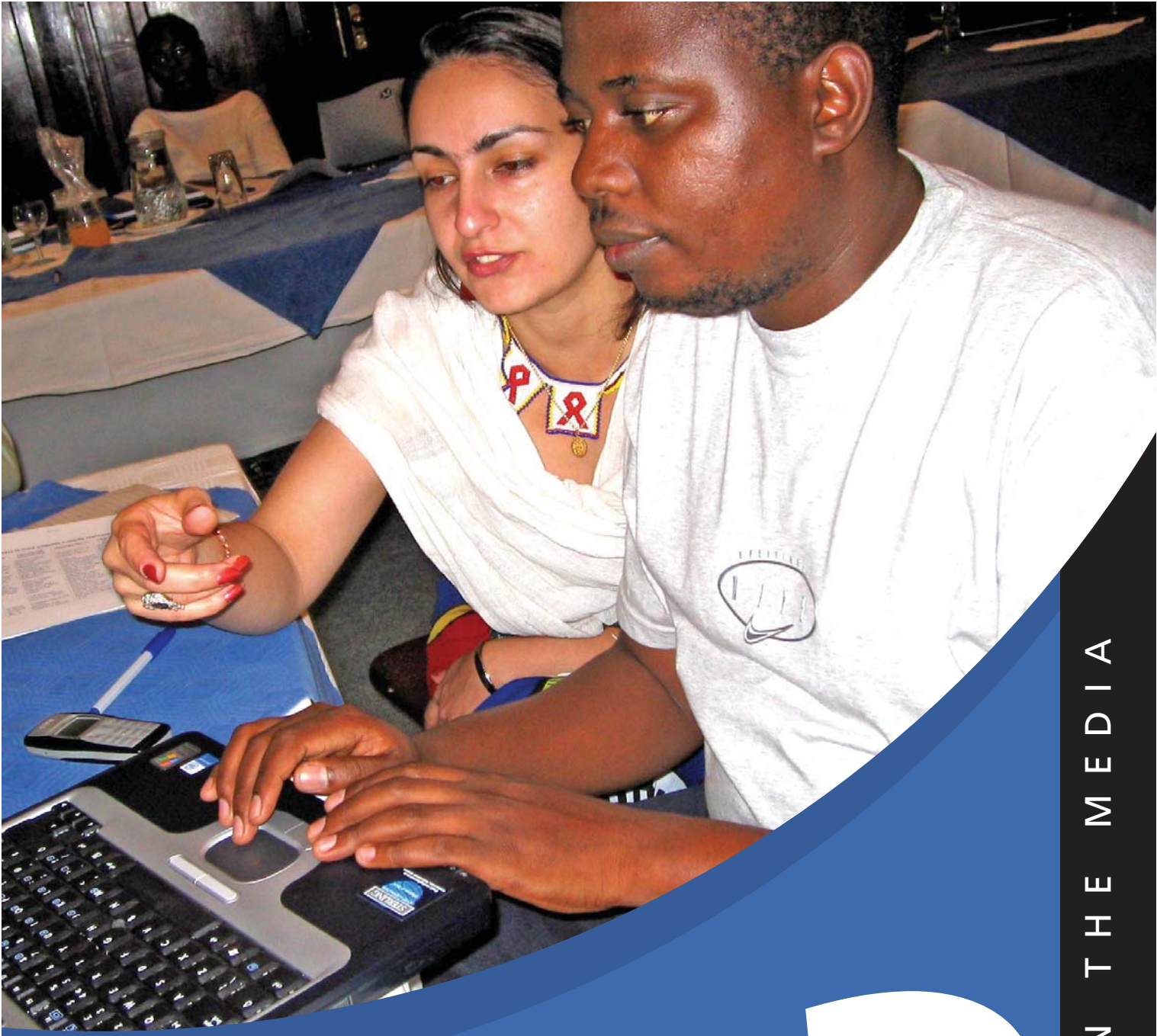


Who makes the news?

Mirror on the Southern African findings of the Global Media Monitoring Project (GMMP) 2005

BY COLLEEN LOWE MORNA

MIRROR ON THE MEDIA

Mirror on the Media
Who makes the news?
Mirror on the Southern African findings of the
Global Media Monitoring Project (GMMP) 2005

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Gender Links
9 Derrick Ave,
Cnr Marcia Street,
Cyrildene,
2198,
Johannesburg,
South Africa
Phone: 27 (11) 622 2877
Fax: 27 (11) 622 4732
Email: info@genderlinks.org.za
Website: www.genderlinks.org.za

Editor: Colleen Lowe Morna
Cover photo: Colleen Lowe Morna
Design: Haidy Lee
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This report is part of the Gender Links *Mirror on the Media* project that provides regular reports and analyses on the media in Southern Africa from a gender perspective. The report benchmarks the Gender and Media Baseline Study (GMBS) conducted by Gender Links (GL) and the Media Institute of Southern Africa (MISA) in 2002/2003 against the Southern African findings of the Global Media Maonitoring Project (GMMP) in 2005.

GMMP 2005 is co-ordinated by the World Association for Christian Communication (WACC), an international NGO which promotes communication for social change, in collaboration with Margaret Gallagher, consultant for the project and the data analyst, Media Monitoring Project (MMP) of South Africa.

WACC supported participation by Southern African country coordinators of the GMMP to the 2004 Gender and Media Summit that agreed on the framework for regional participation in the global study.

The summit also witnessed the launch of the Gender and Media Southern Africa (GEMSA) network. MISA, Gender Links and MMP are founding members of GEMSA that at the time of writing had 13 institutional and 215 members across the region.

Jennifer Mufune, Executive, Chapter Support and Gender in MISA, also Deputy Chair of GEMSA, coordinated the regional inputs into the global study.

Twelve country chapters of GEMSA, with training (and, in many instances, in-country support from) MISA gathered the data in each country, providing among the most complete regional set of data in the global study.

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GL Executive Director and GEMSA chairperson Colleen Lowe Morna wrote this report. She and Trevor Davies, director of the Southern Africa Media Services Organisation (SAMSO) provided the photographs used. The MMP conducted some of the comparative data analysis between the GMBS and GMMP that this report draws on.

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Executive Summary

Southern Africa has made significant progress towards achieving greater gender balance in the news and in newsrooms, but it still far achieving equality by any one of the measures used in the third Global Media Monitoring Project (GMMP).

While women sources have increased from 17% in the regional Gender and Media Baseline Study (GMBS) conducted by Gender Links (GL) and the Media Institute of Southern Africa (MISA) in 2002 to 19% in the GMMP conducted across 76 countries in 2005, this is below the global average of 21%.

Globally, Belguim came highest (31%), followed by Sweden and Columbia (30%). In Africa, Rwanda (29%) came highest.

However, nine out of the 13 SADC countries showed an improvement, with South Africa (26%) now leading the way, followed by Swaziland, Mauritius, Namibia, Mozambique, and Zimbabwe. Angola, with 13% women sources tails the list.

The study, released in London on 16 February 2006, is a snapshot of the representation and portrayal of women and men in the news on one day of the year that has been conducted every five years since the Fourth World Conference on Women in Beijing in 1995. It covered 13,000 news items.

The GMBS is a far more in-depth regional study that covered a month of monitoring and 25,000 news items and will be repeated again in 2007. While the GMMP is less accurate than the GMBS because it is based on monitoring for just one day, the fact that all 13 Southern African countries participated in the global study and provided 8% of the news items monitored makes the regional findings of the GMMP a useful benchmark for the region.

Among other key findings of the study are:

There has been some improvement in women's voices being heard in "hard" news: While women's views are still least heard in mainstream issues like politics and economics there has been some improvement. For example, women sources in the political topic category increased from 8% in the GMBS to 14% in the GMMP.

But this is still out of sync with women's strengths in these professions: Women are still, however, not heard in proportion to their strengths in any one of the professions. For example, women in Southern Africa comprise 20% of parliamentarians, but only 14% of the politicians quoted.

Women are most likely to be approached as news sources in their personal rather than in their professional capacity: Women in Southern Africa are least likely to be the subjects or focus of the event or story (23%); official spokespersons (16%); or experts and commentators (20%). They are more likely to be consulted as human interest subjects (25%); as eye witnesses (37%) or as part of popular opinion surveys (43%). These categories are also the ones in which overall the least number of sources are consulted.

More stories than not challenge stereotypes: Southern Africa is the only sub-region in the study in which the proportion of stories categorised as "challenging stereotypes" (4%) is higher than those classified as "reinforcing stereotypes" (3%).

But blatant and more subtle stereotypes abound: Both quantitative and qualitative monitoring yielded many examples from the region, as for the rest of the globe, of blatant and more subtle gender stereotyping.

As in the global findings, 17% women in Southern Africa are likely to be identified as victims compared to 7% men. The proportion of women likely to be identified according to their family status in Southern Africa has doubled from 11% in the GMBS to 22% (higher than the global average of 17%) while that for men has increased from 2% to 6% (also higher than the global average of 5%).

Gender still hardly features as a topic: In both the regional and global findings of the GMMP, stories focusing on gender equality (and lack of it) constituted a mere 4% of the total; up just 2% from the GMBS.

Women are still more likely to be presenters than reporters of news, but this is improving: In Southern Africa, women constitute 49.7 percent of news presenters, but only 31% of reporters; lower than the global average of 37% but higher than previous studies in the region showing that women only comprised 25% of reporters.

There has been a dramatic increase of women in the print media and there is a greater diversity of women in different beats: The GMMP 2005 shows that there has been an increase of women reporting in the print media from 22% in the GMBS to 39% in this study. While the proportion of women reporters in the region has remained constant at 20% on the political, social and legal beats, and relatively constant in the science and health beats, the proportion of women has shot up in the crime and violence, economy and business, celebrity, arts and sports categories.

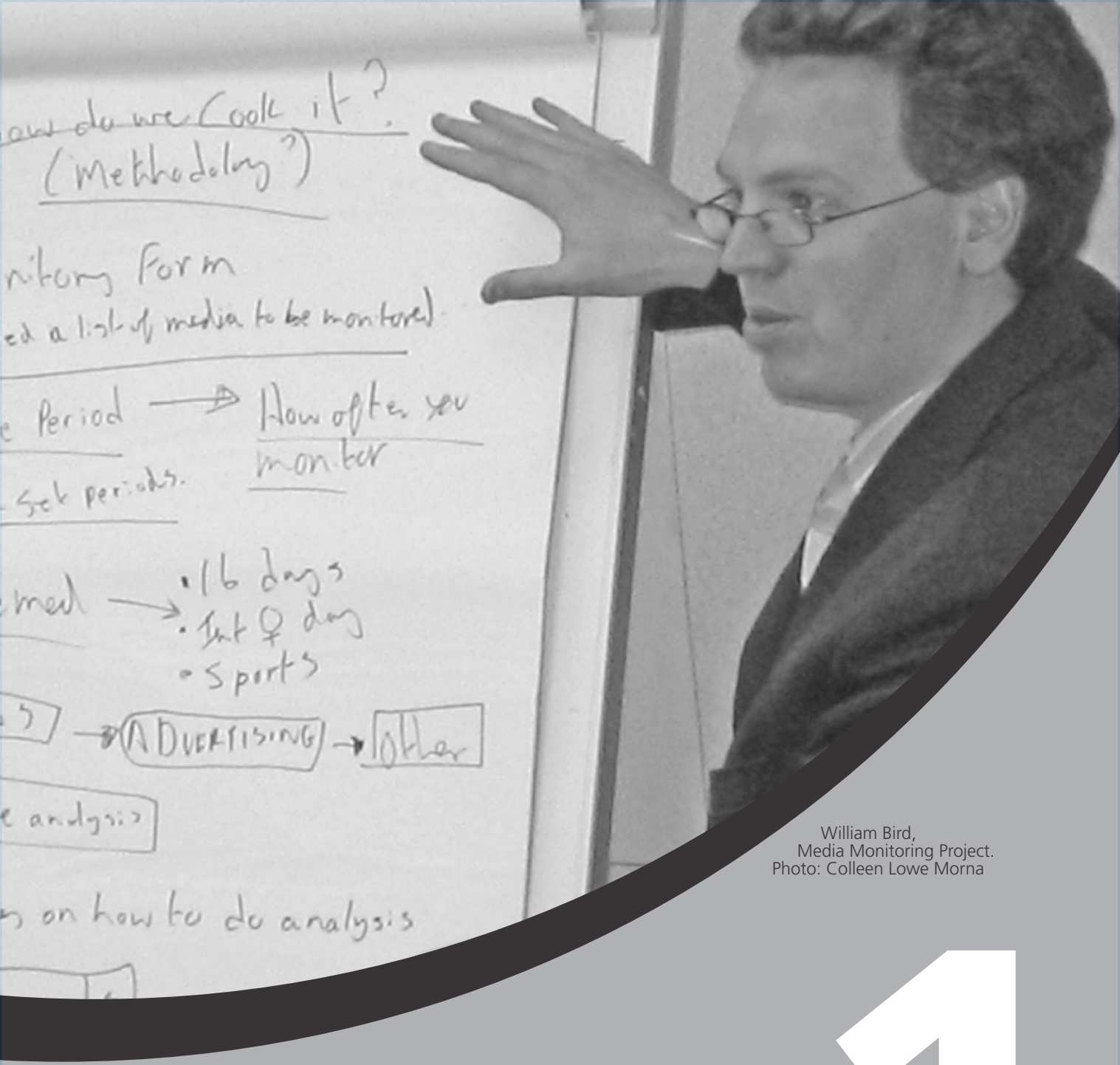
Women journalists are more likely to consult female views: In an important link not made in the GMBS, the GMMP 2005 shows that women sources constituted 28% of the total sources consulted by women journalists compared to 19% of the sources referred to by male journalists (compared to 25% for women and 20% for men in the global findings). With the exception of Angola, women consulted women sources more so than men in every country of the region, with women journalists in some instances consulting up to 40% women sources.

Women are beginning to feature more as the central focus of stories: Southern Africa performed slightly higher than the global average with regard to stories in which women are the central focus (11% compared to 10% in the global study).

And there monitoring yielded examples of gender aware reporting: The GMMP 2005 also highlighted examples of how, through consulting a wider range of viewpoints, balance, fairness as well as fresh perspectives and insight can be brought to such reporting.

But the major challenge is still to find gender angles in all beats and all stories: There is still a tendency to see gender-aware reporting as stories about successful women, rather than seeking out gender angles, perspectives and sources in all beats and stories.

And to deepen awareness that gender balance is good for journalism, as well as good for business: In moving towards a definition of gender aware reporting and suggesting strategies for achieving this (see Chapters five and six) this regional analysis of the GMMP 2005 argues that gender awareness will enrich the reporter's perspective and resource base; improve the quality of reporting; appeal to wider audiences as well as contribute to social change.



William Bird,
Media Monitoring Project.
Photo: Colleen Lowe Morna

Chapter One Introduction

Freedom of expression presupposes that all have the right and the ability to speak and to be heard. The Southern Africa Gender and Media Baseline Study (GMBS) conducted by the Media Institute of Southern Africa (MISA) and Gender Links (GL) in 2002/2003 showed that here, as in the rest of the world, women are invariably either missing from the news or portrayed in a limited number of roles, most often as victims or fashion models rather than as human beings with a range of interests and aspirations.

Gender imbalances in the newsroom often reflect the gender disparities in society. Women in Southern Africa, as in other parts of the globe, are still heavily under-represented in newsrooms, media decision-making and ownership.

A global concern

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

Yet very little of the discourse on transforming gender relations in society has extended to the media. Part of the problem appears to be that the media and gender activists are constantly talking past each other, rather than engaging with each other. The media cannot and should not be "commanded" to transform. It must be persuaded to do so- through research, advocacy, training, and ultimately through enlightened self interest.

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

The GMBS

The GMBS drew substantially from these global efforts but differed from them in that in that it spanned a month (September 2002), rather than just one day. The study included both quantitative and qualitative findings. The latter is especially important in moving from a simple number crunching exercise to understanding gender aware reporting. For example, just because a story is about a woman does not mean it is gender sensitive.

It has become traditional around the globe for women to take over the making of the news on 8 March- International Women's Day. The challenge posed by the GMBS is for equal numbers of women and men, at all levels of decision-making, and giving equal voice to women and men, to make the news. Hence the slogan of the GMBS: "women and men make the news".

The GMBS had a profound effect on the ground. At workshops held in 13 Southern African countries to share the findings, media decision-makers, activists, trainers, practitioners and analysts devised national action plans to try to address the glaring gaps that the study identified.

They all came together a year later at the first Gender and Media Summit in September 2004, convened by GL and MISA, that led to the launch of the Gender and Media Southern Africa Network (GEMSA); to date, the only regional gender and media network in existence globally. The summit featured 44 examples of best practise on promoting gender-aware reporting through the gender and media awards held at the summit; policies; research; training; advocacy and more effective networking.

Over the last year, GEMSA and its constituent members who (in addition to MISA and GL) comprise media women's associations; media monitoring projects; trainers; activists; practitioners and editors have been involved in a series of strategic initiatives to improve media diversity, sensitivity and accountability in the region.

These initiatives include the Gender and Media Audience Study (GMAS) - a sequel to the GMBS that focuses on consumer responses to the news from a gender perspective; the Media Action Plan on HIV/AIDS and Gender spearheaded by the Southern African Editors Forum (SAEF) that aims to roll out HIV/AIDS and gender policies in 80% of newsrooms in the region by 2008; as well as a number of advocacy campaigns such as the Sixteen Days of Activism on Gender Violence. Important new areas of focus include "engendering" media policy and regulation, as well as promoting gender and media literacy in schools and among consumers.

Links between the global and regional study

The GMMP 2005 is among the first initiatives that GEMSA and partners embarked on following the establishment of the network. Coming some two and a half years after the GMBS (that will be repeated at five year intervals) it provided both a useful mobilising tool, as well as a way of benchmarking progress since the GMBS.

The GMBS benefited from technical input by Margaret Gallagher, the internationally acclaimed consultant to the GMMP. In turn, the GMMP 2005 drew substantially from the thinking on the GMBS. This study that (because it covered a whole month, as opposed to just one day) monitored 25,000 news items (compared to just under 13 000 in the GMMP 2005) still stands as the most extensive gender and media study ever to be undertaken.

Other than in a number of presentational ways, the most important influence of the GMBS on the GMMP is in the qualitative methodology adopted by the global study for the first time in the 2005 study. The GMBS devised four ways of looking at stories: gender blind (where women's voices and opinions are missing); blatant stereotypes; more subtle stereotypes and gender aware reporting. The "GEM classification", as it has come to be known, is used in GL's Virtual Resource Centre (VRC) that archives case material arising from monitoring work in easily accessible formats, with training notes, for media trainers.

The GMMP 2005 qualitative methodology draws on these concepts, but disaggregates further what is meant by "gender aware reporting" into stories that focus specifically on gender equality or inequality; stories in which women are the central focus; as well as stories that challenge stereotypes (with many possibilities of cross-over between these three categories).

To this could be added, as we do in this report, stories that - by consulting women and men (bringing gender balance to sources) - shed new light and perspective on issues often lost through "gender blindness." This is the essence of "gender mainstreaming"; the norm that would exist if women did not face so many structural barriers in society, including in media mindsets.

Logistically, as reflected in the acknowledgements to this report, the success in getting Southern African countries on board for the GMMP is a reflection of the power of the partnerships formed during the GMBS, the summit, and through GEMSA.

The World Association for Christian Communication (WACC) funded the Southern African country coordinators of GMMP 2005 to participate in the summit, where the GMMP featured in the parallel seminars and at which GEMSA was launched.

Many of the coordinators went on to become GEMSA country representatives, and the monitoring gave them an immediate way to mobilise back home. MISA funded further training of the team leaders. GL and the MMP, with data provided by WACC as soon as it became available, worked together to conduct the regional analysis of the GMMP findings in time for the three weeks of activism that WACC is organising from 16 February 2006 (the launch date of the global report) to 8 March 2006 (International Women's Day).

The Southern African monitoring in perspective

The results of the Southern African mobilising around the GMMP reflect in the global report in a number of ways:

- While in 2000 only two Southern African countries participated in the GMMP (Namibia and South Africa) in 2005, 13 Southern African countries joined the effort.
- Of the 18 African countries that participated in the study, 13 (or 72%) are from Southern Africa.
- Southern African countries comprise 17% of the 76 countries that participated in the study across the globe.
- Some 8% of the news items monitored in the GMMP 2005 came from Southern Africa.
- Of the 16 case studies in the study 4 (or 25%) came from this region.

These statistics show that the GMMP 2005 is not only a major contribution to the work in the region, but that relative to its size the region contributed substantially to the global report. Southern Africa can also take pride in the fact that the MMP from South Africa conducted the data analysis for the global project, and that (as mentioned earlier) the qualitative monitoring for the GMMP drew heavily from the GMBS.

Media monitored

As in the previous two studies, the GMMP took place on one day, 16 February 2005. Table one summarises the number of news items monitored in Southern Africa. The table shows that altogether the region monitored 8% (1025 out of the total of 12,893 items) in the study. Roughly equal numbers of news items (28.8% and 27.3%) came from television and radio respectively. The bulk of news items monitored (43.9%) came from newspapers.

Table 1: Southern Africa news items monitored

No of news items	Television Newscasts	Radio Newscasts	Newspapers	Total
Angola	15	7	24	46
Botswana	8	25	34	67
Lesotho	3	6	18	27
Malawi	10	54	14	78
Mauritius	0	16	20	36
Mozambique	47	33	43	123
Namibia	10	11	47	68
Seychelles	14	20	19	53
South Africa	72	25	84	181
Swaziland	6	8	20	34
Tanzania	55	33	70	158
Zambia	31	28	24	83
Zimbabwe	24	14	33	71
Total	**295**	**280**	**450**	**1025**
Percentage	**28.8%**	**27.8%**	**43.9%**	**100%**

A note on comparisons

In contrast to the just over 1000 items monitored by the region for the GMMP, the GMBS spanned a month and covered over 25,000 news items. The GMBS is still therefore statistically a much more solid basis on which to base conclusions on the region. However, even though the GMMP sample is much smaller than that of the GMBS, it is still larger than for most regions, and includes exactly the same countries as those in the GMBS. This provides an important basis for comparisons to be made.

Furthermore, study after study has shown that no matter how many items are included, or what time period is covered, the results of gender and media monitoring are very similar.

The fact that the findings for the region concur with recent studies conducted through the *Mirror on the Media Project* in individual countries over periods of two weeks to one month provides further assurance that the results of the GMMP are worth engaging with; if only as a benchmark in the longer-term journey that will include conducting another GMBS in 2006.

It should be borne in mind, however, that the most useful of the GMMP findings and comparisons with the GMBS are those that provide aggregate figures (such as the overall percentage of female sources for the region). Where these are broken down into much finer detail (e.g. percent of women sources in a specific topic category for a particular country) and rely on a much smaller sample size, the possibility of error is greater.

Content of the report

Where the GMBS and GMMP used the same monitoring parameters, direct comparisons are made. These include proportion of women and men sources; proportion of women and men sources per topic (where similar codes were used); proportion of women and men identified according to family status; proportion of women and men media practitioners; as well as proportion of topics covered by male and female reporters.

There are some important parameters included in the GMMP not included in the GMBS, or included in the GMMP for the first time in 2005. These include the proportion of women sources for different types of media (TV, radio and news); the function of the source in the story (e.g. as expert, spokesperson or personal experience); the percentage of sources portrayed as victims; and the percentage of women sources accessed by female as opposed to male reporters. These add depth and nuance to the findings of the GMBS as well as ideas for new monitoring criteria in the next such regional study.

Another innovation of the GMMP 2005 is that it attempts to quantify aspects of the qualitative monitoring, such as stories in which women are the central focus; stories that challenge or reinforce stereotypes and stories that highlight gender equality (or inequality). These are also commented on in this report, because they begin to paint a more complete picture of the progress being made towards the ultimate outcome sought: gender balance and sensitivity in the media within the broader context of building societies with a strong commitment to democracy and diversity.

Structure of the report

Drawing on the Southern African case studies used in the report as well as original materials gathered on the day and made available by WACC, the report integrates the quantitative and qualitative findings around five core themes:

- **Representation: Missing in action?** Focusing on the *representation* of women and men in the news, the chapter after this introduction covers progress made in addressing "gender blindness" or the invisibility of women in the news; the causes of this ("women are not available") and some of the practical measures that are being taken to address this (such as ensuring equal numbers of women and men where public opinion issought).
- **Portrayal: Blatant and subtle stereotypes**: Honing in on the *portrayal* of women and men in the news, this chapter explores ways in which the media continues to perpetuate myths about women and men in society; including the strong inclination to portray women as physical objects and as victims. More subtle forms of this include the way in which women are persistently slotted into domestic roles in a way that is not as "in your face" as the blatant stereotypes, but has the effect of keeping women locked into these limiting roles. An example of this is the tendency of the media, noted in both the GMBS and GMMP, to identify many more women than men according to their family status and relationships.
- **Reporters: Who delivers the news**, **and does it matter?** This chapter takes up the issue of the gender dynamics within newsrooms, and the impact of this on news content. The findings of the GMMP on whether or not women reporters are more likely to quote women provide new and compelling arguments for ensuring gender balance at all levels within newsrooms; as well as gender sensitivity training for both male and female media practitioners.
- **Getting it right: Fresh views on the news!** Using the insights of both the GMBS and GMMP, the report moves towards some definitions of what is meant by gender-aware reporting, and assesses what progress the region is making in getting there.
- **Back to the drawing board: Old strategies, new focus:** Finally, while the GMMP affirms the progress that is being made in this and other regions, it is also a reminder that the road ahead is still a long one. The final chapter suggests ways in which all the well-known strategies for change need to be refined and sharpened in the months ahead.



Keeping a watchful eye on the media in Namibia. Photo: Colleen Lowe Morna

Chapter Two Representation

Missing in action?

Though incomplete in and of itself, one of the single most useful yardsticks of gender balance in the media is the proportion of women sources. "Sources" refer to the people who provide information or verification, or whose views are consulted in interpreting what has happened. If the media aims, as it often claims, to "give voice to the voiceless" and if this is critical to citizen participation in a democracy, then it is legitimate to ask who speaks, who speaks on what, and in what capacity they speak (as officials, experts, as citizens, in their personal capacity etc). Comparing data from the GMBS and GMMP, this chapter explores what progress has been made in women's representation (presence or absence) from the news.

More women's voices, but still lower than the global average

Figure one shows that overall, while Southern Africa has improved from 17% women sources in the GMBS in 2002 to 19% women sources in the GMMP 2005, this is still lower than the global average of 21% achieved in the GMMP 2005 study (up from 17% in 1995 and 18% in 2000).

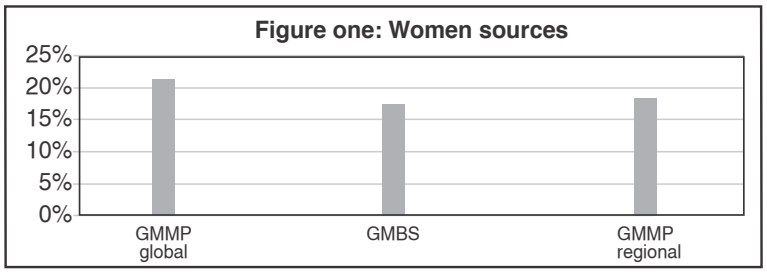
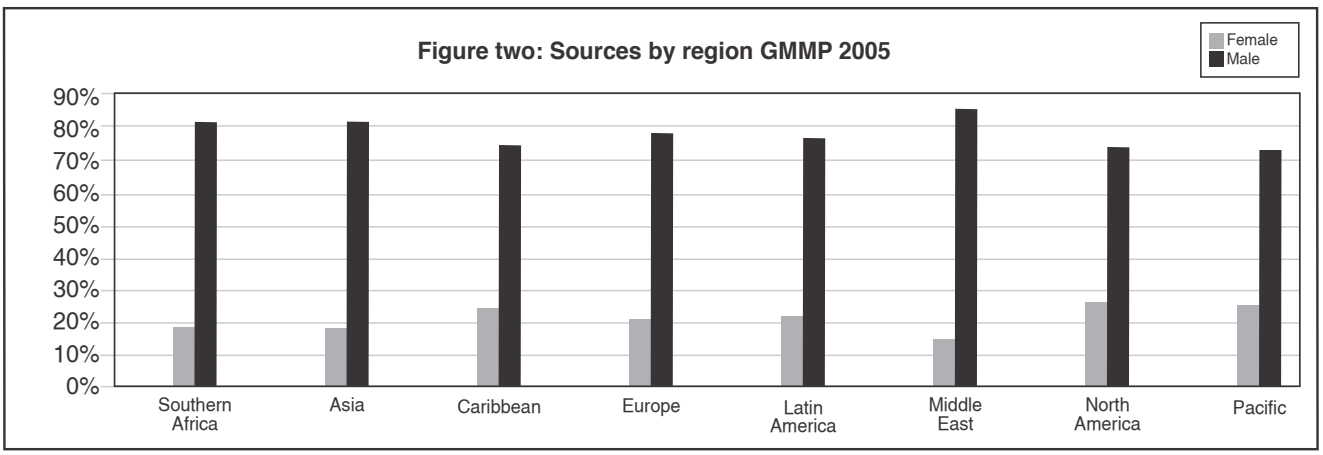


Figure two shows that as regions, Africa and Asia (19% women sources: the same as for Southern Africa as a sub-region) come second to last according to this measure, with North America and the Pacific (26%) coming first, followed by the Caribbean (25%), followed by Latin America (23%) followed by Europe (21%). Only the Middle East (15%) is lower than Africa and Asia. However women sources in Africa as a whole increased from 11% in the 2000 GMMP to 19% in 2005. For the continent as a whole this is statistically significant progress.

But, no region has achieved even the one third mark that is regarded as the "critical mass" for change where women's representation is concerned.



More Southern African countries than not have moved up

A further examination of the Southern African GMMP 2005 findings benchmarked against the GMBS in figure three shows that there has been a positive progression in nine out of the thirteen Southern African countries but that four slipped backwards.

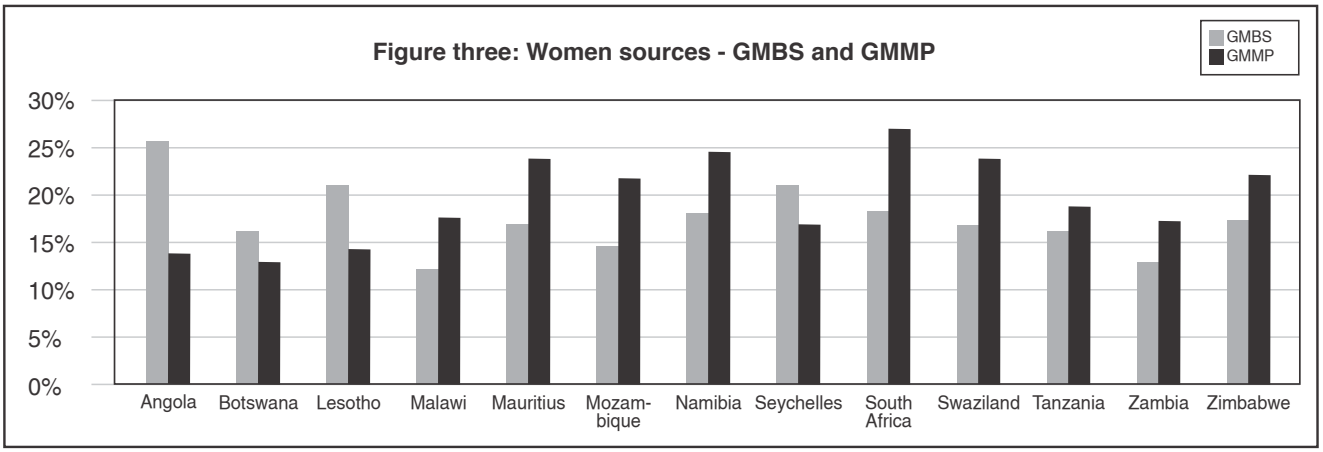


Table two, which gives a further breakdown of the data relative to the GMBS and GMMP shows that:

- The country that registered the biggest decrease in women sources is Angola (a drop of 13%), followed by Lesotho (6%); Seychelles (5%) and Botswana (3%).
- The countries that registered the biggest increases (7%) are Mauritius, Mozambique, Namibia, South Africa and Swaziland, with Zimbabwe and Malawi close seconds (5%) followed by Zambia and Tanzania (2% and 4% respectively).
- Seven countries have now exceeded the GMBS average of 17%; two countries still sit at this average and four performed below the GMBS average.
- Six countries (Mauritius, Mozambique, Namibia, South Africa, Swaziland and Zimbabwe) performed both above the Southern Africa GMMP average of 19% and the global average of 21%; the remaining seven countries performed below both the regional and global averages in GMMP 2005.

Table two: Women sources - Southern African countries in context

COUNTRY	GMBS Baseline	GMMP	VARIANCE	Above GMBS Regional av (17%)	Above GMMP Regional av (19%)	Above global GMMP av (21%)
Angola	26%	13%	-13%	NO	NO	NO
Botswana	19%	16%	-3%	NO	NO	NO
Lesotho	21%	15%	-6%	NO	NO	NO
Malawi	12%	17%	+5%	SAME	NO	NO
Mauritius	17%	24%	+7%	YES	YES	YES
Mozambique	15%	22%	+7%	YES	YES	YES
Namibia	15%	22%	+7%	YES	YES	YES
Seychelles	21%	16%	-5%	NO	NO	NO
South Africa	19%	26%	+7%	YES	YES	YES
Swaziland	17%	24%	+7%	YES	YES	YES
Tanzania	16%	18%	+2%	YES	NO	NO
Zambia	13%	17%	+4%	SAME	NO	NO
Zimbabwe	17%	22%	+5%	YES	YES	YES

Trading places

Table three reflects a considerable "trading of places" with regard to country rankings as measured by the proportion of women sources between the GMBS in 2002 and the GMMP in 2005. Angola drops from first to last. The other dramatic declines are Lesotho (from second to twelfth position) and Seychelles (from second to tenth position) as well as Botswana (from fourth also to tenth position).

Angola has been one of the most challenging countries for gender and media work given the relative dislocation caused by the war and high operating costs; an especially acute problem at the time of the GMBS that caused some concern regarding the accuracy of the data at the time. The GMMP findings, gathered after the establishment of a GEMSA chapter in Angola, are likely to be more accurate, and point to the challenges still faced there in achieving greater gender balance in editorial content.

Although Botswana has not had such an active gender and media network, both Lesotho and Seychelles have, and Seychelles has a long tradition of women being active in public life. In the recent *Mirror on the Media* monitoring of radio talk shows, Lesotho scored highest (out of four countries) with regard to women calling into talk shows.

The results in these two countries therefore come as some surprise, and were possibly affected there (as well as in Botswana) by the small size (and therefore sample) of media monitored in one day. The follow up GMBS in 2007, that will again include a whole month of monitoring, will give a more accurate indicator of progress in the three countries.

Table three: Women sources - regional ranking

COUNTRY	GMBS Baseline	GMMP 2005	VARIANCE
Angola	1	13	-12
Botswana	4	10	- 6
Lesotho	2	12	-10
Malawi	13	9	5
Mauritius	6	2	4
Mozambique	9	3	6
Namibia	9	3	6
Seychelles	2	10	-8
South Africa	4	1	3
Swaziland	6	2	4
Tanzania	8	7	1
Zambia	12	8	4
Zimbabwe	6	3	3

On the positive side, South Africa shoots up the ladder from third to first position; followed by Swaziland in second position. Among the most dramatic positive shifts are Mauritius, Namibia, Mozambique, and Zimbabwe. Malawi also shoots up from last in the GMBS to 9th position and Zambia from second to last in the GMBS to 8th position in the GMMP.

Lending credence to the GMMP findings, the figures for South Africa, Swaziland and Mauritius have a close resonance with the findings of monitoring conducted in these countries over periods of up to one month each in 2004 as part of the *Mirror on the Media* Project.

The gender and media activism in all of the countries that did better than before has clearly played an important role in awakening media decision-makers to the need to seek out female opinion.

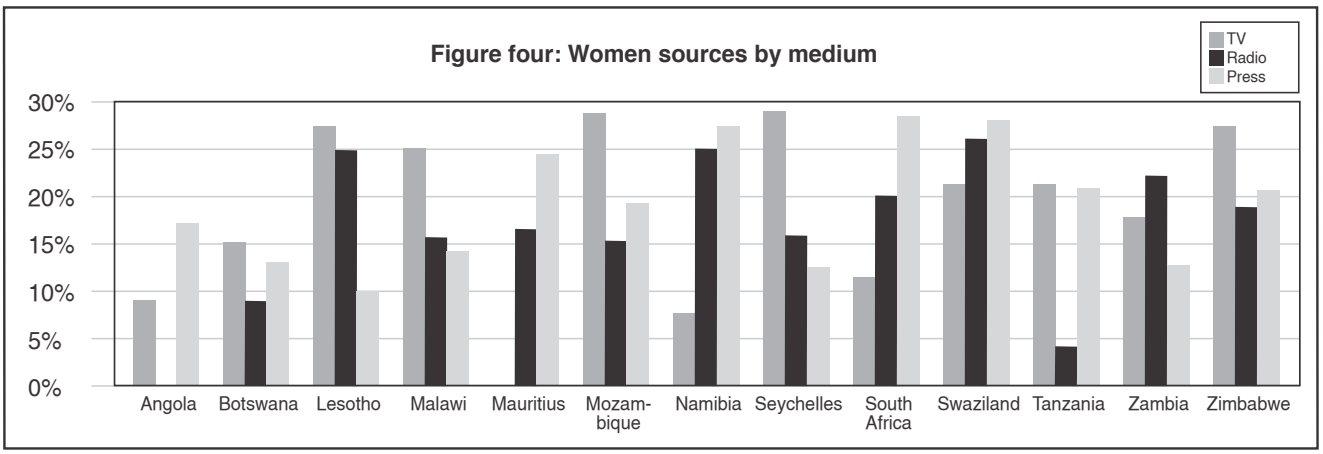
As the home bases of GL and MISA respectively, the significant increases in women sources in South Africa and Namibia is affirming for these two organisations. Media Watch Organisation-GEMSA in Mauritius; the Gender and Media Zimbabwe Network (GEMZi), the Swaziland Media and Gender Watch (SMEGWA) and GEMSA Mozambique

have been among the most active GEMSA country chapters and can take pride in the visible advances made in their countries. The newly established but energetic GEMSA chapters in Zambia and Malawi can also take encouragement from the positive trends emerging in their countries.

Women's voices are least heard on radio

Unlike the GMBS, the GMMP disaggregated women sources according to the type of medium. Overall in Southern Africa women constituted 21% of TV sources (compared to the global finding of 22%); 22% of newspaper sources (compared to the global finding of 21%) and 16% of radio sources (compared to the global finding of 17%).

Findings for individual countries are illustrated in figure four. These show that TV has the highest proportion of women sources in seven countries: Botswana; Lesotho; Malawi; Mozambique; Seychelles; Tanzania and Zimbabwe. Newspapers have the highest percentage of women sources in five countries: Angola; Mauritius; Namibia; Swaziland and Zimbabwe. Only one country (Zambia) had a higher proportion of women sources on radio (23%) than in any other medium.



The global report notes that it is in newspapers that there has been the most significant increase since the study began: from 16% in 1995 to 21% in 2005; a statistically significant increase (GMMP 2005: 31). Television has remained relatively stable in the three studies, from 21% to 22%. The global study suggests that one of the reasons for women's increasing visibility in newspapers is that women are more likely to be found in the social/ legal topic code, and there tend to be more such stories in newspapers.

A possible reason for the low incidence of women sources on radio is that many radio news programmes do not use much actuality and when they do, this tends to be short sound bites from official spokespersons who are invariably men.

This contention is supported by the fact that in the recent *Mirror on the Media* monitoring of eleven radio talk shows in four Southern African countries, women comprised 36% of the guests and 25% of those who called in; figures substantially higher than in the news. While there is clearly a need to target radio news in gender and media training and advocacy work, future monitoring should consider taking account of radio current affairs programmes as well as news to get a better rounded picture of whose voices are heard on radio.

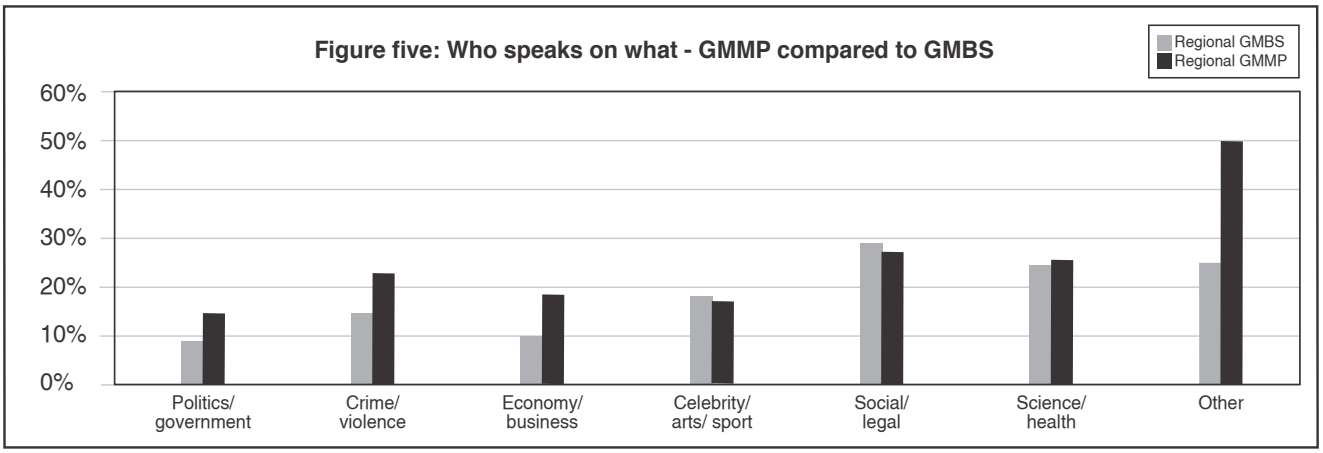
More women are being heard on the "hard core" issues

Both the GMMP and the GMBS posed the question: "who speaks on what topic?" The global study found that there is not a single news category in which women outnumber men as newsmakers.

In the region (see figure five) women's views outnumber those of men only in the crime/violence category, where gender violence is included. In all other respects, the regional results mirror those of the global findings. Women's voices are least heard in politics and government (12% in the global and 14% in the regional study) as well as economy and business (20% in the global study and 19% in the regional study). Women's views are most likely to be heard in the social and legal category.

However, comparing the findings on topics in the GMBS and GMMP, a positive finding (see figure five) is that other than in the social, legal, celebrity and sports categories, there has been an increase in women's voices in politics, government, crime, violence, economy and business, science and health.

The increase in women sources from 8% in the GMBS to 14% in the GMMP in the political topic category is especially important in light of the several elections that took place in the region in 2004/2005 that witnessed concerted efforts by gender activists to hold governments to account for the 30% target set by the Southern African Development Community (SADC) for women in decision-making by 2005. GL and the Southern African Media Services Organisation (SAMSO) conducted newsroom training in ten Southern African countries on gender and elections in countries that had elections over this period.

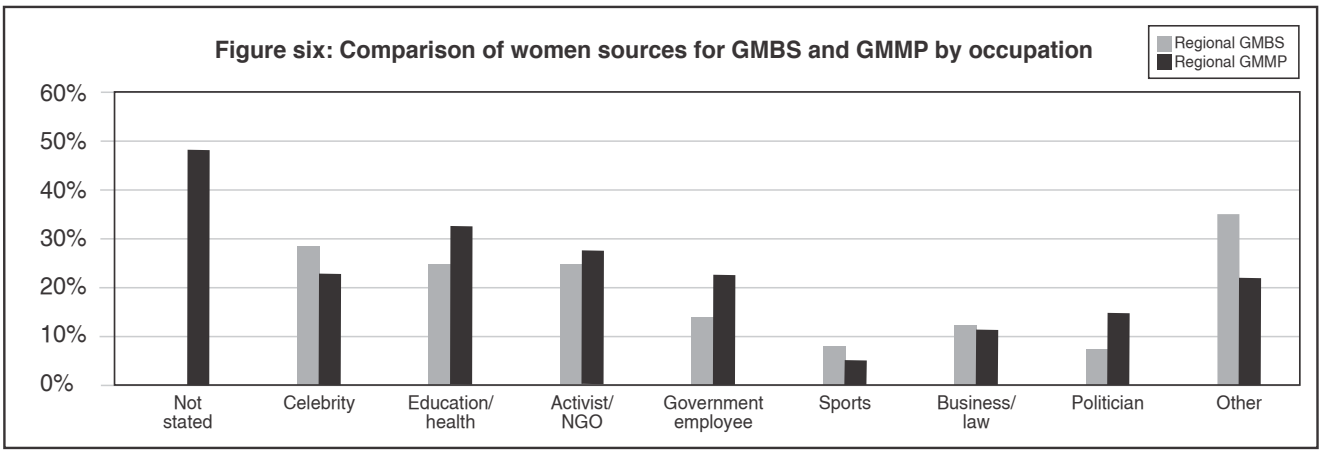


Women are still the wallpaper in many economic reports

Despite the improvements, women's voices are still under-represented in mainstream areas of life like business and the economy, as illustrated in a story about the failure of small business in Botswana to take advantage of an export incentive scheme. The only interviewee is the President of the national Confederation of Commerce, Industry, and Manpower. His words imply that the small scale producers are male, "he was", "his life". This goes unchallenged by the reporter. The interview is cut with many shots of female textile workers engaged in various tasks. No reference is made to this, or any of the workers interviewed. The narrative of the story ignores the reality depicted in the visuals: that women are indeed present in small business. The impression is that business is a male domain, to which women provide an inconsequential backdrop.

Women are now better represented in some professional categories

Figure six shows that there has also been some improvement in women's representation in professional categories in the region. Whereas before women predominated in the celebrity category, the proportion of women sources in this category declined between the GMBS and GMMP, while the proportion of women sources in the education, health, activist/NGO, government employee and politician categories increased. The proportion of women in the business and law categories remained the same, while those in the sports category declined.



Women invisible in the African football awards

Sports news systematically sidelines women. The annual awards of the Confederation on African Football (CAF) are an important event in the African sports calendar. One award in for Woman Footballer of the Year. In 2005 this went to Perpetua Nkwocha of Nigeria. At least eight television channels that were monitored- in Botswana, Ghana, Nigeria and South Africa- covered the awards. Only three of them even referred to the Woman Footballer Award. Just one - AIT in Nigeria - showed footage of Nkwocha in action on the field.

In South Africa where the award ceremony took place, coverage ignored Nkwocha. One channel, *eTV* showed her in a single brief shot (without a name caption) while a voice over noted that she was "the only player present to receive the award." The story then cut to a reporter who concluded: "the glittering gala will unfortunately be remembered for those recipients who won awards, but never showed up." In other words only the absence of men is noticed. Women are peripheral and their presence is no consequence. This is an apt explanation of why sports coverage gives so little space to women. (Source: GMMP 2005: 37)

Women are not heard in proportion to their strengths in professions

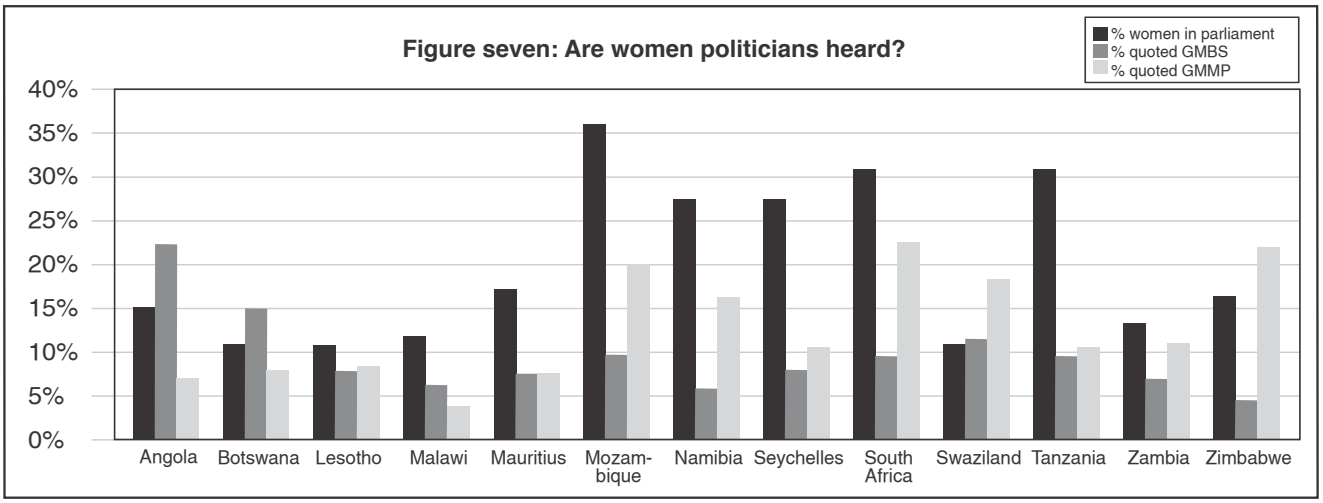
One of the arguments frequently made by journalists is that they do not interview women on their beats (for example in politics or economics) because there are no women or a shortage of women in these occupations. For a start, that in itself should be a story! Equally important, what the figures show is that even when women *are* present in professions, this does not necessarily mean that their voices get heard.

For example, globally, women constitute 15% of politicians, but the GMMP 2005 showed that only 12% of the politicians quoted are women. In Southern Africa, women comprise 20% of parliamentarians, but women only

constituted 14% of the politicians quoted. Although both figures are higher than the global averages, they still underscore the tendency to overlook the voices of women, even when they are in decision-making positions.

Figure seven compares the percentage of women in parliament in each country, with the proportion of women politicians quoted in the GMBS and the GMMP. It shows that with the exception of Angola, Botswana and Malawi where there was a decline in women politicians quoted between the GMBS and the GMMP, there has been an increase in women politicians quoted in all other countries since the GMBS. However, with the exception of Zimbabwe, there is no country in which the proportion of women politicians quoted is equal to or higher than the proportion of women in parliament.

This is true even in countries with high levels of women politicians. Thus, for example, the top four countries with regard to women in politics (Mozambique, South Africa, Tanzania and Namibia) have all shown an improvement with regard to this topic category since the GMBS (with percentages of women quoted now sitting at 20%; 22%; 11% and 16% respectively). But these figures are still well below the proportions of women parliamentarians in those countries (36%; 32%; 32% and 27% respectively).



How the voices of women politicians get excluded

One of the most significant developments in the SADC region over the last decade has been the increase of women in decision-making; not just in parliament but in cabinet and local government as a result of the targets sets by leaders to achieve 30% women in decision-making by 2005. But, as the figures show, this does not necessarily translate into more women's voices being heard on public policy issues. An example of this from the monitoring on 16 February 2005 is the debate in the South African parliament on the president's state of the nation address entitled "Leon slates unheeding Mbeki for suppressing criticism" in the *Star* newspaper. The head shots above the story reflect a good gender balance with the president, the male leader of the opposition and two women politicians (Minister of Public Service Geraldine Fraser-Moleketi and opposition leader Patricia de Lille). The caption says that the debate got all of these politicians talking. But the story quotes five people; four male opposition leaders and one female opposition leader (de Lille). On the one hand this suggests that if there had been no woman opposition leader, no women would have been quoted at all. On the other hand, the photos beg the question of who else spoke, and if they had nothing valuable to say. The photo of Fraser-Moleketi reflects great animation, yet we do not get to hear what she said. Another important finding of the GMMP 2005 is that women are more likely to appear in pictures than as voices offering view points.

"Voice of authority" excludes women and limits reporting

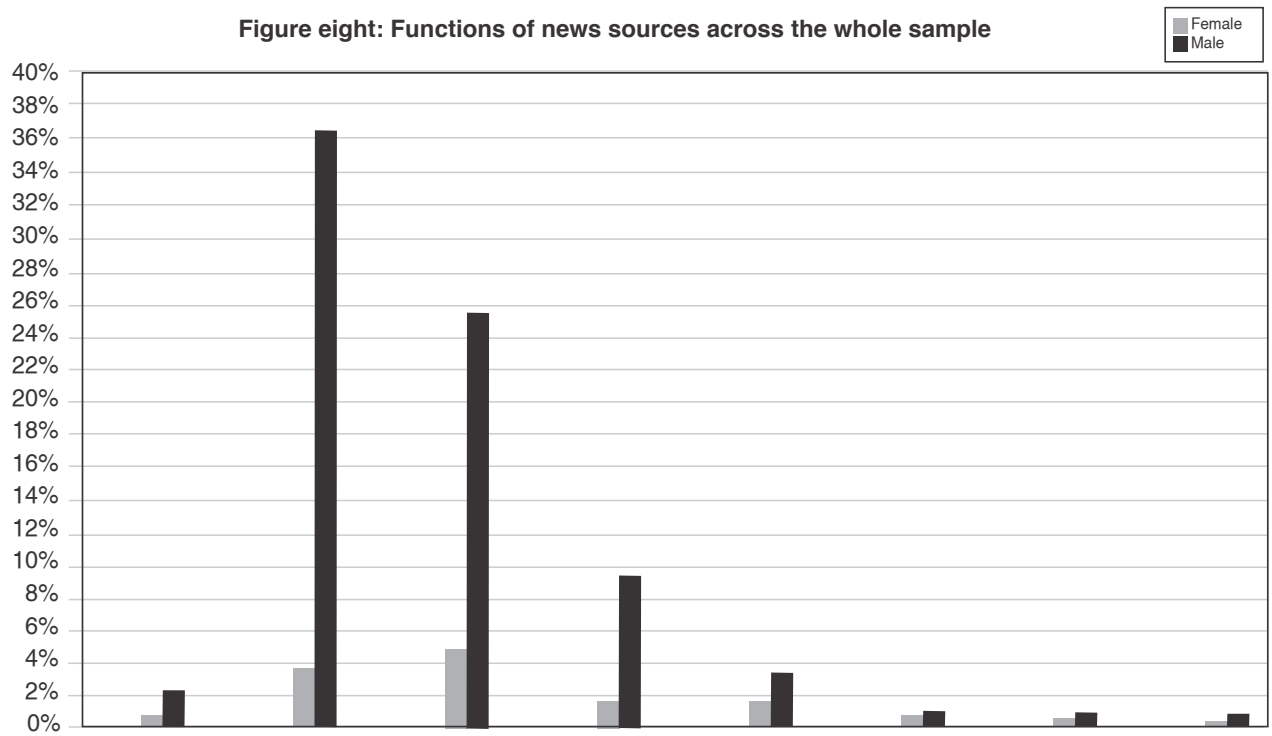
An important innovation in the GMMP in 2005 is to disaggregate sources according to their function; in other words in what capacity were they approached to give information: as the subject, as an official spokesperson; as an expert or commentator; to reflect on a personal experience; as an eye witness; to give a view as part of a popular opinion poll or in any other capacity. The first two categories may be regarded as primarily providing facts or information; while the last four provide verification, analysis, insight and context.

Using data from the GMMP, GL constructed an overview of all the different sources in the Southern African sample (women and men) and in what capacity they were approached on the day of the monitoring.

The results (figure eight) are as striking for what they reflect about journalism in the region as for what they reflect about its gendered dimensions. The graph shows that sources are most likely to be approached as subjects or spokespersons, rather than as experts or in any of the other categories. This suggests a strong tendency towards event rather than issue based reporting.

The gender disaggregation of the statistics shows that as compared to men in each of the categories, women are least likely to be the subjects or focus of the event or story (23%); official spokespersons (16%); or experts and commentators (20%). They are more likely to be consulted as human interest or personal experience subjects (25%); as eye witnesses (37%) or as part of snap popular opinion surveys (43%). As figure eight shows, these last three categories are the ones in which overall, the least number of sources are consulted.

Figure eight: Functions of news sources across the whole sample



Two important conclusions can be drawn from this. One is that a deliberate effort needs to be made to ensure that women become more central in the first three categories: as news subjects; (for example through more stories on gender equality, or women in non-traditional roles; or through highlighting the role played by women where they are often invisible, such as the female workers in a textile factory that closes); as official spokespersons and as experts. Often even when women exist in these categories, their views is not consulted. One approach by GEMSA country networks (for example Media Watch Organisation-GEMSA in Mauritius) has been to develop directories of women sources for the media and to work with media decision-makers in developing policies that deliberately seek out the views of women.

Men are authorities, women are unacknowledged

A story on ZTV news during the monitoring concerned new machines that can be used to test the viral load for people living with HIV/AIDS. Three women and two men are interviewed. Each man is interviewed in his own office, in a hospital setting. Each is identified by name and occupation – both in the reporter's commentary, and by name captions on the screen. The three women are all interviewed in the same external location, which appears to be a garden. One of then is living with AIDS. The other two are living in AIDS-related work. None of the women is identified, either by name or by occupation. The impression is that these women are less important and less acknowledgeable that the men, who are the 'real' experts. In fact, two of the women are well-known activists in Zimbabwe – but this is never mentioned. (Source: GMMP 2005)

The other conclusion is that there needs to be a far better balance of different types of sources in reporting in the region (e.g. those who make policy pronouncements and those who are affected by them; those who make official statements and those who can verify if they are correct or not; those who give facts and those who interpret them; human interest stories that demonstrate how prevailing conditions affect peoples every day lives as opposed to speeches by ministers on policy initiatives). Getting away from the single source, official pronouncements that dominate the news is not only good journalism; it would open more space for women's voices to be heard.

The curse of the single source story

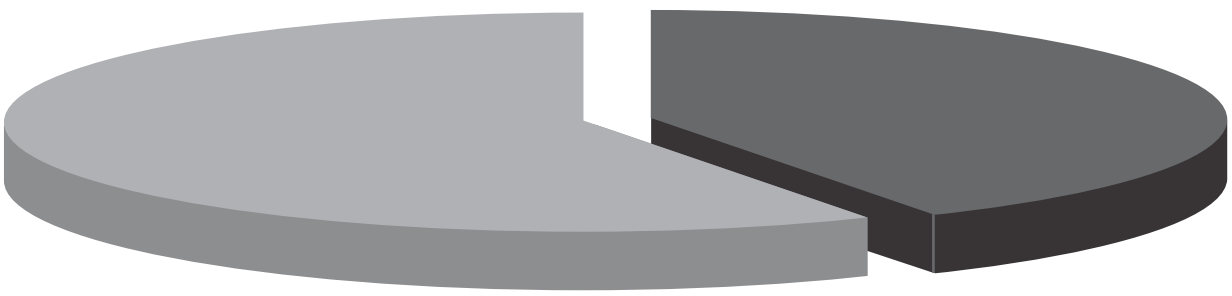
The story is introduced by the Seychelles Broadcasting Corporation TV reporter as: "the government plans to develop fishing facilities in the Bel Ombre district." The content of the story is about what the government plans to do, as seen through the eyes of one male official government source (the responsible minister). Although he talks about how the development will benefit fishermen, none of the fishermen are interviewed. The reporter also does not interview the people who are likely to buy the fish, the majority of whom are women. The reporter fails to ask the minister in what ways the government plans to ensure that women are equal beneficiaries in the project and are not just consigned to being the buyers of fish. The use of the term "fishermen" presupposes that the beneficiaries will be men. The term also fails to distinguish between the categories of those involved in the trade, for example the boat owners; those who go out to sea; and those who clean the fish and prepare it for sale (a category in which women are likely to be found). Raising questions about how women will benefit could well raise an important policy debate about what the government is doing to challenge gender stereotypes in society.

Popular opinion is an easy and important start

As illustrated in figure nine, one of the encouraging findings of the GMMP 2005 is that in Southern Africa, women constitute 46% of those who views are consulted in popular opinion stories (vox pops); higher than the global average of 31%. This is probably a result of the awareness raising and training that has been done in newsrooms. One of the "quick remedies" for editors when confronted with statistics on women sources is to ensure that any time there is a vox pop, women and men are interviewed.

As mentioned earlier, it is unfortunate that these kinds of approaches (personal, eyewitness and popular opinion) are so limited in the news in Southern Africa. Other than being an obvious starting point for increasing women sources, they also contribute to audiences being more involved in the making of the news, and thus to a better and more marketable product.

Figure nine: Asking women and men what they think



Whose news, whose views?
The news items monitored in Swaziland included one on "Expectations on Kings Parliament Speech" (*Times of Swaziland*, February 16). The paper conducted seven vox pops – with professional associations, trade unions, and opposition parties. All those interviewed were men (including the representative of the nurses association). None of those interviewed were "ordinary" citizens.

In contrast, in the run-up to the April 2004 elections the *Star* newspaper established a *Peoples Panel* comprising 40 people selected by the editorial team to reflect the race, gender and age dynamics of South African society. Those chosen included experts and opinion makers from various walks of life as well as "ordinary" citizens. Each day, different panellists commented on pertinent issues in the elections. Having such a panel contributed significantly to better gender balance in the *Star's* election coverage (40% women sources, according to election monitoring conducted by the Media Monitoring Project) and also opened space for more meaningful citizen participation.

Missed opportunities

Like the GMBS, the GMMP 2005 makes the point that seeking out women's voices is not just a matter of being politically correct; it is about fresh perspectives that make for more interesting and better journalism. Southern African monitors picked out several examples of stories under the category "missed opportunities." These are stories that would clearly have been enriched by having women's perspectives included.

Missing views, deficient stories

An article in the Lesotho newspaper, *Mopheme*, concerned the recent sudden closure of some textile factories that left thousands of Basotho jobless. The sole source in the story is the Minister of Industry, Trade, Cooperatives and Marketing Mpho Mali who blames the closure on the exchange rate. He added that HIV/AIDS is taking a heavy toll on factory workers. Textile factories employ a high proportion of women in Lesotho. Women are also disproportionately affected by HIV/AIDS. Yet no women are interviewed. Their views would not only have added a human face to the story but may have yielded opinions on whether the government had done enough to keep the factories open, to support people living with HIV/AIDS etc. This may have completely changed the angle of the story. For example, instead of being a story on factories closing, it may have been a protest story on the government not doing enough to protect the rights of workers and the livelihoods of families.

Another article in the *Herald* newspaper in Zimbabwe entitled "Divorce cases soar- High Court Judge" concerns a soaring number of divorce cases attributed to the increasing number of Zimbabweans leaving the country in search of greener pastures. The article mentions problems that arise when one spouse leaves the country and the couple is separated for a long time. No statistics are given on whether it is primarily women or men who leave the country. The article mentions the effect on young children (assumed to be in the care of mothers) with no mention of the effect on either spouse. The only person interviewed in the article is the male judge who handles divorce cases. Potentially an interesting story on the effect of the brain drain on family structures in Zimbabwe, the story begs more questions than answers by failing to probe the gendered dimensions of this phenomenon, and by relying on a single (male) source.

Factories closed down due to cash flow problem - Malie

Thabo Thakalekoala

The Minister of Industry, Trade, Cooperatives and Marketing, Mpho Malie says the recent sudden closure of some textile factories that left thousands of Basotho jobless was mainly caused by the exchange rate which resulted in the problem of cash flow.

Malie told a media briefing last week that the current strength of the Loti/Rand against the United States Dollar caused serious financial problems in some factories which led to their closure.

He denied allegations that the factories closed down because of the expiration of the World Trade Organization (WTO)'s Agreement on Textile and Clothing (ATC) which allowed textile giants like China, Pakistan and India to enter world textile markets.

He pointed out that the effects of the expiration of ATC will probably be felt in November this year and not now.

Malie said his Ministry was still studying the situation to find out exactly what caused the closure of the factories besides the problems of cash flow.

The Minister indicated that despite the problems encountered by some factories, investors in textile and clothing industry had a bright future in Lesotho.

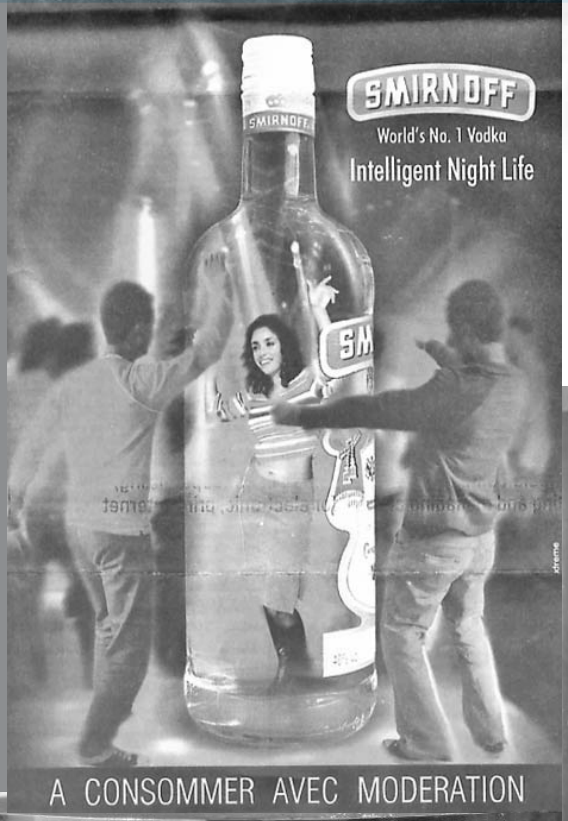
"This is evidenced by the positive responses we got during out trip to the United States. We have also come to the aid of investors through the Duty Credit Certificate Scheme, which enables investors to avoid problems of cash flow in their factories. I urge all stakeholders in the textile and clothing industry to work together so that this industry can grow and thrive," he added.

He pointed out that HIV/AIDS was claiming lives of many people in the textile and clothing industry, and urgent measures were needed to mitigate it.

Malie said the American government was also concerned about the delay in implementing some of the projects under the Millenium Challenge Account in Lesotho.

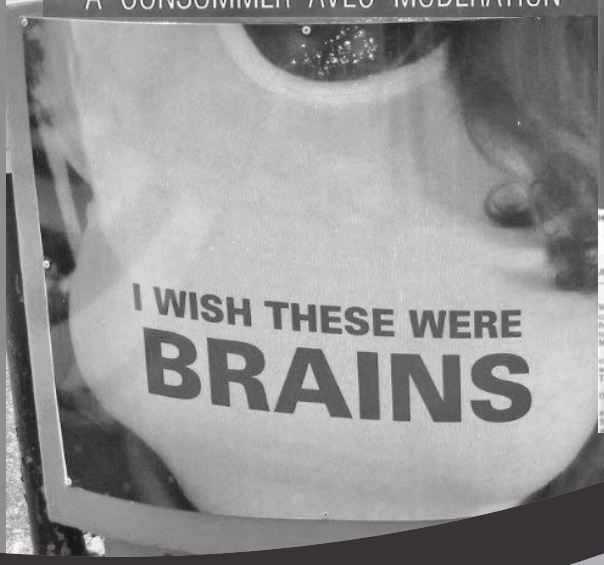
"We told them that the problem of non-implementing some of the projects was not on our side, but on their side. They have promised to do something about this including the speeding up of the South African Customs Union (SACU)'s negotiations with the United States on the free trade agreement," he concluded.

The American government funded the trade mission to the United States comprising of government officials, U.S. Ambassador to Lesotho, Lesotho National Development Corporation (LNDC), Lesotho Textile Exporters' Association, the private sector and trade unions.









Chapter Three Portrayal

Blatant and subtle stereotypes

Reporting is not only about whose voices are heard, but what is said about these subjects, or how they are *portrayed*. A story could have all women sources, but be written in a way that reinforces limiting stereotypes about their role in society. Many stories about women emphasise their physical attributes and domestic roles while those about men highlight their mental attributes and power roles.

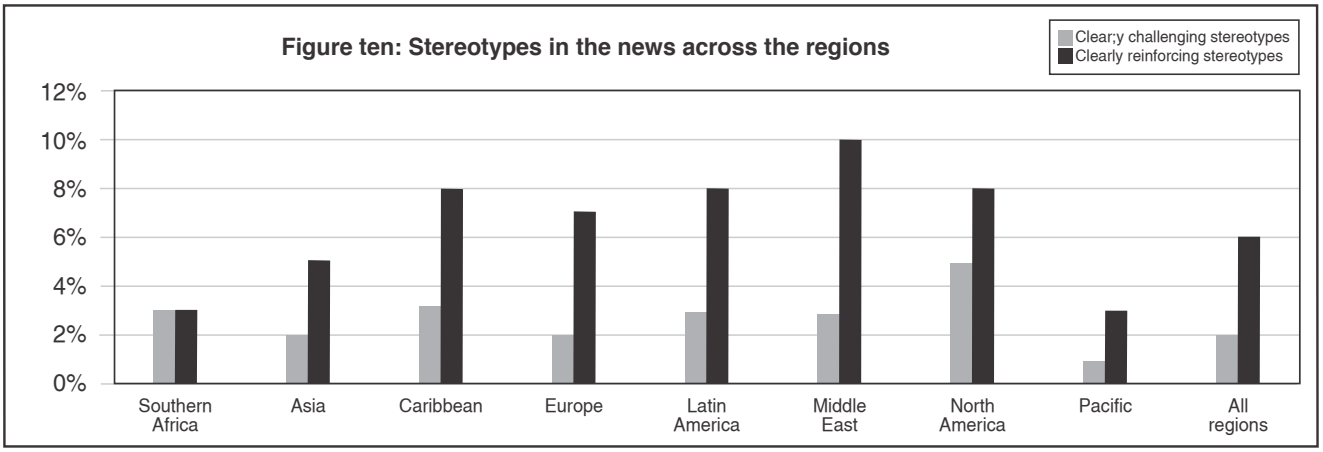
Sometimes these stereotypes are blatant or "in your face", like the blonde, blue-eyed air head "doll" juxtaposed by the muscular, tough, no nonsense "guy". Other times they are more subtle, like the woman politician who is referred to as someone's wife with so many children, in a way that would never happen to a male politician and has the effect of detracting from her as an individual.

The GMBS is the first major gender and media study to have formulated a qualitative methodology for monitoring media content from a gender perspective. The GMMP 2005 built on this, and added some useful quantitative tools for doing so. Drawing on the GMBS and the GMMP, this chapter assesses what progress has been made in Southern Africa with regard to the portrayal of women and men in the media.

Blatant stereotypes still "alive and well"

The global study found that stories are twice as likely to reinforce (6%) as to challenge (3%) gender stereotypes. The global report comments that "blatant reporting is not limited to a gratuitous display of female flesh, although there are plenty of examples of this. Sexist reporting extends to a very wide range of stories- including sport, crime, violence and even politics."

Figure ten shows that across the different regions of the world, Africa is the only region in the world in which stories that reinforce stereotypes were equal to those that do not. Elsewhere, stories that reinforced stereotypes were far higher in all regions, especially the Middle East, Europe and the Caribbean.



Southern Africa is the only sub region in which the proportion of stories that challenge stereotypes (4%) is higher than those classified as reinforcing stereotypes (3%). This affirms the work that has been done across the region in emphasising that the focus should not just be on getting women's voices into the news, but challenging stereotypes that limit women and men to certain roles. However, when these figures are broken down for each country, the picture that emerges is far from satisfactory.

Table four shows that in seven out of the thirteen Southern African countries stories are still more likely to reinforce than to challenge stereotypes; in three countries they are as likely to challenge stereotypes as not to and only in three countries do stories that challenge stereotypes outnumber those that do not.

Countries that performed relatively well with regard to women sources did not necessarily perform well with regard to a high proportion of stories that challenge stereotypes. For example, South Africa, Namibia and Mozambique (in the top five for women sources) all had more stories that reinforced stereotypes than those that did not. This is especially true in Namibia, which had the highest negative variance (ten percent).

Table four: Measuring gender stereotypes in the media

COUNTRY	Ranking % women sources	% Reinforce Stereo-types (RS)	% Challenge Stereo-types (CS)	Variance (CS-RS)	CS above GMMP Regional av 4%	CS above global av 3%
Angola	13	2%	2%	0	NO	NO
Botswana	10	2%	2%	0	NO	NO
Lesotho	12	8%	8%	0	NO	YES
Malawi	8	9%	1%	-8%	NO	NO
Mauritius	2	3%	12%	9%	YES	YES
Mozambique	3	2%	5%	3%	YES	YES
Namibia	3	12%	2%	-10%	NO	NO
Seychelles	10	6%	0%	-6%	NO	NO
South Africa	1	5%	3%	-2%	NO	SAME
Swaziland	2	4%	17%	13%	YES	YES
Tanzania	7	2%	5%	3%	YES	YES
Zambia	8	5%	3%	-2%	NO	SAME
Zimbabwe	3	6%	2%	-4%	NO	NO


DAILY SUN
SA's BIGGEST DAILY!
PRICE: R1,30 countrywide
WEDNESDAY 16 FEBRUARY 2005
GREAT LAKES OF AFRICA
TELL ME... PAGE 30
BUCS CAPTAIN ON RAPE RAP!
Vilakazi denies shock charge!
By BILLY COOPER
ORLANDO PIRATES captain Benedict "Tso" Vilakazi (22) has been charged with rape!
IT IS ALLEGED HE RAPED A MINOR – SOMEBODY UNDER 21 YEARS OLD!
The popular skipper – at 1,8m tall, also known as Little Napoleon – was granted bail of R1000 by a Joburg magistrate yesterday afternoon.
He must be back in court on 31 March.
HE DENIES THE ALLEGATIONS AGAINST HIM.
The incident allegedly took place on 23 January. Charges were laid at Booysens police station, in Joburg south, last weekend and he was later arrested by members of the Joburg Child Protection Unit.
Sources said the star was with his lawyer when the cops arrived.
Tso was also one of the Bafana Bafana stars in the 1-1 draw with Australia in Durban last Wednesday.
Bucs say they will stand by their man until the case is proved one way or the other.
However, due to the seriousness of the allegations, Pirates have suspended Vilakazi as team captain pending the outcome.
But he will continue to play for the club in the meanwhile.
Tso is married and has two kids. The
CONTINUED ON PAGE 2
SOCCER PINUP – Benedict Vilakazi posing for a 2005 calendar with top model Chichi Letswalo in happier times at the end of last year.
DAILY SUN HIJACK? BYE JACK! PAGE 2
F YOU'RE A FAN OF TAXIMAN YOU CAN HELP HIM MAKE A PLAN! P25

Gender violence coverage reinforces stereotypes

Coverage of gender violence remains riddled with blatant stereotypes. Far from being portrayed as a flagrant violation of women's rights, the stories are frequently told in sensational ways; from the perspective of the perpetrator without any views from the victim or human rights organisations and in a cavalier fashion that suggests men are entitled to behave in this way and that women are to blame.

A case in point from the 16 February monitoring is an article in the South African *Daily Sun* tabloid titled "Bucs captain on rape rap!" The story is about the captain of a local soccer team being charged with the rape of a minor.

The use of the term "rap" trivializes the charge. The accused, Orlando Pirates soccer captain Benedict Vilakazi, described as the "popular skipper" is reported in capital letters to have "DENIED THE ALLEGATIONS AGAINST HIM."

Even though the captain has been suspended, the story stresses that his fans will "stand by their man until the case is proved one way or the other." The only sources in the story about the "shock charge" are Vilakazi's soccer bosses; there is no perspective on the alleged victim. The only context or background information in the story is the soccer star's motto taken from the official website: "learn something every day while you enjoy yourself."

The photo that accompanies the story is a calendar pin up of Vilakazi with a model. The story mentions that Vilakazi is married with two kids, but the perspective of his family is missing. The overriding impression from the story is that although this is big headline stuff the crime itself (rape) is not serious; that in a perverse way it adds to the macho image of the subject (there is certainly nothing to suggest that it is a matter of shame or embarrassment) and that all this is likely to be a temporary set back.

Two countries that showed a substantial improvement in women sources had a higher level of stories that challenge stereotypes than those that do not (Swaziland at 13% and Mauritius at 10%). This is heartening because both countries are among the most socially conservative in SADC. Indeed, it is these high country averages that give the region (overall) a higher proportion of stories that challenge than those that reinforce stereotypes.

However, a word of caution is advisable, because a cursory reading of the media in both these countries suggests that there are still many challenges to confront. A more accurate picture is likely to emerge in the next GMBS that will cover at least one month.

Women are twice as likely to be identified as victims as men are

One of the ways in which gender stereotypes reflect in the media that the GMMP has attempted to quantify is the extent to which male and female sources are identified as victims. The results across the three global studies are strikingly similar. In both 2000 and 2005 19% of female news subjects were portrayed as victims, compared to 8% men in 2005 and 7% in 2000. As shown in figure eleven, the Southern African figures mirror the global findings, with 17% women identified as victims compared to 7% men.

Figure eleven: Women and men identified as victims

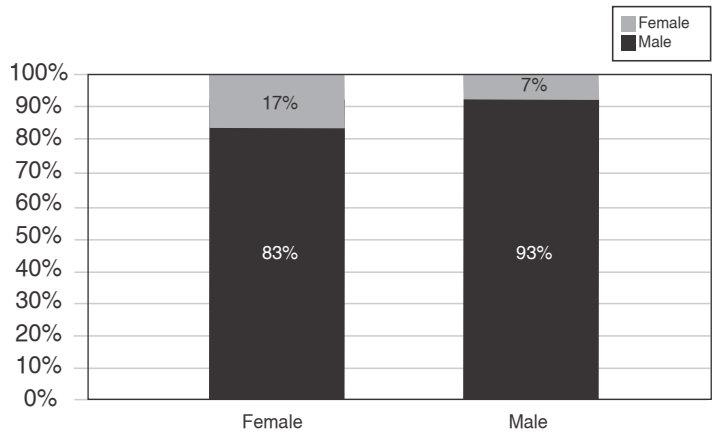
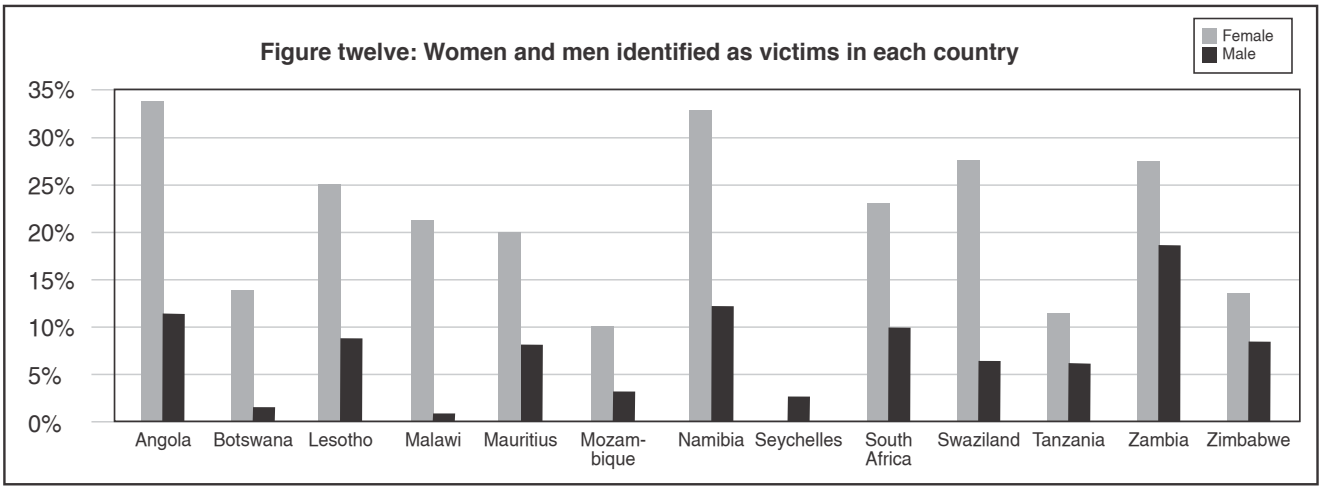


Figure twelve gives a country breakdown of the tendency to identify women as victims more than men. With the exception of Seychelles, women are more likely to be identified as victims in all the SADC countries. This is so in over 20% of the cases in Angola, Lesotho, Malawi, Namibia, South Africa, Swaziland and Zambia.



The GMMP 2005 report raises the question: to what extent are victim images of women a construction, rather than a reflection of reality? The report notes that the category in which women most dramatically outnumber men as victims - sexual violence - comes far down on the news agenda, only 4% of all the victims are found in this category. Other categories in which women form a high proportion, like cultural practise and tradition, also come low on the list. The majority of victim stories arise from accidents and disasters, in which to quote the report:

> "The portrayal of victims is a convenient method of dramatising and humanising certain stories in the news. Rather than covering events that particularly injure women such as domestic violence, news tends to emphasise the presence of women who are caught up in accidents, crime, and other incidents that actually involve both women and men. By disproportionately focusing on female victims in events that normally affect both sexes, the news perpetuates a stereotype of female weakness and helplessness."

Emotional women, rational men

A story in the Mauritius *L'Express* on 16 February, is a classic example of perpetuating the stereotype of female weakness and male rationale. The story concerns family members of two suspects in a case of murder and a bank robbery. The tone of the story is emotionally charged and dramatic. All of the five interviewees are women; mothers or sisters of the accused. There is one photograph, showing the brother of the suspects.

The women are depicted in highly stereotypical terms – one is "distraught, shocked", another speaks "through tears, unable to control her emotions." They are mystified by what has happened – "I don't understand it", or "it is incredulous" or "He has such good qualities. I was very close to him." By contrast, the father of one of the suspects is described as a "high ranking police officer" who did not "approve of his son." In a statement he said that the young man is his son "in name only."

Thus while the woman is portrayed as too emotional to have understood what was happening, the men emerge as rational and in charge. The stereotypes are reinforced by the different ways in which the women and men are

approached. The women are interviewed, very soon after the crime. Neither of the men is interviewed; the father speaks through a written statement and the brother is only depicted in a photograph in which he shows no emotion. The caption is matter of fact: he played his part in helping his brother to surrender. The drama and emotion is all transmitted through the women.

Ironically, in a fleeting mention we learn that the mother of one of the suspects had tried to warn the police about her son's plans, but got ignored. The question of why her warning was not taken seriously is not raised in the report. A more serious, investigative approach would have focused on the half buried but socially important question of why police ignored the mothers warning. Instead, the story serves up a familiar "crime report" diet: emotional, stupefied women; cool headed, capable men. (Source: GMMP 2005: 85)

Women are even more likely to be identified according to family status

One of the more subtle ways in which women are stereotyped in the media is through being identified more frequently according to their family status than men. Both the GMBS and the GMMP measured the extent to which this happens. Figure thirteen shows that the proportion of women likely to be identified according to their family status in Southern Africa has doubled from 11% to 22% (higher than the global average of 17%) while that for men has increased from 2% to 6% (also higher than the global average of 5%).

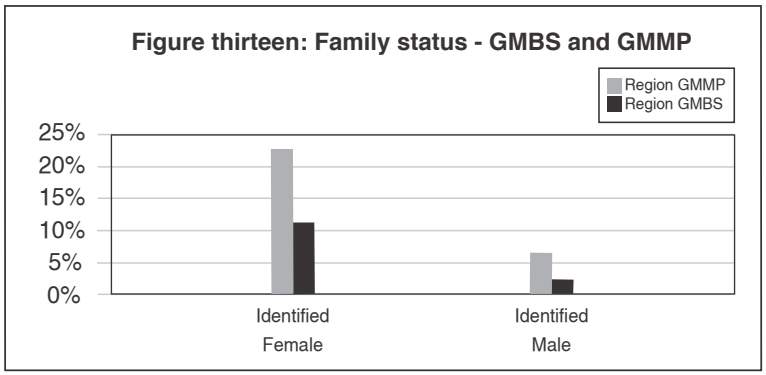
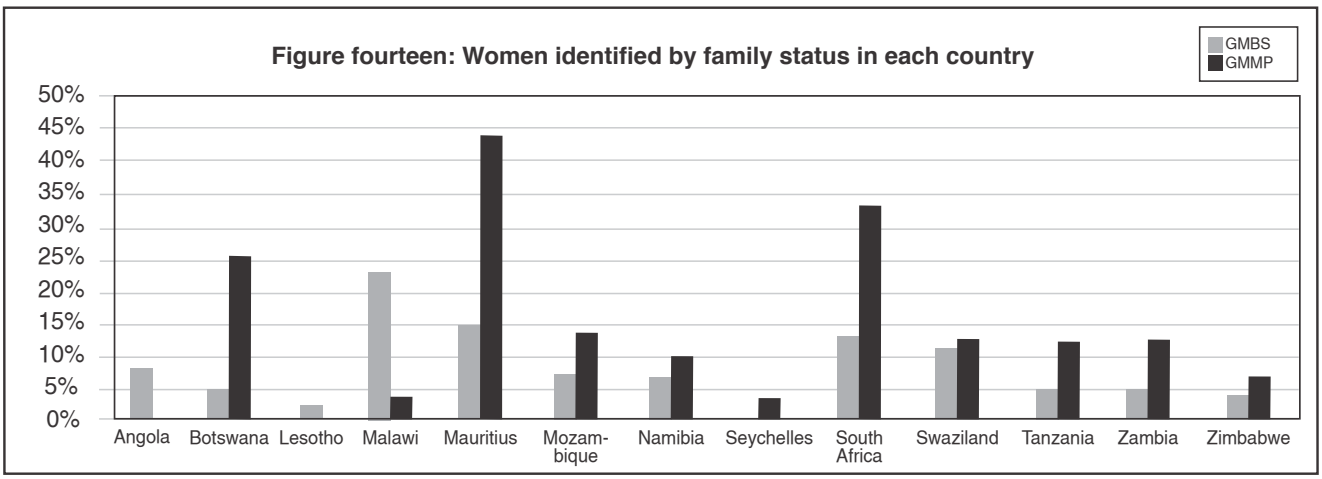


Figure fourteen gives a breakdown of the extent to which women and men are identified according to family status in each country of the region. This shows that with the exception of Angola, Lesotho and Malawi, the extent to which women are likely to be identified according to their family status has *increased* in all countries since the GMBS. This is particularly so in Botswana, Mauritius and South Africa. This regressive trend after all the awareness raising that has been conducted in these countries is a cause for concern.

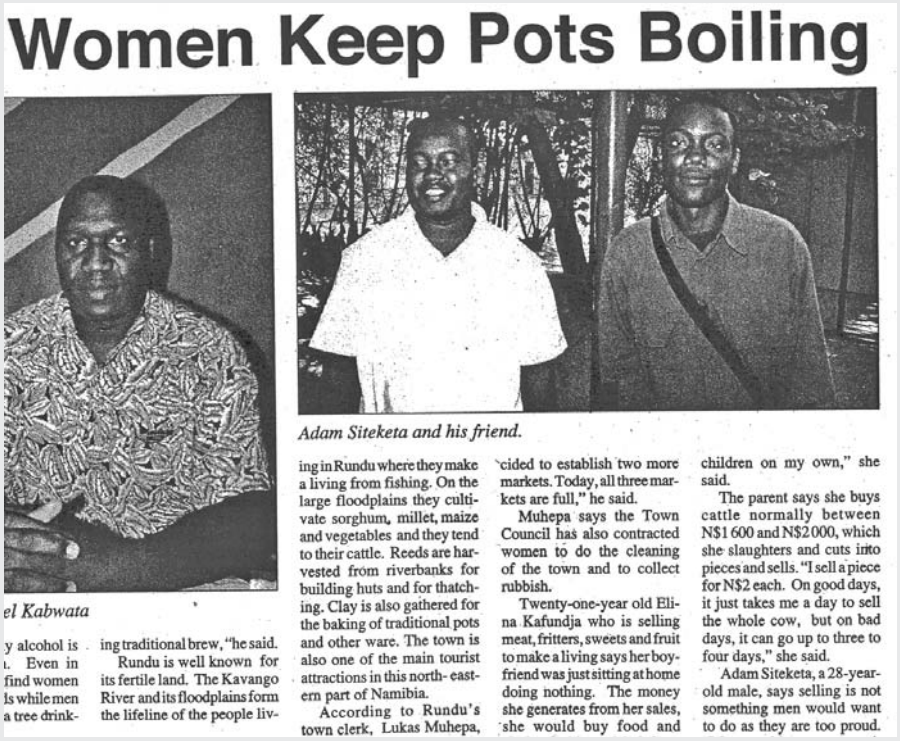


Subtle stereotypes that inadvertently seek to "put women back in their place" abound in the media and in many cases are of greater concern than the more blatant stereotypes because on the face of it these stories are making a 'big effort" to give more coverage to women. The case study that follows from Namibia is a classic example of a well intentioned story that nonetheless succeeds in conveying a number of subtle stereotypes about women.

Keeping the pots boiling

A story in Namibia's *New Era* on the monitoring day entitled "Kavango women keep the pots boiling" centres on the fact that women in the Kavongo region are increasingly taking the initiative in generating income for themselves and their families.

"Women are found at almost every street corner selling various foodstuffs and crafts, while men are spotted loitering aimlessly or at times begging for money". Reasons for this are explored in interviews with two male officials. Two female small-scale entrepreneurs explain what they do, and their reasons for doing it. Finally two men "in the street" give their views on the kind of work done by women. There are two photographs.



Women Keep Pots Boiling

el Kabwata

Adam Siteketa and his friend.

y alcohol is . Even in find women ls while men a tree drink- ing traditional brew," he said.

Rundu is well known for its fertile land. The Kavango River and its floodplains form the lifeline of the people living in Rundu where they make a living from fishing. On the large floodplains they cultivate sorghum, millet, maize and vegetables and they tend to their cattle. Reeds are harvested from riverbanks for building huts and for thatching. Clay is also gathered for the baking of traditional pots and other ware. The town is also one of the main tourist attractions in this north-eastern part of Namibia.

According to Rundu's town clerk, Lukas Muhepa, cided to establish two more markets. Today, all three markets are full," he said.

Muhepa says the Town Council has also contracted women to do the cleaning of the town and to collect rubbish.

Twenty-one-year old Elina Kafundja who is selling meat, fritters, sweets and fruit to make a living says her boyfriend was just sitting at home doing nothing. The money she generates from her sales, she would buy food and children on my own," she said.

The parent says she buys cattle normally between N$1 600 and N$2 000, which she slaughters and cuts into pieces and sells. "I sell a piece for N$2 each. On good days, it just takes me a day to sell the whole cow, but on bad days, it can go up to three to four days," she said.

Adam Siteketa, a 28-year-old male, says selling is not something men would want to do as they are too proud.

At one level the story challenges the notion that women are not good in business, or that they lack initiative. At another level, however, it reinforces that stereotype of women's work as inferior. Several journalistic devices contribute to this.

First, the headline: "Women keep pots boiling" might be intended as an illusion to the clay pots that are produced in the region. But at no point is it reported that women make these pots. Instead, the women in the story are said to sell food. In fact, the headline situates women in the kitchen.

Second, the photographs: There are no visuals of women vendors in general or of the two women interviewed. Instead, both pictures featured men. One shows an official, who is seated at the desk. The other shows two men "in the street" who are pictured in an exterior location. So although the views of two female vendors are included in the story, the visuals suggest hat men are the authorities whose opinions matter.

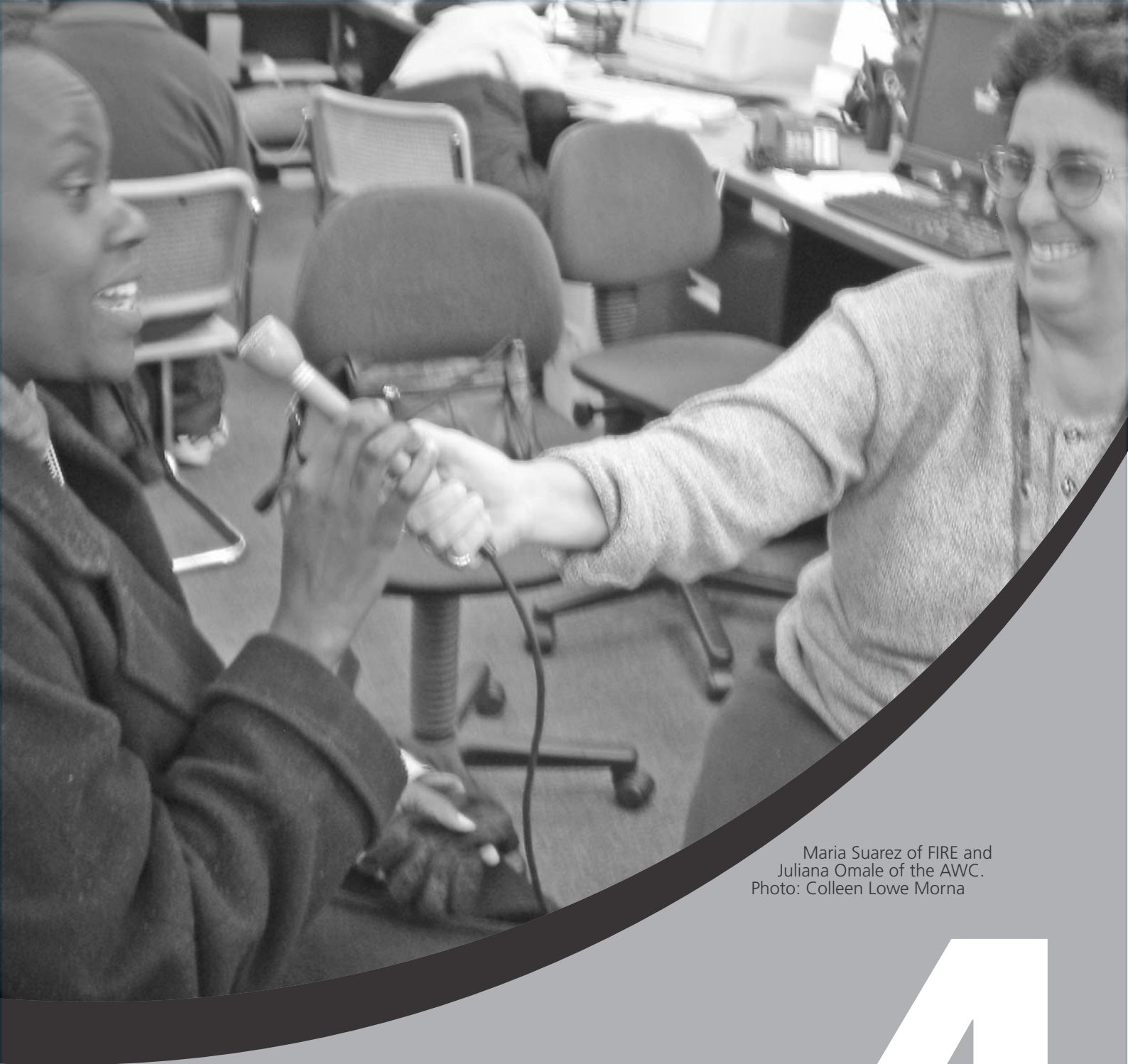
Third, an implicit theme throughout the story is that women work out of depression – because men are "sitting under a tree drinking", or just sitting at home doing nothing, or have abandoned their families. This means that women accept the most menial tasks. According to one of the officials, the Town Council has contracted women "to do the cleaning of the town and to collect the rubbish."

Fourth, the two men "in the street" believe that men are "too proud to do the work that women accept." This applies to younger people too, they say. Young men "would rather seek education and higher paid jobs, while girls seek jobs in shops." The view goes unchallenged.

The opinions of the two men "in the street" are used to close the report. The reasons behind their comments – for example, why are women obliged to accept work that men find demeaning? Why are women less likely than men to continue their education? – are not explored. Instead the story leaves the impression that women's aspirations are more limited than those of men, and that women's work merely matches their lowly expectations.



GEMSA Namibia at work. Photo: Colleen Lowe Morna



Maria Suarez of FIRE and
Juliana Omale of the AWC.
Photo: Colleen Lowe Morna

Chapter Four Reporters 4

Who delivers the news? Does it matter?

What if women literally *made* the news, that is owned it, directed its editorial content, did the reporting, the editing and the distribution? Would it be any different? This question has exercised the minds of researchers and advocacy groups for many years. Each year the United Nations Education, Scientific and Cultural organisation (UNESCO) mounts a campaign called "women make the news". For one day of the year, International Women's Day on 8 March, women take over the making of the news.

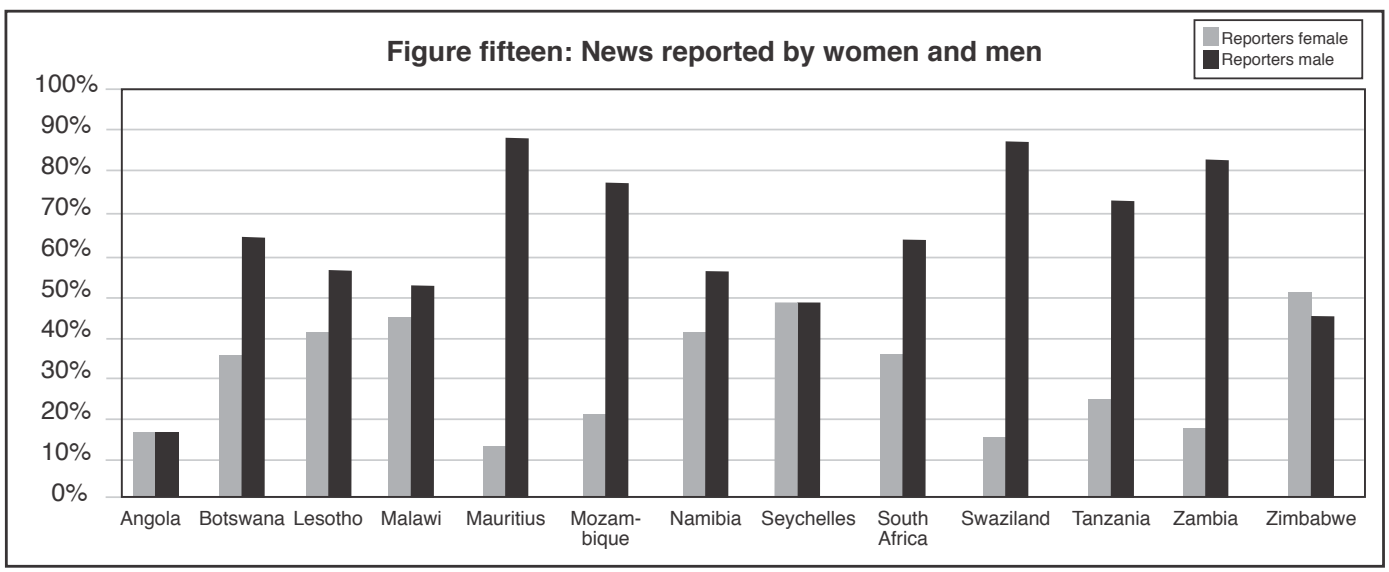
In media that have adopted this practise, some important differences have been noted in terms of news values and judgements; whose views get prominence; and what gets covered on this one day of the year. Closer home in South Africa *Mirror on the Media* found that on 9 August, this country's Women's Day, women sources shot up from the usual average of about 25% to 40%. Most of the stories are reported by women.

Clearly there is a link between having gender balance and sensitivity in newsrooms, and having these reflected in editorial content. But this is not always a straightforward correlation. Male and female reporters work within existing cultures and paradigms, such as the tendency to give greatest prominence to the voice of authority that invariably in our society is also the voice of men. As the awards at the Gender and Media Summit showed, some of the most probing stories on gender equality are reported by male journalists. This chapter probes who reports the news and what difference this makes.

There is a steady increase in the amount of news reported by women

Neither the GMBS nor the GMMP went into newsrooms to assess their composition. However, where possible, monitors coded the sex of the reporter in the stories they monitored. Globally, there has been a steady increase in the number of news items reported by women, from 28% in 1995, to 31% in 2000, to 37% in 2005.

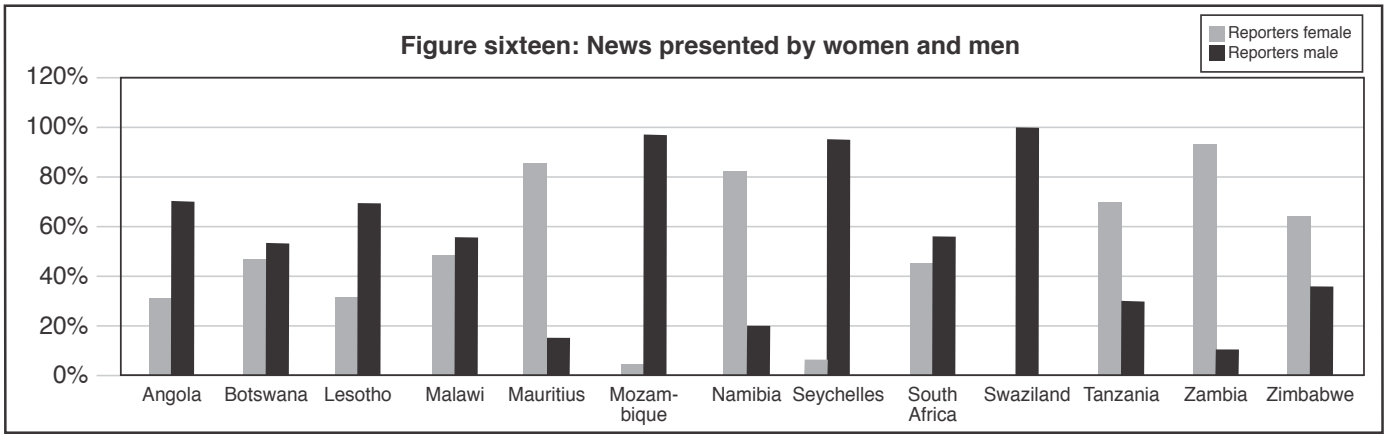
In Southern Africa, the percentage of items reported by women (31%) is lower than the global average. Figure fifteen shows that items reported by male reporters predominated in all countries except for Zimbabwe. In some instances the gender gap in reporters is still large (for example Angola, Mauritius and Swaziland). The countries that come closest to parity are Botswana, Lesotho, Malawi, South Africa, Seychelles and Namibia



Women are more numerous as presenters

In Southern Africa, women constitute 49.7% of those who present the news. However, as figure sixteen illustrates, there are considerable variations between countries, with a strong tendency either to having a predominance of women or men presenters. In Mauritius, Namibia, Tanzania, Zambia and Zimbabwe, women presenters are by far the more numerous. In Mozambique, Seychelles and Swaziland men presenters dominate. Botswana, Malawi and South Africa are the countries that come closest to having equal numbers of male and female reporters.

Figure sixteen: News presented by women and men



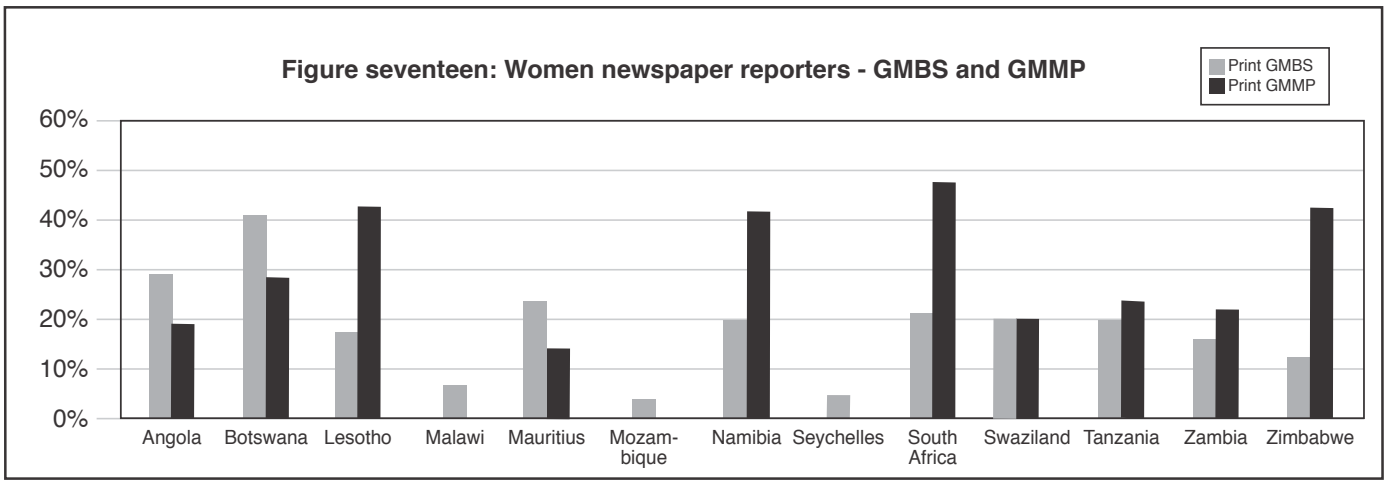
The biggest gain for women has been in the print media

Table five shows the distribution of women and men media practitioners in television, radio and print, and compares the GMMP 2005 with the GMBS. The table shows that overall there has been a decline in women reporting in television from 38% to 25% and in radio from 34% to 22%; and a dramatic increase in women reporting in the print media from 22% to 39%.

Table five: Women and men in different mediums

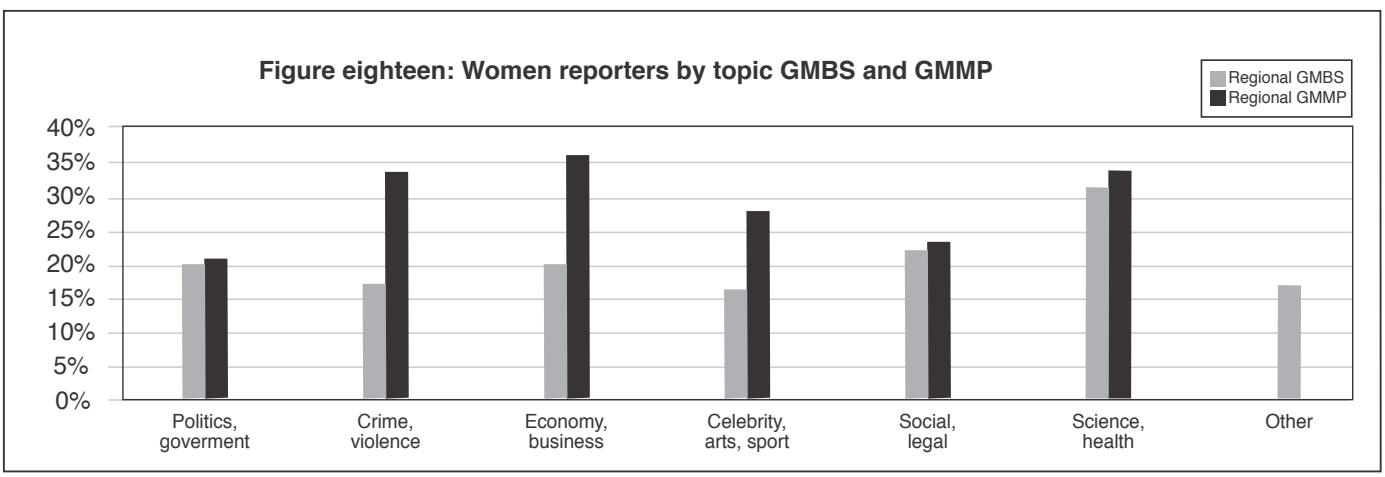
Country	TV		Radio		Print	
	GMBS	GMMP	GMBS	GMMP	GMBS	GMMP
Angola	44%	0%	38%	0%	29%	20%
Botswana	48%	50%	-	100%	41%	29%
Lesotho	53%	0%	-	0%	18%	44%
Malawi	27%	29%	28%	50%	8%	0%
Mauritius	36%	0%	38%	0%	24%	17%
Mozambique	35%	26%	11%	10%	3%	0%
Namibia	56%	43%	21%	0%	21%	41%
Seychelles	36%	63%	47%	33%	5%	0%
South Africa	30%	22%	44%	20%	22%	48%
Swaziland	32%	20%	41%	0%	15%	15%
Tanzania	53%	27%	40%	0%	21%	26%
Zambia	63%	33%	33%	0%	16%	25%
Zimbabwe	36%	50%	49%	67%	16%	44%
Regional	38%	25%	34%	23%	22%	39%

Figure seventeen compares the proportion of women reporting newspapers in the GMBS with the GMMP. It shows substantial increases in all countries except in Malawi, Mozambique Seychelles, and Swaziland. The biggest increases are in Lesotho, Namibia, South Africa and Zimbabwe.



There are more women reporters on the "hard" beats

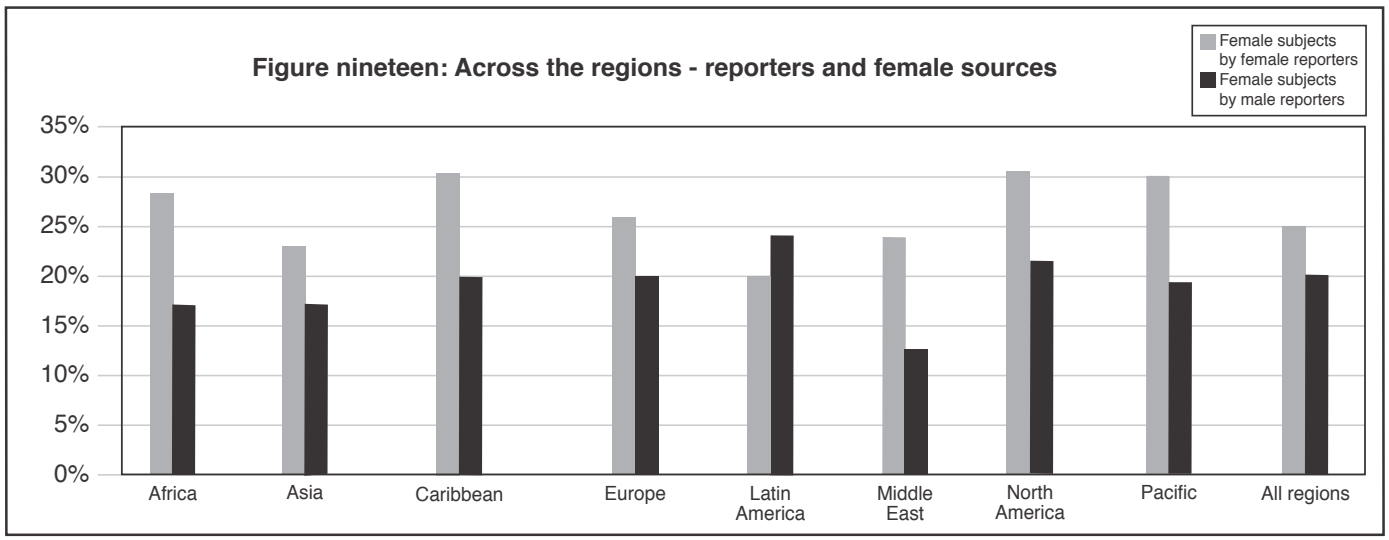
Another significant development between the GMBS and GMMP 2005 is the increase in the number of women reporters in the hard core, typically male dominated areas of reporting. Figure eighteen shows that while the proportion of women reporters has remained constant at 20% on the political, social and legal beats, and relatively constant in the science and health beats, the proportion of women has shot up in the crime and violence, economy and business, celebrity, arts and sports categories.



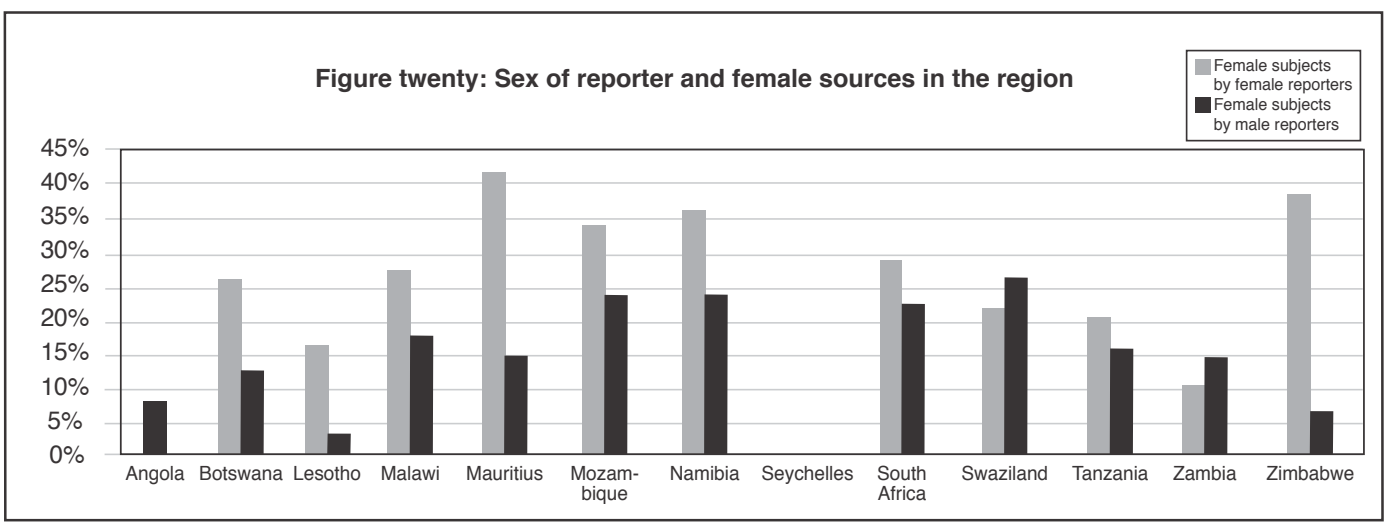
Women reporters are more likely to consult women sources

An important indicator included in the GMMP 2000 and 2005 is the extent to which male and female journalists consult women sources. As illustrated in figure nineteen, overall there are more female sources in stories reported

by female journalists (25%) than in stories reported by male journalists (20%). There is no region in which male journalists consult female sources more than female journalists do. This is particularly so in North America (32% compared to 21%); the Pacific and Caribbean (31% compared to 19%) and Africa (28% compared to 17%).



In Southern Africa, women sources constituted 28% of the total sources consulted by women journalists compared to 19% of the sources referred to by male journalists. Figure twenty shows that with the exception of Angola, women consulted women sources more so than men in every country. This was especially so in Mauritius, Namibia and Zimbabwe. With close to or over 40% women sources referred to by women journalists these countries are a strong reminder of the importance of striving for increased gender balance in newsrooms as a way of making newsrooms more alive to women's voices and concerns.



The GMMP 2005 report comments that women report almost half of all stories that challenge stereotypes. Relative to the lower number of women reporters this is statistically significant.

Two observations arise from these findings on the gender composition of newsrooms. One is the importance of achieving gender balance in newsrooms as a strategy for transforming editorial content, since women are clearly more alive to these issues. The other is the importance of gender awareness training for male journalists so that they can also begin to report more and in greater depth on women's rights.



In focus: Carmen Honey of *The Namibian*. Photo: Colleen Lowe Morna



Kubi Rama, GEMSA and
Rosemary Okello, AWC
Photo: Colleen Lowe Morna

Chapter Five
Getting it right

Fresh views on the news!

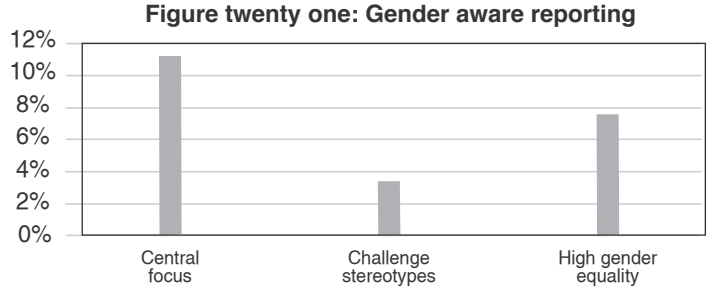
Much has been written on what is *wrong* with media content from a gender perspective. But how do we get this *right*? What is "gender aware" reporting, and are there examples of good practice? This chapter combines some of the quantitative data from the GMMP 2005 monitoring with the qualitative methodology developed by the GMBS and adapted by the GMMP to develop some definitions of what might be regarded as "gender-aware" reporting and how this can be achieved in practice.

Mapping gender aware reporting in the region

The GMMP devised a useful set of tools for beginning to analyse in greater depth what constitutes gender aware reporting. This includes: stories which are specifically about gender equality of inequality; stories in which women are the central focus (either because they have broken into a non traditional role or because they happen to be the main subject of that story, whatever the beat) and stories that challenge gender stereotypes. To this might be added a fourth category (as is likely to happen in the follow up GMBS) of mainstream stories that through achieving gender balance bring fresh and interesting perspectives to every day issues that affect women and men.

Figure twenty one summarises the findings for Southern Africa for the first three of these parameters in reference to the different countries in Southern Africa and where they stand relative to each other and the global findings. In a nutshell, the analysis shows that at 4% (globally and regionally) stories specifically about gender equality or lack of it are still rare. At 11%, stories in which women are the central focus are slightly higher than the global average of 10%, although this still reflects the invisibility of women in many sectors of society. As mentioned in Chapter three, there are slightly more stories in Southern Africa that challenge stereotypes (4%) than globally (3%).

Figure twenty one: Gender aware reporting





Editorial planning in Mauritius.
Photo: Colleen Lowe Morna

Table six gives a country breakdown of these findings benchmarked against the global and regional findings. The sections that follow analyse the country findings in greater depth and give examples from the monitoring that took place on 16 February of each category.

Table six: Gender aware reporting by country

COUNTRY	Highlight gender (in) equality (HGE)	HGE above regional and global average 4%	Central focus (CF)	CF above regional GMMP average 11%	CF above regional GMMP av of 10%	Challenge stero-types (CS)	CS above GMMP Regional av 4%	CS above global av 3%
Angola	2%	NO	10%	NO	SAME	2%	NO	NO
Botswana	5%	YES	5%	NO	NO	2%	NO	NO
Lesotho	31%	YES	23%	YES	YES	8%	YES	YES
Malawi	0%	NO	6%	NO	NO	1%	NO	NO
Mauritius	14%	YES	17%	YES	YES	12%	YES	YES
Mozambique	5%	YES	6%	NO	NO	5%	NO	YES
Namibia	18%	YES	22%	YES	YES	2%	NO	NO
Seychelles	0%	NO	0%	NO	NO	0%	NO	NO
South Africa	1%	NO	16%	YES	YES	3%	NO	SAME
Swaziland	24%	YES	29%	YES	YES	17%	YES	NO
Tanzania	7%	YES	15%	YES	YES	5%	YES	YES
Zambia	8%	YES	11%	SAME	YES	3%	NO	SAME
Zimbabwe	5%	YES	17%	YES	YES	2%	NO	NO

Gender specific stories

The graph and table show that stories that specifically focus on the issue of gender equality (or lack of it) are still rare. In the GMMP, both the global and regional average stood at 4%. This is a slight improvement on the GMBS in which gender specific stories stood at 2%.

However, there are considerable country variations, from 31% in Lesotho, 24% in Swaziland and 18% in Namibia to 1% in South Africa; 0% in Malawi and 0% in Seychelles. To some extent this may reflect the limitations of one day monitoring, since these outcomes would clearly be affected by specific events on the day. The example below illustrates how a particular gender equality-related event in Lesotho at the time of monitoring may have influenced the finding in that country.

It should be emphasised, however, that given the significance of the struggle for gender equality - referred to "as the greatest social revolution of our time" after apartheid in Southern Africa in the GL study *Ringing up the Changes* – the proportion and depth of stories specifically on gender equality is pathetically low in the region and across the globe. As the global report asks, why are there so few stories on gender inequality in all the mainstream areas: politics, the economy, sports etc?

In part, this maybe because reporters have not been able to find innovative and ways of covering the issue (a deficiency also highlighted in the Lesotho case study with suggestions as to how this may be overcome). This observation points to the need not only to intensify gender awareness training among media practitioners but to improve the professional reporting standards in the region generally.

Women urged to stand for political office
A report in a Lesotho newspaper on 16 February concerning a four day meeting on women in politics ahead of local government elections in that country centres on the call by the director of the gender ministry, Matau Futho-Letsatsi for women from all parties to stand for elections. She challenges the prevailing view that women belong at home.

The report notes that women are interested, but does not interview any of them nor give statistics on the current level of women's representation in local government. The report adds that men are slowly coming around to the importance of women's political participation, but does not quote any men. The headline, *Gender supreme urges women to contest polls* could come across as intimidating to some readers, especially men.

Given that at least 30 women aspirants attended the workshop, a more interesting approach would have been to interview some of these; their hopes and aspirations and the obstacles they anticipate. Including the perspective of men would not only help to achieve gender balance but shed insight into the challenges faced.

Stories in which women are the central focus

As in the case of stories that highlight gender equality, Southern Africa performed slightly higher than the global average with regard to stories in which women are the central focus (11% and compared to 10%). Again (see table six) there are considerable country variations, with seven countries exceeding the regional average and eight countries exceeding the global average. There is clearly a strong correlation between the countries that have a high proportion of women sources and also have a high proportion of stories in which women are the central focus, as one is a pre-requisite for the other.

As illustrated in the case studies below from the monitoring on 16 February, stories in which women are the central focus can be divided into two categories: those concerning specific achievements by women (often in entering non-traditional spaces) or because women happen to be the persons responsible and appropriate sources in those stories.

Either way, there is scope for increasing these kinds of stories. As noted in Chapter two ("Missing in action?") women are often assumed not to be the appropriate sources for a story when in fact they are. To the extent that women are "missing" this is a good reason to ask why; and to seek out examples of women who have succeeded in breaking through the glass ceiling. Journalism is about what is new. Women (and men) taking up non-traditional roles is a new and exciting development!

Breaking the barriers and claiming mainstream spaces
In a story titled "A great achievement for all women!" a male columnist in the *Botswana Gazette* (16 February 2005) enthuses about Ellen McArthur sailing around the world in a record 71 days in a sailing boat. The columnist shows how even the language of sailing is steeped in gender stereotypes now shattered by this achievement. He also points out the significance of the achievement against the intense scepticism that accompanied the endeavour, and the rough waters that made the trip far from "plain sailing."

The author is careful to provide enough background and technical detail for readers in land-locked Botswana to understand the achievement, and there is no patronising attempt to simplify this just because the article is targeted

at women. Overall, the piece is an inspirational one, sending out a strong message to women about role models and the fact that the sky (or in this case the sea!) is the limit.

On the same day, in an article entitled "SMME's essential to economic growth" *Mmegi* in Botswana ran an article that had a woman as the central focus, but for a different reason: Mmasekgoa Masire-Mwamba is the chief executive officer of the Botswana Export Development Investment Agency (BEDIA).



SMMEs essential to economic growth

MARTIN NYIRENDA

The Botswana Export Development Investment Agency (BEDIA) has said that the Small and Medium Scale Enterprises (SMME) sector is fundamental in solving the challenges of job creation, economic growth and diversification.

BEDIA chief executive officer Mmasekgoa Masire-Mwamba said on Monday that the sector continues to play a critical role in absorbing labour, penetrating new markets and generally expanding economies in creative and innovative ways. Speaking at the launch of the business benefits through ISO 9001:2000 Quality Management System Certification for Small and Medium Scale Enterprise in Gaborone she said that the intention of the certification project is to open a path for local companies to actively participate in local preference schemes and even become world class exporters.

She said: "We realised that for them to achieve the required quality consciousness, a project of this nature will become a hallmark to their business ventures

Masire-Mwamba

"Standardisation is a very important part of our mandate because if the quality of our exports is below the required standards, we cannot compete in

holders in the sector, which will derive the benefits of a quality management system.

"You have a key role in the economic diversification of our

the selected SMMEs to ensure compliance with the world class standard, the ISO 9001:2000, adding that the standard is a quality management standard aimed at assisting organisa-

we must improve productivity to a level that can compete with levels of other countries and a critical dimension of productivity is quality. Both managers and employees must place highest priority on improving the quality of Botswana's products and services to a level that is second to none and that meets the needs and expectations of customers, both domestic and foreign."

The SMME sector has become one of the main targets of policies aimed at creating growth and employment in developing countries. Research has indicated that many SMMEs have great difficulty coping with high inflation, high interest rates, weak demand, and competition.

"Most lack the requisite skills, access to finance, and access to information. These problems constrain the growth of the sector and threaten its competitiveness. Although the list is not exhaustive, nor will it necessarily apply to all small businesses as they vary in terms of culture, identity, function and customer response, it reveals the need to manage and promote continuous performance improvement in the SMME sector. This is critical for enhancing overall competitiveness and to gear up for high quality products and services that could be compared to SMMEs of developed coun-

Situated prominently on the business page of the paper, the article highlights the importance of small and medium scale enterprises to Botswana's investment strategy and economic growth. Masire-Mwamba is quoted extensively on this and technical issues relating to standards certification at an event on Quality Management for Small and Medium Enterprises (SME's). The other source in the story, the male head of the Botswana Bureau of Standards, is a secondary source in the story, as is appropriate given the focus.

Where the story does, however, miss an important opportunity is in highlighting the predominance of women in the SME sector, and the possibilities of closing the gender gap in the economy through such initiatives. Interviews with SME owners, including women, would have added depth and perspective on the challenges faced by such enterprises in meeting the standards.

Challenging stereotypes

Chapter three (on portrayal) makes reference to the fact that blatant and subtle stereotypes still abound in the news, although Southern Africa can take encouragement from the fact that there were slightly more stories in the region classified as challenging stereotypes than those that do not. Table four illustrates, however, that the extent to which stories challenge stereotypes varies considerably between countries; and that the overall regional result is influenced by the high proportion of stories from Swaziland and Mauritius (12% and 17% respectively) classified as challenging stereotypes.

What is significant, however, is that there are examples emerging from the region, including from some of the most traditional and conservative countries, of stereotypes being challenged. Chapter three highlighted the fact that one of the ways in which women are stereotyped is by being portrayed as victims far more frequently than men. The case study from Swaziland, also one of those used in the global study, is one of a story in which "victims" take control of their lives.

Victims or survivors?
In a story in the *Swazi Observer* "Facing the HIV/AIDS crisis" on the monitoring day a women's HIV/AIDS activists' group charts the course to improve their lot and set an example.

Convinced that women's issues are being ignored by the country's leading AIDS support organization, a group of women activists decided to raise funds for HIV-AIDS sufferers so as to decrease dependency on donor organizations. They fence off some land, plant vegetables and sell the produce. Half of the profits are put back in to agricultural work, and the remaining half if split equally between the group's members and people living with HIV and AIDS. There is one photograph.

The language used is positive. One of the group's founders is "a determined individual", who has overcome "spousal abuse and discrimination as an HIV – positive woman". The women are "independent-minded". They want to be "self-sufficient and not at the mercy of charity". They face opposition from local chiefs who "did not understand what a group of women wanted with a field". But they eventually find an ally in an acting female chief, installed temporarily until her nephew, who would inherit the job, reaches maturity.

The item challenges the stereotype of women as passive victims. These "middle-aged women" have taken the initiative in setting up an "historic scheme". Although placed further back in the main news pages, the item is prominently positioned at the top of the page, with a large headline. Readers' attention is also likely to be drawn by the accompanying photograph of three smiling women agricultural workers and its bold caption: "WOMEN FARMERS! …A woman's HIV/AIDS activist group has confronted the scourge head" – on by involving themselves in and agricultural project.

Including lively quotes from three of the women involved, the item is a good example of how a small but potentially important enterprise can be presented in a way likely to attract the notice of readers. Without sidestepping the issue of women's experience of abuse, the story makes clear that this is something that can be overcome. But there is no romanticisation in the account. What emerges is a picture of struggle and determination – and a very positive example for women living with HIV. (Source: GMMP 2005: p94)

Balanced sources, balanced debate

One of areas highlighted in Chapter three for the way in which is continues to perpetuate some of the most blatant stereotypes is coverage of gender-based violence. The example cited concerned a soccer star charged with raping a minor as reported by a South African tabloid.

The GMMP 2005 also highlighted examples of how, through consulting a wider range of viewpoints (especially

women) balance, fairness as well as fresh perspectives and insight can be brought to such reporting. The case study below concerns exactly the same incident as that cited in Chapter three, but reported both from the perspective of the alleged perpetrator and a women's rights organisation.

A different perspective on soccer star rape case

In a report titled "He's scheduled to play tonight, but women's groups cry foul" SATV reports that well-known football player Benedict Vilakazi has been accused of raping a 15-year old girl. He has denied the charges. Although suspended as captain of his team, the Orlando Pirates, Vilakazi has not been suspended from playing completely. This is what the group People Opposing Women Abuse (POWA) is calling for, pending the outcome of the case.

The story is built around the following segments:

Anchor: "A women's rights NGO has called on Orlando Pirates bosses to completely suspend the football club's captain Benedict Vilakazi from the side".

Reporter (over shots of male footballers, and of Vilakazi playing); "People Opposing Violence, POWA, believes Orlando Pirates could have done more to send a message condemning violence against women and children".

POWA representative Carrie Shelver (standing with POWA poster in background): 'Yes, we support the suspension of the captaincy. We would support though a suspension, pending an outcome of the case, of him playing'.

Pirates spokesperson Dominic Ntsele (sitting in office): "I understand where POWA comes from. The allegations are very serious. But Pirates could not do anything which suggests that we pre-judge the case".

Street interviews. Young man: "A person is innocent until proven guilty…it's his word against the word of the lady". Young women: "There's a very big possibility that she was raped…But it's also possible that she wasn't.

Reporter's summing up (over shots of footballers): "Vilakazi…denies all charges".

The angle of the story is the position taken by POWA. The statement form their representative included in the opening headlines to the bulletin, and is the starting point for the item itself. The Pirates' spokesperson has clearly been asked to react to POWA's position. The street interview statements are balanced. The language of both anchor and reporter is neutral.

The item's foregrounding of POWA's position differentiates it from the usual angle taken in stories of this kind. Commonly the focus is on the accused individual, reactions of family and colleagues, history of previous behaviour etc. such a focus personalizes the issue and removes it from the wider context and causes of violence against women. By focusing on the advocacy group and its call for the Pirates to send a 'message condemning violence against women and children' the item suggests that this particular case relates to a broader phenomenon.

Although it des not explore issues such as unequal power relations as possible causes of sexual violence, the story does imply that the Vilakazi case raises bigger questions that whether this individual is guilty or innocent. (Source: GMMP 2005: p94)

Fresh views on every day news!

It has become trite in the age of gender mainstreaming to say that every issue is a gender issue. Yet it is a fact that gender angles and perspectives are to be found on every beat; that awareness of these issues will enrich the reporter's perspective and resource base as well as the quality of reporting; and that in so doing the media will enhance its product and appeal to wider audiences but also contribute to social change. The example that follows is a simple story about secretaries graduating that raises important issues about the gender division of labour in society while affirming the often unacknowledged role that secretaries play.

More to the story than secretaries graduating

An article in the Namibian newspaper, *New Era* entitled "Respect All – Including Secretaries" is straightforward story based on a speech by the vice-president of the Namibian Personal Assistant Association (NPAA). Despite the inroads women have made into previously 'male' professions, the opposite has not happened. Men have not flocked into "female" jobs such as secretaries, teachers, cashiers and nurses. As a result, these jobs have a negative image. Such attitudes need to change. There is one photograph.

Though short, the report manages to convey information about male and female segregation into high and low status occupations. About 90 percent of secretaries are women, "and three has not been a change in this field despite people talking of gender equality". The tone is upbeat, calling for a change to the "stigma that secretaries are just there to answer phones". The positive message is continued in a picture of members of the NPAA, whose caption reads: "Proud'.

The report could have been enriched by some discussion of racial segregation in employment: it is striking that most of the women in the photograph are white. Nevertheless, as a simple story based on a routine event, it reveals an aspect of gender inequality not commonly covered in the news.



GEMZi at work.
Photo: Colleen Lowe Morna

Chapter Six

Back to the drawing board

Old strategies - new focus!

6

GMMP 2005 is a reminder that while this region and the globe are beginning to redress the gender imbalances in the media, there is still a long road ahead. The strategies in place – research, engaging with policy makers, gender awareness training for reporters, mobilising consumers through media literacy, building bridges and relationships between gender advocates and the media as well as networking all these stakeholders – have all played an important role. What is critical going forward is to sharpen this focus even more and pin it down to specific deliverables.

Conclusions

The key conclusions to be drawn from the GMMP, which for Southern Africa is a half way point between the first and the next GMBS, are that:

- **There has been significant progress in the region over the last two and a half years.** This is reflected in the increase in women sources from 17% to 19% within this relatively short space of time as well as the fact that several countries exceed this and even the global average of 21%. It is also reflected in the fact that more women's voices are heard on mainstream issues and from different walks of life; that 31% of news is reported and 49% presented by women (who are also more likely to cite women sources) and that there has been a significant increase of women in the print media. This is also the only region in the study in which there were more stories that could be classified as challenging gender stereotypes than those that reinforced stereotypes.

- **The progress can be attributed to the awareness raising and intensive collaborative efforts of the last few years:** There is a clear correlation between the progress that has been made and the well coordinated research and advocacy efforts of the last few years that include the partnership formed by GL and MISA to conduct the GMBS, the GEM Summit, launching of GEMSA and development of its country chapters. This mobilisation reflects in Southern Africa's distinctive contribution to the research, including 8% of the news items monitored and 25% of the case studies cited.

- **There are still significant quantitative and qualitative challenges:** With women news sources still only at 19% (the same as in Asia and second to last only to the Middle East) gender balance is still far from being achieved in media content and women are still under represented in newsrooms. Southern Africa yielded some of the best examples of gender-aware reporting, but also some of the worst examples of blatant and subtle stereotypes. Many of these deficiencies in media practice are rooted in broader problems of a lack of professionalism on the part of practitioners, political and resource constraints that lead to the "curse of the single source story" told from the sole perspective of those in authority who are invariably men. The quest for gender balance and sensitivity in the media is inextricably linked in Southern Africa to the development, from a fragile starting point, of a professional, independent, robust and probing media as part of the overall endeavour to strengthen democracy in the region.

Recommendations

Key recommendations arising from this regional reading of the GMMP 2005 include the need to sharpen existing strategies in the following ways:

- **Broadening the approach:** While it is understandable that advocacy efforts to date have focused specifically on the gender deficiencies in the media, there is need to situate these within broader debates on human rights, media diversity, ethics and professionalism in the media, growing markets and media sustainability. This approach will not only help to overcome some of the resistance that is apparent in some quarters, but also foster the notion that gender awareness is not just a matter of being politically correct: it is also enlightened self-interest. The launching this year by GL and GEMSA of the Media Diversity Journal; theme of the 2006 GEM Summit (*Media Diversity: Good for business, good for diversity*) as well as the Media Action Plan on HIV/AIDS and Gender spearheaded by the Southern African Editors Forum (SAEF) are all steps towards a more holistic approach.

- **Engaging with media regulatory authorities:** Until recently, media regulatory authorities have largely been excluded from gender and media debates. This is an unfortun'ate omission, as they have a key role to play in setting out the macro-policy framework in which the media operates and freedom of expression is interpreted. GEMSA is breaking new ground with research by country chapters into existing laws and policies, the implementing agencies, and international best practice on gender and media regulation. Engagements with this sector leading up to the second GEM summit will bring an important new stakeholder on board in the ongoing policy and advocacy efforts.

- **Deepening the engagement with media decision-makers:** Many of the policy changes that need to take place will continue to be at newsroom level. After an initial set of pilot projects to develop gender policies in newsrooms, the partnership with SAEF through MAP opens the possibility for a much broader and more sustained engagement with media decision-makers as part of the MAP objective of rolling out HIV/AIDS and gender policies in 80% of newsrooms across the region over the next two years. These efforts will be assisted by the HIV/AIDS and Gender Baseline Study undertaken with the MMP that will again provide ground breaking data with which to engage with media decision-makers.

- **Setting specific targets:** As part of developing newsroom policies there is need to set specific targets, such as women sources reaching 30% of the total by 2010, and 50% by 2020 (in line with SADC targets for women's representation in decision-making). Although targets like this alone are not enough, they help to focus the mind, to mobilise and to conduct more effective monitoring and evaluation.

- **Taking a fresh look at training:** There have now been several different approaches to gender and media training in the region. These need to be consolidated and expanded. The formation of the GEMSA Trainers Network (GTN) as a sub-committee of GEMSA is an example of how the pioneering work by the Polytechnic of Namibia on mainstreaming gender into media education is being replicated through a peer support mechanism that is an important offshoot of this networking. Newsroom training in the run up to elections proved a useful strategy for reaching working journalists. This year GL in partnership with media training institutions will help to initiate a new and necessary focus on gender, business, financial and economic reporting. The impact of all these initiatives should be monitored and documented.

- **Foregrounding citizens and consumers:** The Gender and Media Audience Research (GMAS) undertaken by GL, MISA, GEMSA and university partners as a sequel to the GMBS places a new and important focus on media

consumers that has generally been lacking in the way the media in the region goes about doing its business. The final regional report being launched early in 2006 should open the door to engagement with media marketing departments as well as give a shot in the arm to the gender and media literacy work started by GEMSA networks, including in schools.

- **New areas of research:** While making an enormous contribution to gender and media discourse, the GMMP and GMBS have also highlighted the limitations of focusing solely on the news when it comes to highlighting gender imbalances in the media. The *Mirror on the Media* project has opened new areas of enquiry, such as radio talk shows. There is need to broaden research to include other genres and areas of media operation such as advertising.

- **Media activism:** Among the most valuable contribution of networks likes GEMSA has been in organising campaigns like the Sixteen Days of Activism on Gender Violence in which activists help the media to create gender aware content. Practical tools like the use of IT and the GL Opinion and Commentary Service that literally provides "fresh views on every day news" to busy editors get us out of the theory and into the action. Studying the different strategies that GEMSA chapters have employed, honing in on these and adapting them, will be an important focus of the GEM Summit.

- **Coordination and reflection:** While partnerships, networks, and "networks of networks" have been at the core of the progress made so far in the region, these are also demanding and at times lead to confusion about roles, responsibilities and ownership of specific programmes and projects. There is need to set aside time and resources for coordination, governance, effective institution building and reflection. In particular, one of the ideas under discussion in GEMSA is for the establishment of a Gender and Media Centre that would provide an institutional home for the many activities, writing, research, debates and seminars that will continue to be generated in the long road ahead to achieving a society in which - to borrow the GEMSA slogan - "every voice counts" and we can "count that it does."



Making the news in Namibia. Photo: Colleen Lowe Morna

WHO MAKES THE NEWS?



gender links

GEMSA
Gender and Media Southern Africa

OSISA

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

GMMP
Global Media Monitoring Project