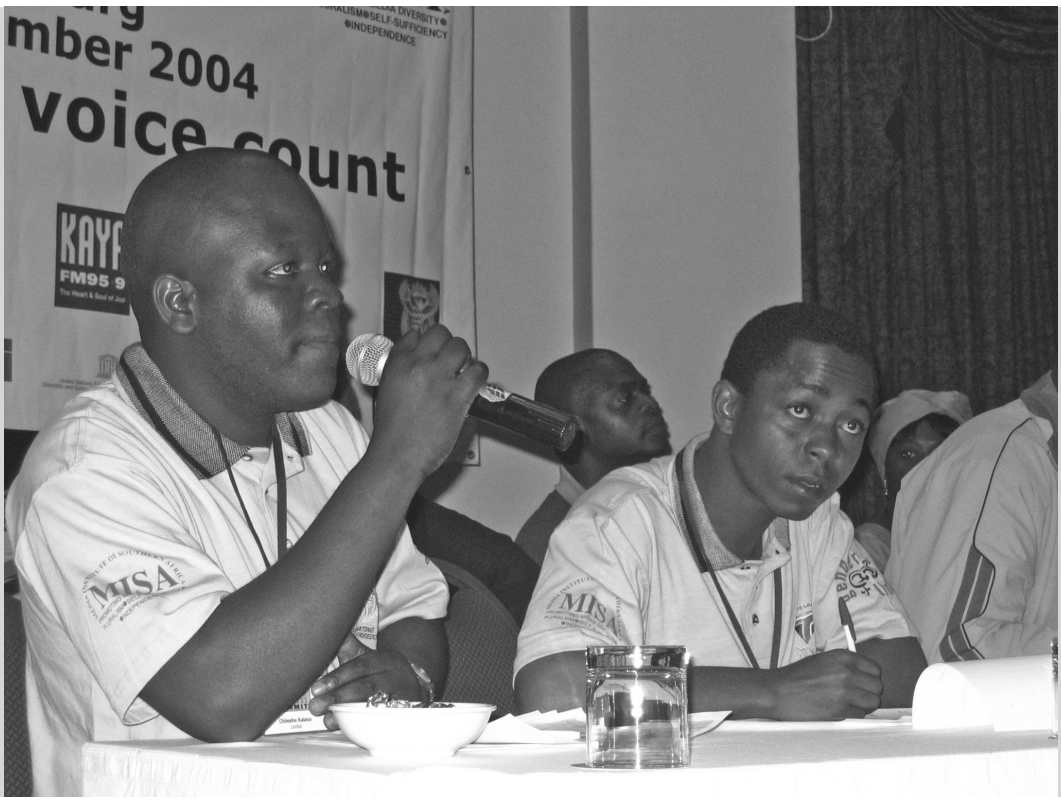
- With the exception of South Africa, none of the information and communication ministries in the region have gender units nor have they mainstreamed gender considerations into information and communication policies.
- The several ICT policies that are being generated in the region as part of the fervour to join the "information society" are gender blind and carry the risk of women being marginalised even further within the digital divide.
- Civil society organisations working on gender and media issues struggle to raise funds, especially from public sources, despite the proven importance of their research, advocacy and lobbying in an area where governments are not well paced to lead change.

Key recommendations

Key recommendations emerging from the research are the need for the proposed SADC Protocol for the Acceleration of Gender Equality to have much stronger provisions on the media, including:

- The need to redress gender inequalities and bias both within the media and in editorial content.
- Making use of the mechanisms that the state has access to, such as licensing agreements, to oblige greater gender accountability on the part of the media.
- Mainstreaming gender in information and communication policies.
- Supporting the work of civil society organisations involved in gender and media work.

1 Provisions in key gender instruments



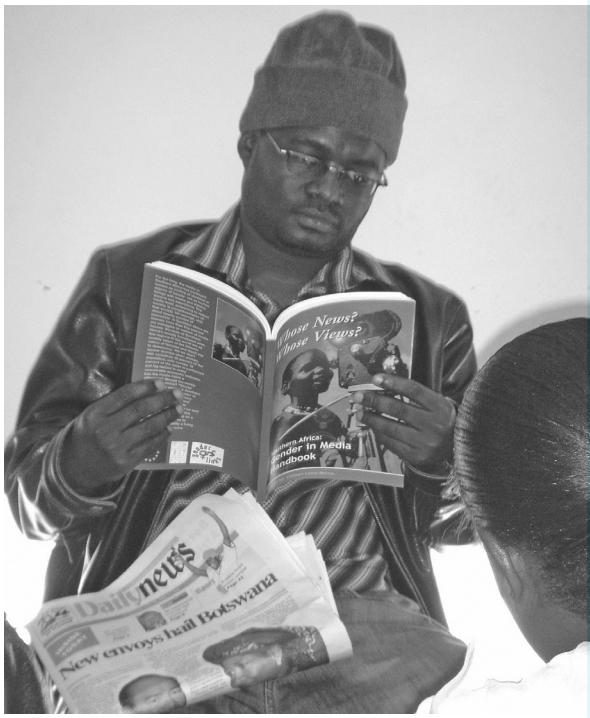
GEM Summit, Johannesburg,2004
Photo: Colleen Lowe Morna

Media provisions in the regional and international commitments audited for this study are the weakest of all. The MDGs and CEDAW make no reference at all to the media. The only such reference in the SDGD is to "encouraging the mass media to disseminate information and materials in respect of the human rights of women and children".

This provision is inadequate for a number of reasons. First, the provision refers only to the human rights of women and children. This excludes other areas of coverage, such as social and economic circumstances. The clause also gives the impression that gender concerns can be equated to women and children.

Second, the clause refers only to stories specifically about women's and children's "issues". These are clearly important, but they are a small proportion of overall coverage. What is equally significant is ensuring that gender is taken into account in *all* coverage: whether political, economic, sports, health, HIV/AIDS etc.

The BPFA provides the most detailed analysis and action points. These need to be taken into account in the new Protocol. Although careful to state that such measures should be consistent with freedom of expression, the BPFA raises the following key issues:



Newsroom gender and media training in Botswana
Photo: Trevor Davies

- Promoting balanced and non-stereotyped portrayal of women in the media.
- Creating and disseminating more content on gender issues.
- Taking measures to control pornography and degrading content on women.
- Supporting research into all aspects of women and the media.
- Encouraging gender sensitivity training for media professionals, including owners and managers.
- The importance of monitoring editorial content: both internally and externally.
- Setting targets for gender balance in the media, including advisory, regulatory and monitoring bodies, and building the capacity of women to participate in all areas and at all levels of the media.
- Encouraging and supporting through training women's effective participation in the information society, including using these technologies to advance gender equality.
- Encouraging, recognising and supporting women's media networks including electronic networks for the dissemination of information and exchange of views.

2 Commitments versus performance



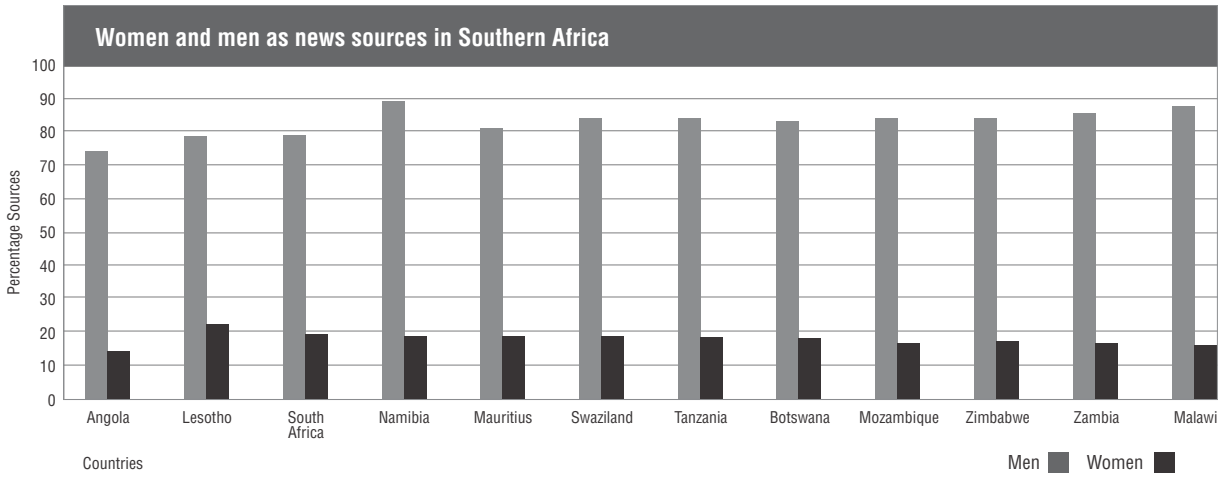
Tuning in: A journalist in Namibia at work.
Photo: Trevor Davies

Table one provides some key indices for measuring progress towards gender equality in the media itself and in its editorial content drawn from the GMBS undertaken in 2003. The first set of data, on editorial content, concerns women as sources of news, as well as the extent to which women are quoted on different topics. The next set of data is on women as media practitioners, as seen through the articles monitored. This includes the extent to which women are likely to be found in the different beats. The areas in which women exceed thirty percent are marked in bold. This data is analysed and referred to in the sections that follow.

Representation and portrayal of women in the editorial content of the media

Women as sources of news

If unknown sources are excluded, women on average constituted 17 percent of news sources in the media monitored across twelve Southern African countries for the GMBS. This figure is close to the global figure of 18 percent in the Global Gender and Media Monitoring Project (GMMP) in 2000. There were, however, considerable differences between countries. These ranged from women constituting 26 percent of news sources in Angola (the highest) to 11 percent in Malawi (the lowest).



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. 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.

The only occupational categories in which female views dominated were beauty contestants, sex workers and home-makers. Male voices predominated even in agriculture, where women perform most of the work.

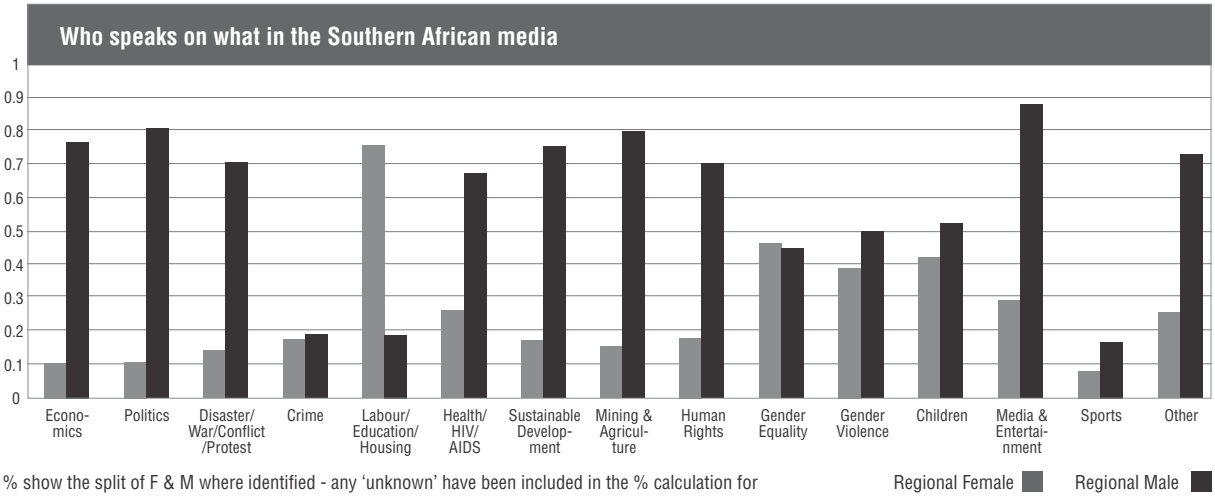
At the time of the study, women constituted an average of 18 percent of the members of parliament in the region. Yet women constituted only six percent of the sources in the politician category. Countries that have the highest representation of women in parliament- South Africa, Mozambique and Tanzania- 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 8 percent of the politicians quoted in the media monitored.

Table one: SADC and gender 2005 media audit

Commitment	Botswana	Lesotho	Malawi	Mauritius	Mozambique	Namibia	South Africa	Swaziland	Tanzania	Zambia	Zimbabwe
EDITORIAL CONTENT											
% women as news sources	16%	21%	12%	17%	15%	19%	19%	17%	16%	13%	15%
%women identified by marital or family status	5%	1%	21%	15%	7%	6%	14%	8%	11%	5%	4%
%women quoted on economics	24%	24%	14%	4%	22%	13%	9%	22%	13%	13%	8%
%women quoted on politics	12%	5%	5%	11%	10%	12%	10%	12%	7%	8%	6%
%women quoted on gender equality	0	**92%**	21%	**43%**	**38%**	**68%**	**36%**	**60%**	**49%**	**33%**	**49%**
WOMEN IN MEDIA											
REPRESENTATION											
%women TV reporters	**48%**	**53%**	27%	**36%**	**35%**	**56%**	**30%**	**32%**	**53%**	**63%**	**36%**
%women TV presenters	**35%**	**59%**	**42%**	**49%**	**32%**	**47%**	**44%**	**56%**	**52%**	**53%**	**32%**
%women radio reporters	-	-	28%	**38%**	11%	21%	**44%**	**41%**	**40%**	**33%**	**49%**
%women print reporters	**41%**	18%	8%	24%	3%	21%	22%	15%	21%	16%	16%
PARTICIPATION											
%women reporting	**38%**	**42%**	8%	10%	10%	18%	25%	13%	11%	7%	21%
economics %women reporting	27%	35%	5%	22%	7%	17%	23%	19%	8%	2%	20%
politics % women reporting	11%	7%	4%	7%	7%	7%	6%	6%	8%	1%	8%
sports %women reporting gender equality	-	**71%**	7%	23%	13%	**38%**	**42%**	23%	21%	-	**44%**

Source: GMBS

Who speaks on what?
Women's voices predominated only in the gender equality topic code. There were even more male than female voices in the topic code on gender violence. Women constituted less than ten percent of news sources in the economics, politics and sport categories.



Sins of commission and sins of omission
The qualitative reporting yielded examples of reporting that portrays women as objects and temptresses.

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 power dynamics at play in the HIV/AIDS pandemic, the different impacts of the national budget on women and men etc.

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. Another form of subtle stereotyping, as illustrated in the table below is that women are much more likely than men to be referred to according to a personal relationship (11 percent of women sources in the GMBS were referred to in this way, compared to two percent men).

Table two: Use of relationship tags in the media

	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

Gender as a topic in the media

About a quarter of 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.

Women within media institutions

There is no recent audit of the actual proportion of women and men within the Southern Africa media. A UNESCO study in 1995 found that overall women constitute twenty percent of media practitioners in Southern Africa, and less than five percent of media owners.

While the GMBS did not go into newsrooms to conduct surveys on their gender composition, monitors did quantify (where it was possible to determine this from the name) the extent to which women and men reported on or presented stories. The findings are summarised in Table One. These show that:

- ***The highest level of representation of women in the media is as TV presenters:*** As in the global study, at 45 percent, women television presenters constitute the highest proportion of women media practitioners in the region. Unlike the global findings, women in Southern Africa do not constitute the majority of this category.

- ***But they have to be young!*** 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 TV presenter category) 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 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.

Legislation and regulation

Freedom of expression is guaranteed in the Constitutions of all Southern African countries. However, none of these specify that freedom of expression includes the right of men *and* women to be heard and to voice their concerns. As the examples below show, many Constitutions in the region still use sexist language:

He the people

The Bill of Rights of Constitution of Malawi states:

"Subject to any Act of Parliament, every ***person*** *shall have the right to access to all information held by the State or any of its organs at any level of Government in so far as such information is required for the exercise of* ***his*** *rights"* – S37.

The use of the word **person** is to include everyone regardless of sex, colour or creed, etc. But words like "**his**" within the same breath made participants to a recent PANOS Southern Africa workshop in Blantyre call for the engendering not only the Constitution but any other policy documents on media and communication.

Freedom of expression is a fundamental right enshrined in the Constitution of Zimbabwe (Section 20) but **does not** explicitly include the right of women and men, in all their diversity to access such information. As in Malawi, the clause refers to **'persons'** generically but then later on to **"his freedom of expression".**

Every genuine democracy guarantees free speech, but every right carries a responsibility, and every responsibility has to be monitored and regulated. Some regulatory authorities for the media and advertising are statutory; others are voluntary and established by the industries themselves. In all our countries, broadcasting is largely state owned although the air- waves have been opened up to competition from the private sector**.**

Most SADC countries have a regulatory body for the media and/or broadcasting. Examples are the Media Council in Tanzania, the Botswana Press Council and the Independent Communications Authority of South Africa (ICASA). South Africa and Mauritius have independent broadcasting authorities and advertising standards authorities. South have Africa also has a Media Diversity and Development Agency (MDDA) that is established through an act of parliament. Various avenues exist for the public to express their views on media content, such as the Broadcasting Complaints Commission of South Africa and the Press Ombudsman.

Regulatory authorities have a responsibility not only to incorporate gender considerations into ethical standards, but also to monitor that they are complied with. For example, the Canadian regulatory authority for broadcasting decreed in 1986 that it expects the public broadcaster to show leadership in providing a more equal representation and a more diverse portrayal of women in the media. The Canadian Broadcasting Authority is required to submit an annual report to the Commission on efforts to eliminate sex role stereotyping both on and off air, with the knowledge that these reports will be put on a public file.

A gender audit of media laws and regulatory frameworks in the SADC region by GEMSA country chapters suggests that media regulatory authorities have made little effort to transform themselves, let alone to transform society.

In Zimbabwe, the Media and Information Commission (MIC) has one woman (14%) out of seven commissioners. There are no campaigns to encourage gender-related complaints by the MIC. The Advertising Media Association will investigate any complains it receives from the public about particular advertisements, but few gender related complaints have been raised or investigated.

Zambia has one media regulatory body - the Media Ethics Council of Zambia (MECOZ). Media organizations in Zambia are encouraged rather than required to have gender policies and there is no requirement by any authority for media organizations to set targets for achieving diversity in ownership, employment and content to be consistent with the demographics of the country.

In Malawi, regulatory authorities do not require, through licensing conditions, that media houses demonstrate or set targets for achieving diversity in ownership, employment and content consistent with the demographics of the country. However, for the electronic media, the licensing (through the Third Schedule of the Communications Act 1998) does spell out the obligations for fairness, objectivity, extra care in order to accommodate various sensitivities in the audience. But there is no explicit mention of gender criteria.

The regulatory authorities receive and encourage complaints for public and private media. So far, however, there have been no gender-specific complaints. On the other hand, a number of newspapers, on their own, have carried articles against the abuse of females as objects in advertising.

Both regulatory institutions have not carried out any significant awareness campaigns, let alone anything on gender in their official pronouncements. The major pre-occupation for these regulators seems to be with political stories. Rhetorical commitments to gender mainstreaming have not been acted upon. At the recent PANOS Southern Africa Blantyre workshop mentioned earlier, it was agreed that there is need for gender criteria to be explicitly mentioned in the laws that govern regulatory authorities and to be publicised in their public awareness campaigns.

In South Africa, the Independent Communications Authority of South Africa (ICASA) regulates broadcasting and telecommunications (previously the subject of separate regulatory bodies: the Independent broadcasting Authority (IBA) and the South African Telecommunications Regulatory Authority (SATRA). The powers of the regulator are contained within the ICASA Act 13 of 2000, which is soon to be amended so as to be in line with the Convergence Act at the time of commencement.

While 44.9% of ICASA's workforce is female, only 11.9% of women are represented in positions requiring technical skills (ICASA Annual Report 2004). Women constitute 70 % of the Broadcast Monitoring and Complaints Committee (BMCC) (ICASA, 2004). Three out of seven of ICASAs councillors are women. The CEOs of ICASA and the Film and Publications board (FPB) are women. Women account for 38% of the total number of chief examiners and examiners on the FPB and women constitute 55% of the Board's full-time staff (FPB Annual Report, 2004).

Concerns have been raised regarding the increasing numbers of complaints addressing stereotyped portrayals of women and which question human dignity have been dismissed by self –regulatory bodies in particular. As illustrated in the box below, as a result of complaints such as this these bodies are being forced to make gender visible in their standards.

From gender blind to gender aware definitions

The South African Advertising Standards Authority (ASA) has been criticised by gender organisation for dismissing many gender-based complaints. Until recently, the ASA had no definition of a sexist advert. Significantly, the ASA has also revised definitions of discrimination and gender in its code. The revised Code of Advertising Practice now includes the following:

Offensive advertising: "No advertisement may offend against good taste or decency or be offensive to public or sector values and sensitivities, unless the advertising is reasonable and justifiable in an open and democratic society based on human dignity, equality and freedom. Advertisements should contain nothing that is likely to cause serious or wide-spread or sector offence. The fact that a particular product, service or advertisement may be offensive to some is not in itself sufficient grounds for upholding an objection to an advertisement for that product or service. In considering whether an advertisement is offensive, consideration will be given, inter alia, to the context, medium, likely audience, the nature of the product or service, prevailing standards, degree of social concern, and public interest."

Discrimination: "No advertisements shall contain content of any description that is discriminatory, unless, in the opinion of the ASA, such discrimination is reasonable and justifiable in an open and democratic society based on human dignity, equality and freedom."

Clause 3.5 of Section II – Gender: "Gender stereotyping or negative gender portrayal shall not be permitted in advertising, unless in the opinion of the ASA, such stereotyping or portrayal is reasonable and justifiable in an open and democratic society based on human dignity, equality and freedom."

In Mauritius, the Association of Advertising Agencies (AAA) has their own code of conduct but sexist advertisement is not mentioned. There is a clause in the Independent Broadcasting Authority (IBA) Act regarding "Code of Conduct for Broadcasting Services" which stipulates that:

"Broadcasting licensees shall

(a) Not broadcast any material which is indecent, obscene or offensive to public morals or offensive to the religious convictions or feelings of any section of the population……."
(b) Not, without due care and sensitivity, present material which depicts or relates to brutality violence, atrocities, drug abuse and obscenity."

Media Watch Organisation (MWO) is the only organization that has taken sexist complaints to the IBA. The public in general do not know where to take complaints to and they contact MWO. The success of Media Watch in getting sexist advertisements removed (see case study below) shows the importance of civil society and consumer activism in making regulatory authorities more gender responsive.

Case study one
Mauritius: Sexist billboards come tumbling down



Media Watch Organisation (MWO) succeeded in protesting against a sexist advertisement of a cement manufacturer for building blocks. The campaign led to the Mauritius Broadcasting Corporation (MBC) taking immediate action to stop the airing of the advertisement on receipt of the alert while the print media published my article. This case study shows how a targeted campaign of this nature can not only succeed in bringing about immediate change, but can raise debate and awareness around the issues.

MWO Mauritius decided to take up a high profile complaint against this sexist advertisement to show:
- The cascading effect of going public about sexism and gender discrimination in advertisements.
- The subliminal messages of advertisements.
- Making it known that women are not objects without brains.
- Making it known that women are not prepared to be associated with products that they do not represent.
- Making known that there is an institution that takes these kinds of complaint seriously.
- Demonstrating how an alert can be a means of generating an awareness campaign.

By way of background, in May 2003 the Mauritius Broadcasting Corporation had an advertisement running at prime time on television showing the silhouette of a woman undressing in front of a building block. At the end of this erotic show a voice says: *"blok UBP pena zes li pa pou bouz enn pous"* meaning that "the building will not bulge an inch even with the silhouette of a woman strip-teasing in front of it."

The print version in the mainstream media showed the woman dangling her legs in front of the building block with a caption saying *"UBP – pour resister aux effets du temps: pena zess"* meaning the "building block can resist everything."

The main target was to draw the attention of advertising companies specifically and the public in general to the harm that can be done by using sex to sell products.

MWO started a campaign against this sexist advertisement by sending alerts to the MBC, the Independent Broadcasting Authority (IBA) and the print media. In July the IBA called me for a hearing. I had butterflies in my stomach on receipt of this official notice, my first experience of such a summons. But my husband encouraged me and said, "this is a test case and if you do not go advertising agencies will use women's bodies even more."

The Marketing Manager and the Legal Adviser of the MBC attended the hearing together with the person who conceptualised the advert and top officials of the advertising company. The Committee was chaired by the Legal Adviser of IBA, Maitre Ythier and four Board members of the IBA. I did not even know I could take a lawyer with me as the Chair later pointed out.

Although there is no provision in the IBA Act for advertising, the regulatory authority ruled that it could entertain the case because the advert had appeared on national television. Further, Section 29 (5) covering standards and ethics stipulates that: "the Standards Committee shall, with the approval of the Authority, draw up a code of advertising practice." The same Section mentions "standards of taste and decency for broadcast programmes, particularly having regard to the portrayal of violence or sexual conduct."

At the onset of the IBA hearing, the officials showed a clip of the advertisement on the screen. The Chair then asked if all those present wanted to see the clip for a second time. They all replied in the negative. I said: "Please take this out as I cannot bear to see how women are being downgraded seeing. How can you treat women as mere sexual objectss to arouse the desire not of viewers but of building blocks which made matters even worse."

The Legal Adviser of the Mauritius Broadcasting Corporation announced that as soon as the MBC received the MWO complaint they immediately took action to stop the advertisement.

MWO nevertheless seized the opportunity to explain all the damage that such an advertisement can do to the public at large and especially to women. MWO told all those present that the advertisement ran parallel with the horrific story of the assault, rape and sodomy of a young University student, Nadine Dantier.

The print media published the alerts. Two newspapers gave prominence to the article. *News on Sunday* carried a big headline: "Ban this Advertisement" while La Vie Catholique added at the foot of the article "*Blok UBP c'est pour encourager le viol"* (UBP Block is encouraging violence.)

The response to this advertisement was overwhelming. The advertisement was removed but the public outcry continued. Women in general could not comprehend how advertising companies could downgrade women so much. Students of a five star college telephoned me and wanted to have more information on the action taken to have this advertisement removed. A teacher of the same school telephoned to thank me and to assure me that she was using this as a case study for her social study class.

The Ministry of Women's Rights advised MWO that they had been receiving complaints from members of the public on this advertisement, but did not know where to turn to. The Head of the Women's Unit of the Ministry assured them that MWO had already taken action.

The removal of this advertisement was like a wake up call to the Mauritian population at large. They suddenly realised that their eyes, their minds and their ears were so used to sexist images and sexist language that they were taking sexism for granted. The campaign prompted the first Gender Sensitive Advertisement Award organised by the Ministry of Women in collaboration with Media Watch.

We have gone onto tackle other cases, such as the removal of an advertisement blocking the head of a woman with a tile. This advertisement suggested that women have no heads or brains.

MWO is the only member of the public to have put a complaint to the IBA and nobody has done so since. The removal of these advertisements has raised critical awareness amongst women and the public in general. The process can certainly help others to speak out against negative stereotyping of women. Campaigns such as this also help to sensitise media practitioners. Taking up cases such as this is something that all the gender and media networks are well placed to do.
Loga Virahsawmy, President, Media Watch Organisation

Policy

The Beijing Platform for Action (BPFA) recognises the importance of "reviewing existing media policies with a view to integrating a gender perspective."

The earlier discussion on legislation and regulation suggests that there is little obligation on media houses to adopt gender policies. A recent audit of gender and HIV/AIDS policies in the media undertaken as part of the Media Action Plan (MAP) on HIV/AIDS and gender shows that out of 350 media houses surveyed, only eight percent had HIV/AIDS policies and six percent gender policies. These mostly related to work place issues rather than editorial content.

However, in a significant strategic breakthrough, the Media Institute of Southern Africa (MISA) – the regional body promoting freedom of expression- adopted a gender policy in 2002. The main aim of this policy is to ensure that implicit references to gender in freedom of expression discourse are made explicit. As a membership organisation with chapters in twelve Southern African countries, MISA plays a key leadership role in promoting progressive policies and practices in the media.

Excerpts from the MISA gender policy

"Gender equality is implicit in the notions of a "pluralistic press"; "reflecting the widest possible range of opinion within the community"; "the fulfilment of human aspirations"; "freedom of the press" and "freedom of association" as espoused in the Windhoek Declaration on Promoting an Independent and Pluralistic African Press (1991). But the failure to state this explicitly has led to the gross gender disparities in the media not receiving adequate attention."

Principles of the MISA Gender Policy

1. As one of the main shapers of public opinion, the media has a critical role to play in the advancement and attainment of gender equality.
2. As an agenda setter, the media has a duty to portray not just what is, but what could be; to be exemplary in its own practices; and to open debate on the complex issues surrounding gender equality.
3. MISA wishes to state clearly that gender equality is intrinsic to a pluralistic and diverse media; giving voice to all members of the community; realizing human aspirations as well as freedom of association. It is therefore one of the important indicators for measuring whether each of these is being achieved.
4. Gender-based violations such as sexual harassment should be recognized as an impediment to the work of media practitioners.
5. Funding for alternative media, as espoused in paragraph ten of the Windhoek Declaration, should include publications and programmes that specifically aim to give voice and opportunities to women and to publicise gender disparities in the media.
6. The establishment of professional associations to help preserve pluralism, diversity and independence in the media should include media women's associations and other civil society organisations that promote gender balance in the media.

Another strategic breakthrough for the region is the MAP, a collaborative effort by the Southern African Editors Forum (SAEF) and NGO partners to improve coverage of HIV/AIDS and gender, as well as mitigate the effects of the pandemic on the media industry. Among the objectives of MAP are to ensure that 80% of media institutions have workplace based policies and programmes on HIV/AIDS and Gender by the end 2008 in accordance with SADC and ILO Codes of Conduct. This leg of the MAP work is led by Gender Links, MISA and GEMSA who are developing a handbook on HIV/AIDS and gender policies in newsrooms in preparation for the concerted roll out of such policies starting in 2006.

The case studies that follow show that some media houses in the region are already developing and implementing gender policies based on their interpretation of their mandate.

Case study two
South Africa: Making public broadcasting work for women and men

While gender may not be entirely mainstreamed into the South African statutes, public media in the form of the SABC is subject to the provisions contained within the Broadcasting Act, No 4 of 1999 (amended in 2003). The Act provides for the establishment and development of broadcasting in the public interest so as to:

- Contribute to democracy, development, development of society, gender equality, nation building, provision of education and strengthening the spiritual and moral fibre of society
- Encourage ownership and control of broadcasting services through participation by persons from historically disadvantaged groups;
- Encourage the development of human resources and training and capacity building within the broadcasting sector especially amongst historically disadvantaged groups.



Children broadcast at the cyber dialogues 2004.
Photo: Colleen Lowe Morna

Although the SABC does not have a stand alone gender policy, the SABC's editorial policies includes policy on discrimination and stereotypes. Relevant provisions include:"To use non-sexist language so as to avoid giving offence, or creating the impression – through repetition – that certain activities are associated with only one sex."

This is supported by the following policy on gender:

"To consolidate SABCs commitment in other sections of these policies, the SABC undertakes to strive to ensure that its programming, when judged within context, does not:

- Promote violence against women
- Depict women as passive victims of violence and abuse
- Degrade women and undermine their role and position in society
- Promote sexism and gender inequality
- Reinforce gender oppression and stereotypes.

"Furthermore, the SABC is committed to reflecting and portraying women in their positive societal roles – as independent, intellectual beings; as leaders, decision –makers, academics, agents for change, etc – and to avoid representation of men in roles that bolster ascendancy and stereotypes.

"Gender balance should be sought – positively and actively – in programmes, such as those requiring a range of opinions on issues of public importance."

In addition, the SABC's amended licence conditions (effective, 23 March 2006) provide for Equal Opportunity Employment Practices and Human resources Development, particularly with regard to historically disadvantaged persons.

For news, current affairs and information programming, the SABC commits to the provision of a full spectrum of opinions, perspectives and comments which also "apples to selection and use of guests and specialist commentators". Moreover, the SABC commits to include "in our news services – consciously and with due prominence – perspectives and opinions of women who are making a crucial contribution to the political, social and economic life of South Africa. […] News staff should therefore endeavour to ensure fair gender representation in news and information programming. " *(SABC Editorial Policies)*

Case study three
Zambia: Times Printpack gender policy

This case study is about the process that led to the adoption of a gender policy by Times Printpack Zambia Ltd, producers of the Times of Zambia and its sister paper, the Sunday Times. The case study highlights the importance of the partnership between the Times of Zambia and GL; the conducive political environment and the commitment by management and staff to the final outcome. It demonstrates the importance of a gender policy not being a stand alone policy, but rather one that informs all the essential processes within the institution.



Tusi Fokane (MISA) and Charles Chisala (The Times of Zambia)
Photo: Colleen Lowe Morna

The pilot project aimed to formulate a gender policy that addressed both editorial content, employment, and conditions of services, to implement aspects of the policy over a period of time, evaluate outcomes and take any corrective action necessary.

The pilot project began in December 2003. The project is one of several responses to the gender disparities highlighted in the media by the findings of the 2003 Gender and Media Baseline Study (GMBS).

By the time Times of Zambia became part of the GL pilot, the newspaper had already begun working towards achieving gender balance. The interaction with GL through the pilot project and subsequent training workshops made managers and journalists realise that they could do more.

Fifteen members of the senior and middle management staff of Times Printpak Zambia Limited- 13 men and two women - attended the two-day inception workshop facilitated by Patricia Made on behalf of GL. During the latter stages of the inception workshop participants broke into two groups according to their areas of operations: Editorial as well as Human Resources and Employment.

The editorial team was tasked with reviewing the Style Manual of the Times of Zambia for strengths and weaknesses on gender, and for developing the framework and pointers for the development of a Gender Editorial Policy.

The Human Resources and Employment team used the Collective Bargaining Agreement of Times Printpak and the gender policy checklist provided to identify and analyse the gender weaknesses in employment and conditions of service, and to identify other policy gaps.

The major outcome of the workshop was a plan of action on the way forward with deadlines, targets and responsible persons for implementing the action points outlined.

Managing Director Arnold Kapelembi championed the action plan, which has been an inclusive process involving staff within the Times at all levels, as well as consultative processes with identified civil society groups and the Gender in Development Division (GIDD) in the Office of the Cabinet.

In January 2004, the Director of Operations appointed a Gender Policy Committee comprising six members - three from the Lusaka office and three from the Head office in Ndola. This committee, headed by the Human Resources Officer Miriam Chakonta (who has been promoted since the workshop to Assistant Circulations Manager) consists of three men and three women representing both unionised workers and top management.

All members received a first draft of the policy and attended a meeting in Ndola together with heads of department, representatives from the Zambia Union of Journalists (ZUJ) and the Press Association of Zambia (PAZA) and three ordinary employees to scrutinize the draft Gender Policy. Recommendations were made for further improving the document.

In August 2004, the Gender Policy Committee met in Lusaka to look at the comments and recommendations from the various stakeholders, leading to a third and final draft. The policy underscored the fact that gender considerations should not just be contained in the Times Printpak Gender Policy, but also in all key documents that inform the work of the organisation.

In January, 2004, the Managing Director appointed a Committee of ten editors, headed by the Production Editor to revise the House Style Manual to make it gender-sensitive and to bring it in line with changes that have taken place in the relations between the media and the public. At the same time the ten members of the HIV/ AIDS Policy Committee representing all departments, headed by Zambia Union of Journalist President Benjamin Mwanza, also met to set its agenda.

Since December 2003, the Times of Zambia has developed three outputs in line with the action plan developed: (1) a draft Gender Policy, (2) a revised Style Manual and (3) an HIV and AIDS Policy. Times Printpak has moved from an organisation which had a cursory view of gender and the value of a gender analysis to its work and operations, to an organisation where management, the majority of whom are still men, are working with female colleagues to use a gender framework to close the professional gaps and gender inequalities highlighted by the GMBS.

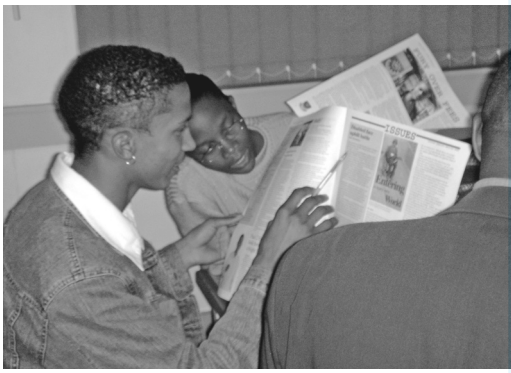
By Hicks Sikazwe - Production Editor and Charles Chisala - Senior Sub-Editor

Training

The BPFA recognises the importance of "encouraging gender-sensitive training for media professionals, including media owners and managers, to encourage the creation and use of non-stereotyped, balanced and diverse images of women in the media."

From entry-level and university media education, to on-the-job training for journalists already in the field, there have been a variety of strategies for "mainstreaming" gender into media education. The case study that follows on the Polytechnic of Namibia shows that, with the necessary will, support and expertise, gender can be mainstreamed into media training, with visible outcomes and improvements in the professionalism of media practitioners who undergo such training.

Case study four
Namibia: Mainstreaming gender at The Polytechnic of Namibia (PON)


Students review Echoes Newspaper in paper
Photo: Trevor Davies

This case study is a brief overview of the three year pilot project on mainstreaming gender into entry-level journalism education which the Department of Media Technology at the Polytechnic of Namibia and Gender Links embarked on in 2002. The project came to an end in 2004.

Recent studies have highlighted gender gaps in the media as well as highlighted weaknesses in media professionalism and training in Southern Africa and the bias toward technical rather than attitude-related training. Gender mainstreaming projects are based on the premise that gender aware reporting is also good, professional reporting. This premise underpinned the PON Project.

The PON pilot project was designed from the outset to cover the three full years of the programme. It commenced in 2002 when the PON introduced its three-year Diploma Programme in Journalism and Communication Technology. While the curriculum had already been developed and approved prior to the commencement of the project, it has considerably influenced the teaching methods and objectives of the courses.

The components of the project can be categorised into training activities and study material development, the main outputs of the project. The third and fourth components consist of outreach and impact assessment, which are being implemented in 2004. The following is a summary of the different ways that, over the three years, PON and GL have sought to integrate gender considerations at the level of policy and practise into the three year course.

The project employed a number of different methods. These included:
- Special one to two day workshops at strategic moments, for example before the community journalism project and the field work, the staff retreat and policy workshop.
- Guest lectures to reinforce commitments and efforts being made by staff to integrate gender into their work.
- Field work.
- Productions of photo essays, radio and video documentaries, and the student newspaper, Echoes.
- Integrating these examples and materials into study materials.

The key outputs included:
- A draft gender policy.
- Gender explicitly and implicitly written into the course outline.
- Gender mainstreamed into key study materials including a basic reporting text book; sub-editing manual and introduction to broadcast journalism.
- Echoes, the student newspaper, which includes many examples of gender aware reporting.
- Wire service distributed nationally during the elections.

The pilot project has been written up in the form of a primer that is being used by the GEMSA Trainers Network to replicate the process in ten media training institutions across the SADC region.

By Emily Brown, Head of Media Technology Department at the Polytechnic of Namibia (PON) and Chairperson of the GEMSA Media Trainers Network.

As highlighted in an audit of gender and media education ahead of the GEM summit in September 2005, there is need for pilot projects like the PON to be replicated on a much larger scale, so that gender is systematically mainstreamed into media education across the region. Key strategies identified include:

- Gender should be integrated into entire course, otherwise it will be looked upon as a topic dealt with for a specific time and then forgotten.
- Apply issues to everyday life.
- Incorporate issue in the curriculum.
- Appoint journalism curriculum developers who understand the importance of gender sensitivity and who can then restructure some of the course content to include more gender related issues.
- Provide lecturers with resources.
- Sensitise lecturers.
- Develop synergies between institutions that provide media education.
- Scrutinise existing curricula and identify how gender can be incorporated.
- Include gender sensitivity as part of assessment criteria.

Building bridges between gender activists and the media

Another strategy for achieving greater gender balance and sensitivity in the media is building relationships between gender activists and media practitioners, as well as engaging media practitioners in gender activist campaigns. This has started to happen through the gender and media networks (see subsequent section) and as a result of campaigns such as the Sixteen Days of Activism campaign (see also subsequent section).

The GEM summit highlighted some of the practical ways in which bridges are being built between media practitioners ad gender activists. The GEM Opinion and Commentary Service is an innovative strategy to increase the gender content on leader and opinion pages of mainstream media print publications in the Southern Africa Development Community (SADC) region. The GEM Service produces approximately 15 opinion articles a month, written by gender and media activists from across the region which are published in mainstream media.

The Directory of Women's Sources is another of the many children borne as a result of the Gender and Media Baseline Study (GMBS) that identified glaring gender disparities in the Mauritian media.

In response to the oft heard argument by the media that "there are no women sources" Media Watch Organisation took the initiative to profile 218 women along with their contact information include experts in their own fields who can talk and intervene on a wide range of issues, which include culture, economics, finance and business, education, environment, health, human rights, media, politics, corruption, crime and violence. The directory is also a means of empowering women irrespective of class, ethnicity, religion or age as it provides a whole range of women who are prepared to talk. Instead of ignoring the vocal chords of women, media practitioners should strike the right chord with them! This is their right and the directory is a part of the solution.

The Directory was launched in Mauritius by the Minister of Women's Right, Child Protection and Family Welfare Ms Arianne Navarre-Marie in the presence of Jean Claude de L'Estrac, Director General of La Sentinelle Ltd and Editor in Chief of L'Express on 3rd September 2004. The event received broad print and electronic media coverage. A regional launch took place at the GEM Summit, at a dinner hosted by GL's local commercial radio partner, Kaya FM.

Research and monitoring

Following the GMBS, Southern Africa has produced many more examples of cutting edge research and monitoring that provide an essential mirror to the media and are a powerful advocacy tools.

As a sequel to the GMBS, GL and MISA have embarked on audience research to determine how women and men respond to the news. The research so far carried out in six countries suggests that consumer preference with regard to the gender content of media might be much broader than traditionally assumed. The findings show that across the board, women and men would like to see women depicted in more diverse roles and that they find sexual images in the news uncomfortable an degrading of women.

Research such as this begins to debunk the commercial arguments for sexist coverage. It also opens an important new area of work with media consumers and media literacy. These in turn are key to deepening democracy whose success depends on an informed and responsive citizenry.

Persistent media monitoring is another key strategy for "watching the watchdogs". Studies that have been conducted since the GMBS suggest that as a result of the advocacy on gender and the media since the study, there is beginning to be improvement in the gender balance in the media.

In South Africa, the Mirror on the Media project spearheaded by the South African Gender and Media Network SAGEM compared women sources on Women's Day (9 August) 2004 with general coverage during the month of July. It found that women constituted 37 percent of news sources on women's day, compared to 25 percent in July 2004, but up from 19 percent in the GMBS that took place in September 2002.

With 44 percent women sources, the Star led the way in the July monitoring followed by Kaya FM at 30 percent and the Mail and Guardian at 29 percent. All three media houses have made a conscious effort to diversify their news sources and give greater voice to women in their coverage. With 11 percent, 15 percent and 17 percent women sources respectively, the Cape Times, This Day and the Sowetan scored lowest in the July 2004 monitoring.

Following the GMBS, Media Watch Organisation (MWO) of Mauritius has undertaken a number of monitoring projects with the aim of keeping the media on its toes. Before it became involved in the "Mirror on the Media" project MWO monitored gender and media performance on World Press Freedom Day to be able to make a statement on that day about what is meant by press freedom. On that particular day, the average proportion of women sources actually declined from 17 percent in the GMBS to 15 percent in the one day monitoring.

However, in the *Mirror on the Media Project* that Mauritius also participated in the proportion of women sources went up to 20 percent in July and 24 percent in October. As in the case of South Africa, there does appear to be some progress in Mauritius since the GMBS.

A number of gender and media monitoring exercises have taken place around recent elections in the region.

A study by MISA Zimbabwe on gender, media and the 2005 elections called *So Many Rivers To Cross* found that women constituted 17 percent of sources in election coverage and only nine percent of the "newsmakers". It also found that women were far more likely to be identified according to their personal rather than professional credentials. What is commendable however is that, in the politically charged circumstances of the Zimbabwe elections MISA made it a priority to undertake a gender and media audit such as this. The report has been widely disseminated and is being used for further advocacy work.

Monitoring of election coverage in South Africa and Malawi showed a dramatic improvement in the representation and portrayal of women: as voters, candidates and citizens. Studies conducted by the Media Monitoring Project (MMP) showed that women sources increased from 8 percent in the 1999 elections to 25 percent in the 2004 elections. In some newspapers, such as the Star, this proportion was even higher, at 40 percent.

Around the region, there are a number of examples of media houses starting gender columns or programmes. Examples of this in Zambia include the Zambia Daily Mail, National Mirror and Sunday Times of Zambia. The Zambia National Broadcasting Cooperation (ZNBC) the national broadcaster regularly features gender issues on TV and radio shows especially working with NGO's concerned and also with the Gender in Development Division (GIDD).



Equally important are examples of gender perspectives being integrated into every day news yielding more balanced, more interesting, and ultimately more professional stories. The GEM Summit featured the first ever Gender and Media Awards. Criteria for gender aware reporting included:

- Gender balance of sources (voices)
- Gender neutral language
- Awareness of differential impact
- No double standards
- No moralizing
- No open prejudice
- No ridicule
- No placing of blame
- Challenges stereotypes

In all, the judges made thirteen awards including first and second prizes, and runner up prizes in some categories where these were felt to be warranted. As illustrated in the examples in the box, what is interesting about the awards is the range of subject matter covered, from highlighting gender disparities, to seeing gender issues through a different lens, to challenging (without denigrating) custom and culture, to holding government accountable, to new roles for women and men.

Gender awards challenge custom, culture and gender stereotypes

The following are some examples of the stories that won awards at the Gender and Media (GEM) Summit in September 2004:

"An explosive cocktail" by Sarah Taylor, Namibia (Runner up, print) Polygamy is alive and well in Swaziland and it brings new concerns in the era of HIV/AIDS. Yet this story shies away from passing judgment or proffering simple solutions. Women and men, young and old, inside and outside such relationships, speak for themselves in a piece that weaves facts, figures, regional and global perspectives between the tales of every day lives, hopes and fears. At no point is culture denounced. Yet the story leaves us with little doubt that culture is not cast in stone.

"Debt and daughters" by Hilary Mbobe, Malawi (Winner, radio) As the world commemorates the day of the African child on 16 June, drought and poverty have led to the revival of an old practice of fathers "selling" off girls as young as ten to pay for their debts in Northern Malawi. The magic of sound in this radio piece takes you to the heart of the village where it would be easy to simply denounce what is going on. Instead, talking to father, daughter, other villagers, and human rights activists, the reporter paints a complex picture of an indefensible practice that nonetheless has its roots in desperate circumstances. Balanced and professional, the piece is a reminder that the struggle for women's rights remains one of the most challenging human rights issues of our time.

"**Court Bungling" by Sandy Mc Cowen, South Africa (Runner up, TV)** The Sixteen Days of Activism Against Gender Violence could become just another time for making pious promises. This reporter refuses to let it be so. She brings to life the phrase "court bungling" through the story of the Mohale family whose daughter's convicted murderer is at large. This is public broadcasting at its best: taking up the concerns of the public and holding officials accountable during what could so easily be a public relations event.

"Sisters you let us down" by Everjoice Win, Zimbabwe (winner, Opinion and Commentary) It's International Women's Day, but what is there to celebrate, asks a Zimbabwean gender activist who, in a bold piece that cuts to the chase, uses this opportunity to write to her fellow women in South Africa, especially Foreign Affairs Minister Nkosozana Dlamini-Zuma. Measured but firm, making it clear she "believes in other women" but feels let down, the writer gives a feel for what it means to be a woman in a country where the monthly minimum wage is barely enough to buy a packet of sanitary towels. Bringing gender into the mainstream in a highly political and targeted way, this piece does what all good opinion and commentary should: It leaves the audience distinctly uncomfortable.

"Women mineworkers in Welkom" by Puleng Mokhoane, South Africa (**Winner, TV)** Who would imagine that less than a decade ago women in South Africa could not work underground as miners, thus excluding them from the very foundations of the economy? Watching this news piece one would imagine that women had been miners all their lives. They are at ease, and so are the men that they work with. The story alludes to the double burden of work that women bear in the mines and at home, but also points to changing attitudes among men. Avoiding the trap of being patronising (as often happens in these "wonderful women" stories) this is an excellent example of agenda-setting journalism.

"These "misters" that toddlers call 'miss'" by Marie Geraldine Quirin, Mauritius (Winner, print) This story, about two men in Mauritius who run a day care centre, stood out for its freshness, simplicity and little touches of irony: like the kids who call the "misters" miss. It challenges the stereotype that only women can be care givers without overtly saying so. The story is told through the eyes of the children, their parents, co-workers, the two men, and their partners. Natural, full of colour and quotes, down to the little detail like fixing the radio, this "new man" story makes you wonder what is taking all the others so long to get there.

The third Global Media Monitoring Project (GMMP) taking place to coincide with the tenth anniversary of the Fourth World Conference on Women in Beijing in 2005 will provide an opportunity for countries in the region to benchmark progress against the GMBS, as well as globally. Results of this study are expected in October 2005. GEMSA, MISA and Gender Links will ensure that these results are widely publicised.

Information technology

To quote the background document for the SADC 1999 consultative conference on the *Opportunities and Challenges of Information Technology:*

> "The combination of low cost personal computers and telecommunications infrastructure with the use of an open non propriety protocol called the TCP/IP has created the Internet, which is already connecting 150 million users world wide- a growth rate faster than the television or radio was adopted… Undoubtebly IT has been the greatest change agent this century and promises to play that role even more dramatically in the next millennium. IT is changing every aspect of human life, communications, trade, manufacturing, services, culture, entertainment, education, research, national defence and global security. These developments are revolutionizing the way societies interact, how they set their national and human development agendas, conduct their business and compete in the international market."

The numbers for Africa would be depressing, if it were not for the fact that the technology is so flexible and advancing at such a rapid pace that Africa need not play catch up - it can leapfrog many of the stages in the information revolution.

The following are some salient facts:

- Africa has two percent of the world's phone lines and 12 percent of the population. 50 percent (and in some cases as high as 80 to 95 percent) of the phone lines are in capital cities, where only ten percent of the population lives.
- Teledensity (telephone lines per 100 inhabitants) is 0.5 in sub Saharan African countries (excluding South Africa), compared to 4.5 in emerging economies and 52.6 percent in industrialized countries.
- The cost of renting a phone connection in Africa averages 20 percent of income per capita, compared to a world average of nine percent; and only one percent in high-income countries.
- Line growth is about 8 percent a year, half that of other developing counties.
- Cellular telephone services now comprise about 20 percent of the phones on the continent (outside South Africa) and are available in 42 countries. In South Africa cellular phones have outstripped all predictions; covering 70 percent of the population. Most of these can also be used for access to Internet, but at high cost.
- Estimates of the number of African Internet users range from 800 000 to one million (out of a total population of some 800 million.) About 700 000 of these are in South Africa, leaving 100 000 among the 750 million people outside South Africa. This works out at one African Internet user for every 5000 people, compared to the world average of one user for every 40 people, and one in every 4-6 people in North America and Europe.
- Because most Internet Service Providers (ISP's) are concentrated in capital cities, it is a long distance call to the Internet for most of the (predominantly rural) public. There are a few exceptions, such as Malawi, Mauritius and Zimbabwe, which provide local access across the whole country as a result of conscious government policy.
- Currently, because of the cost of a low volume, a full Internet account in Africa ranges from $25 to $150 per month when using the lowest priced services in each country for ten hours a month. By comparison, 20 hours of Internet access in the US costs $29 (including phone and provider fees). The large variations in costs in Africa reflect the immaturity of the markets.

On the other hand:

- The climate of democracy, change and liberalization in many African countries is providing a more conducive environment for rapid advances in the information and communications revolution on the continent.
- Internet connectivity in Africa has increased by what the ECA calls "leaps and bounds" from four countries connected in 1995 to 49 out of 54 countries connected in 1998. Twelve African countries are considered to have an active and mature market, led by South Africa, which in terms of number of Internet nodes ranks among the world's top twenty countries.
- A number of telecommunication initiatives have been announced that are likely to substantially improve the Internet infrastructure. These include AT and T's Africa One which aims to put an optical fibre necklace around the entire continent; the SAFE project between the South African and Malaysian Telkom which will lay a fibre cable between South Africa and Malaysia; a west Africa coastal fibre cable being discussed between various countries in that region; and plans within the East African Co-operation for a high speed digital backbone between the capital cities of its member countries.

- Because of the high cost and low international bandwidth available in many African countries, increasing attention has been drawn to the possibility of using satellites for Internet services using very small aperture terminals (VSATs). However regulatory barriers have stymied attempts to use this technology- except in Mozambique, Tanzania and Zambia, where telecommunication markets have substantially relaxed. The recent availability of KU bands improves the potential for VSAT. Within the decade, other satellite-based communications are being planned and these are expected to radically improve access to the most remote parts of the sub continent.
- The continent is now covered by digital satellite broadcasts from the US-based start up company, owned by an Ethiopian, called World Space. Various African and European broadcasters have signed up to provide content. Data services are also available. These include transmission of web pages, e mail and graphics. The ability to download data and access the Internet at high speed through these systems needs to be supported in rural areas.
- Private sector growth in Internet service provision is growing rapidly. SITA, the airline co-operative, has by far the largest network in Africa. Africa Online is a close second, with operations in Zimbabwe, Tanzania, Ghana, Kenya, Senegal, Mali and Cote d'Ivoire. Other international Internet suppliers include AT and T; BT; Global One/Sprint; UUNET/AlterNet, MCI, NSN, BBN, Teleglobe, Verio and France Telecom/FCR.
- The bulk of service providers are small businesses, often started by technicians who learned their skills at universities.
- Privately run public access points such as kiosks and cyber cafes are mushrooming in Africa. These are especially prolific in Senegal, where they are becoming an add on to the 7000 commercially run public phone points, that employ over 10 000 people.
- Universities in most African countries have e- mail connectivity at a minimum and about thirteen countries have universities with full Internet connectivity.
- There is growing interest in other forms of public access including community phone shops; schools; police stations and clinics that can share the cost of equipment access with a larger number of users.

In general far more flexibility is called for in the telecommunications policies of African governments if they are to take full benefit of ICTs. Issues of universal access; adopting specific telecom infrastructure roll out targets and alternative technologies are a pressing priority. All these need to be placed in the context of a clear vision for Africa and ICTs and strategies to achieve them that place special emphasis on ensuring access to marginalized groups- especially women; who constitute over half of Africa's eight million people.

At the global level, there have been various efforts to increase the access of women to ICTs. Getting gender issues placed on the table of ICT policy making has been gaining momentum.

Chapter J of the Beijing Platform for Action states that: "during the past decade, advances in information technology have facilitated a global communications network that transcends national boundaries and has an impact on public policy, private attitudes and behaviour, especially of children and young adults." One of the strategic objectives is to "increase the participation and access of women to expression and decision making in and through the media and new technologies of communication."

Legislative provisions

Preliminary findings of the GEMSA gender audit of media and information laws in the region suggest that the several ICT policies that are emerging as countries clamour to become part of the new information and communication society are gender blind.

For example, Tanzania has a National Information and Communications Technologies Policy that recognises the use of ICT in economic development. It aims to empower Tanzanian citizens and makes no specific reference to women.

The *Malawi Communications Sector Policy Statement (1998)* similarly makes reference to universal access, without specifying access by women:"The policy aim is to ensure that a full range of modern services is accessible by all the population of Malawi. To achieve this aim, the policy focuses on the efforts of service providers more closely and need to restructure existing institutions in the sector in order to meet challenges that lie ahead."

So far women have benefited from the liberalisation of the telecommunications sector in increasing business opportunities. More can be achieved with regard to women's access; for example in agriculture where there are a majority of women in Malawi, to improve productivity and increase marketing opportunities.

Some gender awareness is apparent in Mauritius the National Telecommunication Policy 2004 provides for universal access, with a view to expanding the availability of affordable telecommunications and ICT services to the public irrespective of gender, ethnicity, socio-economic level or geographic location.

The universal access policy has been the subject of a wide consultation exercise since the end of 2004. The objective of the universal access policy is to ensure that while the ICT sector is developing rapidly in the country, vulnerable groups including women are not left apart.

While the final implementation procedures are not yet in place with regard to universal access/service, projects with a universal access objective are being implemented. An example of such project is the Community Access Point project which intends to give access to the Internet in Post Offices around the island free of charge. This project essentially targets housewives and the elders.

The ICT Authority has recently launched the Community Access Point program, whereby Access points would be set up in Post Offices through out the country in order to enable the public in general, including women, to get free access to the Internet.

In South Africa, the Telecommunications Act (1996) provides for the "regulation and control of telecommunications matters in the public interest. Objects of the Act include the promotion of universal service and affordable provision of telecommunication services. Other provisions include *(g)* the needs of local communities and *(h)* disabled people are duly taken into account.

Access by women is recognised in the Objects of the Act: (q) promote the empowerment and advancement of women in the telecommunications sector and the Amendments to the Act (2001) include the following provision: (s) develop the Information, Communication and technology (ICT) strategy for the republic, in order to bridge the digital divide.

The Telecommunications Act will shortly be replaced by the Convergence Bill (the Bill). The latter piece of legislation is currently part of a public process, which includes oral hearing before the Parliamentary Portfolio Committee on Communications. While the Bill provides for the continued existence of the USA and while it aims to promote the empowerment of historically disadvantaged individuals, the universal provision and connectivity for all, it does not explicitly promote the "empowerment and advancement of women in the telecommunications sector."

The Government Communication and Information Services (GCIS) leads the National Intersectoral Committee responsible for the roll-out of Multi Purpose Community Centres (MPCCs). MPCCs are centres, which aim to provide local communities information on local, provincial and national government as well as other services offered by government, MPCCs are a product of Public-private Partnerships (PPPs) including national government departments, parastatals, business and NGOs.

MPCC's aim to work according to Batho Pele principles- "put people first". In providing access to information for the poor and disadvantaged communities located in townships and rural areas specifically, GCIS seeks to include government material written in simple and local languages.

The government aims to broaden public access to government services though an e-Government strategy which utilises the services of Community Development Workers (CDWs) who are meant to assist with access to information.

The Universal Services Agency (USA) is a statutory body established in terms of the telecommunications Act 103 of 1996. Its primary objectives are to promote the goal of universal service and access, and to stimulate public awareness of the benefits of the telecommunications sector. The USA manages the Universal Service Fund, which includes a percentage of funds allocated from the licences of all telecommunication suppliers. Money in the Universal Service Fund is meant to assist in the provision of telecommunication services to needy persons.

USA initiatives include e-School cyber labs, telecentres and Public Internet Terminals for example. According to the USA, telecentres are community access points to ICT services. Some telecentres exist within MPCCs, while community telecentres are located in communities (www.usa.org.za/projects.html). The success of these telecentres remains contested. While roll-out has been effective, the quality of training and skills development and the existence of basic infrastructure hinder the advancement of telecentre goals (Benjamin, 2002)

Nemisa is an educational institution that has been mandated by the national Department of Communication to assist in bridging the digital divide in South Africa and the rest of the continent. It is mandated to reduce skills shortage in the ICT sector, particularly with regards to black women and is driven by NEPAD initiatives.

Civil society activism
While governments have not always taken a gender aware approach to ICTs, a number of women's organisations in the region have been active in promoting gender aware approaches to policy development; access, capacity building and to using the internet as a tool for advancing gender equality.

In 2000, the Africa chapter of the Association of Progressive Communicators (APC) commissioned the study *Net Gains: African Women and Information Technology* undertaken by Gender Links. This led to a gender and IT policy checklist that has been used by activists in the region to lobby for gender aware ICT policies. Organisations such as Women's Net have played a prominent role in the gender advocacy efforts around the World Information Society conference.

The Association for Progressive Communications has developed a learning tool for change and empowerment, called Gender Evaluation Methodology (GEM). GEM is an on-line guide for conducting gender evaluations of initiatives that use Information and Communication Technologies (ICTs) for social change.

There are a number of examples of civil society organisations using the Internet to mount campaigns in support of women's rights. For example in Zambia, when 39 women and men were arrested when they staged a peaceful protest against the rape and strangling to death of four young girls in 2000, women NGOs immediately posted emails to GAIN letting people know about the arrests, asking for information to be circulated widely and saying where E Mail letters of support could be sent. Messages of solidarity began to pour in until those arrested were released. The Internet has also been successfully used to lobby for the ratification of the African Charter on the Rights of Women and Children. The case study below concerns a civil society initiative led by African women to use ICTs for advocacy and debate during the Ten Year Review of the Beijing Platform for Action.

Case study five
Southern Africa makes its voice count in global cyber dialogues

The Beijing Plus Ten cyber dialogues comprised a series of seven online chats during the review of the Fourth World Conference on Women that took place from 28 February to 11 March in New York. These chats brought the voices of women not able to attend the CSW, especially in Africa and in the South, to the conference. They also engaged them in the news and debates emanating from the review.



Janet Karim participates in the cyber dialogues
Photo: Colleen Lowe Morna

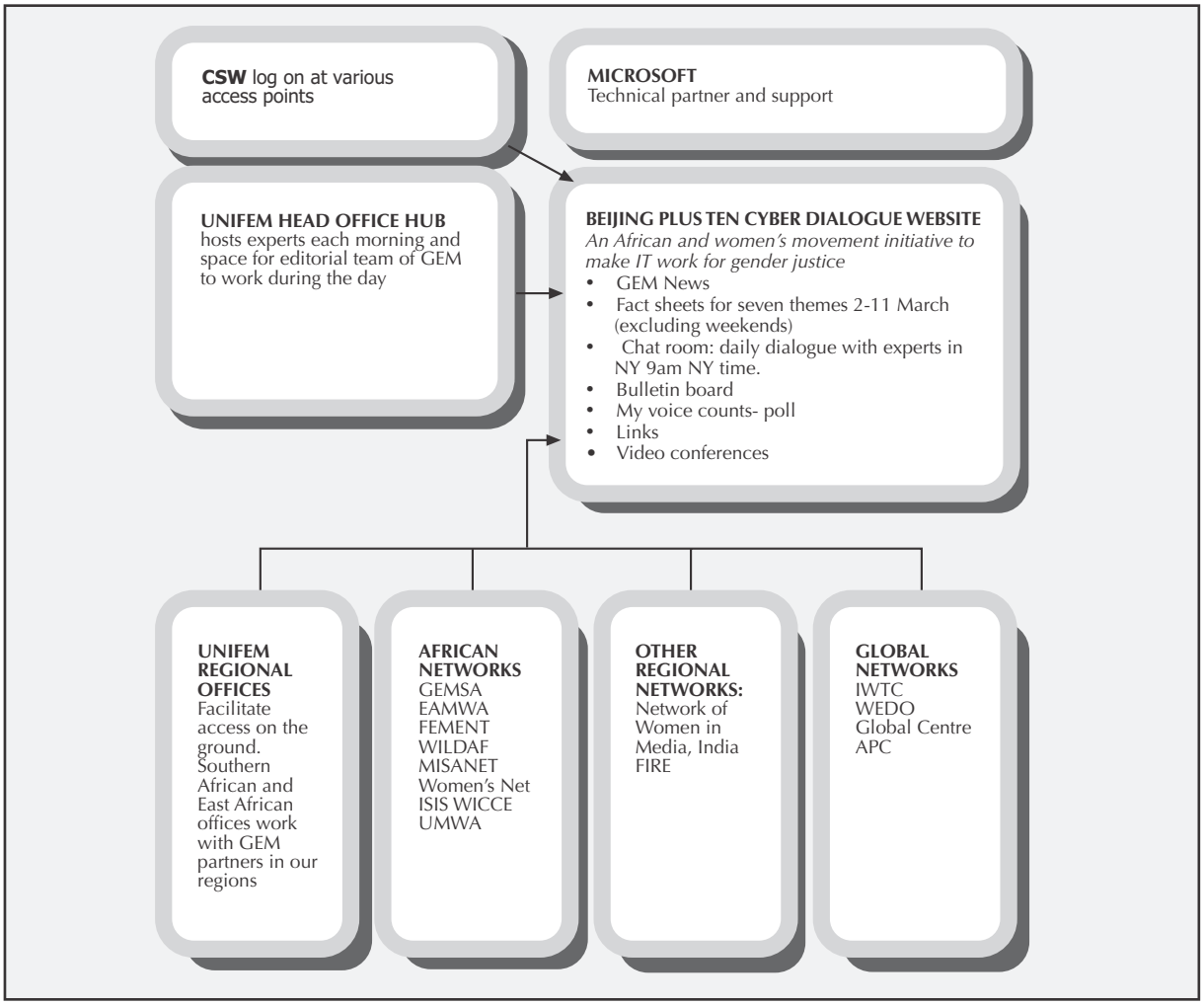
The cyber dialogues were based on a model developed by GL during the Sixteen Days of Activism on Gender Violence that the UNIFEM Executive Director, Noelene Heyzer participated in during her visit to South Africa in November.

A unique partnership between government, the private sector and civil society, the cyber dialogues in South Africa were coordinated by a team comprising the Government of South Africa through the Department of Correctional Services, Government Communication and Information Services (GCIS) and the City of Johannesburg which is serving as a hub; civil society organisations including the Network on Violence Against Women, Women's Net and the Southern African Gender and Media Network (SAGEM) led by Gender Links as well as Microsoft and TELKOM.

The Sixteen Day cyber dialogues combined facilitated, inter-active dialogues on the ground with a link to a central hub at national level where experts and decision-makers were available at a fixed time each day to answer questions in a live "chat room". The concept included a bulletin board to which individuals could post messages and a daily exchange of information between countries in Southern Africa, as well as a video link up between all those who participated on the last day of the campaign. Through organised debates and exchanges on agreed themes on each day of the campaign, as well as media facilities at the central hub, the strategy included an important mainstream media component.

The core partners in the Beijing Plus Ten project were UNIFEM, GL, GEMSA, the African Women and Child Feature Service (AWC), Microsoft and Internet Solutions. Several networks and institutions around the globe participated in the cyber dialogues.

The discussions focused on themes taken from the Beijing Platform for Action and Millennium Development Goals. The cyber dialogues were an integral part of a multi-media and IT strategy to ensure that discussions and debates from the CSW were taken outside of the conference halls to people all over the world. The three pronged approach included the online chats; the production of a daily conference newspaper in hard copy and an online version and three video conferences. The structure of the Beijing Plus Ten cyber dialogues is illustrated in the diagram below.



The World Bank and UNIFEM provided the infrastructural support for three video conferences during the cyber dialogues. The cyber dialogues were launched at the UNIFEM offices in New York on the 1 March 2005; partners from Washington, Cameroon, Burkina Faso, South Africa and Kenya joined the launch via video conference.

As a result of this initiative:
- 333 users logged into the chat room during the 7 cyber dialogues.
- 28 expert panelists from 18 countries participated in the dialogues.
- 262 respondents from 26 countries responded to the poll questions.
- 7 editions of the newspaper were published.
- 1500 hard copies of each edition were distributed.
- 1500 people across the globe received each online edition of the newspaper via list serves.

The cyber dialogues will now be extended to include the 2005 SADC Heads of State summit and the MDG Five year review in New York in September 2005. They will allow for greater citizen participation and debate, especially by women, in these critical regional and international debates.

Networking

The BPFA emphasizes the need "to recognise women's media networks, including electronic networks and other new technologies of communication as a means of the dissemination of information and exchange of views… and support women's groups active in all media work and systems of communications to that end."

Professional women's associations have long formed an important part of the struggle for gender equality. Across the globe media women have been organising and challenging the glass ceilings within their own institutions. They have conducted research and provided leadership training for women.

The Federation of African Media Women- Southern Africa or FAM-SA serves as an umbrella for various media women's associations bringing together various media women's associations across the sub-region. The organisation also has a strong focus on empowering women in communities through radio talk shows.

The Gender and Media (GEM) Networks that have been sprouting in various Southern African countries are a relatively new phenomenon. These include women and men; gender activists as well as media practitioners. Many of the GEM Networks have their roots in training workshops conducted by Gender Links (GL) on covering gender violence across the region in 2002/2003. These resulted in participants forming groups to monitor the media, and supporting each others efforts. Examples of such networks are the Swaziland Gender and Media Watch (SMEGWA), Media Watch Organisation (MWO) in Mauritius, Media Arts Watch Association (MAWA) in Lesotho, ZAMWATCH in Zambia, and GEM Plus in Seychelles.

In countries like South Africa and Zimbabwe, where there is a more diverse civil society base, the emphasis has been on forming networks of existing organisations. This has given rise to the South African Gender and Media (SAGEM) Network and Gender and Media Zimbabwe (GEMZi) formed soon after the GEM Summit.

The GEM Networks have in turn become important building blocs for the new Gender and Media Southern Africa (GEMSA).

GEMSA consists of:
- Members include the Media Institute of Southern Africa and its country chapters;
- Gender Links and affiliated gender and media networks in eight countries;
- The Federation of African Media Women and country affiliates;
- Editors forums;
- Media training institutions;
- Media NGOs including the media monitoring projects in the region;
- NGOs that promote gender justice and
- Media practitioners.

This coalescing of organisations and individuals committed to promoting gender equality in and through the media is one of the most hopeful signs with regard to the sustainability of gender and media work in the region.

As the then Mauritian Minister of Women's Rights Arianne Navarre put it in her opening remarks at the summit: "No single country or organisation present here can claim to succeed on its own in this struggle. Networking among organisations which share common visions, missions and values has always proved to be very effective when it comes to the formulation and implementation of policies, programs and projects independent of the field chosen. Grouped together, your voice becomes more powerful and is more likely to be heard. "

Conclusions and recommendations



Preparing for the Sixteen Day campaign in Namibia.
Photo: Colleen Lowe Morna

Conclusions

The conclusions to be drawn from this audit of developments in the gender and media sector since the signing of the SDGD are that:

- As the struggle for gender equality broadens from mere legislative reforms to the underlying mindsets without which change is impossible, the media has a key role to play.
- Dilemmas over how to balance the imperatives of gender equality and freedom of expression have led to weak provisions and strategies for addressing this key area of transformation. Policy makers both in government and the media have failed to see gender equality as intrinsic to freedom of expression.
- The tools that are in the possession of democratic governments and regulatory authorities for advancing gender equality in and through the media, such as licensing agreements, are gender blind. With a few notable exceptions, gender awareness has not been integrated into information, communication and media laws in the region.
- Much of the initiative on gender and the media in the region has been taken by civil society organisations who have conducted research; provided training; supported media houses in developing policies; worked with activists in becoming more strategic in their approaches to the media; sparked off consumer activism campaigns; and monitored progress towards achieving greater gender balance and sensitivity in the media.
- The groundswell of gender and media activism in the region, manifest at the GEM summit and in the formation of GEMSA, is beginning to pay dividends. Recent monitoring, as well as the gender and media awards at the summit, has shown that where media houses have been willing to engage with the issue, change can be rapid and noticeable.

Recommendations

The key recommendation emerging from the report is that gender and media provisions in the proposed Protocol on Gender and Development need to be considerably strengthened, drawing from the BPFA, as well as the findings of this audit. Specific points for inclusion are:

- A recognition of the key role of the media in transforming gender relations, and the need for the media to lead by example in adopting the same (50%) target for women in all areas of decision-making in the media as well as striving to achieve gender balance and sensitivity in editorial content.
- A recognition that gender equality, far from being in conflict with, is intrinsic to, freedom of expression, i.e. that no media can claim to be free when half the population effectively have no say.
- A recognition of the important role that civil society has to play, and is playing in this sector.
- Pledging governments to mainstream gender in all information, communication and media laws.
- Pledging governments and statutory regulatory authorities, and encouraging self regulatory authorities, to use whatever leverage they have at their disposal, especially in relation to publicly funded media, to ensure gender accountability. This could include requiring gender balance and sensitivity in institutional structures as well as editorial content as part of licensing agreements, as well as annual reports stating progress in this regard.
- Pledging governments to ensure that gender will be mainstreamed in all publicly funded media training institutions, and encouraging privately funded media training institutions to follow suit.
- Support and resources for ensuring that women have greater access to and can use NICTS for their own empowerment and to conduct gender justice campaigns.
- Support and resources for civil society initiatives to conduct research, training, monitoring and advocacy on gender and the media including ICTs.
- Support and resources for gender and media networks, especially their efforts to use ICTs in cost effective, dynamic ways that increase access and applications; contributing to better e-governance, citizenship participation and policy responsiveness, especially for and by women.

ANNEX A: MEDIA PROVISIONS IN THE DECLARATION AND IN RELATED INTERNATIONAL & REGIONAL COMMITMENTS					
SPECIFIC PROVISIONS	**SDGD**	**AFRICAN PROTOCOL**	**BPFA**	**CEDAW**	**MDG**
REPRESENTATION AND PORTRAYAL OF WOMEN IN EDITORIAL CONTENT OF THE MEDIA					
Challenging stereotypes		**Article 12: Right to Education and Training** 1. States Parties shall take all appropriate measures to: b) eliminate all stereotypes in textbooks, syllabuses and the media, that perpetuate such discrimination;	**Critical Area J. Women and the Media** **J.2:** Promote a balanced and non-stereotyped portrayal of women in the media. **Actions to be taken: By Governments and international organizations, to the extent consistent with freedom of expression:** d) Encourage the media to refrain from presenting women as inferior beings and exploiting them as sexual objects and commodities, rather than presenting them as creative human beings, key actors and contributors to and beneficiaries of the process of development; e)Promote the concept that the sexist stereotypes displayed in the media are gender discriminatory, degrading in nature and offensive;		**Goal 3: Promote gender equality and empower women** No specific target or indicator
Creating and disseminating gender aware content	**Provision H (x)** Encouraging the mass media to disseminate information and materials in respect of the human rights of women and children		**Critical Area J. Women and the Media** **J.1:** Increase the participation and access of women to expression and decision-making in and through the media and new technologies of communication **Action to be taken: By Governments:** e)Encourage, to the extent consistent with freedom of expression, these bodies to increase the number of programmes for and by women to see	No specific mention is made of women and the media The Commission on the Status of Women (), as part of its multi-year programme of work for 2002-2006, decided to consider the topic "Participation and access of women to the media, and information and communication technologies and their impact on and use as an instrument for the advancement and empowerment of women" as a priority theme at its up-coming session in 2003. The Commission's deliberations should also serve as a contribution to the	

ANNEX A: REGIONAL AND INTERNATIONAL COMMITMENTS FOR WOMEN IN DECISION-MAKING					
SPECIFIC PROVISIONS	**SDGD**	**AFRICAN PROTOCOL**	**BPFA**	**CEDAW**	**MDG**
REPRESENTATION AND PORTRAYAL OF WOMEN IN EDITORIAL CONTENT OF THE MEDIA					
			to it that women's needs and concerns are properly addressed; g)Encourage and provide the means or incentives for the creative use of programmes in the national media for the dissemination of information on various cultural forms of indigenous people and the development of social and educational issues in this regard within the framework of national law; b)Encourage the media and advertising agencies to develop specific programmes to raise awareness of the Platform for Action;	World Summit on Information Society (Geneva (2003) and Tunisia (2005)). The EGM will contribute to the deliberation with the CSW. http://www.un.org/womenwatch/daw/csw/csw47/AC-mediaICT-auv.PDF	
Legislation		**Article 13:** m) take effectivelegislative and administrative measures to prevent the exploitation and abuse of women in advertising, and pornography.	f) Take effective measures or institute such measures, including appropriate legislation against pornography and the projection of violence against women and children in the media. h) Guarantee the freedom of the media and its subsequent protection within the framework of national law and encourage, consistent with freedom of expression, the positive involvement of the media in development and social issues.		
Research			a)Promote research and implementation of a strategy of information, education and communication aimed at promoting a balanced portrayal of women and girls and their multiple roles;		

ANNEX A: REGIONAL AND INTERNATIONAL COMMITMENTS FOR WOMEN IN DECISION-MAKING					
SPECIFIC PROVISIONS	**SDGD**	**AFRICAN PROTOCOL**	**BPFA**	**CEDAW**	**MDG**
REPRESENTATION AND PORTRAYAL OF WOMEN IN EDITORIAL CONTENT OF THE MEDIA					
Policy			b)Support research into all aspects of women and the media so as to define areas needing attention and action and review existing media policies with a view to integrating a gender perspective;		
Training			c)Encourage gender-sensitive training for media professionals, including media owners and managers, to encourage the creation and use of non-stereotyped, balanced and diverse images of women in the media;		
Monitoring			d) Encourage the participation of women in the development of professional guidelines and codes of conduct or other appropriate self-regulatory mechanisms to promote balanced and non-stereotyped portrayals of women by the media. c)Facilitate the compilation of a directory of women media experts;		
WOMEN WITHIN MEDIA INSTITUTIONS					
Representation			d)Aim at gender balance in the appointment of women and men to all advisory, management, regulatory or monitoring bodies, including those connected to the private and State or public media;		
Participation			c)Promote women's full and equal participation in the media, including management, programming, education, training and research;		

ANNEX A: REGIONAL AND INTERNATIONAL COMMITMENTS FOR WOMEN IN DECISION-MAKING					
SPECIFIC PROVISIONS	**SDGD**	**AFRICAN PROTOCOL**	**BPFA**	**CEDAW**	**MDG**
WOMEN WITHIN MEDIA INSTITUTIONS					
Capacity building			a)Support women's education, training and employment to promote and ensure women's equal access to all areas and levels of the media;		
INFORMATION TECHNOLOGY					
Participation			b)Encourage the use of communication systems, including new technologies, as a means of strengthening women's participation in democratic processes;		
Education and training			a) Encourage the development of educational and training programmes for women in order to produce information for the mass media, including funding of experimental efforts, and the use of the new technologies of communication, cybernetics space and satellite, whether public or private;		
NETWORKING					
			f)Encourage and recognize women's media networks, including electronic networks and other new technologies of communication, as a means for the dissemination of information and the exchange of views, including at the international level, and support women's groups active in all media work and systems of communications to that end;		


gender
links


GEMSA
Gender and Media Southern Africa


MEDIA INSTITUTE OF SOUTHERN AFRICA
MISA
PROMOTING MEDIA DIVERSITY
PLURALISM SELF-SUFFICIENCY
INDEPENDENCE


FRIEDRICH
EBERT
STIFTUNG