

Who talks on talk shows?

EDITED BY SUSAN TOLMAY

MIRROR ON THE MEDIA

Mirror on the Media

Who talks on talk shows?

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List of Acronyms

AIDS	Acquired Immunodeficiency Syndrome
ARV	Antiretroviral
BAZ	Broadcasting Authority of Zimbabwe
CNG	Community Newspapers' Group
FAMWZ	Federation of African Media Women
GEM	Gender and Media
GEMSA	Gender and Media Southern Africa Network
GL	Gender Links
GMAS	Gender and Media Audience Study
GMBS	Gender and Media Baseline Study
GMMP	Global Media Monitoring Project
HIV	Human Immunodeficiency Syndrome
MBC	Malawi Broadcasting Corporation
MEJN	Malawi Economic Justice Network
MISA	Media Institute of Southern Africa
MMP	Media Monitoring Project
MMPZ	Media Monitoring Project of Zimbabwe
NTV	National Television
OSISA	Open Society Initiative for Southern Africa
SABC	South African Broadcasting Corporation
SADC	Southern Africa Development Community
SMS	Short Messaging Service
ZAMPS	Zimbabwe All Media and Products Survey
ZBH	Zimbabwe Broadcasting Holding
ZIANA	Zimbabwe Inter-Africa News Agency
ZTV	Zimbabwe Television

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- Stella Mhura, the Gender and Media in Southern Africa (GEMSA) country representative working with Irene Phalula and Levi Manda.
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Foreword



As the audience research carried out by Gender Links (GL) and partners shows, the majority of women and men across Southern Africa rely on radio as their main source of news. But advances in technology have opened a new possibility: being able to talk back to those who, through their control of the airwaves, also exercise a great deal of influence in our societies.

The radio talk shows taking our region by storm coincide with efforts to consolidate and deepen fragile democracies in many countries. Citizen participation is central to democracy. More so than just about any other medium, radio talk shows have the potential not just to build a more informed but a more participative citizenry. They also challenge the traditional hegemony of the media (especially the airwaves!) and empower citizens to "watch the watchdogs"; a practice that has been sadly lacking in the growth and development of the media in our region as part of the bigger Project Democracy.

But who talks on these talk shows? In some cases it is prearranged guests, and we probably have the nagging suspicion that certain categories of people get invited over and over again. In other cases it is free for all, yet even then there are some callers whose voices we have heard more than once. Often, it is a combination of the two.

What this report, that covers eleven shows in four Southern African countries shows, is that if radio talk shows are a barometer of citizenship, then women barely exist: as hosts, as guests or as callers. Most shows also don't cover many of the topics that women would like to talk more about.

Is that a cause for concern, one may ask? Certainly to radio stations trying to market their services in increasingly competitive environments, it should matter that 52% of the population are effectively being left out. This fact should also be a concern to all of us involved in the bigger Project Democracy. If democracy is about making every voice count, then every voice *should* count!

It is not good enough just to say that women are not available, or don't choose to call in. Why is this so? Is it because of their socialisation? Or because of economic reasons? Or because radio stations have not actively gone out to look for women's voices?

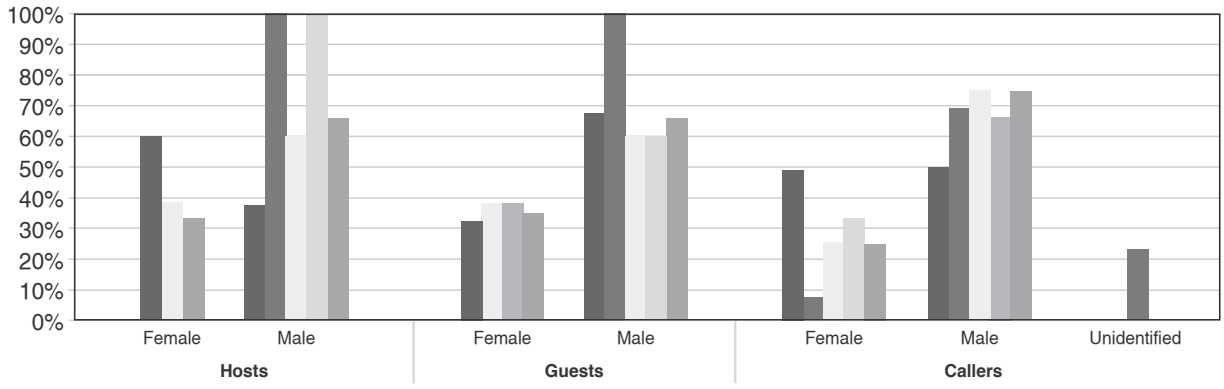
As I write this foreword, a well known South African radio talk show featured in this survey, whom we shared the results with, has just called our office to say that they have lined up four guests to talk about the President's State of the Nation Address, but all of them are men. Can we suggest any women who could be invited as panellists? Of course we can! And that is how change starts. And women claim their space as citizens. And democracy is deepened.

We hope that this research will spark many more such reflections - and action!

Colleen Lowe Morna
Executive Director, Gender Links and Chair, GEMSA

Executive Summary

Figure A: Host, guests and callers of radio talk shows disaggregated by sex per country



	Hosts		Guests		Callers		
Lesotho	62%	38%	33%	67%	49%	51%	
Malawi	0%	100%	0%	100%	8%	69%	23%
South Africa	40%	60%	39%	61%	25%	75%	
Zimbabwe	0%	100%	39%	61%	33%	67%	
Average	32%	68%	36%	64%	25%	75%	

Women are the missing voices in radio talk shows - as hosts, guests and callers. Although women would like to discuss more social topics, including gender equality, these are generally missing in the programme line ups. To the extent that gender issues are raised in chat shows, they often reinforce stereotypes about the role of women and men in society and these go unchallenged by the predominantly male hosts of the shows.

These are among the key findings of a survey of eleven radio talk shows in four Southern African countries (Lesotho, Malawi, South Africa and Zimbabwe) conducted by Gender Links in partnership with country chapters of the Gender and Media Southern Africa (GEMSA) Network from June-July 2005.

As illustrated in the summary graph and table above, the study, that forms part of the ongoing *Mirror on the Media* project found that:

- Overall women only make up 25% of callers to radio talk shows. But there are significant country differences with women callers constituting 49% of the total in Lesotho; 33% in Zimbabwe; 25% in South Africa and a mere 8% in Malawi.
- On average, women constitute 32% of the talk show hosts. Lesotho had the highest representation of women as talk show hosts (62%) followed by South Africa (40%). Malawi and Zimbabwe had no female hosts on any of the shows monitored.
- Women made up only 36% of talk show guests. In South Africa and Zimbabwe women made up 39% of all guests called to the shows. Lesotho had slightly fewer (33%) female guests and Malawi had no female guests at all.
- Only 9% of the 55 shows monitored focused specifically on gender-related issues. This ranged from 20% in Lesotho to no such programmes in Malawi. The accompanying audience survey showed that listeners in all of the countries (and especially women) want to talk about gender equality and women's empowerment, a topic which received little air time during the monitoring period.
- Stereotypes about women are often reinforced in chat shows without being challenged. Examples of the more blatant stereotypes encountered in the monitoring included the notion that "cruel"

women are to blame for orphans and vulnerable children; women are "over emotional" and "cannot be associated with reason and calmness" and that the way young women dress is responsible for gender violence.

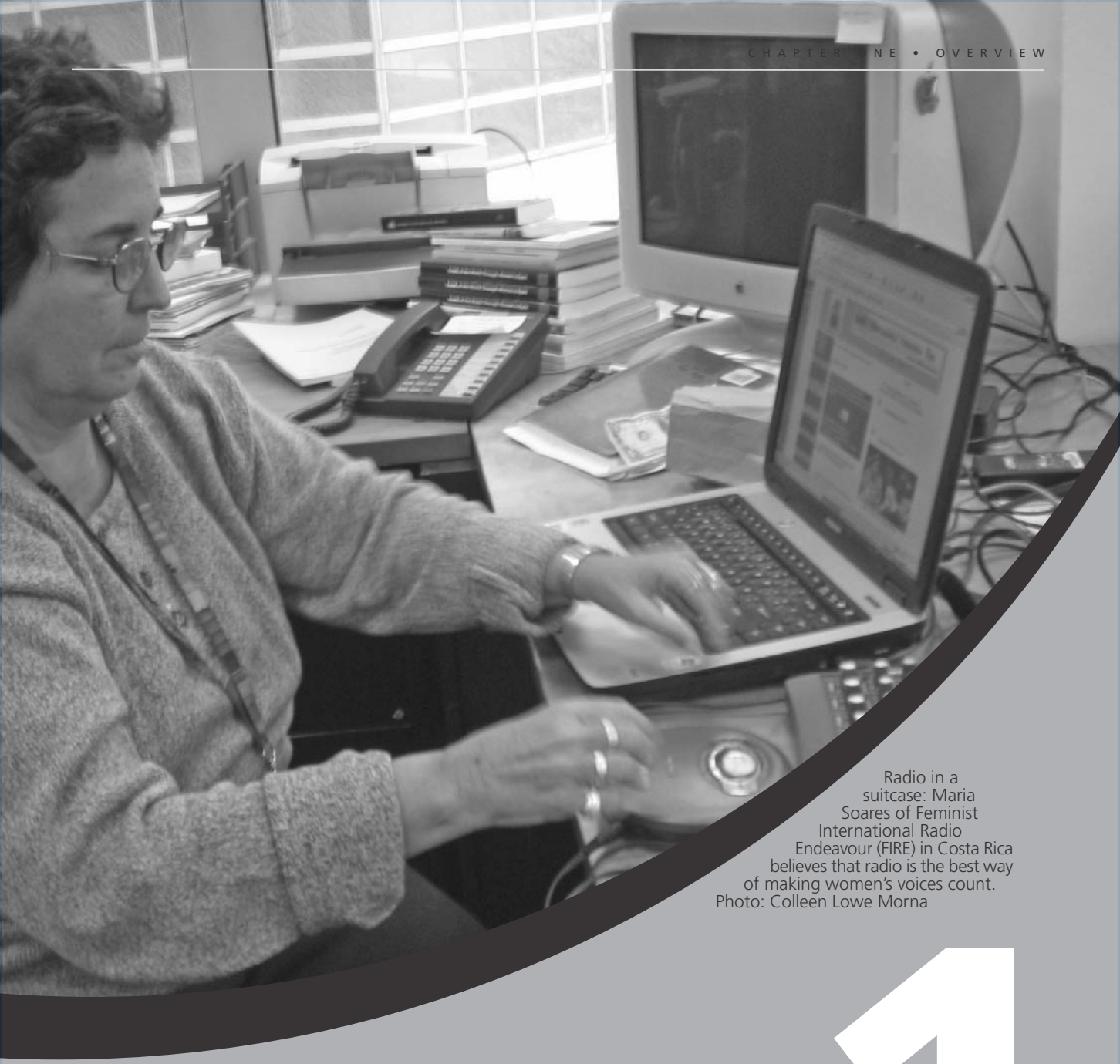
- Although presenters tried to be fair, women guests and callers were sometimes addressed in patronising and demeaning ways. For example in South Africa a talk show host asked a woman who called in to a current affairs talk show on a case of corruption if she knew anything about politics. In Lesotho, during a discussion with two business women on running a catering business the host played a song on how men in the country love it when their wives cook delicious food.
- Presenters sometimes used or allowed inappropriate language to be used; such as the reference to HIV/AIDS as a "tsunami" in a Lesotho chat show.
- Hosts often missed opportunities to take up interesting gender debates. For example a programme in South Africa on male grooming failed to explore the way boys and men are socialised and how this affects their sense of dress.
- However, the monitoring did yield examples of ways in which gender discussions can come into mainstream debates. For example in an entertainment talk show in South Africa the presenter show-cased a film produced by a young female documentary maker and highlighted the need to make women part of mainstream film making.
- The monitoring also yielded examples of changing attitudes among men. For example the mostly male callers on the *Taba Kgolo* show in South Africa, reflecting on who should be the next Deputy President, said they thought that this person should be a woman. One man said he would prefer a woman deputy president because men are more interested in furthering their own ambitions whilst a woman would deliver the services that are required.
- Although audiences did not seem to think it made a difference whether or not more women called in, the qualitative monitoring showed that debates in shows that had a greater gender balance displayed a broader range of perspectives that made for more interesting debate. For example a talk show in Zimbabwe in which a male panellist challenged the view of a woman panellist that young women should finish their education before they get married on grounds that "they may not find a husband" led to a robust debate on the importance of education for the empowerment of women.

The reasons for the generally low participation by women in radio talk shows are complex. In South Africa, the two shows hosted by women had the highest proportion of women callers, and many complained about the approach of male hosts in the other programmes which women seemed to find intimidating. However, having more women guests did not seem to change the extent to which women called in: in South Africa the show with the greatest gender balance with regard to guests also had the lowest proportion of women callers.

A number of findings suggest that the topics discussed could have a bearing on women's participation. In South Africa, for example, participation by women increased visibly in a show normally dominated by male callers when the topic switched from current affairs to health and education.

A host in Zimbabwe suggested that social and economic factors are at the root of women's reluctance to call into programmes: "During the phone-in segment, most callers are men. I don't know whether that is influenced by the fact that phones are regarded as the property of the man within the home or not. And also, I think this might be because women are generally afraid to express themselves in public."

The study proposes a range of measures to achieve greater gender balance and sensitivity in radio talk shows. These include: more in-depth, gender disaggregated audience research; a greater diversity of topics and in particular more attention to topics that are of direct concern to women; a conscious effort to achieve gender balance in the selection of hosts and guests (where stations have the most control); gender awareness training for hosts; as well as gender and media literacy training for the public, especially women.



Radio in a suitcase: Maria Soares of Feminist International Radio Endeavour (FIRE) in Costa Rica believes that radio is the best way of making women's voices count. Photo: Colleen Lowe Morna

1 Chapter One Overview

This report is part of the four country *Mirror on the Media* project, which aims to extend quarterly gender and media trends surveys developed on a pilot basis in 2004 to become a monitoring tool, in between major research studies, for measuring progress in achieving gender balance in the media in different areas and genres.

Background

Previously this project focused on news items. The pilot project involved South Africa, Mauritius and Swaziland. In this phase the focus has shifted to other media genres, specifically radio talk shows and to three new countries, Malawi, Lesotho and Zimbabwe.

In 2004, Gender Links (GL) developed a three country project to work through gender and media networks in developing quarterly media monitoring reports with a strong emphasis of quantitative monitoring. The pilot developed tools around three important kinds of monitoring:

- Generic monitoring of a day or period of time, useful in conducting spot checks, but simplifying the tools used in the Gender and Media Baseline Study (GMBS) so that these can be more easily applied by networks.
- Monitoring of a specific subject, gender violence, during the Sixteen Days of Activism on Gender Violence. This involved monitoring the period before and during the campaign in order to give a comparative perspective. The monitoring drew on existing knowledge and trends on covering gender violence, including GL's extensive training experience in the region, to give an in-depth analysis that will be shared with editor's forums.
- Participating in the one day GMMP (Global Media Monitoring Project) 2005.

Arising from this pilot project, GL sought to extend the *Mirror on the Media* project by:

- Working with three other country networks and partners.
- Devising methodologies for monitoring media genres other than news (an important proposal from the Gender and Media (GEM) Summit in 2004) including entertainment, advertising and radio talk shows: all key ways in which gender stereotypes are either perpetuated or may be challenged.

Why Radio Talk Shows?

Radio as a news medium has significant reach into both rural and urban areas that have little other media presence. Radio therefore has the potential to open avenues to participation for marginalised groups of people and can be an important and accessible link to the wider community. Radio talk shows offer people the opportunity to participate and become involved in public life. Participation in talk shows can serve as a way of mobilising the public on pertinent issues.

Radio talk shows play a potentially large role in promoting political participation as they can be a forum where ordinary citizens are able to bring their concerns, opinions and complaints into the public sphere, question key decision-makers and hold them to account, thus strengthening democracy.

Some of the key challenges facing radio broadcasters are to educate, inform and entertain, change mindsets and attitudes and ensure that the voices, opinions and experiences of the whole population are heard.

Previous talk show analysis has found that:

- Women are more often interrupted than men;
- Men are more often invited to speak than women;
- Female guests are addressed in a more familiar and casual way than male guests (Gallagher, M. *Gender Setting*).

Objectives

The monitoring project aimed to:

- Establish the extent that women and men call into radio talk shows;
- Determine the extent to which women and men are invited guests on talk shows and the capacity in which they appear;
- Explore what issues are discussed on radio talk shows and the extent to which gender issues are addressed;
- Determine the extent to which men and women speak on different topics;
- Determine the role of talk show hosts in either challenging or perpetuating gender stereotypes.

Methodology

Each country monitored a minimum of two radio stations, including a mix of public and private media as well as well as current affairs and socially-oriented shows. The monitoring took place in June 2005 in most instances but in some cases technical problems resulted in part of the monitoring taking place in July and August as well. Five radio talk shows were monitored for each station, over a staggered week (in other words while the monitoring took place over one month, it happened on different days of the week over that month to reflect possible variances related to week days). The monitoring included both quantitative and qualitative analysis.

To reflect on the findings of the content analysis from the perspective of listeners, the research included interviews with 20 regular listeners of each talk show (ten men and ten women). Where possible the monitors conducted interviews with talk show hosts. The full methodology is appended as **Annex 1-3**. A list of interviews conducted is appended as **Annex 4.**

Media monitored

As illustrated in this table, the monitoring covered ten stations in four countries (two stations each in Lesotho, Malawi and Zimbabwe and four in South Africa); seven of these public and three private stations.

Country	Media	Show	State	Private
Lesotho	People's Choice FM	Let's Talk		✓
	Radio Lesotho	Seboping	✓	
Malawi	Capital Radio	Newstalk		✓
	MBC Radio	Open Forum	✓	
South Africa	Kaya FM	Kaya Talk		✓
	Metro FM	Given Mkhari show	✓	
	SAFM	After 8 debate	✓	
		Afternoon Talk		
	Thobela FM	Taba Kgolo	✓	
Zimbabwe	Radio Zimbabwe	Chakafukidza dzimba matenga	✓	
	Spot FM	Youth Forum	✓	

The shows chosen focus on current affairs and social issues. In Lesotho, *Let's Talk on* People's Choice FM is a socially-oriented show which appeals to all age groups and which discusses various concerns that ordinary people have. It is broadcast daily in Sesotho. Seboping, on the government-owned Radio Lesotho, covers political issues and current affairs. It is also broadcast daily in Sesotho and appeals to an older group of listeners.

In Malawi, the privately owned Capital Radio *Newstalk* and Open Forum on Malawi Broadcasting Corporation (MBC) Radio are both current affairs and socially oriented shows which tackle a wide range of issues from politics and business to health, education and violence against women.

Kaya Talk is broadcast in the evenings on the privately-run Kaya FM in Johannesburg, South Africa. This is a current affairs and lifestyle talk show which tackles issues ranging from entertainment, to living positively with HIV/AIDS to current news and business-oriented issues. Metro FM's *Given Mkhari Show* mostly features current a political and business topics. The *After Eight* debate on SAFM poses topical debates on issues which range from politics to sport. SAFM's Afternoon Talk is a more socially oriented covering a range of topics including arts, politics, culture and lifestyle. *Taba Kgolo* which is broadcast in Northern Sotho on Thobela FM covers mostly current affairs as well as social issues.

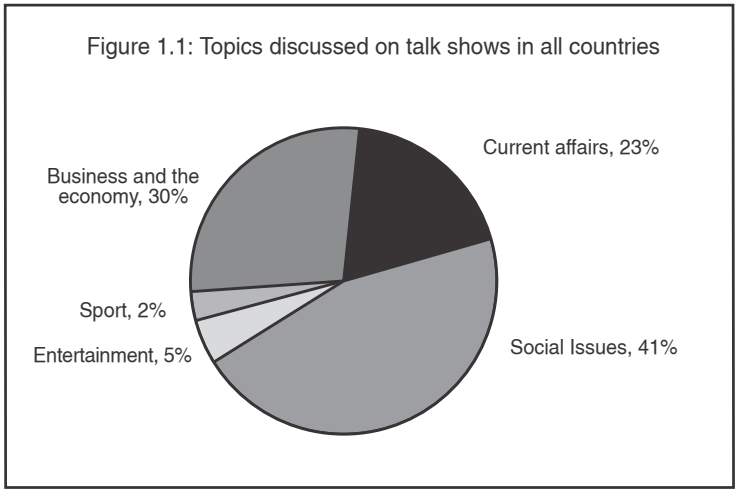
In Zimbabwe, Spot FM's *Youth Forum* show is broadcast in English and attracts mainly the urban and more affluent population, both young and old. The show focuses on social issues. *Chakafukidza Dzimba Matenga* is broadcast in Shona on Radio Zimbabwe and literally translated means "what covers the house is the roof", but can be interpreted to mean "you can never know what happens in people's private lives." The show deals with the problems that ordinary people face in their everyday lives.

Overall findings

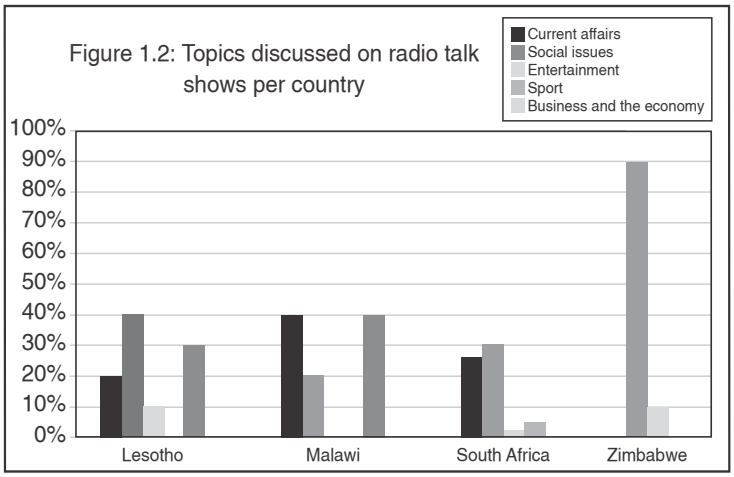
Topics

Overall social issues (41%) dominated talk shows in the countries monitored. This was followed business and the economy (30%), current affairs (23%), entertainment (5%) and sport (2%).

Figure 1.1: Topics discussed on talk shows in all countries

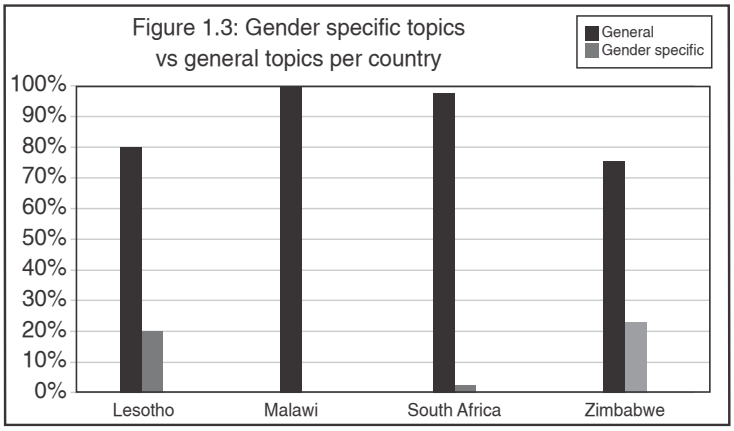


As illustrated in figure 1.2, there were, however, significant differences between countries. Zimbabwe talk shows predominantly (90%) focused on social issues. Social issues also featured top of the list in Lesotho, but with a wider variety of other topics being discussed. Malawi (40%) and South Africa (38%) had business and the economy as the most discussed topic, with current affairs featuring quite prominently. Entertainment featured marginally in Lesotho (10%), South Africa (2%) and Zimbabwe (2%). Sport only featured in South Africa (4%).



Gender as a topic

Only 9% of the talk shows focused specifically on gender-related concerns. As illustrated in figure 1.3 this ranged from 20% in Lesotho to no such programmes in Malawi.



What listeners want to talk about

The findings of the listeners survey showed that in some cases listeners would rather be talking about different issues. As illustrated in figure 1.4 for example, listeners in all of the countries (and especially in South Africa) want to talk about gender equality and women's empowerment, a topic which received little air time during the monitoring period.

In Malawi where business and the economy was one of the most discussed issues, listeners are apparently not interested in this topic at all. Zimbabwean listeners showed a strong preference for discussing social issues, the predominant topic of discussion during the monitoring period.

Social issues featured as the most preferred topic in all of the countries except Malawi where current affairs came top.

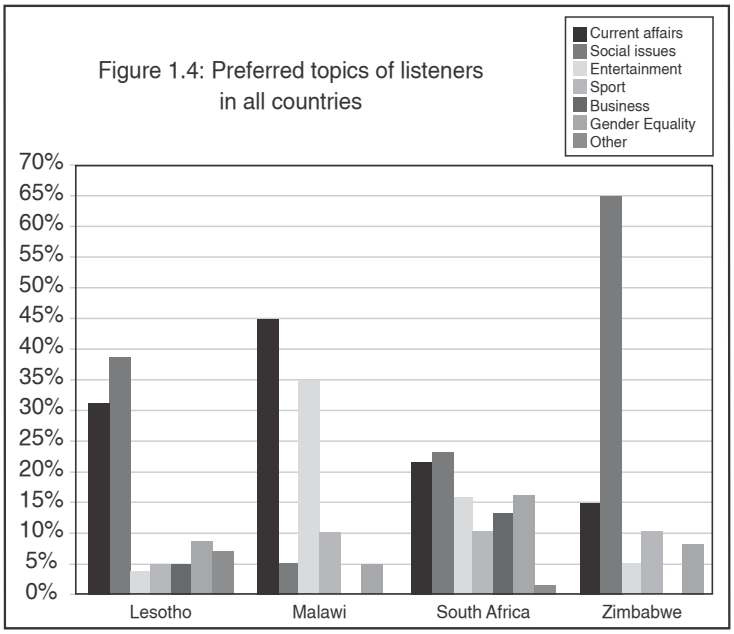
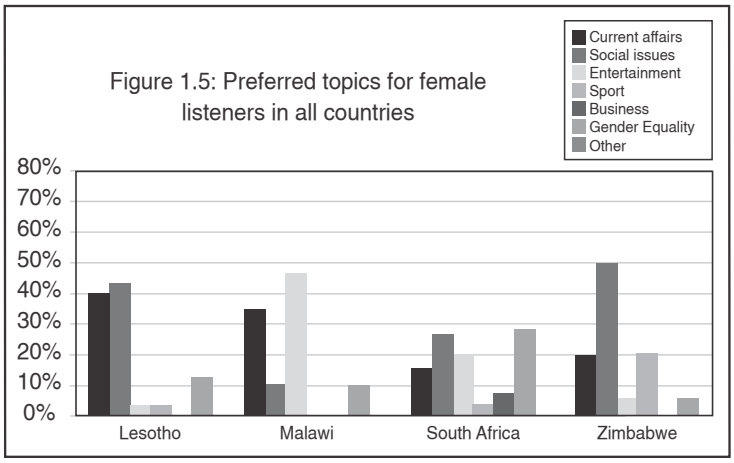
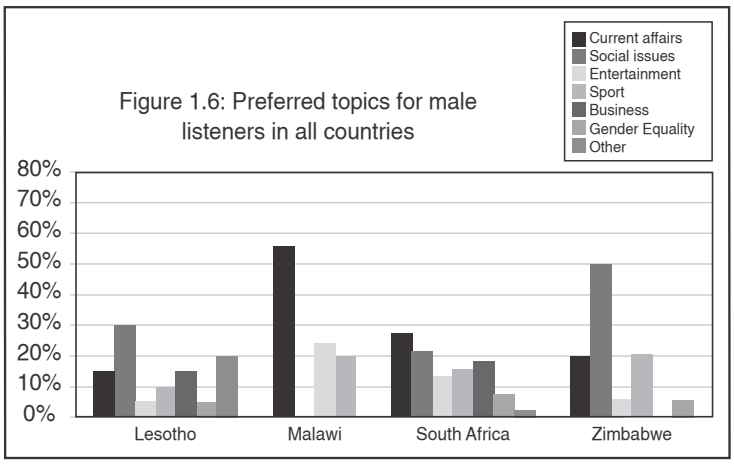


Figure 1.5 illustrates the preferred topics of female and figure 1.6 of male listeners in all countries. Women in all countries have a higher preference for topics related to gender equality and women's empowerment. South African women (29%) have the highest preference for this topic compared to only 6% of men.

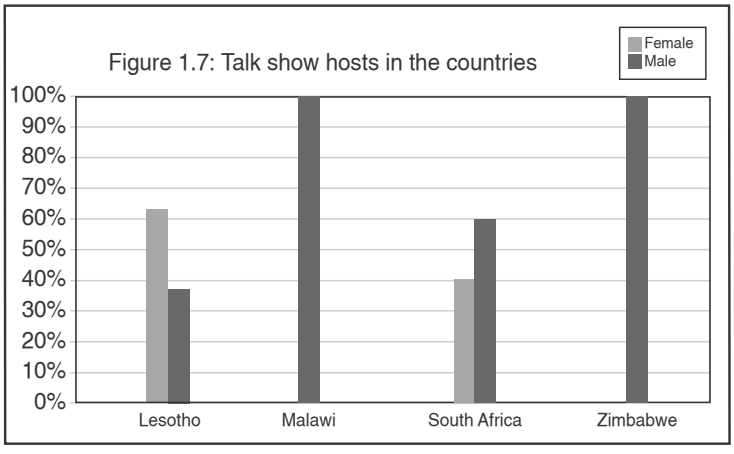
Lesotho women prefer current affairs and social issues slightly more than their male counterparts who prefer business and economic issues more than women. The most preferred topics for Malawian women are entertainment followed by current affairs. The reverse is true for men in Malawi who prefer current affairs followed by entertainment. Malawian men have no interest talking about gender equality and women's empowerment issues whilst women listeners interviewed were not interested in sports and business. Zimbabwean women and men both rate social issues as their most preferred topic.





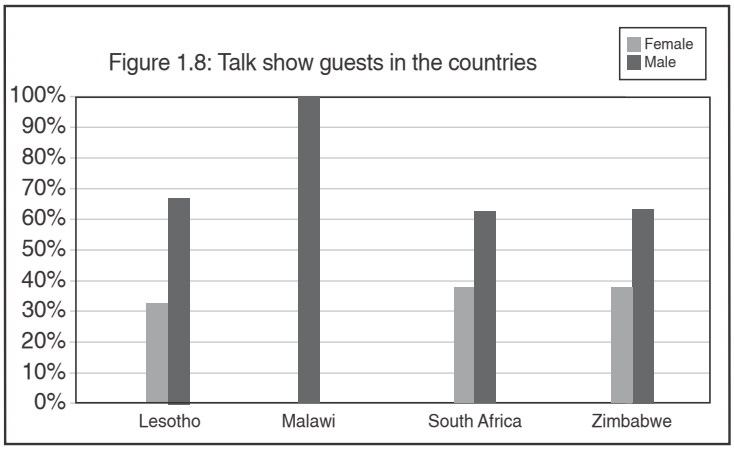
Hosts

On average, women constituted 32% of all the talk show hosts. But, as illustrated in figure 1.7, this average figure masks important differences between countries. Lesotho had the highest representation of women as talk show hosts with women (62%) outnumbering male hosts (38%). In South Africa 40% of the hosts were women. Malawi and Zimbabwe had no female hosts on any of the shows monitored.



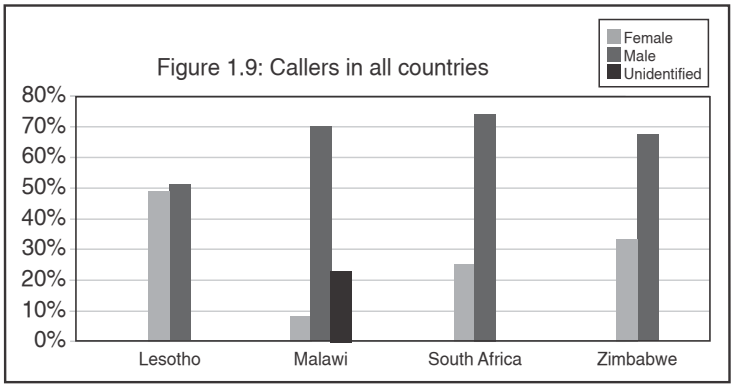
Guests

Women made up only 36% of talk show guests. As illustrated in figure 1.8, in South Africa and Zimbabwe women made up 39 percent of all guests called to the shows. Lesotho had slightly fewer (33%) female guests and Malawi had no female guests at all.



Callers

Overall women only make up 25 % of all callers to radio talk shows. But, as illustrated in figure 1.9, there are significant country differences with women callers constituting 49% of the total in Lesotho; 33% in Zimbabwe; 25% in South Africa and a mere 8% in Malawi.



Talk show listeners were asked the question: *Would talk shows be more interesting if more women called in, or if more men called in or does it make no difference?*

Overall, the majority (62%) of listeners interviewed said that it makes no difference to talk shows whether women or men call in. Some 30% of Lesotho and South African listeners said that talk shows would be more interesting if more women called. Some 30% of Lesotho and Malawian listeners believe that talk shows would be more interesting if more men called in.

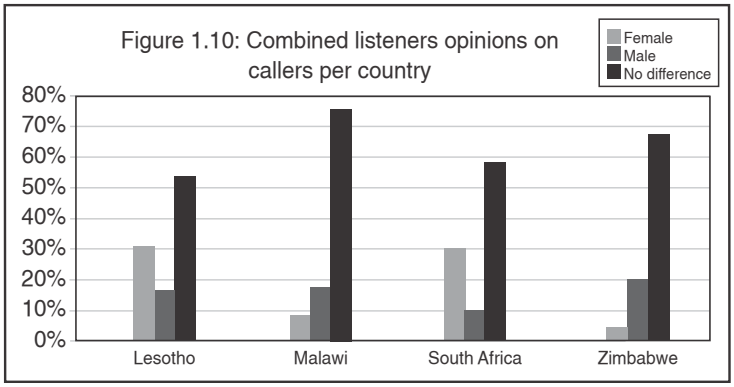
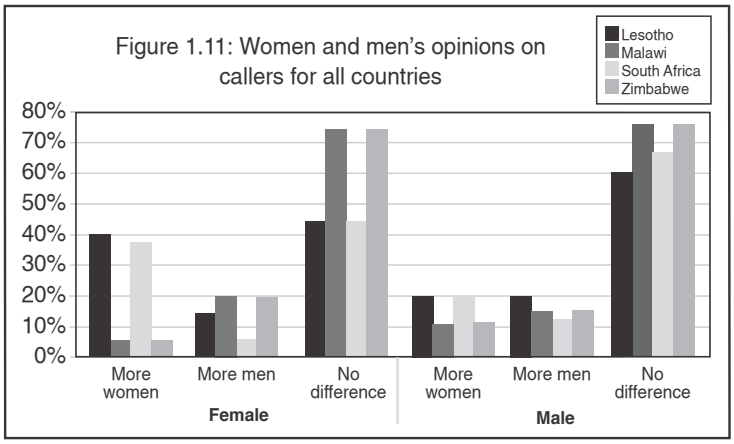


Figure 1.11 shows that there were no major differences between the views of women and men on this question although overall a slightly lower percentage of women (60%) than men (67%) thought it would make no difference whether more women or men called in.



What is said on the programmes

The qualitative monitoring and audience survey showed that in some cases hosts challenged callers on their views which resulted in further debate. Shows that had better gender balance in guests and callers reflected a greater diversity of views and richer debate.

However, most of the hosts did not identify and integrate gender issues into their shows or challenge gender stereotypes.

For example in a discussion on orphans and vulnerable children on the 'Day of the African Child' in Malawi, one male caller blamed "cruel" women for the plight of these children, without citing any evidence to that effect. The host did not challenge the statement or encourage debate.

In Lesotho a host failed to challenge a guest and callers on their views on "how women should behave" and allowed discriminatory comments on people living with HIV/AIDS to pass without challenge. A talk show host also failed to challenge the view that women are "over emotional" and "cannot be associated with reason and calmness."

A host on the *Taba Kgolo* show asked a female caller whether she understood political issues, a question he did not pose to any of his male callers. In Zimbabwe a host on the *Youth Forum* show allowed a discussion on fashion to degenerate into an attack on girls and the way they dress and how this affects men.

Hosts often missed the opportunity to raise interesting gender debates. For example in South Africa a programme on male grooming did not explore some of the underlying issues like male socialisation.

Gender issues pervade every topic and area of our lives. With greater awareness, radio talk show hosts could use this space to raise pertinent debates as well as challenge attitudes that reinforce gender stereotypes.



Networking - Mathabang Fanyane from Lesotho and Keabonye Ntsabane from Botswana.
Photo: Colleen Lowe Morna

Chapter Two Lesotho

2

This section of the report is based on the Lesotho findings of the *Mirror on the Media* radio talk show monitoring in four countries: Zimbabwe, Malawi, South Africa and Lesotho. Media monitored in Lesotho included the socially-oriented talk show *Let's Talk* on the privately-owned People's Choice FM and government-owned Radio Lesotho's *Seboping*. The monitoring covered five shows for each station in June 2005. The research also included interviews with twenty listeners of each station (ten women and ten men). The full research methodology is attached at **Annex 1-3.**

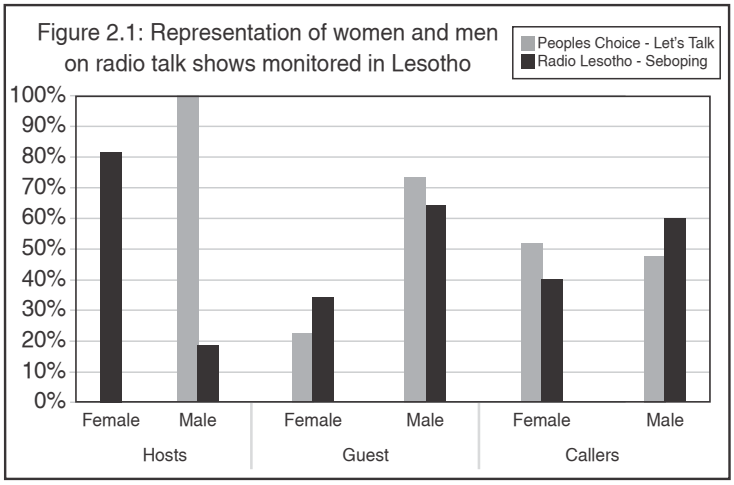
Key findings

Lesotho is the only country in the study in which approximately equal numbers of women and men called into radio talk shows: Overall 49% women called into the shows compared to the overall average in the study of 25% women. This ranged from 52% in *Let's Talk* to 36% in the case of *Seboping.*

Women are more visible as hosts in Lesotho than in other countries: Women comprised 66% of the hosts in the programmes monitored in Lesotho, compared to the average of 32% in the study. But this average masks big gaps between the two programmes, with women constituting 82% of the hosts on *Seboping* compared to no female hosts on *Let's Talk.*

Men dominate as guests on radio talk shows in Lesotho: Of the 30 guests on both shows only 10 (33%) were women, lower than the four country average of 36%. Seboping had 36% women guests compared to 25% women guests on *Let's talk*.

Figure 2.1: Representation of women and men on radio talk shows monitored in Lesotho



Social issues dominate: Social issues dominated on both shows (40%). This was followed by business and the economy (30%) and current affairs (20%).

What listeners want to talk about: The findings of the listeners surveyed indicate that the most preferred topic for the majority of women (43%) and men (30%) are social issues, which is in line with the topics that actually dominated on the talk shows monitored. Contrary to the prevailing view that women are not interested in current affairs, more women (40%) than men (15%) said they wanted to talk about current affairs.

Mixed views on whether it makes a difference who calls in: Some 45% women and 60% men said that it makes no difference to talk shows whether it's women or men calling in. However, more women (40%) than men (20%) think that talk shows would be more interesting if more women called in.

But gender balance makes for more interesting debate: The monitoring showed that gender balance in participation made for more interesting debate.

Hosts often reinforce stereotypes: As in other countries the monitoring yielded examples of hosts using their power to reinforce gender stereotypes. For example, when two business women guests started to discuss their growth and development, the host played a song about a Mosotho man's satisfaction with his wife's delicious cooking.

Background and Context

The media in Lesotho has a rich history, with the very first publication, *Leselinyana la Lesotho*' published in 1863. Lesotho has a high literacy rate, as well as a long history of publications and well-established media.

However, unlike the media renaissance experienced in many other countries in the region, Lesotho is still the only country in Southern Africa without a daily newspaper. The airwaves were only deregulated in 1998.

The media in Lesotho is still largely government owned, with strong competition from the church-owned media, followed by media owned by political parties' and a small independent/private media.

Many of the small publications and private radio stations have not witnessed much growth, because of lack of capacity and access to resources such as affordable and efficient printing and transmitter services.

The regulatory authority imposes heavy transmission tariffs on the electronic media, limiting coverage by the small private broadcasters. The government station, Radio Lesotho (which broadcasts the Seboping current affairs show) and television stations are still the only ones with broad coverage of the country, and yet the regulatory tariffs do not apply to them. Radio Lesotho has nationwide coverage and has been in existence since 1964.

Gender and Media in Lesotho

The 2002 Gender and Media Baseline study carried out in 12 Southern African countries revealed that women's views and voices are grossly under-represented in the media. However, using the measure of women sources, Lesotho, scored second best with 21% women news sources, 4% higher than the regional average of 17%.

The sequel Gender and Media Audience study (GMAS) found that 15% of women in Lesotho (compared to an average of 12% in the overall regional study) cited news that asks for feedback like letters to the editors and talk shows as amongst their favourite genre. This shows that women in Lesotho are interested in engaging with the media.

GMAS also showed that radio is still the most important source of news in Lesotho with more women (83%) than men (77%) citing radio as their most important source of news. Radio talk shows are therefore potentially a critical way of encouraging citizen participation in Lesotho, and specifically of engaging women in public debates.

Media Monitored

The two radio stations monitored in Lesotho in June 2005 were the current affairs programme *Seboping* on Radio Lesotho (a government - owned station) and the socially- oriented programme, *Let's Talk*, on the privately-owned Peoples' Choice (PC) FM.

People's Choice FM – Let's Talk

Peoples' Choice FM went on air on 8 December 1998 and *Let's Talk* hit the airwaves from then onwards. The programme is administered in Sesotho and runs from Monday to Thursday every week. Even though the radio station tends to appeal more to younger than older people, the show appeals to all age groups who call into the show to discuss a broad range of social issues. Unlike Radio Lesotho, People's Choice FM, doesn't have nationwide reach but covers the urban and peri-urban areas of the country. There are no statistics on how many people listen to the show, but the impression from listeners and the management of the radio station is that *Let's Talk* appeals to a wide audience.

Date / Day	Time	Topic
6 June 2005 (Monday)	18:00-21:00	Open music show
8 June 2005 (Wednesday)	18:00-21:00	What is wrong with my wife?
13 June 2005 (Monday)	18:00-21:00	How can I keep my inheritance from depletion
22 June 2005 (Wednesday)	18:00-21:00	How can I access the remainder of my fathers benefits
29 June 2005 (Wednesday)	18:00-21:00	Accessing traditional health services

Radio Lesotho – Seboping

The Seboping programme is also in Sesotho, except where snippets of interviews are included from members of the diplomatic corps and others. The show, which mainly covers political issues, generally attracts an older audience as the younger generation seems largely disinterested in such topics.

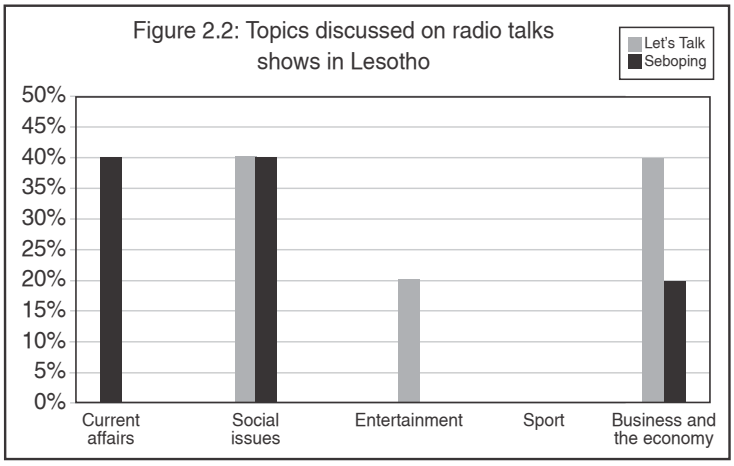
Date / Day	Time	Topic
3 June 2005 (Friday)	05:30-07:00	Current affairs
6 June 2005 (Monday)	05:30-07:00	Should metrics students be prosecuted?
14 June 2005 (Tuesday)	05:30-07:00	Which govt ministry deserves an award of excellence
22 June 2005 (Wednesday)	05:30-07:00	What is the responsibility of school boards and that of the parents
30 June 2005 (Thursday)	05:30-07:00	How can we facilitate the attainment of our own development-A case study

Findings

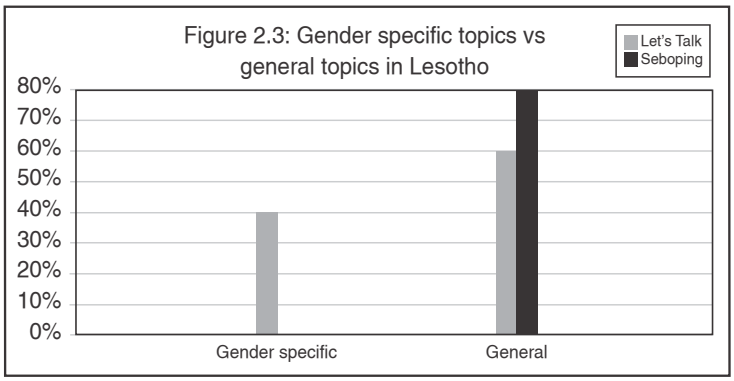
Topics

Social issues made up a large percentage (40%) of the discussions on both of the shows monitored. *Let's Talk* held discussions on business and the economy (40%) and entertainment (20%) whereas Seboping's programmes discussed current issues (40%) and a smaller percentage of business and economic issues (20%). Neither of the shows had any programmes on sport.

Figure 2.2: Topics discussed on radio talks shows in Lesotho



Of the shows monitored in the period *Let's Talk* had two shows with gender specific topics compared to none on Seboping. However, the way one of these topics is cast ("What is wrong with my wife") suggests gender biases in the way these issues are raised.



Who chooses the topics?

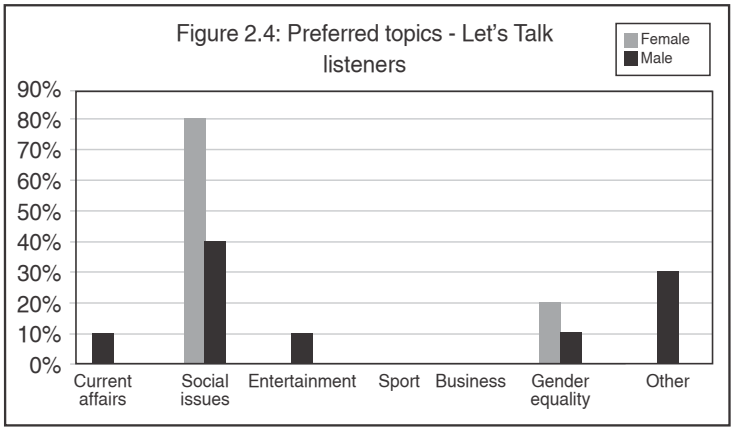
According to a host from Radio Lesotho's *Seboping* show the choice of topic depends on topical issues with the hosts and producers ultimately deciding what the topic will be. There is no direct audience input in the process.

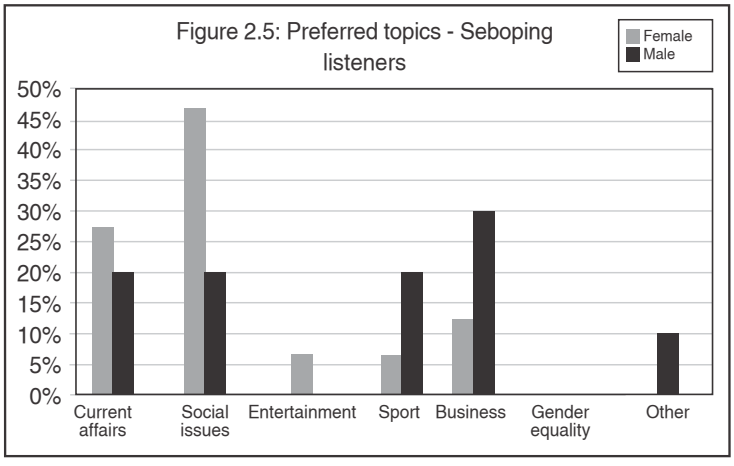
What listeners want to talk about

As illustrated in figures 2.4 and 2.5, the findings of the listeners surveyed indicate that the most preferred topic for the majority of listeners, both women (43%) and men (30%) on both shows, are social issues, including health, HIV/AIDS and education. Both shows had a large percentage (40%) of social issues discussed.

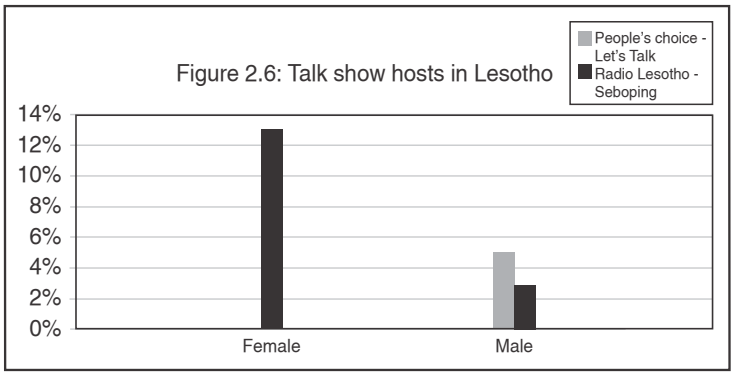
In the case of *Let's talk* 80% women and 40% men said they wanted to listen to and talk about social issues. The remaining women want to talk about gender equality and women's empowerment (20%); this is higher than the number of men (10%) who want to talk about this topic. Some 30% of the men said that they wanted to talk about other issues such as crime and commercial sex.

More women listeners of Seboping (27%) than men (20%) want to talk about current affairs. Still, 47% women cited social issues as their most preferred topic. 30% men cited business and the economy as their preferred topics. More men (30%) compared to women (7%) prefer discussions on sports. Only women (7%) want to talk about entertainment. Neither women nor men want to discuss issues of gender equality and women's empowerment.





Hosts

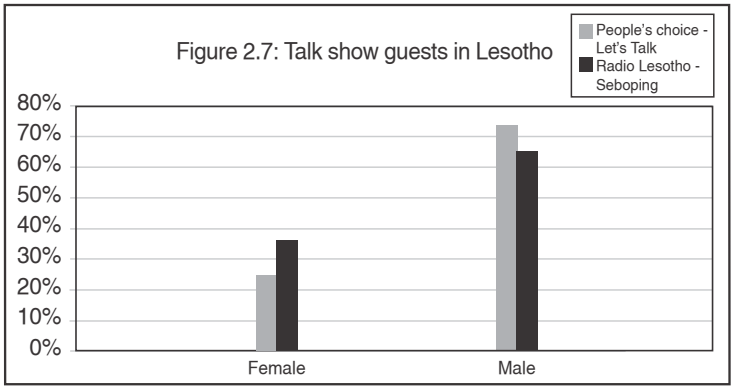


As illustrated in figure 2.6, Radio Lesotho's *Seboping* show had 13 female hosts compared with no female hosts on *Let's Talk.*

The majority (55%) of *Let's talk* listeners, (70% women and 40% men) feel that the host encourages callers to speak their mind. 20% of the female listeners feel that the host tries to influence what callers say compared with 10% of men. A high percentage of men (40%) compared to women (10%) believe that the host makes no difference to what callers say. A small number of men (10%) feel that the host discourages callers from speaking their mind.

The picture is slightly different with *Seboping* listeners with the majority of men and only 20% women of the opinion that the host makes no difference to what the callers say. More women (50%) compared to men (18%) feel that the host encourages callers to speak their mind. 10% of the listeners interviewed feel that the host discourages callers from speaking their mind and 14% believe that the host tries to influence what people say.

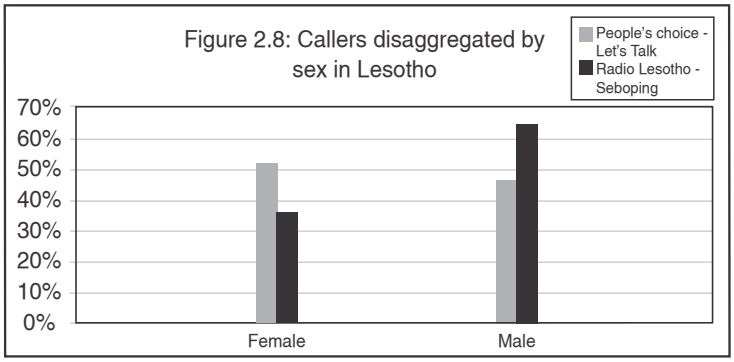
Guests



Men constituted 67% of the guests on the show compared to 33% women in the period under review. This varied from 36% women on *Seboking* to 25% on *Let's Talk.*

Both shows are open to guests from all walks of life. But Radio Lesotho's *Seboping* tends to feature government officials, ministers, members of parliament, police spokespeople etc. According to one host guests often request to be on the show. He said that it is more difficult to get female guests adding: "Women fail to come out of the closet and address issues that affect them directly." The host went on to say that women also "fail to air their views accordingly and tend to resort to speculating."

Callers



Overall women constituted 49% of callers in Lesotho; the highest such proportion in the study. This ranged from 52% women in the case of *Lets Talk* to 36% in the case of *Seboping.*

More male (60%) than female listeners (30%) believed that more women called into *Lets Talk*. A high of women (40%) weren't sure, while 30% thought more men called in compared to 20% of the men who had a similar belief.

Equal numbers of women and men (40%) thought that more women called into *Seboping*. 30% of the listeners, male and female, believe that more men call in and the remaining 30% were unsure.

A Seboping host said she thought that more women listened to the show but that more men called in, and bemoaned the fact that women fail to come out and discuss issues on the programme. Significantly, the number of female callers increased in two shows focusing on health and education indicating that there are certain topics on which women feel more confident and are more likely to come out and talk about.

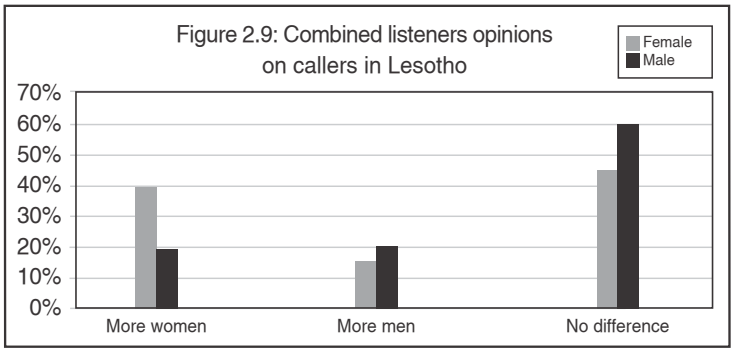
Listeners of the two talk shows were asked the question – *Would talk shows be more interesting if more women called in, more men called in or it makes no difference?*

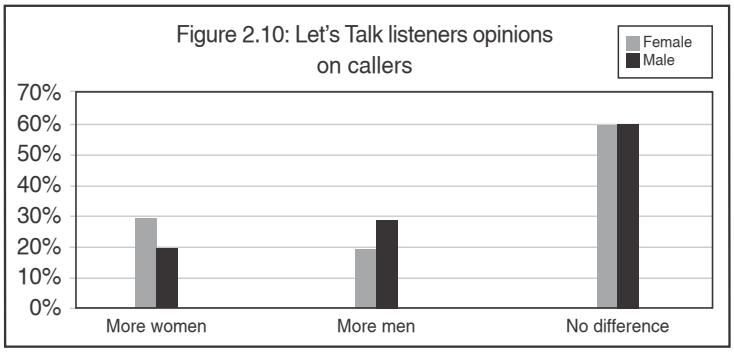
More men (60%) than women (45%) said that it makes no difference to radio talk shows whether more women or men call in. More women (40%) than men (20%) think that radio talk shows would be more interesting if more women called in.

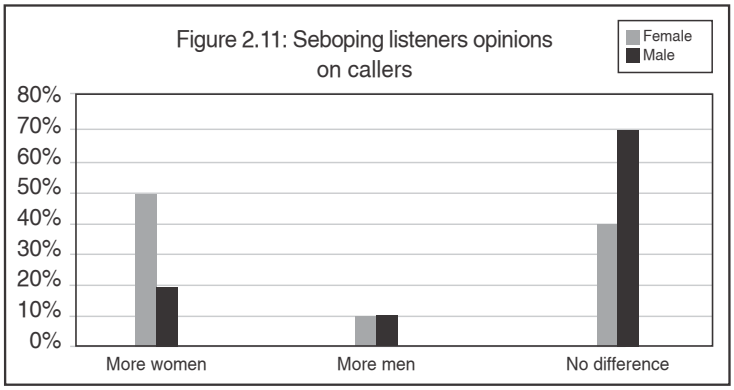
Equal numbers (50%) of women and men who listen to *Let's Talk* think that it makes no difference to talk shows whether it's women or men calling in. 30% of women think more women should call in and 30% of men think that more men should call in.

Some 50% women compared to 20% of the men who listen to *Seboping* think that talk shows would be more interesting if more women called in. 70% men compared to 40% women think that it makes no difference to talk shows whether it's women or men calling in. 10% women and men think that more men should call in.

The Lesotho Gender and Media Audience Study (GMAS) also found that a higher proportion of women (74%) compared to 51% men said that they would find the news more interesting if women had more say.







What was said in the programmes

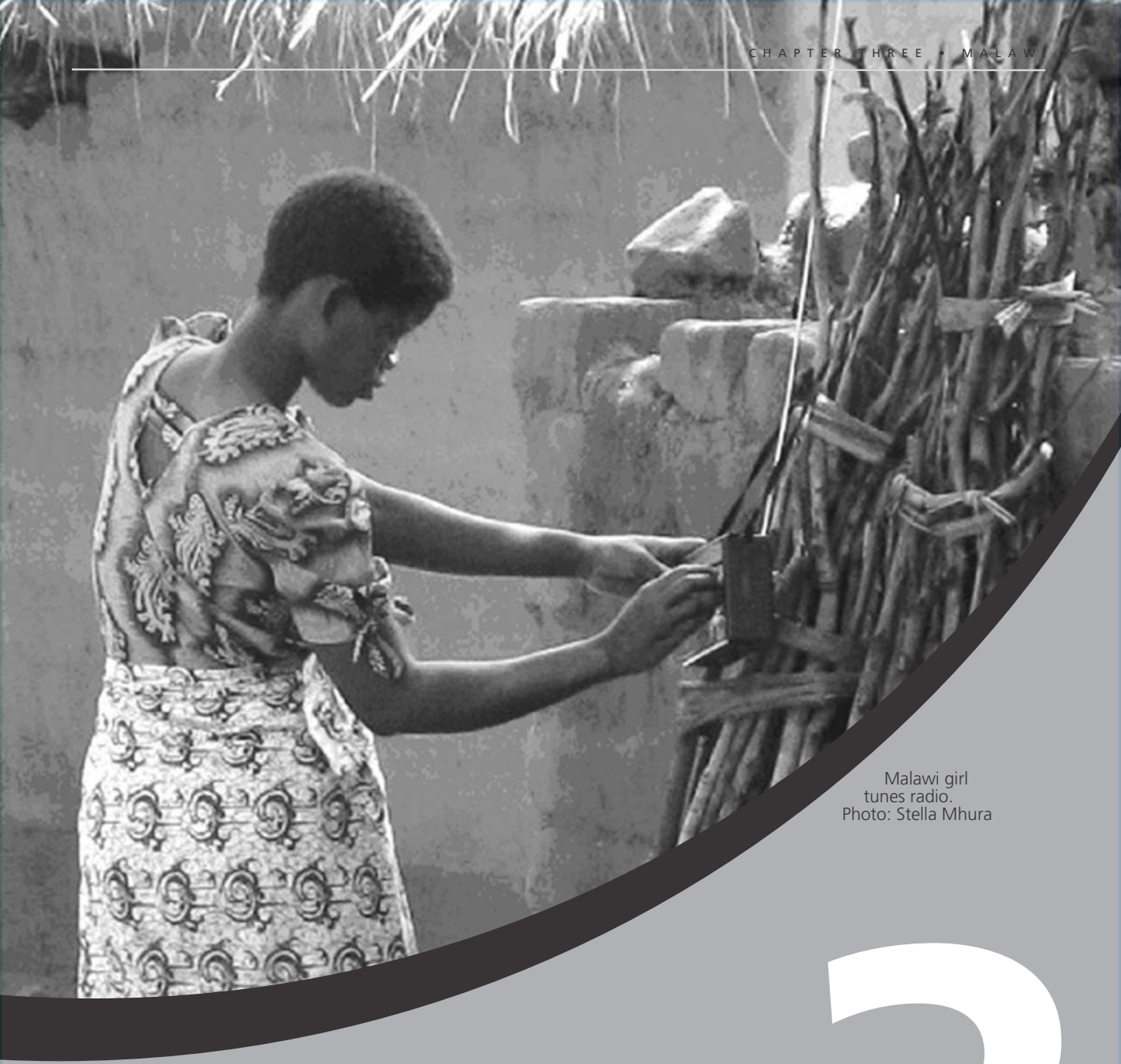
Despite the high proportion of female hosts and callers in Lesotho, gender stereotypes surfaced frequently in both shows, often without being challenged by either male or female hosts.

Let's Talk deals with every day issues including unique problems put forward by listeners. A show about a man seeking advice on his wife sparked a flurry of advice on "how women should behave." Some callers challenged the more traditional views put forward, noting that it takes two people to make a marriage work.

The host did not challenge any of the callers on their opinions no matter how unfounded they were and made no attempt to sensitise callers to their language. Comments included speculation as to whether the wife had HIV/AIDS, and if she had gone for testing. Language used reflected the prevailing stigma, with some callers referring to the pandemic as "the tsunami". The host did little to challenge this terminology or interrogate the issue of stigma and HIV/AIDS.

Seboping on Radio Lesotho is predominantly a current affairs show. The issue of women's participation in decision-making arose peripherally in a programme on a competition for government ministries who had done well in service delivery, without any in-depth discussion on the issue.

One programme, anchored by two female and one male presenter, included a case study on the Caterers Association of Lesotho with two business women as guests. But the show did not take up the issue of women's empowerment more broadly and included a song about the satisfaction that a Mosotho man feels when his wife cooks a delicious meal.



Malawi girl tunes radio.
Photo: Stella Mhura

Chapter Three
Malawi

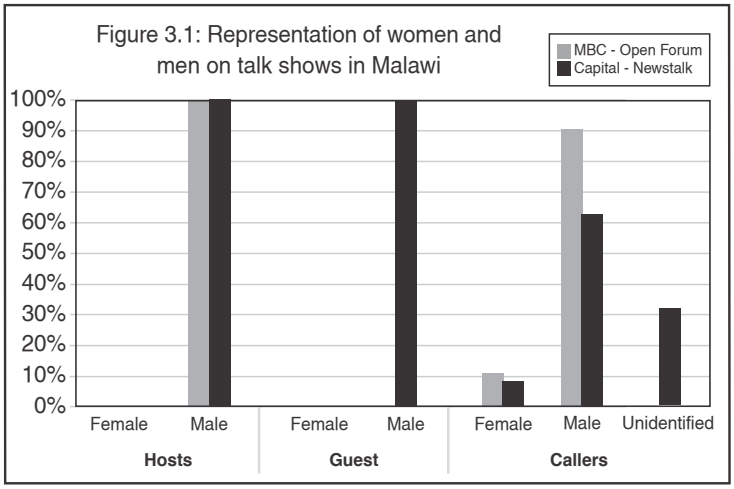
This section of the report is based on the Malawi findings of the *Mirror on the Media* radio talk show monitoring in four countries: Zimbabwe, Lesotho, Malawi and South Africa. The project monitored two radio stations in Malawi: the Malawi Broadcast Corporation's (MBC's) *Open Forum* and the privately owned Capital Radio's *Newstalk*. MBC 1 covers almost the entire nation whilst Capital Radio covers most towns in the country. Capital Radio frequently receives support from donors to air programmes on topical social and economic issues.

The monitoring included a quantitative and qualitative analysis of five shows for each station between June and July 2005; as well as an analysis of interviews with radio talk show hosts and listeners. The methodology and related tools are attached to this report at **Annex 1-3.**

Key findings

More so than in any other country in the study, Malawian women are grossly under -represented in all areas of talk shows: More so than in any other country in the study men dominated in Malawi as hosts, guests and callers. As illustrated in figure 3.1, men constituted all of the hosts and guests, and women comprised only 8% of the callers (well below the average figure of 25% in the study.) MBC's *Open Forum* had slightly more female callers at 11% compared with 7% on Capital Radio's *Newstalk*.

Figure 3.1: Representation of women and men on talk shows in Malawi



No gender issues discussed: No gender-specific topics arose during the monitoring period. Gender issues were also not raised in the course of the mainstream current affairs, business and the economy sessions that dominated the discussions on both radio shows, with social issues a distant second.

What listeners want to talk about: All listeners, both men (55%) and women (35%) said they wanted to hear more about current affairs. But neither women nor men wanted to talk about business and the economy (which ironically dominated the shows). Women (45%) and men (25%) would like to talk more about entertainment. Women (10%) want to talk about social issues; gender and women's empowerment while 20% men want to talk about sport.

Stereotypes go unchallenged: The monitoring yielded examples of callers making inappropriate comments about women without being challenged by their hosts. Several comments reinforced the stereotype that males have the final word on hard issues such as politics, legal issues and the economy and that women only talk on soft issues such as textiles and home-making.

Hosts not likely to raise gender debates within mainstream discussions: The hosts of the talk shows did little to encourage debate on the gender dimensions of topics discussed such as the different ways in which fuel price increase and minimum qualifications for members of parliament affect women and men. They also did not make any special effort to encourage women to call in to their talk shows which are dominated by men.

Audiences don't think it makes much difference who calls in: A large percentage of all listeners interviewed believe that it makes no difference to talk shows whether women or men call in. Compared to other countries in the study, there appeared overall to be a lower degree of gender and media literacy in Malawi.

Background and context

Media in Malawi

The Malawian media has experienced tremendous growth, accompanied by a number of ups and downs, since the return to multi-party democracy in 1994.

There are two principal dailies, five regular weeklies, and a few magazines. The biggest growth has been in the electronic media sector. Today there is one national television station (TV Malawi or TVM) and one satellite relay-TV operated by the South African giant Multi-Choice. The MBC has two channels (Radios 1 and 2) and there are four private commercial radios; Capital Radio, Power 101, Malawi Institute of Journalism (MIJ) FM, and Joy Radio. There are about six operational community radios: Radio Maria, Radio Alinafe, Radio Islam, Nkhota-Kota Community Radio, Dzimwe Radio, and African Bible College Radio.

MBC, MIJ, Capital and Power 101 broadcast nationwide. Although some are not heard in rural areas, they are available in most towns, notably in Blantyre, Lilongwe, Mangochi, Zomba and Mzuzu.

Gender and Media in Malawi

In 2002 Gender Links (GL) and the Media Institute of Southern Africa (MISA) jointly conducted a study of the portrayal of women in the media in Southern Africa entitled the Gender and Media Baseline Study (GMBS). The findings indicated that women rarely featured as sources in the news and as news makers. At 12 %, Malawi had the lowest proportion of women news sources, compared to the regional average of 17%.

The sequel Gender and Media Audience study (GMAS) found that more women (8%) than men (3%) cited news that asks for feedback like letters to the editor and talk shows amongst their favourite genre. This shows that Malawian women are interested in engaging with the media, even though - as this study shows - this is still far from being a reality.

The GMAS found that of all the countries in the study, radio in Malawi is still by far the most important source of news for both women (94%) and men (98%). This gives some indication of the potential role that radio talk shows can play in mobilising citizen participation.

Key events during the monitoring period

The debate on the annual budget in parliament dominated the news agenda.

Media monitored

The project monitored talk shows on two of Malawi's popular radio stations: the privately-owned Capital Radio and the oldest public radio station, Malawi Broadcasting Corporation (MBC1). Talk shows are a common feature on most of the radio stations. The monitors chose *Open Forum* on MBC because it is the public broadcaster. Capital Radio's *Newstalk* has been around for a longer time than the talk shows on most radio stations.

Both *Newstalk* and *Open Forum* are current affairs and socially oriented shows. They tackle a wide range of issues from politics, business and economics to health, education and violence against women.

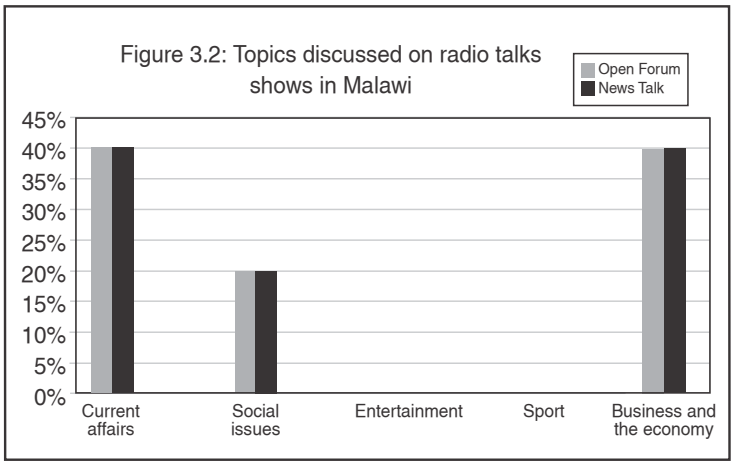
Date / Day	Time	Topic
16 June 2005 (Thursday)	17:05-18:05	Budget analysis
21 June 2005 (Tuesday)	17:05-18:05	Parliamentary debate quality
24 June 2005 (Friday)	17:05-18:05	What MPS must do when parliament sits next
27 June 2005 (Monday)	17:05-18:05	If budget is not passed
29 June 2005 (Wednesday)	17:05-18:05	Education views on proposed budget

Date	Day	Topic
3 June 2005	Friday	Fuel price increase
6 June 2005	Monday	Suspension of loan fund
17 June 2005	Friday	Day of the African Child
24 June 2005	Friday	Parliament suspended
4 July 2005	Monday	Minimum qualifications for MPs

Findings

Topics

As the monitoring took place during the month of June when parliament in Malawi meets to debate the following year's budget, politics, business and the economy dominated discussions on both radio shows, as illustrated in figure 3.2.



None of the topics in the shows monitored focused specifically on gender issues. The qualitative analysis shows that hosts did not draw out the gender dimensions of the mainstream issues discussed, such as fuel price rises. The debate on the minimum qualifications for members of parliament, which leant itself to a discussion on how this might affect the already low representation of women, also failed to raise debate on the gender dimensions of such standard-setting for women's increased participation in decision-making.

Who chooses the topics?

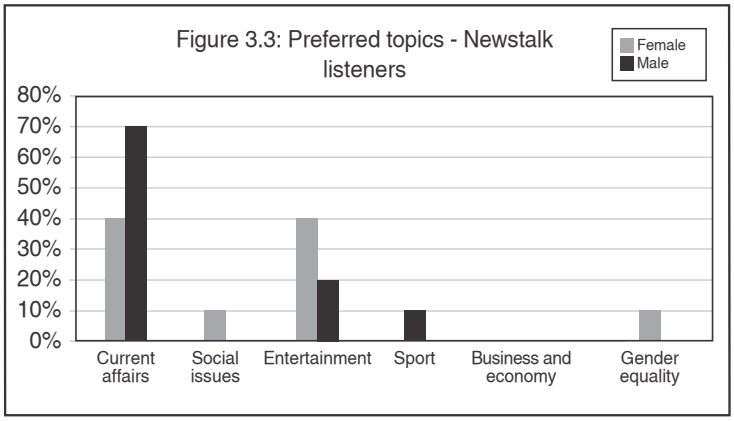
In an interview, the Chief Reporter at Capital Radio indicated that the topics are proposed by anybody in the newsroom, particularly the duty host, and later discussed with the Station Manager. The topics are usually chosen from news headlines.

At MBC topics are suggested to anchors by the station's news and current affairs department. Selection of topics and invitation of guests are approved by more senior officials. This suggests that any interventions to ensure greater gender balance need to be directed to these decision-makers as well.

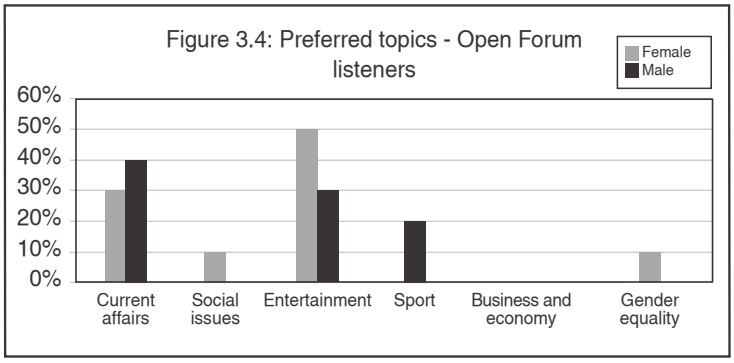
What listeners want to talk about

The survey of listeners showed that there is a gap between the prevailing topics and what listeners actually want to talk and hear about. Whilst a large number, but more men (55%) than women (35%) want to talk about current affairs, neither women nor men wanted to talk about business and the economy; the predominant topic in the talk shows monitored.

Both men (25%) and especially women (45%) who listen to both shows want to talk more about entertainment. 10% women (but none of the men) want to hear more about gender equality, women's empowerment and social issues. 20% of the men interviewed want to talk about sport compared to no women.



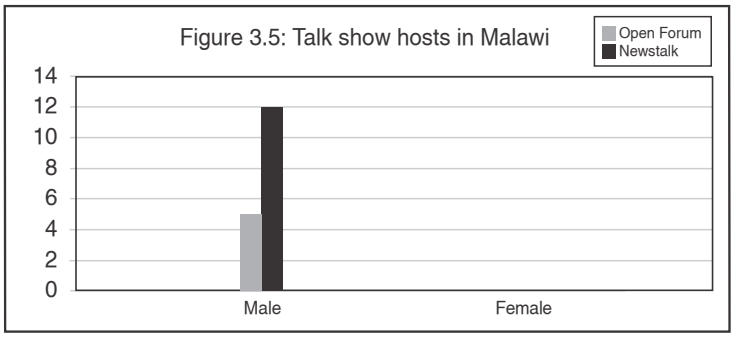
These findings for Malawi vary slightly from those in the GMAS which showed that women are most interested in political stories, social issues including health, HIV/AIDS and education whilst men were most interested in sports and political stories.



Some of the MBC listeners interviewed felt that topics are imposed on the people and they suggested that the hosts give the listeners an opportunity to suggest topics for discussion. The hosts indicated that they could take on the idea of listeners suggesting some of the topics since the objective of the programme is to promote democracy and good governance.

Hosts

During the monitoring period one man hosted all the talk shows at *Newstalk*. Different men co-hosted the *Open Forum* programmes. Thus no women hosted any shows in Malawi during the period and on the programmes reviewed.



The qualitative analysis by the monitors revealed that the hosts, on the whole, were good facilitators and that they were fair, giving all callers an equal opportunity to participate.

In the audience research, none of the *Open Forum* listeners felt that the host discouraged callers from speaking their minds. The majority of women (60%) and men (70%) felt that the host encourages callers to speak their mind. 11% of the women listeners of *Newstalk* and 20% of the men said that they believed the host discourages callers from speaking their mind. The majority, 44% women and 30% men believed that the host makes no difference to what people say.

However, the monitors observed that the hosts of MBC's *Open Forum* appeared to stifle the debate when they interrupted callers criticizing the government in the show on the fuel hike claiming that this would contribute to increasing poverty. The hosts also did not examine or encourage callers to examine the gender dimensions of their topics.

Guests

MBC Radio's *Open Forum* had no guests during the period of monitoring. Capital Radio's *Newstalk* invited four guests, all male. The Chief Reporter at Capital Radio explained that the Malawi Economic Justice Network (MEJN) sponsored the budget session and chose "experts" to come as guests. He explained that in the case of sponsored talk shows the Radio Station has no choice but to take guests from the sponsoring organisations, which are themselves male-dominated at top management level.

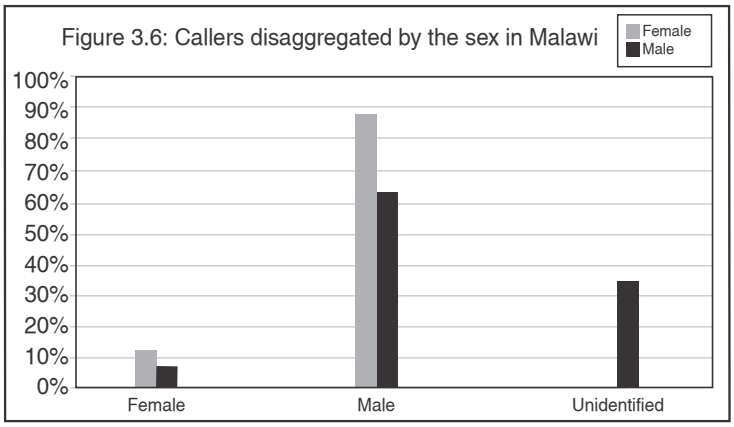
The Chief Reporter explained that the nature of the topic dictates who contributes. For example, he said, men dominate when politics, legal issues and the economy are debated but women comment a lot on such topics as textiles and home-making. He added that often when women are asked to participate they refuse to do so.

Callers

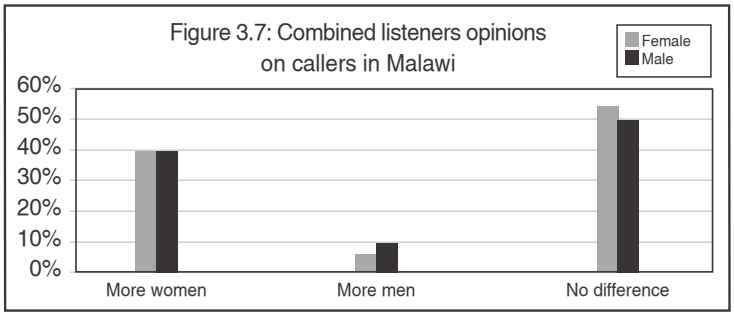
Women made up a mere 8% of callers to both talk shows; the lowest such figure in the study. This figure is even lower than the GMBS figure of women constituting only 12% of news sources in Malawi.

Of the total of 81 callers to the MBC, 72 (89%) were male while 9 (11%) were female. 217 listeners responded to Open Forum on Capital radio either by calling or sending SMS's, 134 (62%) were male, 15 (7%) female and 68 (31%) unidentified. Those categorised as unidentified participated in the show by giving answers or comments through their mobile phones.

SMS opens interesting possibilities for citizens to participate at affordable prices. Unfortunately it is not possible to get gender disaggregated statistics for this medium of response.

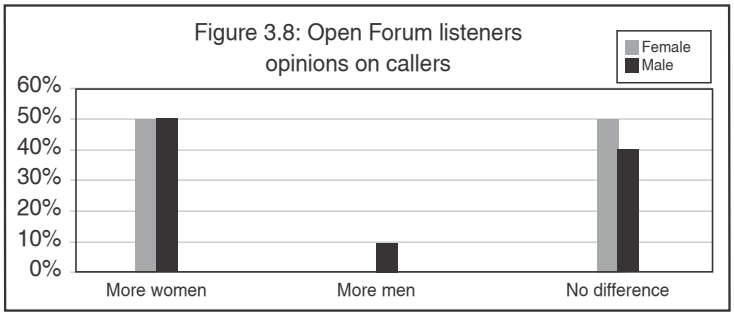


In the case of both stations, male and female audiences perceived that more men than women call into radio talk stations. Listeners of the two talk shows were asked the question - *Would talk shows be more interesting if more women called in, more men called in or it makes no difference?*

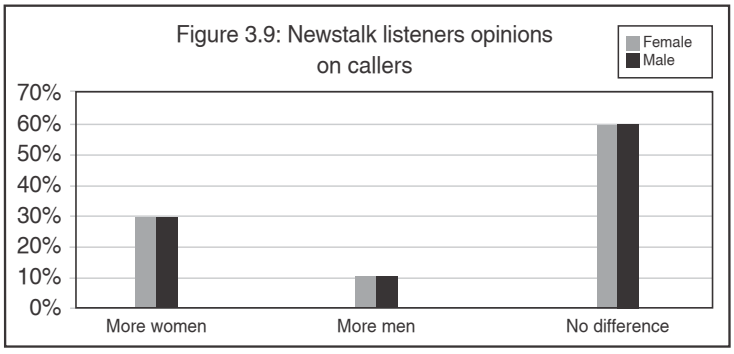


Malawi is the only country in the study in which more women (55%) than men (50%) believe that it makes no difference to talk shows whether women or men call in. Equal numbers of women (40%) and men (40%) believe that talk shows would be more interesting if more women called in.

Half of all *Open Forum* listeners, male and female believe that talk shows would be more interesting if more women called in. 10% of the men think that more men should call. 50% of the women interviewed and 40% of men think that it makes no difference who calls.



The majority (60%) women and men listeners of *Newstalk* said it makes no difference to radio talk shows whether it's women or men calling in. 30% think that more women callers would make the shows more interesting and 10% believe that more men callers would make the shows more interesting.



These findings are in sharp contrast to the GMAS where a high proportion of women (65%) and men (69%) said that they would find the news more interesting if the ideas and views of women were reported more often. Only a small percentage of women (9%) and men (8%) said that the news would be "no different" if the ideas and views of women were reported more often.

What was said on the programmes

In general the hosts handled the shows professionally explaining the gist of the show and how they expected their callers to contribute. However, the monitoring yielded several examples of hosts failing to stimulate interesting and topical gender debates or challenging gender stereotypes.

In a discussion on the *Day of the African Child* on the plight of orphans and vulnerable children a male caller accused women of being "generally cruel" and abusing orphans and vulnerable children, with no evidence to back this assertion. The host did not challenge the caller's view or pen it to debate.

In another discussion on MBC Radio regarding parliament being suspended due to the collapse of the Speaker a woman caller appealed to the MP's to calm down and "not behave like emotional women". None of the three male hosts challenged this stereotype or encouraged further debate on the issue.



DJ at work at Kaya FM.
Photo: Colleen Lowe Morna

Chapter Four South Africa 4

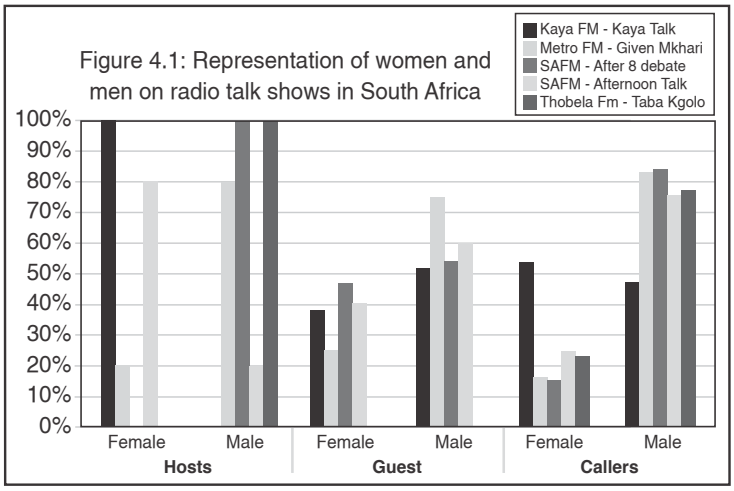
This section of the report is based on the South African findings of the *Mirror on the Media* radio talk show monitoring project conducted in four countries, Lesotho, Malawi, South Africa and Zimbabwe. Media monitored in South Africa included Kaya FM's *Kaya Talk,* the *Given Mkhari* show on Metro FM, SAFM's *After Eight Debate* and *Afternoon Talk* and Thobela FM's *Taba Kgolo.* The monitoring covered five shows for each programme in June and July 2005. It included quantitative and qualitative analysis of the content as well as interviews held with both listeners and talk show hosts where possible. The methodology and tools used are found in **Annexes 1-3.**

Key findings

Women are under represented in all areas of talk shows: On average, women constituted 25% of the callers to radio talk shows; the same as the average for the study overall, but lower than Lesotho (49%) and Zimbabwe (33%). Of the five South African programmes, *Kaya Talk* had the highest proportion of women callers (53%). The *After Eight Debate* had the lowest proportion of women callers (16 %).

Women comprised only 39% of the guests on the five shows monitored; slightly above the four country average of 36%. Although it had the lowest proportion of women callers, the *After Eight Debate* had the highest representation of female guests (47%). The *Given Mkhari Show* had the lowest proportion of female guests (25%).

Women comprised 40% of the talk show hosts in South Africa: the second highest such proportion in the study which had an average of 32% women hosts.



Business and the economy dominate: Business and economic issues dominated discussions during the monitoring period (38%), followed by social issues (30%), current affairs (26%), sport (4%) and entertainment (2%). None of the talk shows monitored focused specifically on women's empowerment or gender equality.

More women engage on social issues: The qualitative monitoring suggested that the extent to which women call in could be affected by the topic. For example, the number of women callers increased in programmes on education and health.

Listeners want to talk about a wider range of issues: The audience survey found that the most preferred topic of the majority of female listeners (29%) is gender equality and women's empowerment (compared to 8% men). Men most want to talk about current affairs (27%), compared to 15% in the case of women. Both women (27%) and men (21%) have a strong interest in social issues.

But do not believe it makes a difference whether more women call in to talk shows: A large percentage of all listeners (54% women and 64% men) believe that it makes no difference to talk shows whether women or men call in. However, a higher percentage of women than men believe that this does make a difference to the quality of the programme.

Gender dimensions are often not raised in mainstream discussions: In most instances the talk show hosts did not raise the gender dimensions of mainstream debates.

But there is evidence of changing attitudes: Radio talk shows are an excellent barometer of changing attitudes and some of these reflected during the monitoring. For example, in a show on who should be the next deputy president most of the male callers said they thought the next holder of this post should be a woman.

Gender balance enriches the debate: The monitoring also showed that shows with greater gender balance had a greater diversity of views and perspectives on such every day issues as whether bringing a new business creates jobs for communities or crowds out local businesses.

Background and context

Freedom of expression and access to information is enshrined in the Constitution of South Africa. There are several laws, policies and organisations in place to protect and promote press freedom.

Broadcasting in South Africa is better resourced than anywhere else in the region. The South African Broadcasting Corporation (SABC) is the country's public broadcaster. The SABC's national radio network now comprises 18 stations broadcasting in 13 languages, which, combined, reach an average daily adult audience of 19 million. There are currently 15 private radio stations that operate throughout the country.

Gender and Media in South Africa

The 2002/2003 Gender and Media Baseline (GMBS) study carried out in 12 Southern African countries revealed that women's views and voices are grossly under represented in the media. In South Africa women constituted 19% of news sources, compared to the regional average of 17%.

Snapshot surveys carried out as part of the *Mirror on the Media* project since then show some improvement, with women sources averaging around 25% in many of these studies. Monitoring conducted on Women's Day, 9 August 2004 saw women as sources, on average, increase to 40% of the top ten news items of a cross-section of media surveyed.

The 2004 Gender and Media Audience Study (GMAS) found that a higher proportion of South African women (9%) compared to men (5%) cited news that asks for feedback like letters to the editor and talk shows as amongst their favourite genre. This shows that some women are interested in engaging with the media.

Although unlike many countries in the region audiences in South Africa (and especially women) cited television as their main source of news, equal numbers, and a fairly high proportion of women and men (34%) cited radio as their most important source of news. These combined findings demonstrate the importance of radio, and especially of radio talk shows, in enhancing citizen participation.

Key events during the monitoring period

The monitoring took place in June 2005. During this month a number of events received media coverage, including:

- The outcome of the Schabir Shaik trial concerning corruption in high places;
- The firing of Deputy President Jacob Zuma;
- The appointment of Phumzile Mlambo-Ngucka as the country's first woman Deputy President.

Media monitored

The monitoring covered five radio talk shows on four stations.

Kaya FM – Private radio broadcaster
Kaya FM broadcasts both music and talk. *Kaya Talk* is a current affairs and lifestyle talk show that takes up topics ranging from HIV/AIDS (Positive Talk every Monday night); entertainment, current affairs and business.

Date	Time	Topic
3 June 2005	19:00-21:00	Celebrating Africans - Dr Tebogo Kogsisile
6 June 2005	19:00-21:00	Positive Talk - HIV/AIDS, depression, nutrition, society challenges
14 June 2005	19:00-21:00	The Presidents decision regarding DP Zuma, gun, ownership, international aid, crisis in the mining sector
22 June 2005	19:00-21:00	Investing in people standards, multilateral trade negotiations in WTO, strokes, business opportunities for young people
30 June 2005	19:00-21:00	Entertainment - SA documentary, fundraising, call in question - Is it ever okay to date a friend's ex?

Metro FM - Public radio broadcaster
Metro FM is a predominantly music station that also serve the listener's information and education needs. The *Given Mkhari Show* is broadcast daily at 20h00 and 21h00. During this hour talk show discussions centre on politics, economics and business. Metro Fm is aimed at a primarily black listenership.

Date	Time	Topic
9 June 2005	20:00-21:00	Personality profile - Interview with a Real Estate Agent
21 June 2005	20:00-21:00	ANC National General Council Meeting
29 June 2005	20:00-21:00	CEO Feature - Interview with the CEO of Grinrod
4 July 2005	20:00-21:00	Gautrain Rapid RAIL Links Project
6 July 2005	20:00-21:00	Ceo Feature - Interview with CEO of SAA regarding SAA results

SAFM – Public radio broadcaster
SAFM is the only TALK FM radio station in South Africa. It covers news stories and provides analysis of current affairs.

AM Live's **After Eight Debate** advertises itself as "first with the news, the insights, the analysis and the debate". It is a programme that debates news and current affairs issues ranging from politics to sports. The debate is structured in such a way that a specific question is posed to guests and callers are encouraged to call in to give their opinions or ask questions of the guests. There are usually three guests on the panel of each show.

Date	Time	Topic
3 June 2005	08:00-09:00	The Shaik judgement - what next, what are the implications for Jacob Zuma?
6 June 2005	08:00-09:00	Are SA companies behaving responsibly enough on the African continent?
14 June 2005	08:00-09:00	Are NGO's struggling for cash?
15 June 2005	08:00-09:00	Did President Mbeki make the right decision regarding DP Jacob Zuma?
30 June 2005	08:00-09:00	Jake White - is this a real truce or simply an uneasy one?

Afternoon Talk with Thabiso Sikwane is a "daily dose of thought provoking commentary, humour and a platform to add your voice on a wide range of issues". The show is more socially- oriented and covers a variety of subjects, from politics to arts, culture and lifestyle. The programme attempts to highlight efforts being made by ordinary South Africans in the upliftment of communities. The programme show cases local talent in music and the performing arts.

Date	Time	Topic
6 June 2005	14:00-15:00	SA businesses in Africa
7 June 2005	14:00-15:00	Bank charges, tourism
10 June 2005	14:00-15:00	Sanlam business, Male grooming
21 June 2005	14:00-15:00	Economic empowerment, road safety
22 June 2005	14:00-15:00	Depression

Thobela FM - Public radio broadcaster
Thobela FM broadcasts in Northern Sotho and offers a combination of music (60%) and talk (40%). *Taba Kgolo* is broadcast daily from 12:00 – 13:00 and covers predominantly current affairs and social issues.

Date	Time	Topic
3 June 2005	12:00-13:00	Conclusion of the Schabir Shaik trial has turned the focus on DP Jacob Zuma
6 June 2005	12:00-13:00	Are South Africans as peace loving as they are said to be?
14 June 2005	12:00-13:00	What decision should President Mbeki take regarding DP Jacob Zuma?
22 June 2005	12:00-13:00	Who should be next Deputy President?
30 June 2005	12:00-13:00	Do winter schools benefit matric students or is it just a money making scheme by those who run them?

Findings

Topics

Business and the economy (38%) featured most prominently during the monitoring period, followed by social issues (30%), current affairs (26%), sport (4%) and entertainment (2%).

Figure 4.2: Topics discussed on talk shows in South Africa

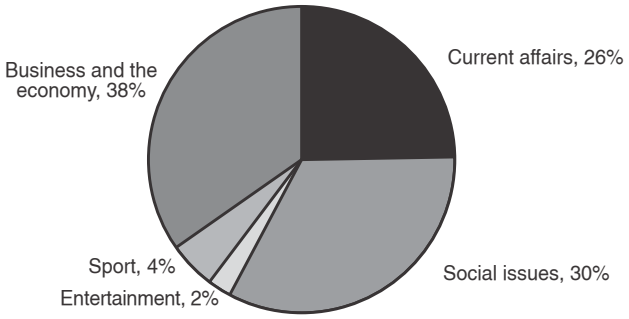
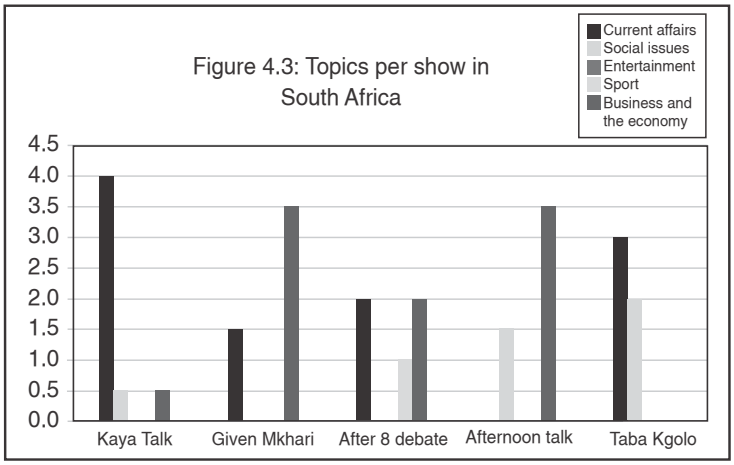


Figure 4.3 shows the variations in topics covered by the different talk shows.

Kaya Talk covers predominantly social issues. The *Given Mkhari Show* and *Afternoon talk* covered mostly business and the economy topics. The *After Eight Debate* gave equal time to current affairs and business issues and was the only show to cover any sports-related topics. Taba Kgalo covered current affairs and social issues.

Of all of the topics discussed during the monitoring period only one (on male grooming and how boys are socialised) had a gender-specific angle.



Who chooses the topics?

The host and producer of the *After Eight Debate* indicated that there is a debate team which is responsible for choosing the topics. These mostly stem from current news and events.

What listeners want to talk about

The audience survey that accompanied this research showed audiences would be interested in debating a broader range of issues than what is currently on the menu. For example, 29% of the women polled said that they would like to talk about gender equality and women's empowerment issues; followed by social issues (27%), entertainment (20%), current affairs (15%), business and economy (6%) and sports (2%).

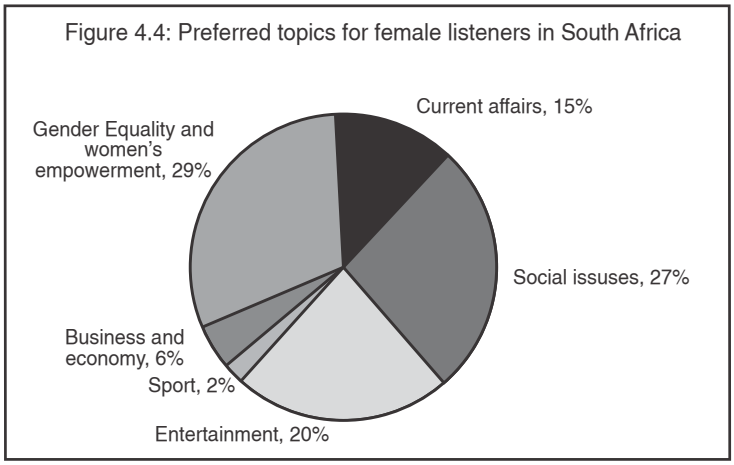
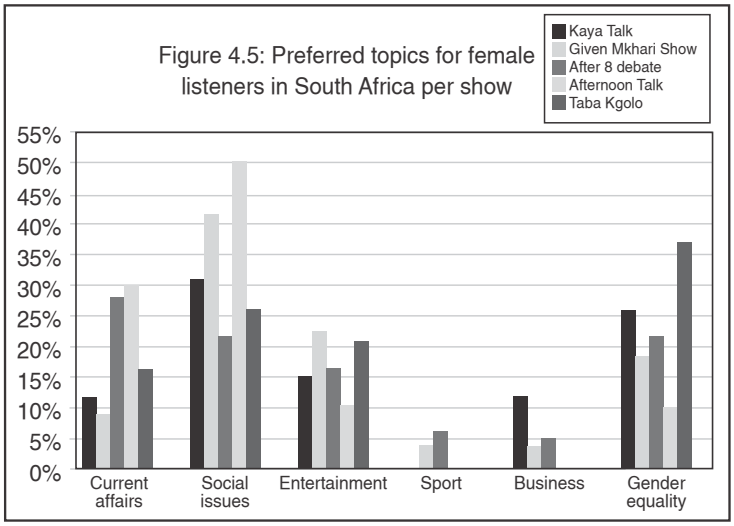


Figure 4.5 illustrates the preferred topics for female listeners to specific shows.



The listeners survey findings for men are more in line with the topics discussed, with the majority of men (27%) wanting to talk about current affairs; followed by social issues (21%). Only 8% of the men interviewed want to talk about business and the economy despite this being the issue most discussed during the monitoring period.

Figure 4.6: Preferred topics for male listeners in South Africa

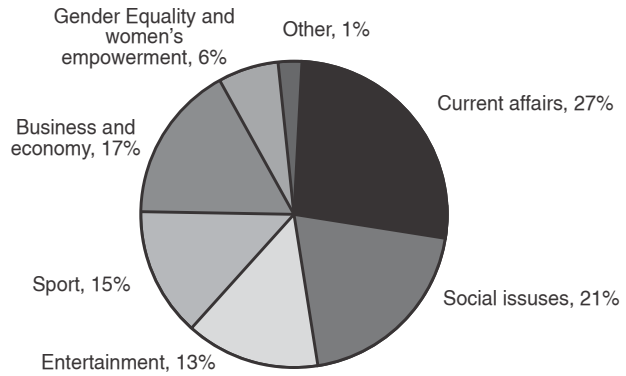
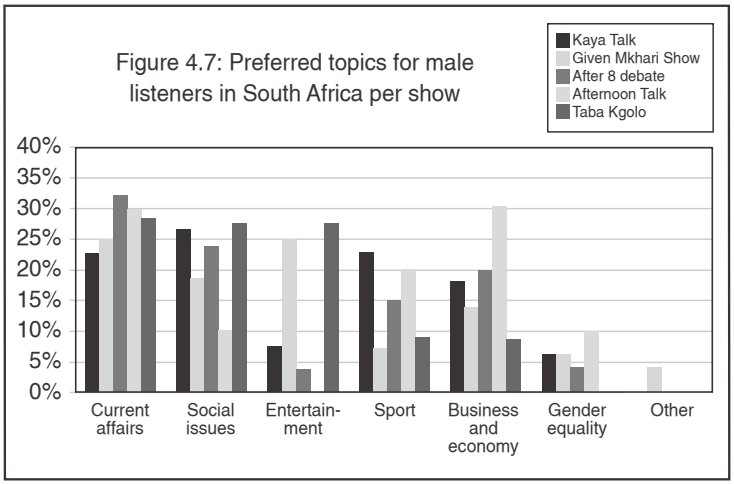


Figure 4.7 illustrates the preferred topics for male listeners on specific shows.

Figure 4.7: Preferred topics for male listeners in South Africa per show



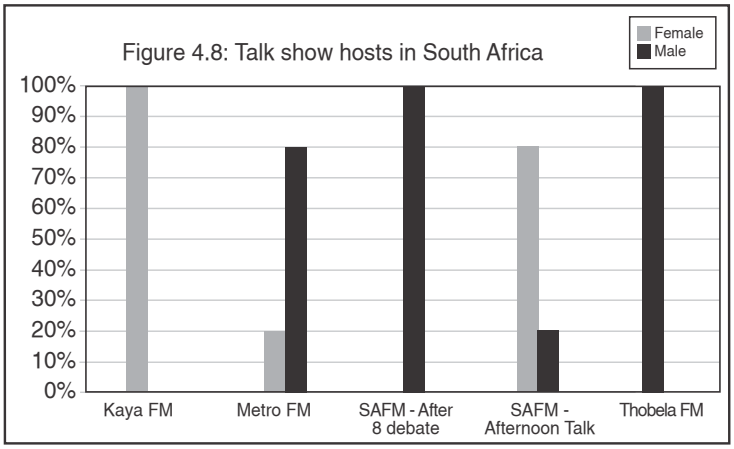
Hosts

Overall, during the monitoring period more men (60%) than women (40%) hosted radio talk shows. But, as illustrated in figure 4.8, in most instances there was one permanent host for each show who was either female or male.

In most cases the hosts treated callers, both women and men, with respect.

The host of the *After Eight Debate* gave equal time to all guests to have their say. The show is fast moving and very informative with the downside being that callers are not given a lot of time to make their points and are sometimes cut off if they take too long.

Figure 4.8: Talk show hosts in South Africa



The *Kaya Talk* host often gives useful information. For example on the HIV/AIDS show "Positive Talk" she gave information to callers on Post Exposure Prophylaxis (PEP) and ARV's. The predominantly female listeners appreciated this, but some suggested that the presenter should be joined by a male host. Three listeners, two female and one male said that the host should be less aggressive because by interrupting callers she discourages people from calling in.

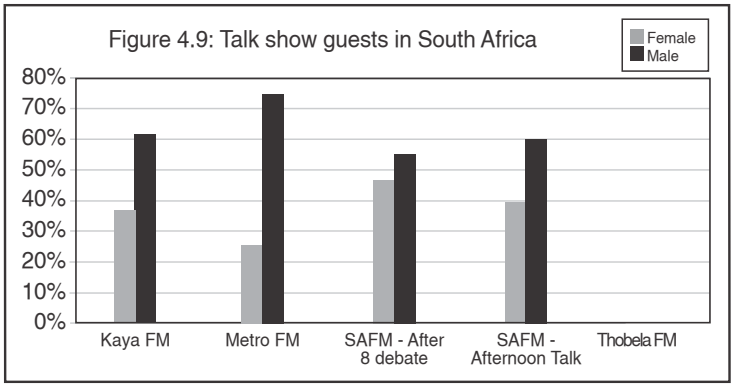
The *Afternoon Talk* host is chatty and tries to make callers feel comfortable. She is always careful to give callers and guests equal time to make their point.

Female listeners on the *Taba Kgolo* show said that the host does little to encourage women to call in to the show and sometimes intimidates callers. In one instance during the monitoring the host asked a female caller whether she understood political issues when she called in to comment on the Schabir Shaik trial. This question was not asked of any of the predominantly male callers.

Two women listeners of the *Given Mkhari Show* also complained that he had a tendency to be aggressive and patronising towards women.

Guests

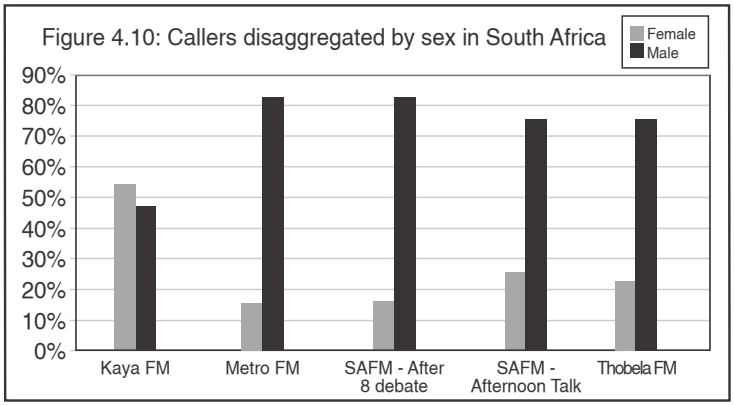
Overall women represented 39% of the guests. As illustrated in figure 4.9 this varied from 47% in the *After Eight Debate* to 40% in *Afternoon Talk to* 38% on *Kaya Talk* to 25% on the *Given Mkhari* show. The *Taba Kgolo* show had no guests, female or male throughout the monitoring period.



The host and producer of the *After Eight Debate* said the most important criteria in inviting guests to the show is to ensure balanced views on the topic being debated. The show did not deliberately go out to get women or men, but rather people qualified to speak on the issues. The host and presenter agreed however that in making choices about guests a conscious effort could be made to include both women and men.

Callers

On average, in South Africa women comprised 25% of those who called into talk shows (the second lowest figure of the four countries in the study). The two shows hosted by women had the highest proportion of women callers (*Kaya Talk* at 53% and Afternoon talk at 25%). *Taba Kgolo* had 23% female callers, the *Given Mkhari* show 17% and the *After Eight Debate* only 16% female callers.



The audience survey showed that listeners have a good sense of who calls into which shows, with most aware of which programmes attract male and which attract female callers. The host and producer of the *After Eight Debate* are aware of the gender imbalance of callers. They said they would like to change this but were not sure how. *After Eight Debate* listeners suggested that varying the topics more, and a greater allocation of time to callers would encourage more women and young people to call in.

Interestingly, while male callers dominated the *Taba Kgolo* show, the day on which an education related topic was discussed saw female callers increase from an average of 23% to 71%.

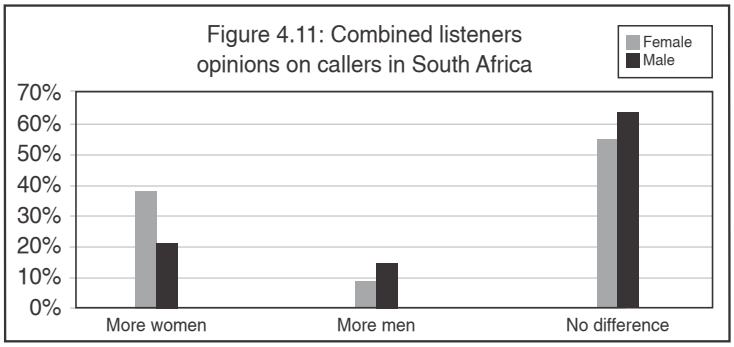
Similarly a discussion on HIV/AIDS on *Kaya Talk* attracted 10 women callers out of the total of 17. When the topic of depression came up on *Afternoon Talk,* the number of female callers shot up. This suggests that there is a direct correlation between the topic being debated and the extent to which women are likely to call in. Kaya listeners proposed having a wider variety of topics including current affairs to encourage more men to call in.

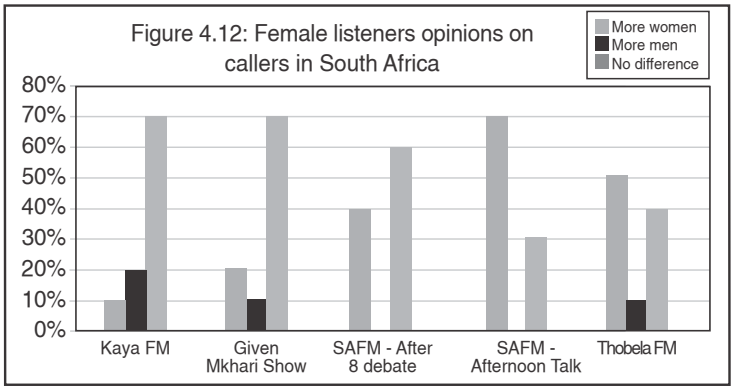
Listeners of the talk shows were asked the question – *Would talk shows be more interesting if more women called in, more men called in or it makes no difference?*

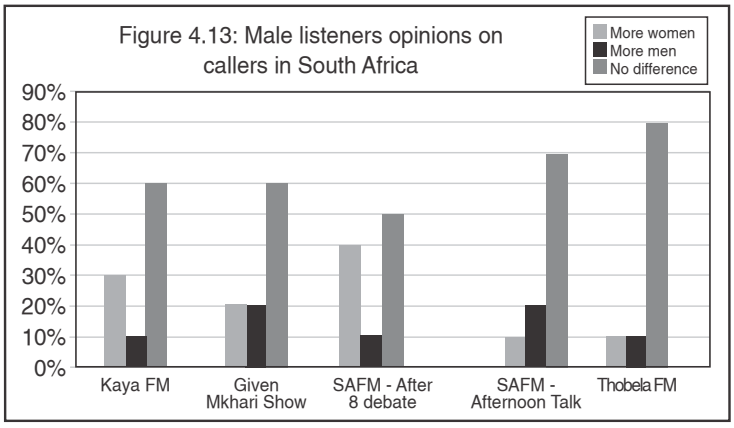
The majority of women and men said that it makes no difference to talk shows whether women or men calling in. However 39% women (compared to 21% men) felt that shows would be more interesting if more women called in.

Figure 4.12 illustrates the opinions of female listeners to each show. Listeners of *Afternoon Talk* (70%) and Taba Kgolo (50%) believe that radio talk shows would be more interesting if more women called in. 40% of the *After Eight Debate* listeners and 20% of the *Given Mkhari Show* listeners think that more women should call in. The show with the highest number of female callers, *Kaya Talk,* has the highest number of listeners who think that more men callers would make the show more interesting.

Figure 4.13 illustrates the opinions of male listeners to each show. The majority of male listeners on all of the shows are of the opinion that it makes no difference whether it's women or men calling in. 40% of *After Eight Debate* male listeners think that more female callers







would make talk shows more interesting. Contrary to what their female counterparts think, only 10% of male *Afternoon Talk* and *Taba Kgolo* listeners think that more women would make the show more interesting and more of male *Kaya Talk* listeners (30%) think that more women callers would make the show more interesting.

These findings are in contrast to the GMAS where a high proportion of women (66%) said that they would find the news more interesting if the ideas and views of women were reported more often. A higher proportion of men (38%) than women (23%) said that the news would be more interesting and "no different" if the ideas and views of women were reported more often.

What was said in the programmes

For the most part, the talk show programmes could be described as "gender blind"; that is they neither tackled gender issues specifically nor seized opportunities to explore the gender dimensions of debate when these arose.

Afternoon Talk hosted the one debate that had gender specific underpinnings: male grooming. But the topic was dealt with superficially, with no reference to the way men are socialised and how this affects their approach to grooming. The day that President Mbeki announced the appointment of Deputy President Phumzile Mlambo-Ncguka, the host missed the opportunity by explore what it means to South Africa and the struggle for gender equality to have a woman in this position.

On *Kaya Talk*, which is also hosted by a woman, the discussions on the day of Mlambo-Ngcuka's appointment covered a range if issues from strokes to business opportunities for youth. The host mentioned the appointment in passing at the end of the show as a day to celebrate and congratulated the new Deputy President. However, another *Kaya Talk* programme illustrated how interesting gender dimensions can be taken up in talk shows when a guest made reference to the almost equal representation of young women at the seminar being discussed. This led to a discussion on the need to develop the confidence of young women. In her entertainment show the presenter show-cased a film produced by a young female documentary maker and highlighted the need to make women part of mainstream film making.

In an interesting indicator of changing attitudes on the part of men, the mostly male callers on the *Taba Kgolo* show on who should be the next Deputy President said they thought that this person should be a woman. One man said he would prefer a woman deputy president because men are more interested in furthering their own ambitions whilst a woman would deliver the services that are required.

One woman said that talk shows like *Taba Kgolo* should use the platform to address gender issues considering most women are in rural areas. Some men who listen to the show also think that different opinions form both sexes will make it more interesting and feel that the host should encourage everyone to participate.

The qualitative monitoring showed that having a mix of women and men led to a greater variety of views which enriched debate. For example in a show on *Afternoon Talk* on South African business in the rest of the continent a female academic took on two male businessmen regarding the perceived lack of interest by South African business in the communities of countries where they invest. This perspective is unlikely to have been raised by another businessman.



Radio talk show monitor in Zimbabwe.
Photo:Loveness Jambaya

Chapter Five Zimbabwe

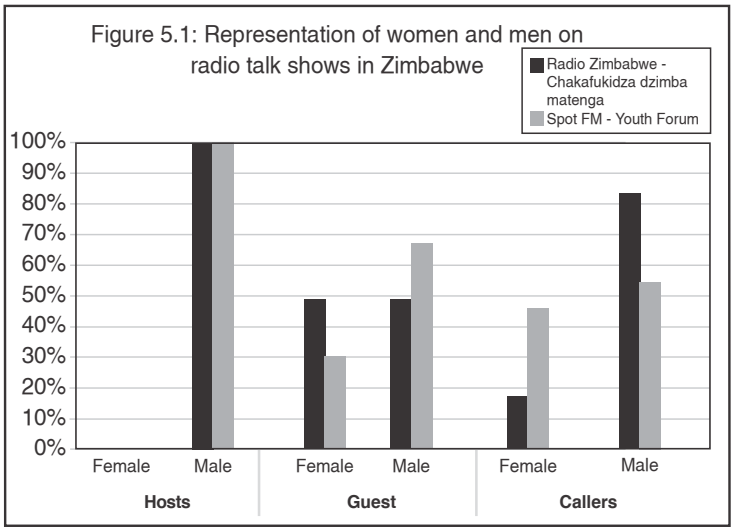
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This section of the report summarises the Zimbabwe findings of the *Mirror on the Media* radio talk show monitoring project conducted in four countries (Zimbabwe, Lesotho, Malawi and South Africa.) Media monitored in Zimbabwe included *Chakafukidza dzimba matenga* on Radio Zimbabwe which covers social issues and Spot FM's *Youth forum* broadcast. The monitoring covered five shows between June and August 2005 for each station. It included quantitative and qualitative analysis of the shows monitored as well as interviews held with both radio show hosts and listeners. The methodology and tools used are attached at **Annexes 1-3.**

Key findings

Women are under-represented in all areas of talk shows: As in Malawi, all of the hosts on the Zimbabwe programme during the period monitored were men. Women comprised 39% of the guests, slightly above the overall average of 36%. However, this varied from equal numbers of male and female guests in *Chakafukidza dzimba matenga* to 73% male guests and 27% female guests on *Youth Forum.*

Zimbabwe had 33% women callers; higher than the overall average of 25%. But this varied from 18% on *Chakafukidza dzimba matenga* to 45% on *Youth forum*, which is broadcast in English and attracts the more urban, affluent population. Hosts did not make any special effort to encourage more women to call in.



Social issues dominate: Social issues (90%) dominated both shows. The remaining 10% of topics related to entertainment. Youth forum did not feature any gender specific topics, but these constituted 54% of the debates on *Chakafukidza dzimba matenga.* Topics ranged from polygamy, to health problems, to relationships to witchcraft. Most of these highlighted gender dynamics.

What listeners want to talk about: Both women (75%) and men (50%) had a strong preference for programmes on social issues, including health, HIV/AIDS and education. Only men (20%) want to talk about sports. Both women (10%) and men (20%) want to talk about current affairs. More women (10%) than men (5%) want to talk about gender equality.

It makes no difference whether more women call in to talk shows: A large percentage of all listeners interviewed believe that it makes no difference to talk shows whether it's women or men calling in.

Stereotypes are not challenged: The qualitative monitoring yielded examples of gender stereotypes going unchallenged in many instances. These included views on the way women dress and whether women should be allowed to inherit.

But gender balance brings fresh views and debate: Having women and men on panels, especially in *Chakafukidza*

dzimba matenga which featured gender-specific debates, opened the floor to more stimulating debates. For example in a discussion on marriage, two guests, a woman and a man, set the lines abuzz with their differing views on whether girls should finish their studies or fear "not finding a husband".

Background and Context

The Zimbabwe Broadcasting Corporation (ZBC) monopolises the airwaves in Zimbabwe; there are no private or community broadcasters.

The ZBC runs four radio stations: Spot FM (Bulawayo), Power FM (Gweru), National FM (Harare) and Radio Zimbabwe (Harare). It also runs the only television station in the country, Zimbabwe Television (ZTV). There are plans to introduce a regional television station to broadcast in local languages from Bulawayo called National Television (NTV).

The four radio stations and national television are tightly controlled. The government thwarted an attempt to start a community radio station in 2000. In 2004 the Broadcasting Authority of Zimbabwe (BAZ), the broadcasting regulator, advertised one license for one national free-to-air commercial broadcaster and 14 private broadcasters (but no community broadcasters). BAZ is yet to issue any licenses.

Gender and Media in Zimbabwe

The 2002 Gender and Media Baseline Study (GMBS) found that women constituted 15% of news sources in Zimbabwe, compared to the regional average of 17%. Snapshot surveys carried out after that show that the situation has not changed much though a little progress is being made.

The Gender and Media Audience Study (GMAS), found that a relatively high proportion of Zimbabwean women (21%) compared to men (17%) cited news that asks for feedback like letters to editors and talk shows as amongst their favourite genre. This shows that women are interested in engaging with the media. More women (36%) than men (33%) cited radio as their most important source of news.

Radio Talk shows

The four radio stations in Zimbabwe appeal to different audiences. Power FM and Spot FM broadcast in English and mostly attract the urban and more affluent population with the former mainly listened to by urban youth. The other two, Radio Zimbabwe and National FM, are more popular with the lower income group and rural population. Radio Zimbabwe broadcasts in the main national languages - Shona and Ndebele. National FM broadcasts in the 14 minority vernacular languages.

As a result of the volatile political environment, there are fewer talk shows now on most radio stations than in the past. Power FM has become a strictly music station with no current affairs programmes or talks shows. During the run up to the March 2005 general elections Spot FM took off most of its current affairs programmes, which used to have call in segments which included *AM Chat*, *The Big question* and *In Focus*, amongst others.

Reasons cited for the withdrawal of the talk shows is the insistence by caller on talking about the political and economic

problems bedeviling the country and lack of resources. The few remaining talk shows on the station include: *Youth forum, Natures Finest* (women's health programme) and *BP*, a Sunday sports call in programme. There are indications from Spot FM that some programmes may be re-introduced but no timeframes have been given.

Radio Zimbabwe and National FM still hold a sizeable number of talk shows. This is possible because Radio Zimbabwe, in particular has resources to finance hosts, guests, artists and so on. The comparative advantage lies in that the station broadcasts in the two main indigenous languages and therefore commands the widest listenership in the country. This in turn attracts more advertisers (ZAMPS, 2004).

The talk shows are varied in nature and are sometimes political but they remain controlled. A programme that invited much heated political debate was recently taken off air. This demonstrates that women and men in Zimbabwe have limited channels to speak freely. This is tantamount to suppressing freedom of expression.

Key events during the monitoring period

- Operation restore order/ Murambatsvina.

Media Monitored

Spot FM – Youth forum

Youth forum is broadcast in English. It attracts mainly the urban and more affluent population. Both young and older people listen to the station unlike Power FM that attracts the youths and young adults more than it does older people. The show focuses on predominantly social issues.

Date	Time	Topic
30 June 2005	15:05-16:00	Fashion
7 July 2005	15:05-16:00	Youth Entertainment
28 July 2005	15:05-16:00	Roles models
4 August 2005	15:05-16:00	Roles models
11 August 2005	15:05-16:00	Religion - Salvation Army youth camp

Radio Zimbabwe - Chakafukidza dzimba matenga

Radio Zimbabwe is broadcast in the two major indigenous languages, Shona and Ndebele. Both young and old people listen to it, particularly the illiterate, lower income groups as well as the rural population. It hosts a number of talk shows on social and current issues. These range from family relationships, politics, health, sports, education etc.

Chakafukidza dzimba matenga literally translated means "what covers the house is the roof", but can be interpreted to mean you can never know what happens in people's private lives. The programme is broadcast in Shona. This is a call in show where the host and guests respond to letters that have been written by listeners who are seeking help in their personal lives.

According to the hosts of the show responding to letters is a way of accommodating the marginalised who do not have access to telephones. Callers are then invited to call in and give advice and respond to the letter writers, although in some instances there is no time to take calls and the show is dominated by the host and guests' advice.

Date	Time	Topic
21 June 2005	21:00-22:00	Medical & family relationships
28 June 2005	21:00-22:00	Social issues
5 July 2005	21:00-22:00	Impotence, polygamy, inheritance
23 August 2005	21:00-22:00	Witchcraft, polygamy, relationships
30 August 2005	21:00-22:00	Marriage, health

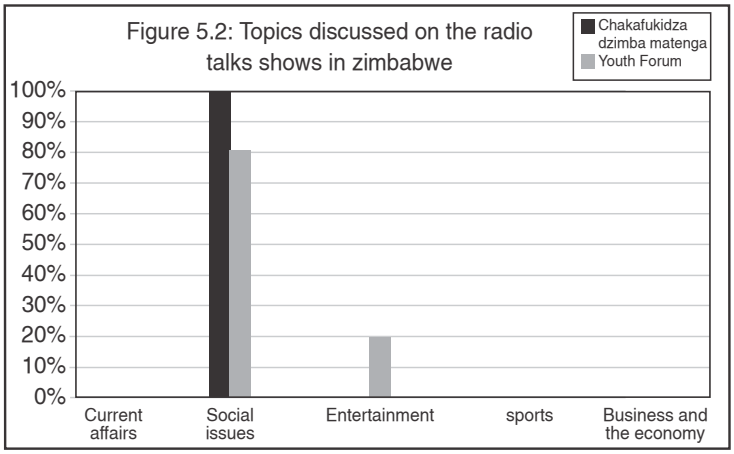
Findings

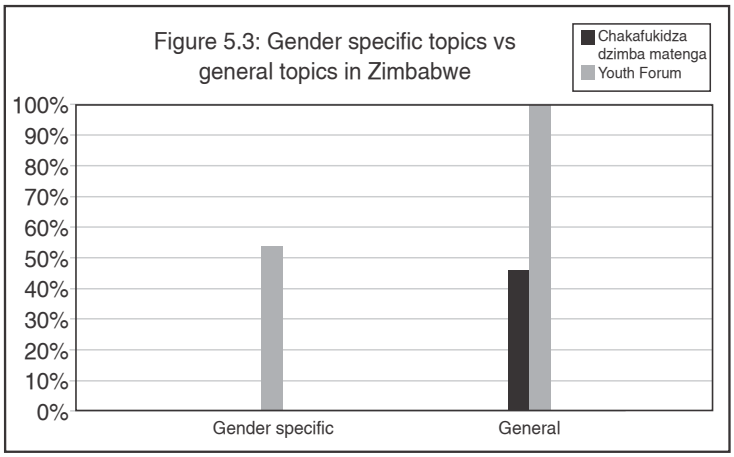
Topics

On both of the shows monitored, Radio Zimbabwe's *Chakafukidza dzimba matenga* and Spot FM's *Youth forum*, social issues dominated the discussions with entertainment being the only other category discussed, as illustrated in figure 5.2.

Chakafukidza dzimba matenga talk show on Radio Zimbabwe discussed social issues, mainly based on personal experiences. Of the 13 topics monitored, seven (54%) focused specifically on gender issues.

Spot FM's Youth forum discussed a wide range of social issues (80%) but also held discussions on entertainment (20%). All five shows monitored discussed general topics but on some occasions brought out gender dimensions, these included fashion, role models, entertainment and religion.





Who chooses the topics?

On *Chakafukidza dzimba matenga* the host and guests discuss issues and problems raised in letters written by listeners. When interviewed the host/producer of *Chakafukidza dzimba matenga* revealed that while they try to integrate gender into some of the topics, they mainly rely on letters, newspapers and radio programmes.

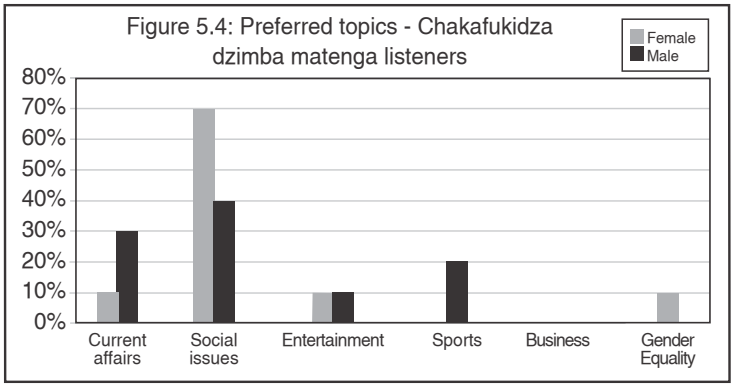
What listeners want to talk about

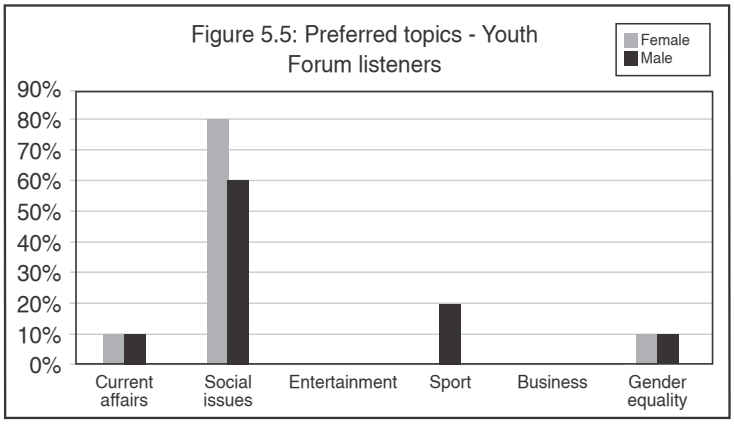
The findings of the listeners surveyed indicate that the most preferred topic for the majority of listeners, both women (75%) and men (50%), to both shows, are social issues, including health, HIV/AIDS and education. This is in line with the actual topics discussed on the predominantly socially oriented shows.

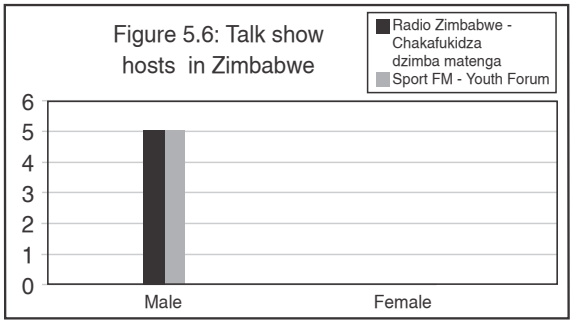
The *Chakafukidza dzimba matenga* listeners showed a broader range of preferences. A small number of women (10%) and men (10%) want to hear more entertainment talk shows. More men (30%) want to discuss current affairs than women (10%).

More women listeners to both shows want to listen to and discuss social issues. Only men (20%) want to listen to sport talk shows. This finding is similar to that found in the GMAS which showed that women are most interested in news topics relating to social issues including health, HIV/AIDS and education whilst men were most interested in sports and political stories.

Men who listen to *Chakafukidza dzimba matenga* don't want to discuss gender equality whilst equal numbers of male and female listeners to the Youth forum want to talk about gender equality. No listeners to either of the shows want to listen to talk shows on business and the economy.







Hosts

During the monitoring period men hosted both shows.

The majority of listeners to both shows (60% of *Chakafukidza dzimba matenga* and 77% of *Youth forum* listeners) believe that the hosts encourage callers to speak their mind.

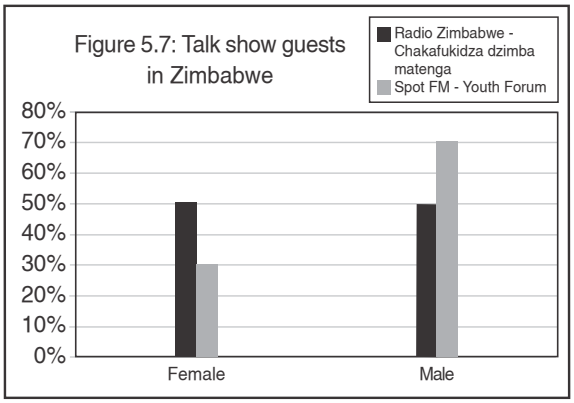
Neutral and fair most of the time, the Radio Zimbabwe host sometimes got carried away and made fun of callers or letter writers. For example he made fun of an 18-year-old boy whose father wrote to ask for advice on his bad odour condition. The talk show host said: "Even witches would not feed on him because of the bad odour". The presenter also tended to give men more time than women. For example during the discussion on polygamous marriages male guests responded to most of the questions.

The Spot FM host showed an awareness of, but little sensitivity towards, gender issues. For instance, during the July 30 talk show on fashion trends, the presenter allowed the debate to degenerate into an attack on how the "girls of today" dress and how this affects men.

Neither host made a conscious effort to achieve a gender balance of callers during their programmes. The host of *Chakafukidza dzimba matenga* felt it did not matter whether more women or more men called in. The host of *Youth forum* addressed listeners as 'guys' which may have discouraged women from calling in.

Guests

Chakafukidza dzimba matenga had equal numbers of female and male guests. The host/producer of the programme said he aimed to have some permanent guests for continuity of the programme. Although the host felt that it is "not always necessary" to have a gender balance of guests, he said he sometimes consciously strives to achieve this when there are two guests on the same show. He said he never had problems getting female guests on the show and sometimes had to turn down offers by women who wanted to participate as guests.

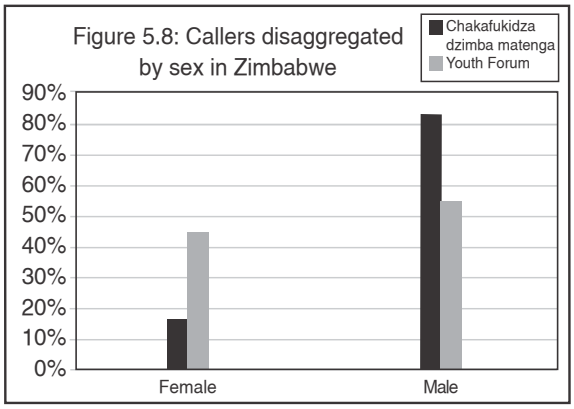


In contrast, male guests (69%) dominated the Youth forum. On one occasion a female panellist sat as an observer throughout the show and did not contribute to the debate at all.

Callers

Women made up 33% of all callers to both talk shows during the period monitored. Spot FM's Youth forum (45% women callers) performed better than Radio Zimbabwe's *Chakafukidza dzimba matenga* (18% women callers).

Of the five programmes monitored on *Chakafukidza dzimba matenga*, only two had people calling in. However, the host read letters written by both men (54%) and women (46%). Ironically, most women (70%) and men (80%) who listen to *Chakafukidza dzimba matenga* believe that more women call in to the show.



Women who listen to Youth forum were divided in their opinion of who they thought called in to the show. Half thought more women called and half believed more men did. Most of the men interviewed (70%) thought more men call into the show.

The producer and host of *Chakafukidza dzimba matenga* was aware that a sizeable number of males call and write to this programme. When asked whether he would want to achieve greater gender balance among his listeners he said:

> "That is nothing I would lose sleep over as a sizeable number of men listen to the programme. During the phone-in segment, most callers are men. I don't know whether that is influenced by the fact that phones are regarded as the property of the man within the home or not. And also, I think this might be because women are generally afraid to express themselves in public."

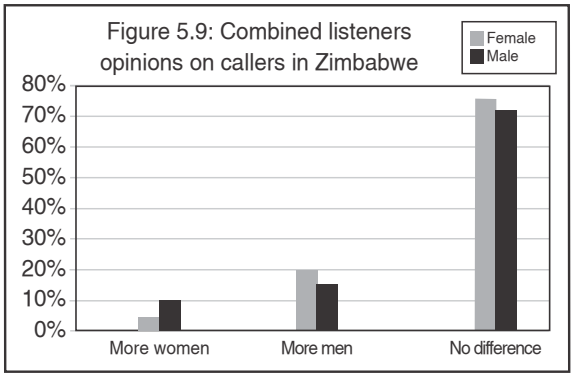
Listeners of the two talk shows were asked the question – *Would talk shows be more interesting if more women called in, more men called in or it makes no difference?*

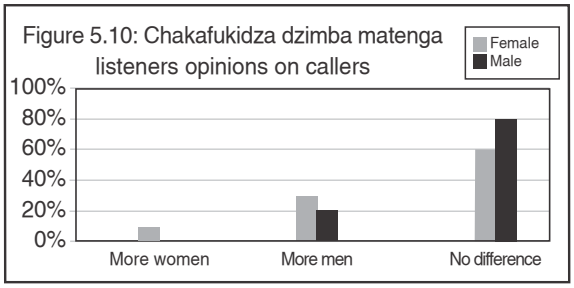
The majority of listeners, women and men, of both shows are of the opinion that it makes no difference to radio talk shows whether more women or men call in.

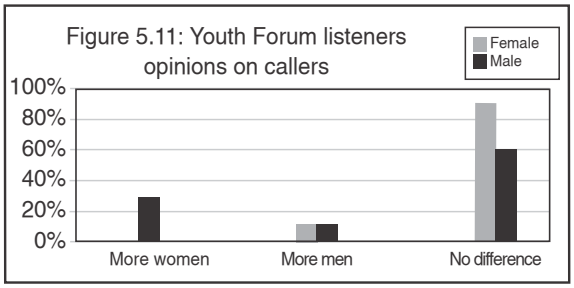
Ten% of *Chakafukidza dzimba matenga* female listeners believe that talk shows would be more interesting if more women called in. More women believe that more male callers would make the shows more interesting.

More men (20%) compared with no women who listen to Youth forum believe that talk shows would be more interesting if more women called in. 10% of men and women think that more men would make talk shows more interesting.

These finding are in sharp contrast to the GMAS where a high proportion of women in Zimbabwe (64%) said that they would find the news more interesting if the ideas and views of women were reported more often.







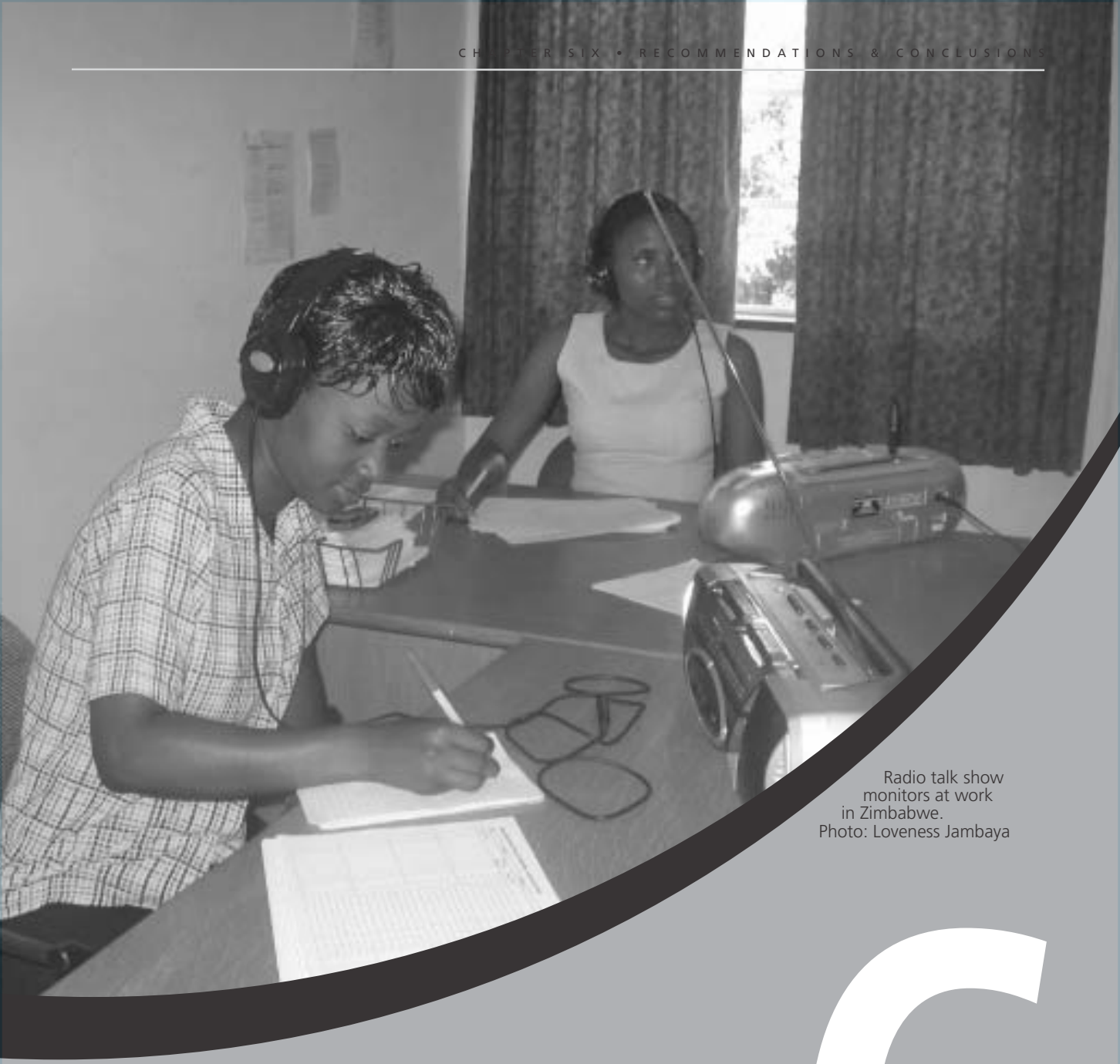
What was said in the programmes

From some of the topics discussed and responses from hosts, guests and callers it is clear that there are still gender prejudices within the society and that these are often reinforced in radio talk shows. A host on a *Youth forum* show allowed a discussion on fashion to degenerate into an attack on girls and the way they dress with comments such as: "The problem is young girls of today get into this controversial idea of dressing". It became a debate about how girls dress and how this affects men.

On Radio Zimbabwe the responses to gender specific issues often reinforced stereotypes. For example in a case concerning a woman having problems with inheriting her mother's estate, the guests suggested that the brother, not the woman and her sister mentioned in the mother's will, should inherit the property.

During a discussion on dating some callers expressed the view that it is only women who are associated with beauty and grooming. They dismissed the concerns of a 24-year-old man who thought he could not find a girlfriend despite regarding himself as handsome and presentable. However, having gender balance on the panels often helped to bring different perspectives and to enrich the debate. A discussion on marriage on *Chakafukidza dzimba matenga* prompted debate when the female guest commended a girl caller for not indulging in sex at an early age and continuing with her education. She encouraged girls to find ways of complimenting government efforts to uplift the lives of women and girl children through affirmative action.

The male guest asked whether the girl wouldn't be too old to get married by the time she finished school if she went on to tertiary school. The female guest challenged this traditional belief by drawing from her own personal experience and reiterating that education is essential for girls and that they should wait until they have completed their studies before they get married.



Radio talk show monitors at work in Zimbabwe.
Photo: Loveness Jambaya

Chapter Six

Conclusions & Recommendations

6

Who talks on talk shows is, as far as we are aware, the first gender audit of radio talk shows to have been conducted anywhere, and certainly the first to have been conducted in Southern Africa.

Given the importance of radio as a means of communication on the continent, and the possibilities opened by radio talk shows for citizen participation, this medium is critical to efforts to grow media audiences as well as deepen democracy. Gender equality is intrinsic to both of these.

Although there are interesting country variations and nuances, what the research unequivocally shows is that women are the missing voices in radio talk shows: whether as hosts, guests or callers. This finding concurs with the findings of the Gender and Media Baseline Study (GMBS) that women's voices are under represented in the production and content of the news, constituting an average of 17 percent news sources across the region.

Again in findings similar to the GMBS, the radio talk show study found that gender stereotypes are often perpetuated without being challenged; gender specific topics are seldom discussed; and opportunities to raise gender issues in mainstream debates are missed. This is despite the fact that audiences, and particularly women, would like to discuss a broader range of topics, including gender equality and the empowerment of women.

The Gender and Media Audience Study (GMAS) which followed the GMBS found that across Southern Africa, women had a higher preference than men for "news which asks for feedback" such as letters and talk shows. The question that arises is why this interest does not translate into greater participation by women in these programmes.

The study suggests a variety of reasons. As illustrated in the case of *Kaya Talk* and *Afternoon Talk* in South Africa, there is a correlation between having women presenters and attracting higher levels of women audiences (although this may not always be the case). A related factor is what topics are chosen, with women showing a strong preference for discussing social issues such as health and education (that feature on these two programmes). This finding concurs with the GMAS, in which men cited politics and sports as their favourite news topics, while women rated social issues more strongly.

However, there may be other factors at play as well. For example in Zimbabwe, the socially-oriented *Chakafukidza dzimba matenga* (also one of the few programmes in the study to feature gender-specific topics) had a lower level of women's participation than *Youth Forum*, that covers more mainstream topics. The latter targets more rural audiences, where women are not as likely to have phones, or may be more socially inhibited to speak out. This suggests that there are also often social and economic factors that underpin what may, on the face of it, appear to be a reluctance by women to speak out.

The attitude taken by talk show hosts is also important. Although women had a clear preference to talk about the issues that have the most direct bearing on their every day lives, they also expressed a higher interest in current affairs topics than might be expected. However, when a talk show host asks a woman who calls into a current affairs programme if she knows anything about politics (as happened in one instance) this could clearly be a deterrent to other women participating in such programmes.

Does it matter whether or not women participate? What the research shows is that on the face of it audiences believe it does not. Comments made by audiences suggest, however, that many of them have not really thought about the issue. This finding concurs with that of the GMAS in which audiences did not seem to have a clear sense of what and who makes up the news. It is interesting that in the case of *Chakafukidza dzimba Matenga* audiences automatically assumed that it is mostly women who call in (which proved not to be the case) most likely because of the kind of

topics discussed. In South Africa, audiences also clearly associated the "hard core" current affairs programmes with male callers and the more socially-oriented programmes with female callers.

Some hosts did not seem to mind if mostly men called; as a Zimbabwean host put it "it is not something I would lose sleep over." Others, like the producer and host of the *After Eight Debate* in South Africa had thought about the issue and make an effort to ensure gender balance where they can do so most immediately: among their invited guests. They showed an interest in engaging further on how to encourage more women to call in.

What the study did clearly show is that where there is gender balance in debates, there is likely to be a broader range of views, especially on burning social issues (such as delaying marriage until young women have completed their education). Having women participate as experts and callers (on whatever subject) also sends out a strong message about their equal status in society.

From a commercial point of view, marketing departments have a keen interest in ensuring a strong following by women on chat shows because women are seen by advertisers as playing a decisive role in spending decisions. Growing female audiences is a key commercial imperative for all radio stations.

Against this backdrop, the recommendations that arise from this study are that:

- **Media decision-makers** make a conscious decision, at policy level, to ensure that chat shows have women and men hosts (possibly even to co facilitate shows) and that equal numbers of women and men are invited as guests.
- **Talk show hosts** engage with the findings of this study and undertake gender awareness training to assist them in being equally accessible to male and female callers; in being able to pick up on pertinent gender issues as part of mainstream debates; in recognising and challenging gender stereotypes. Talk show hosts can also proactively encourage more women to call in.
- **Media marketing departments** undertake more in-depth surveys of their audiences, and disaggregate the findings by gender, with a view to diversifying topics and redesigning shows to cater for the needs of male and female audiences.
- **Gender and media activists and networks** work closely with media houses in giving feedback on monitoring; compiling data bases of potential women guests; conducting media literacy campaigns to encourage more women to participate in talk shows.
- **Media regulatory authorities** include a requirement in annual reports by broadcasters as part of licensing conditions that broadcasters report on what they have done to advance gender equality through all their programming, including talk shows.
- **The Gender and Media 2006 Awards** as part of GEMSA's Gender and Media Summit include a category on the radio talk show that does the most to encourage women's participation and provoke debate on critical gender issues.
- **Mirror on the media** conduct a further study on what prevents women from participating more actively in talk shows to further guide all these initiatives.

Annexes

Annex One: Methodology

Which media to monitor

- Each country should choose a minimum of two radio stations to monitor.
- Where possible there should be a mix of state controlled and private broadcasters.

Which shows to monitor

- The show should be a talk show or a call in show. This means it must be a radio show in which there is a host/ presenter who requests people to call into the studio to give comment on a particular topic.
- It is recommended that two types of shows be monitored:-
  1. Current affairs shows, where news and topical issues are discussed and debated.
  2. More socially oriented shows.
- The show should be 30 to 60 minutes in length.

How often to monitor

Each show should be monitored at the same time over a staggered week for the monitoring period, if the show is a weekly show and occurs on the same day each week such show should be monitored for five weeks in June.

Quantitative Monitoring

1. The purpose of the quantitative monitoring is to measure the involvement of men and women in radio talk shows and to highlight any disparities that may exist in this involvement (in the 3 categories: hosts, guests and callers) and to establish which topics women get involved in and which not.

2. The Quantitative Monitoring Form should be completed for each talk show monitored, i.e. 5 talk shows thus 5 quantitative monitoring sheets.
   - Monitor 5 radio talk shows over a staggered week as per the above schedule. The same show should be monitored for the whole period.
   - Record basic information – radio station, date, time start, time finish.
   - Record the topic:
     - Specific and general, eg. Specific topic – family murders and suicides; general topic – gender violence
     - Gender specific or general
   - Count presenters/ hosts – male/ female
   - Count guests/ panel members – male/ female. What are their occupations?
   - Count callers – male/ female
   - Monitors should use the space provided on the quantitative form to make any notes which will be used in the qualitative analysis of the talk show.

3. The Summary Sheet should be completed for each radio station, and is a summary of the 5 talk shows monitored, i.e. 1 summary sheet for 5 talk shows monitored – this will yield an overall summary for the period monitored for the particular radio station monitored.

Qualitative Monitoring - This consists of three parts:

1) Comments on each programme monitored

Monitors should fill out Qualitative Analysis, for each radio show monitored; this will be an overall analysis of the talk show monitored

Monitors need to look out for

1. **Topics:**
   - Which topics do women and men tend to engage with more and which not?
   - Are the topics relevant?
   - Are gender issues covered? If so, is this done in a positive and balanced way or is it just women speaking on women's issues.
   - Do men contribute to gender debates? Do they do so in a progressive way?
   - Are the gender angles to issues interrogated?
2. **Host:**
   - Is the host fair and neutral.
   - Does the host interrupt or intimidate callers or guests?
   - Does the host treat women and men in the same way?
   - If there are few women calling in, does the host make a point of encouraging women to call in?
3. **Guests:**
   - Who is called as a guest, is there a balance between women and men?
   - In what capacity are the guests called, eg. Professional, expert, person affected, family member etc.
   - Is equal respect given to both men and women guests i.e is there any difference in the way that women and men are addressed on the show?
   - What do the guests have to say, is it relevant, are the actual issues addressed or missed?
4. **Callers**
   - Are men and women callers treated with equal respect, i.e is there any difference in the way that women and men are addressed on the show?
   - What do the callers have to say?
   - Are there differences in the kinds of issues that women and men respond to and the way that raise them?
5. **Language:**
   - Are there gender insensitive remarks/ jokes, and if so by whom?
   - Is sexist language used and if so by whom?

2) Interviews with hosts of talk shows

Monitors should interview the hosts of the radio talk shows that they monitored (Refer to **Annex 2:** Semi-structured questionnaire).

3) Survey of listeners

Interviews with listeners are to take place – monitors are to interview 20 people who listen to the show that they are monitoring, they should interview 10 women and 10 men (Refer to **Annex 3**: Questionnaire for listeners of radio talk shows).

Annex Two: Semi-structured questionnaire for talk show hosts

Listeners

1. Do you have statistics on, or could you estimate what proportion of women and men listen to your show?
2. Would you like to achieve greater gender balance in your listenership? How can this be achieved?

Guests

3. Please could you give an explanation of how do you decide on the guests that you invite to the show?
4. Do you strive to achieve gender balance in doing so?
5. Do you encounter problems in getting women as guests and if so how do you overcome this?

Callers

6. Do you know what proportion of women and men call into your show or could you estimate?
7. Do you think that your personal style encourages or discourages women from calling and speaking their mind?

Topics

8. How do you decide on the topics that are discussed on the talk show?
9. Have you tried to integrate gender issues into your talk shows? If so what kind of response has this received?

Feedback on findings

10. After asking the above questions, present the host with the actual findings for their media station and ask:
11. Are you surprised by these findings?
12. Any further comments?

Annex Three: Questionnaire for listeners of radio talk shows

Name: _____

Age: _____

Sex: _____

☐ Female

☐ Male

Country: _____

Question

Do you listen to _____ radio talk show?

1. What kinds of topics do you like to listen to the most on radio talk shows? Tick one only.

- ☐ Current affairs (like politics).
- ☐ Social issues (like health, HIV/AIDS, education).
- ☐ Entertainment.
- ☐ Sports.
- ☐ Business and the economy.
- ☐ Women's empowerment and gender equality.
- ☐ Other

2. Have you ever called into this show?

- ☐ Yes, a few times.
- ☐ Yes, many times.
- ☐ No, never.

3. Is the host on your this show

- ☐ Female.
- ☐ Male.
- ☐ Sometimes changes.

4. When you call in do you feel that the host

- ☐ Encourages you to speak your mind.
- ☐ Discourages you from speaking your mind.
- ☐ Tries to influence what you say.
- ☐ Makes no difference to what you say.

5. In general, who do you think calls in to this show:

- ☐ More women than men.
- ☐ More men than women.
- ☐ Not sure

6. Which of the statements below do you agree with the most? Chose one:

- ☐ Radio talk shows would be more interesting if more women called in.
- ☐ Radio talk shows would be more interesting if more men called in.
- ☐ It makes no difference to radio talk shows whether it is women or men calling in.

Comments
Please record here any pertinent comments of quotes made by your interviewees.

Annex 4: List of interviewees

1. M Motanyane – Radio Lesotho
2. Brian Banda – Capital Radio
3. Simon Pashoma Ncube – Radio Zimbabwe
4. John Perlman and Steven Lang – SAFM


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