




THE SOUTHERN AFRICA MEDIA DIVERSITY JOURNAL



SPECIAL ISSUE

GEM SUMMIT

MEDIA DIVERSITY AND SUSTAINABILITY GOOD FOR DEMOCRACY, GOOD FOR BUSINESS





THE SOUTHERN AFRICA MEDIA DIVERSITY JOURNAL

SPECIAL ISSUE

© Copyright 2006 Gender Links

ISBN: 0-620-36084-4

Gender Links

9 Derrick Avenue

Cnr Marcia Street

Cyrildene, 2198

Johannesburg, South Africa

Phone: 27 (11) 622 2877

Fax: 27 (11) 622 4732

Email: info@genderlinks.org.za

Websites:

www.genderlinks.org.za

www.gemsa.org.za

Editors: Colleen Lowe Morna and Kubi Rama

Design: Haidy Lee du Toit

Printer: DS Print Media

Sponsors:

Friedrich Ebert Stiftung

OSISA









CONTENTS

Editorial 3

The global context 7
Fact file 8
Globalisation, gender, media and diversity *by Ammu Joseph* 9
NGO appropriation of images of poverty – a hermeneutic analysis *by Trevor Davies* 15
Gender and media: A Canadian perspective *by Danny Glenwright* 23

Enabling environments 27
Summary 28
Regulating for gender equality *by Libby Lloyd* 29
Gender and regulation in Tanzania *by Florence Hamisi* 35
Engendering the Namibia Communications Commission *by Elizabeth Kalambo Mule* 38
Gender audit of media development NGOs *by Colleen Lowe Morna* 40
Mainstreaming gender in MISA *by Jennifer Mufune* 43
Gender in media bodies in Seychelles *by Michel Rosalie and Janick Bru-Rosalie* 47

Newsroom policies 51
Summary 52
The HIV and AIDS and Gender Baseline Study *by William Bird* 53
MAP HIV and AIDS and gender policies in newsrooms *by Agnes Odhiambo* 56
Malawi Broadcasting Corporation HIV and AIDS and gender project *by Eunice Chipangula* 61
Kaya FM HIV and AIDS and gender policies *by Portia Kobue* 67
Keeping the promise in Zambian newsrooms *by Charles Chisala* 70
SAFAIDS Media Resource Desk *by Tariro Makanga* 73

Media management 75
Summary 76
Strengthening media management in Southern Africa *by Jacqueline Kabeta* 77
Kenyan media managers chapion gender equality *by Rosemary Okello* 79
South Africa's media glass ceiling *by Lizette Rabe* 82

Media sustainability 87
Summary 88
Key sustainability challenges facing Southern African media *by Kate Senye* 89
The Voice of experience *by Beata Kasale* 92
Media minnow with a future so bright you have to wear shades *by Dave Carte* 95
The Mining Mirror – Walala Washala *by Pat Mwase* 97

Diversifying media markets and content **99**
Summary 100
My views on the news: Gender and Media Audience Study *by Agnes Odhiambo* 101
Talk back to your newspaper : *The Namibian* *by Angelika Reilly and Anna Haifete* 107
News on Sunday, Mauritius *by Sobhanund Seeparsad and Jean-Harold McVeay* 109
The Chronicle, Malawi *by Rob Jamieson and Isaac Nyirenda* 111
Wooing female listeners *by Charlene Deacon* 113
Diversifying media markets and content last item: Profiling high achieving women *by Marie Annick Savripene* 116

Training and capacity building **119**
Summary 120
A journalism curriculum for SADC *by Emily Brown* 121
IAJ's regional programme for Centres of Excellence *by Jacob Ntshangase* 124
Exchange programme for journalists *by John Mukela* 127
Business Unusual: Gender, elections and the economy in Zambia *by Daniel Nkalamo* 128
Highlights of Business Unusual workshops in Mauritius, Zimbabwe and Malawi 131
by Loga Vihrasawmy; Sharon Tapfumaneyi and Henry Malunda
The Gender and Media Diversity Centre *by Anna Mupawenda* 134

Research and monitoring **137**
Summary 138
Who makes the news in Southern Africa *by Colleen Lowe Morna* 139
Media monitoring in Swaziland *by Comfort Mabuza* 142
Namibia's Sixteen Day monitoring project *by Sarry Xoagus-Eises* 144
Reporting on the Zuma rape trial *by Nonceba Mtwana* 147
Who talks on talk shows *by Susan Tolmay* 152

Media activism **157**
Summary 158
Watching the watchdogs: a gender and media literacy toolkit *by Rochelle Davidson* 159
SADC and gender campaign *by Lois Lunga* 163
Namibia's 50/50 campaign *by Rachel Freeman* 165
From a campaign to an action plan *by Janine Moolman* 169
The National Action plan process in Zimbabwe *by Loveness Jambaya* 173
MIRAK dance drama *by Anushka Coy and Daniel Phillipe* 177

Gender and ICTs **179**
Summary 180
South teaches north: The Beijing plus ten cyberdialogues *by Arthur Okwemba* 181
Making IT work for gender justice *by Kubi Rama* 185
Partnering with schools in Namibia *by Sarry Xoagus Eises* 188
How technology enhanced the 2005 Sixteen days in Zimbabwe *by Loveness Jambaya* 192
EKOWISA's work in gender and IT *by Margaret Zunguze* 196
Video conferencing links and grows GEMSA *by Lowani Mtonga* 200
Digital stories for transformation *by Sally Shackleton* 203



Second GEM Summit at a glance

- A total of 72 presentations including key note addresses and parallel sessions.
- Radio footage from the Summit streamed through the GL website.
- A total of 187 entries to the second GEM Awards, 108 from women and 79 from men in 13 categories.
- Over 200 participants attended the Summit.



The second Gender and Media summit closed in Johannesburg in September 2006 with a call for greater media diversity in all areas - ownership, content and audiences. Held under the theme *"Media Diversity: Good for Democracy, good for business"* the summit highlighted a number of ways in which the media is failing in one of its core functions - giving voice to the voiceless.

The summit, convened by Gender Links (GL), the Media Institute of Southern Africa (MISA), and the Gender and Media Southern Africa (GEMSA) Network brought together 224 media practitioners, editors, media marketing executives, as well as gender activists. The two day programme featured 81 examples of good practice in diversifying sources, markets and ownership of the media. Some 50 of these have been selected for this bumper edition of the Media Diversity Journal.

Not included here, but soon to be archived in GL's Virtual Resource Centre, are the winning items in the second Gender and Media Awards that attracted 187 entries in twelve categories. The pieces that made the top cut ranged from an article on challenges women face in accessing credit to a beauty queen who finds out she is HIV positive. They are a testimony to the point made in the first Gender and Media Summit in September 2004: that gender aware reporting is what all good media should be about: diversity, thought-provoking, provocative, agenda-setting, probing, highlighting the major social trends of our time.

Objectives

The second Summit aimed to:

- Take stock of progress made since the first Gender and Media Summit, as reflected in the recent Global Media Monitoring Project (GMMP) and related research.
- Affirm the progress that has been made through the holding of the second Gender and Media Awards that are expected to attract entries from across the region in the print, TV and radio categories.
- Share best practices in gender and the media in Southern Africa and globally.
- Provide an opportunity for the media, media trainers, gender activists, academic institutions, researchers and others to develop strategic partnerships.
- Strengthen and ensure the proper governance of GEMSA through the holding of elections; reports by the executive committee, secretariat and country chapters, adoption of a plan for the next two years and expanding of the membership base.

The programme

The programme comprised six parallel sessions each day which explored sub-themes of the main topic. Each day began with a keynote address presented at a plenary session. The keynote assisted in contextualizing the day's

topics. Groups met from 9h00-15h00 on both days and had in-depth discussions on the sub-themes which led to the groups identifying key objectives and action points for each session. Each group reported back to the plenary session at the end of each day.

Themes explored at the summit and reflected in this issue of the Media Diversity Journal include:

- Gender and globalisation.
- Enabling environments.
- Newsroom policies.
- Media management.
- Media sustainability.
- Diversifying media markets and content.
- Training and capacity building.
- Research and monitoring.
- Media activism.
- Gender and ICTs.

Key issues

A key note presentation by Indian media expert Ammu Joseph underscored the extent to which globalisation has concentrated media ownership and the dissemination of news in a few hands, and exacerbated the tendency to portray women as sex objects rather than holistic beings.

Several new pieces of research came under the spotlight at the summit. The GMMP launched in March 2006 this year found that across the globe women constitute 21 percent of news sources (19 percent in Southern Africa). The HIV and AIDS and Gender Baseline Study launched on World Press Freedom Day, 3 May 2006, showed that HIV and AIDS constitutes less than four percent of media coverage and that people living with HIV constitute less than three percent of sources on the topic.

The Malawi Broadcasting Corporation (MBC), Kaya FM, the Times of Zambia, Mauritius Broadcasting Corporation and Defi Plus from Mauritius gave case studies of how they have developed HIV and AIDS and Gender policies as part of the Media Action Plan on HIV AIDS and Gender coordinated by the Southern African Editors Forum (SAEF). The Times of Zambia reported that the death rate among staff as a result of AIDS-related illness dropped from 7 (out of 270 employees) in 2004 to two in 2005 after the policy (that includes providing ARV treatment) had been adopted.

With a strong emphasis on media marketing, the summit show cased the 13-country Gender and Media Audience Study (GMAS) that shows that women and men across the region would like to see women portrayed in a more diverse range of roles; that the kind of topics that interest women most (like education, HIV and AIDS and social issues) get short shrift in the news; and that women and men would like more local, human interest and positive news stories.

Media houses in Mauritius, Namibia and Malawi that have broken new ground by running audience surveys of their own based on the methodology developed by GL and MISA urged other media to actively seek feedback from their audiences. They emphasised that media audiences in the region need to be better educated about their rights as media consumers. GL has piloted a gender and media literacy course for the public that is now being rolled out in the region through networks like GEMSA, MISA and the Zimbabwe Women's Resource Centre Network.

Key actions

Each section of this edition of the Journal summarises the objectives of the sessions; key discussions and action points. A major recommendation of the summit is the establishment of a Gender and Media Diversity Centre that will coordinate knowledge sharing and information, based on a feasibility study commissioned by GL. Other action points identified include:

Policies

- Launch HIV and AIDS and Gender policies being developed by about 80 media houses across the region as part of the Media Action Plan on HIV and AIDS on 1 December, World AIDS Day.
- In collaboration with UNAIDS, accredit media houses that have developed policies and journalists who undergo training on HIV and AIDS.
- Ensure that media NGOs also develop HIV and AIDS and gender policies before the next summit in two years time.
- Develop editorial codes of good practice on images.
- To do a baseline survey on the current status of ICT policies and their gender responsiveness in all 13 countries in the SADC region; use this to ensure that gender considerations are mainstreamed in ICT policies.

Media ownership and management

- Provide training in management and financial negotiation for women in media.
- Follow the lead of the South African National Editor's Forum (SANEF) and conduct studies on glass ceilings in the media across the region. Investigate reasons for the "drop-out" of women journalists at middle-management level.
- Conduct a study of emerging media enterprise models, and particular barriers faced by women in becoming media owners.

Research and monitoring

- Conduct research on why women aren't forthcoming as sources; build the capacity of women to be more confident in their dealings with the media.
- Develop resource directories for journalists.
- Extend gender and media monitoring to areas such as soap operas and advertising.

Audiences

- Devise simple tools for the media to inter act more with its audiences, including simple audience questionnaires that can be administered by E Mail, SMS, poll questions on web-sites and questions on radio talk shows; encourage women to participate in these.
- Increase gender and media literacy in the SADC region; particularly people in the rural areas with a special focus on audio/radio literacy.

Next steps

As in the past, the GEM Summit dove tailed with several important media development forums that will help to ensure that these recommendations are implemented. The Summit took place just before Highway Africa where media trainers and decision-makers from across the region held exciting debates on the role of new media in extending access and ensuring a more responsive media. The Southern Africa Media Trainers Network (SAMTRAN) held its annual general meeting in the wings of the Summit. MISA held its annual meeting just before the summit. The Gender and Media Southern Africa (GEMSA) Network, launched at the first summit in 2004, held its once-every-two year general meeting ahead of the summit, and had a strategic planning meeting immediately after.

It is heartening that in a short two years the gender and media movement has grown in numbers and focus, and that its work is multiplied many times over through institutional and individual members. The main organiser of the summit, GEMSA demonstrated its ability to mobilise across the entire region and among all key stakeholders. The summit once again affirmed the importance of the GEMSA slogan: *Making every voice count, and counting that it does.*

This issue of the *Media Diversity Journal* reflects the enormous amount of work that is already taking place. It should spur us to take that work to even greater heights. Collectively, we can create a media that is a powerful force in shaping our fragile democracies through ensuring that all citizens, women and men, young and old, of all ethnic and racial hues, have their say. The energy that runs through these pages should serve as an inspiration for all of us.

Colleen Lowe Morna, Chair GEMSA; Executive Director GL
Kubi Rama, CEO GEMSA



Loga Virahsawmy (MWO-GEMSA) and Abigail Gamanya (GEMZI) at the GEMSA planning meeting held after the GEM Summit.

THE GLOBAL CONTEXT



FACT FILE

The third Global Media Monitoring Project conducted in 2005 covered:

- 76 countries
- 12,893 news stories on TV, radio and print
- 25,671 news sources
- 14,273 news personnel
- 39,944 people in the news



It found that:

- Only 21% of news subjects - the people who are interviewed, or whom the news is about - are female. This is an increase from 17% women in 1995. The situation in 2005 remains abysmal. For every woman who appears in the news, there are four men.
- There is not a single major news topic in which women outnumber men as newsmakers. In stories on politics and government only 14% are women; in economics and business, 20%. Yet these topics dominate the news agenda in all countries. Even in stories on gender-based violence, male voices, 64%, dominate.
- Women make the news not as figures of authority, but as celebrities (42%), royalty (33%) or as 'ordinary people'. Female newsmakers outnumber males in only two occupational categories - homemaker (75%) and student (51%).
- Expert opinion is overwhelmingly male. 83% of men appear as experts, and 86% as spokespersons.
- Women appear in a personal capacity - as eye witnesses (30%), giving personal views (31%) or as representatives of popular opinion (34%).
- Older women are almost invisible: 72% of female news subjects are under 50 while 49% of all male news subjects are aged 50 or over.
- 19% of female news subjects, compared with 8% of males are portrayed as victims.
- 17% of women are described as wife, daughter, mother etc while only 5% of men are described as husband, son, father and so on.
- Female reporters predominate in only two topics: Weather reports on television and radio (52%) and stories on poverty, housing and welfare (51%). Sports news is the least likely to be reported by women, with just 21% of female reporters.
- Very little news - just 10% of all stories - focuses specifically on women.
- News stories are twice as likely to reinforce (6%) as to challenge (3%) gender stereotypes.
- Only 4% of stories highlight equality issues, and these tend to be human rights, family relations, or women's activism - topics which are barely visible in the overall output. Stories with a gender equality angle are almost completely absent from the major news topics of politics (3%) and the economy (1%).



GLOBALISATION, GENDER, MEDIA AND DIVERSITY

by Ammu Joseph
Independent journalist and media-analyst
Member, Network of Women in Media, India

The theme of this Summit, "*Media diversity and sustainability*" is very timely and relevant. I must confess at the outset that this is a combination of issues that I - a mere journalist - am only just beginning to grapple with myself, but find increasingly fascinating. I must also issue a statutory warning: much of the information in my presentation is somewhat negative and depressing. But there is a silver lining to these dark clouds: forewarned is forearmed.

Brief background

My journey into the complex world of media globalisation really began last year, when I was asked to write a chapter on gender and media in the information society for an edited volume. It was in the process of researching and writing that paper that the penny finally dropped. That was when I began to tentatively connect the dots between my own experiences and observations, primarily in India, and what I had heard and read about the media in India and elsewhere over the past few years. As I did so I began to see the importance of examining and understanding issues relating to gender in the media against the backdrop of globalisation in general and media globalisation in particular.

This is, of course, easier said than done, especially since it is relatively uncharted territory. While both globalisation and media globalisation have received considerable attention from scholars and activists in recent times, the process of developing a gender analysis of media globalisation is still, apparently, a work in progress. But it is clearly a process that we all need to engage with and contribute to, especially from our various vantage points in the global South.

As the final report of the United Nations Expert Group Meeting on Women and Media in 2002 put it, the far-reaching changes brought about by recent transformations in the global media system have "implications for women's access to the media and information as users, for women's participation in media and communication structures, and for the portrayal of women and their perspectives in media content."[1]

At the moment no one seems quite sure what those implications are, although anecdotal evidence based on more or less casual observation suggests that we need to know more than we do. Perhaps the best way to proceed is to first figure out what exactly the changes and transformations are at the global level, what has brought them on and how they manifest themselves in our local contexts. Then, maybe, we can go on to examine their impact on the kinds of issues we are all concerned about.

I make bold to share my incomplete learnings about media globalisation and its implications here because I believe they are closely connected to the theme of this Summit - media diversity and sustainability - and that media globalisation is bound to have an impact on issues relating to gender, democracy and the media. Of course, I need to be educated about whether and how far media globalisation is evident in Africa in general and Southern Africa in particular.

However, I did note in the section on "*Globalisation and liberalisation*" in a recent draft document of Gender Links that: (a) Southern African economies are integrated into the global economy, and (b) policies of liberalisation, privatisation and deregulation are being introduced here, too, along with "the unsound package of macro-economic policies imposed through structural adjustment conditionalities."

Incidentally, but significantly, the title I ultimately gave to my chapter in the information society book mentioned earlier was, in fact: "*Diversity as Casualty: Gender in the Time of Media Globalisation*."

Understanding media globalisation

As a first step in my exploratory journey, I tried to find out what media globalisation was all about. According to American media scholars Edward S. Herman and Robert W. McChesney, the primary effect of the globalisation process is "the implantation of the commercial model of communication, its extension to broadcasting and the 'new media,' and its gradual intensification under the force of competition and bottom-line pressures." As they point out, "The commercial model has its own internal logic and, being privately owned and relying on advertiser support, tends to erode the public sphere and to create a 'culture of entertainment' that is incompatible with a democratic order. Media outputs are commodified and are designed to serve market ends, not citizenship needs."[2]

German media economist Manfred Kops provides further, detailed and very useful insights into the impact of globalisation on the media.[3]

I would strongly recommend his paper on *Globalising Media Markets: Benefits and Costs, Winners and Losers,* the latest version of which is available online, to anyone who would like to come to grips with media globalisation, its economic and political consequences, its implications for public communication and, most importantly, what can be done to take the edge off what appears to be a more or less inevitable and possibly irreversible process at this point. I will only be touching on a few of these points here.

Media outputs are commodified

Incidentally, Kops' analysis is based on the broadcast sector, but I think it is applicable across media, especially in these days of convergence, when the lines between the various media sectors is becoming more and more blurred.

Kops acknowledges that, at one level, media globalisation can be a positive and legitimate strategy that brings benefits to media companies as well as their customers. This is basically because media globalisation involves the expansion of media markets, which generally results in media products becoming cheaper and more competitive.

Apart from reducing costs for consumers and increasing profits for companies, this process can also have an indirect but positive impact on the economies of the countries where such companies are based – through the creation of new jobs, for example. However, he points out, the "economic peculiarities" of the media give rise to trends that are not so positive, especially from the viewpoint of the citizen – as distinct from the consumer. Interestingly, in the context of this Summit and its theme, the main problem with media globalisation appears to be that it tends to reduce media diversity in multiple ways.

One of the key concepts I learnt from Kops' paper concerns what he calls "non-rivalry of consumption." According to him, the economic potential of the media results from an economic peculiarity known as the non-rivalry of consumption. What this means is that once a master copy exists, little or no additional cost is involved in supplying the product to additional users. The flip side is that the high cost of making the first copy cannot be recovered if the audience for it is too small and, further, that the potential for high profits rises exponentially once the breakeven number of readers or listeners or viewers has been reached.

In other words, financial viability increases as the audience for a product (a publication, a programme) grows. This is why media products become cheaper per unit and more competitive when markets expand in the course of globalisation. This trend obviously benefits media companies, but viewers, listeners and readers also stand to benefit -- through lower subscription fees, for example.

However, Kops makes it clear that, in almost every other respect, both this trend and other aspects of media globalisation have potentially negative effects on public communication.

Media concentration

The first of these is the tendency towards concentration of media ownership, also known as media concentration. The increasing scale of the output of media companies seeking to maximize profits generally leads to a decrease

in the number of companies, with fewer companies producing larger outputs (more newspaper copies, more TV programme minutes, etc.). This process results in media concentration and conglomeration. The natural fallout of such a reduction in the number of media enterprises is, obviously, less diversity at the very source.

Apart from adversely affecting plurality in the media, concentration of ownership can be disadvantageous for consumers in several other ways. Some of these are common across industries. For example, as Kops points out, oligopolistic and monopolistic corporations can abuse their market power since competition among suppliers is weaker than in perfect markets. And this can lead to higher prices and/or lower quality for media consumers.

However, concentration within the media has other implications that are not necessarily applicable to similar trends in other industries. For instance, in the media economic power can readily translate into editorial and political power. This can obviously have several negative consequences. For example, monopolistic media companies can push unbalanced and biased opinions and coverage in order to further their own agendas and to influence public attitudes, especially in the political arena. They can also manipulate the public by promoting particular ideologies and values.

Since media globalisation tends to promote media concentration, it also intensifies the problems created by the uncontrolled -- and often hidden -- public and political influence of global media companies. And, from our experience and observations in India, it appears that these trends and consequences are not restricted to what we commonly understand as "global media" but are also evident within national and regional media. We are certainly witnessing them in the Indian media context.



Mainstream content

Globalisation of media markets also generally results in reduced diversity in media content. As Kops points out, even if media concentration and conglomeration can be prevented or, at least, mitigated through appropriate regulation, the "non-rivalness" nature of media consumption inevitably gives rise to the dominance of "mainstream," formulaic content.

As Herman and McChesney have observed, media globalisation is practically synonymous with commercialisation, commodification, and a culture of entertainment. So it is not surprising that the bottom line increasingly dictates content. Again, I noticed in the Gender Links document cited earlier that the private and even the public media here, too, try to hide behind the bottom line when it comes to gender representations. According to the document, "Often sexist advertising and reporting are seen to be integral to this bottom line, though there is precious little research to back this."

Often sexist advertising and reporting are seen to be integral...

There is little doubt that it makes more economic sense to produce and distribute "mainstream content." Irrespective of the structure of the media industry and the size of media companies, such content is invariably cheaper per unit than content designed to meet the interests and needs of various "minorities" among audiences (including audience categories that may be large in number but weak in influence – such as women).

In other words, the economies of scale are so great that it is virtually impossible for minority content designed for small or relatively marginal audiences to compete with mainstream programming within the commercial model of communication -- even if "minorities" are willing to pay more for their own programming.

According to Kops, when media markets expand, larger audiences are generated mainly for programmes that were already popular in smaller markets -- such as sports, movies, soap operas and pop music. In contrast, programmes meant for more specific audiences have few takers in the wider, globalised market. Thus globalisation intensifies the inherent tendency of the media to produce and supply "more of the same."

In the domestic arena this trend leads to the substitution of local content with sub-regional content and sub-regional content with national content. This tends to reduce the access of local and "minority" audiences – including women -- to content that fulfils their interests and needs, as well as the opportunity for such audiences to articulate their concerns and perspectives through the media. It also leads to social and cultural homogenisation, which is clearly antithetical to diversity.

In this situation, public discourse becomes increasingly dominated by mainstream thinking and by persons and communities that favour that kind of thinking. As Kops points out, this can endanger the fairness, coherence and stability of nations, especially if national communities are segmented into sub-communities based on race or caste, religion or ethnicity, language or location, politics or economics and, of course, gender.

...if cost efficiency is the primary positive feature of media globalisation, diversity is its main casualty...

On the international stage it substitutes the national content of small nations with the national content of large nations, with the result that the former have little chance to put forward their news and views and the latter dominate public discourse at the regional and global levels.

We can certainly see this at the global level but also at the regional level – for example, in South Asia where the Indian media tend to dominate the region.

Diversity as casualty

Thus, if cost efficiency is the primary positive feature of media globalisation, diversity is its main casualty: diversity in media companies and outlets, diversity in the variety of media products available to address the interests, needs and concerns of varied audiences, and diversity in the images and voices represented in the media. The resulting ascendancy of media monopolies and majoritarian mindsets, together with the preponderance of mainstream content based on the lowest common denominator, jeopardise public communication in any real sense of the term and diminish public discourse at all levels – local, sub-regional, national and international.

According to Kops, many of these malfunctions can be mitigated by appropriate regulation of the commercial media which can reduce the impact of market rules, as well as through vibrant non-commercial and non-governmental media, such as public service broadcasting and community broadcasting. But, in India for one, things seem to be going in the opposite direction, with commercial factors increasingly influencing both private and state (supposedly public) media, and the government still fighting shy of licensing community media. I am happy to note that, at least some countries in Africa, both public and community media are fairly strong. I hope they remain that way.

Incidentally, Kops is not very optimistic about the so-called "new" web-based and/or digital media. He does acknowledge that by complementing and partly substituting for traditional media, they help to enable wider access to and participation in public communication. In this way they can increase the number of voices involved in public discourse and thereby increase its variety and plurality.

However, he points out that, in the long run, these new communication services also come under pressure from the kind of economic factors and rationale that threaten diversity in traditional broadcasters. He therefore believes that it is important to temper such economic forces with proper regulation - not only for the traditional broadcasting services but also for these relatively new communication services.

Herman and McChesney echo these concerns. According to them, "The evidence suggests that the Internet and the digital revolution do not pose an immediate or even foreseeable threat to the market power of the media giants. In the current political climate…it is likely that the global media firms will be able to incorporate the Internet and related computer networks into their empires, while the egalitarian potential of the technology is minimised."

I think it is significant that media baron Rupert Murdoch's speech to the American Society of Newspaper Editors in 2005 was titled "The challenges of the online world."[4]

Ground reality

Signs and symptoms of the media globalisation process are very much in evidence within the Indian media context today: early stages of media concentration (including

cross-media ownership), growing ascendancy of the profit motive, dilution of the public service role of the media, abuse of market power, translation of economic power into political power, promotion of certain ideologies and values (and devaluation of others), supremacy of "mainstream" content, increase in formulaic content, neglect of the interests and concerns of individuals, communities and groups who do not figure in the priorities of the market, absence of "minority" voices and views from public debates and discussions, decline in public discourse in terms of both seriousness and plurality, social and cultural homogenisation, spread of a "culture of entertainment," and so on.

Yet, a recent attempt by the government of India to introduce media legislation that would, among other things, check the growing trend towards media concentration has been vociferously opposed by the Indian media industry and the government has, at least temporarily, buckled under the pressure. The proposed law was faulty on many counts - including its attempt to restrict journalistic freedoms - but those are not the reasons why the government has stepped back, if not down: the industry's objection to provisions relating to media ownership was clearly the deciding factor.

I would be interested in knowing if such trends and developments are also evident in the African media context, especially in this region - subject to obvious political and economic differences between the various countries and the media environment in each.

Gender and media globalisation

The question is how gender fits into this picture. As mentioned earlier, this is relatively uncharted territory. According to American feminist media scholar Carolyn M. Byerly, "Media conglomeration today, which has no shortage of critiques, lacks a feminist analysis, even though gender is a deeply imbedded aspect of the phenomenon." She says "it is essential for women to develop a solid cross-cultural gender analysis of media conglomeration." In her view, "The absence of gender-specific language and concerns signals an underlying problem in the (media reform) movement and provides a compelling reason for a parallel feminist movement to articulate what women need from a more democratic media system."

I think we can more or less assume that the growing trend towards media concentration and the consequent reduction of plurality and diversity in media organisations is not good news for gender equality in the media.

...reduction of plurality and diversity in media organisations is not good news for gender equality in the media

In the US, for example, Byerly has recently analysed Federal Communication Commission data on women and minority-owned media companies to find out whether the impression that women's ownership has declined significantly in recent years is correct or not. According to a working paper based on her recent work, "several decades of corporate conglomeration … has seen media industries concentrated in the hands of only a few mega-industries whose boards, executives, and managers are primarily wealthy, white and male." [5]

Her analysis confirms a small but possibly significant decline in women's ownership over a five-year period marked by conservative efforts towards the deregulation of media industries. According to FCC data, women currently own 3.4 per cent and minorities own 3.6 per cent of the total broadcast ownership in the US and its territories. She believes that the neoliberal policies that continue to push for deregulation of industries, including the media industry, in the US are further depriving those on the social margins access to the media and, thereby, a voice in public discourse and affairs.

Ownership is one thing, access is another. Again, I think we can be fairly certain that the larger the conglomerate the less accessible and open it is likely to be in terms of any intervention, including promotion of gender equality.

Similarly, I think we can more or less assume that the dominance of "mainstream," formulaic content which clearly militates against diversity in content and plurality of voices and views in the media is not going to promote more gender equality in the media. And here I think it is important to recognise that categories like women and men need to be further differentiated to ensure that the diversity within each is acknowledged and taken into account.

For example, as I wrote here during the last GEM Summit, women are no longer missing from the Indian media,

whether as media professionals or as subjects or even sources of news. If 'symbolic annihilation' [6] resulting in the absence of women from the news pages was the problem a couple of decades ago, the media are now replete with images of and references to women. The question today is not so much "Where are the women?" but "Who are these women?" Also, "When, where, how and why do they appear?" And who, among women, are still missing from the media? Whose concerns and needs are not being adequately addressed in the media?

Gender analysis of media globalisation

According to Byerly, the first step in the process of developing a gender analysis of media globalisation and conglomeration is to explore how women figure in both macro-level and micro-level realms of media organisations. The macro-level is associated with relations of power between men and women in media industries in terms of investment, executive-level decision-making and employment. The micro-level is associated with media content, particularly the representation of women as subjects and coverage of issues relevant to women's lives.

Homogenisation that comes with (media) concentration has never been favourable to women…

I know many of you are involved in research and activism relating to both levels. In fact, I wonder if any other region in the world has produced the quantity and quality of work on gender and media as you have over the past few years. And it is quite possible that several of you are already looking at these issues within the context of media globalisation. I look forward to hearing and learning from you.

I also appreciate the fact that the media in several countries in this region have been amazingly cooperative and supportive in the work you all have been doing – I suppose this has something to do with the idealism and optimism of relatively young democracies. But I have no doubt that it is also because of the consistent and persistent, credible and professional approach you have adopted in your activism and advocacy. In fact, news about gender/media related developments here is very inspiring but also makes me quite envious, considering the situation in India.

At the same time I think it may be worth keeping in mind that the present relative openness of media houses and professionals here could be affected as the forces of media globalisation gain ground and create a situation where even those at the top of the editorial hierarchy find that their power to make decisions is diminished and the options available to them become more and more limited. That is certainly what has happened in India, where the business side of media organizations has gained ascendancy over the editorial side. Let us hope that you will be able to buck the tide and show us all a way forward towards media diversity and sustainability that is both good for business and good for democracy.

Let me end with a quote attributed to Katerina Anfossi, a Latin American communicator: the "homogenisation that comes with (media) concentration has never been favourable to women … women are about diversity." Clearly, then, it is important for us to focus some attention on media globalisation, and the attendant tendencies towards media concentration as well as mainstream content, in order to ensure media diversity and sustainability – which is undoubtedly good for democracy as well as for responsible business.

Notes

1 ***"Participation and Access of Women to the Media, and the Impact of Media on and its Use as an Instrument for the Advancement and Empowerment of Women – Report of the Expert Group Meeting,"*** United Nations. 2002; URL: http://www.un.org/womenwatch/daw/egm/media2002/index.html

2 ***The Global Media: The New Missionaries of Corporate Capitalism***, Edward S. Herman and Robert W. McChesney, Cassell, London, 1997 and Madhyam Books, India, 1998

3 ***Globalising Media Markets: Benefits and Costs, Winners and Losers,*** Manfred Kops, Institute for Broadcasting Economics, University of Cologne, Germany, May 2006.
URL: http://rundfunkoek.uni-koeln.de/institut/pdfs/21106e.pdf

4 ***"The challenges of the online world,"*** Rupert Murdoch, Washington DC, 13 April 2005;
URLs: http://business.timesonline.co.uk/article/0,,9071-1568961_3,00.html, http://www.newscorp.com/news/news_247.html

5 Questioning Media Access: Analysis of FCC Women and Minority Ownership Data, Carolyn M. Byerly, Working Report, August 2006

6 A term coined by George Gerbner (1972), which Gaye Tuchman (1978) applied to women's invisibility in serious news coverage, and has since been widely used to describe the ways in which media images render women invisible.



NGO APPROPRIATION OF IMAGES OF POVERTY – A HERMENEUTIC ANALYSIS

by Trevor Davies
Director,
Southern African Media Services Organisation (SAMSO)

Introduction

This paper concerns NGOs and their use of photography to define how and what we remember of their work on poverty alleviation and famine relief in Africa, and the related burgeoning public and academic discourses on the nature, manipulation and contestation of the 'truth' of development aid. This is a work in progress and not a finished presentation – I am trying to raise funding to pursue further research into this area of concern.



The poor as "objects" or "problems" addressed by aid policies and programs are an immense visual resource for institutions in the developed world. One fifth of the world's population lives in absolute poverty. Each day in the developing world over 30,000 children under five die, from mostly preventable diseases. More than a billion people are without access to clean water. This is quite apart from natural disasters, some of which devastate social infrastructure and leave many thousands dead and millions homeless. There are more than 35 million refugees or internally displaced people in the world.

Within our debate today I want us to also consider what we may call "the feminisation and infantisation of poverty and its representations". I will explain with some examples as I go along what I am trying to get at!

Icons and stereotypes

The visual imagery around poverty, by NGOs and media, often hides aspects like gender and power. Now look at the website page of concern, a global NGO working on poverty issues, reproduced below. Where are the men?

There have long been claims that photographs offer a 'truthful' representation of reality. Indeed part of the power of the image, as W.J.T. Mitchell reminds us is the sense of the image having immanent, causal and destructive powers [1]. However, can we imagine a continent of 900 million people and 57 countries being represented often by a single negative image of poverty. A dominant theme emerges of a positive - negative dichotomy regarding NGOs use of poverty images in particular.





The value judgment of 'negative' images cannot take into account that an image in its own right is neutral; it is the subjectivity of the viewer that translates it. It also doesn't appreciate the NGO manufactured context that surrounds an image – that is the information given that explains and contextualises the image. Without the context explained, the image may be misleading and wrongly generalised. The focus on images in this discussion must not overlook the particular importance of the context within which images are placed, the written communications that go along with them, and compliance or contradiction with the long-term communication messages of the NGOs concerned.

Theoretical framing

Simon Watney says that "the truth of photography derives precisely from the power to define truth, which resides in certain privileged institutions'"[2]. For me, NGOs are such privileged institutions and I hope that Watney would agree that integrating a semiotic content analysis of the media and NGO institutions production of poverty images with a **sociology** of photography can help to inform us not only about 'how' the'other' is represented but also 'by whom', 'to whom' and for 'what reasons' within the poverty alleviation sphere [3].

The truth of photography derives precisely from the power to define truth...

Expecting that injustices such as gendered discrimination, class and poverty can be tackled by simply triggering primary emotions of pity and compassion in the publics economic or political thinking is to ascribe photography a role outside its competence. It is only when we look at photography as a constitutive part of a whole territory of (gendered) representation about the poor that we can gain some insight. If NGO generated photographs of poverty are proclaimed to carry some truth within their production and viewing then it is a truth that NGOs must accept that their imagery is subject to institutional negotiation and contestation around meanings of structure and agency.





Michel Foucault says that knowledge does not limit itself to pure meaning or language because it always operates within a historically embedded social practice. Knowledge is a strategic tool, inseparably connected to relations of power. The truth is nothing more than a claim of a dominant group of people on a particular kind of knowledge (Foucault 1980)[5]. Watney goes on to say that the divide in approaches has separated the discourses around production and dissemination of photography from reception studies into artificial and somewhat meaningless debates but that the crucial terms we cannot do without are 'ideology' and the 'unconscious'.

From its earliest construction the idea (ideology) of poverty has been about defining units and identities. A history of poverty is one of a hierarchy and classification in imagery and text by elites. Escobar (1995) [4] claims that development institutions (aid organisations and NGOs) exercise power over countries in the South by influencing the perception and knowledge about these countries.

Visual discourses in institutions whose key function is to connect the under-developed and developing worlds with developed nations, and to facilitate education and aid, and the multi-directional flows of knowledge this requires, are key to the exercise and perpetuating of power, as they shape, anchor, and structure meaning.

My central research question is therefore:
Can theories of photography help us to go beyond the analysis of photographs about poverty in the developing world purely as signifying practices, understanding them in their historical and institutional contexts?

Knowledgeable audiences are a priority

If audiences are to engage with the work of governments, humanitarian agencies and NGOs in tackling poverty, they need access to media, which not only deal with the existence of poverty and underdevelopment, but also critically engage with its causes and solutions and with aid policy.



There is a vast potential for storymaking to engage with and create public opinion and action around poverty. Individual 'brands' such as Oxfam or the UN Humanitarian and Refugee programmes provide their own particular truth about what can help the poor, they have institutional procedures and 'templates' to enable decisions about which humanitarian stories become news and therefore receive attention and of course which do not - condemning people to die unseen and unhelped.

Situating the NGOs

Many NGOs, although sometimes attacking other institutions in the global economy, are themselves powerful agents who can make discursive knowledge claims – about the people they want to reach in the developing world, and of course other competing powerful institutions such as the media. In other words, NGOs are institutions with considerable powers to condition 'the truth' in representations of the Third World before audiences in the North. They are major players in a strategic global arena of information and messaging about poverty and its manifestations and "cures".

NGOs branding of humanitarian need and the generation of its accompanying imagery is therefore not arbitrary and involves selection of 'worthy' causes. Fore example, the extent of the war in the DRC since the mid-1990s has scarcely registered overseas, despite millions of deaths. Sudan's north-south confrontation, with similarly horrific casualties, also remained little known through the 80s and 90s.

NGOs are institutions with considerable powers to condition 'the truth' in representations of the third world before audiences in the North

NGOs must ration their scarce money, personnel and time. They must also engage their funding public while sustaining and expanding their organizations. Therefore NGO views of **what constitutes a major problem**, their predilections for certain tactics and their demands for 'newsworthy' appeals shape the field on which visual reporting takes place. Not surprisingly then, the poor most likely to gain are those whose profiles most closely match NGO preferences. Those from high-profile countries, those with superior resources, those with international contacts and those with prominent leaders (good or bad) hold the upper hand.

Poverty and its representations by NGOs can be said to constitute *spectacle*. Guy Debord says 'the spectacle is not a collection of images, but a social relation among people, mediated by images[6]'. Hall claims that this Foucaudian approach focuses much more on the historical contexts in which representations, discourses and truths are constructed as opposed to the a-historical tendency of the visual analyses common in semiotics (Hall 1997)[7].



Concretely this discursive approach can allow us to examine the symbols that are displayed (e.g. male, female, child, hands, food, etc.), the specific problems of poverty that are presented as topics (e.g. hunger, ignorance, unemployment, war, etc.), and the explanations that are given for these problems (e.g. draught, exploitation, injustice, politics, debt, etc.). The same can be done for the roles and positions of the audience (the public), and the NGO itself.

Coverage of humanitarian crises is increasingly occurring in the context of global political crises, which involves the media and aid agencies in complex relationships with institutions each conditioning and interacting with the other, governments and sometimes military forces. Some agencies supply photographs and video footage from their own staff or contracted photo-journalists to news media, where sometimes its source is acknowledged and sometimes not. Other agencies provide trips for journalists who then produce stories for their media outlets. Sometimes, these stories add to otherwise extremely limited coverage of an issue. Some agencies do not use this strategy at all and say they do not agree with it.

There is a symbiotic relationship between commercial picture agencies and NGOs

Media theorists can struggle to find empirical evidence to structure interpretation around development but in 2000, the UK Department for International Development (DFID), which is responsible for promoting development and the reduction of poverty, published 'Viewing the World', a study of British television coverage of developing countries (DFID, 2000).

This study was affected by a number of factors:

- A recent national survey had shown that over 80% of the British public were informed about developing countries via television (ONS Omnibus Survey, July 1999). In response DFID proceeded from the assumption that the media, particularly television, exerts a 'huge influence' on the public's understanding of international affairs.
- Senior British media practitioners often say that people do not wish to watch programs about the developing world because they see them as boring or depressing (although when questioned, they are often unclear on what basis they make this claim). Another way of expressing the same view is the belief by producers that audiences are suffering from compassion fatigue.
- On the other hand, when presented with public opinion studies showing that most people are in fact in favour of government and NGO aid, they do not directly answer or explore this claim.

A large corpus of photography from different authors, locations and situations exists around the theme of poverty and its alleviation that can be examined through the theorists perspectives and analysis. This corpus is often but not exclusively held in picture agencies from which NGOs draw their images and in NGO archives. There is a symbiotic relationship between commercial picture agencies and NGOs with the latter providing the contacts and support in the field for photojournalists to take their images.



The example above is from the Panos picture agency. Panos holds thousands of pictures around the themes of poverty in the developing world. Allan Sekulla's definition of the roles of the archive seem pertinent to this essay[8]. There is an 'image economy' at work in Panos institutional operations. It is one driven by commercial considerations – if an image does not sell then it won't remain the 'archive'. But should this be a primary definition of what is an important truth about poverty and its imaging? Sekulla points out that photography serves to

legitimate and normalise existing power relationships and decisions about what is and is not valid to be archived preserve and reinforce and 'imaginary economy'. There can be no objective truth – only the one that I construct from my viewpoint. Contested by other curators or publishers from their viewpoint. Is the only truth to be preserved a commercial truth?



Simon Watney talks about the division between 'lived experience' and institutional studies of photography and a semiology-based concern with the analysis of meaning in photographs.[9] There are fewer areas I can think of where the ethics and rhetoric of the content of the image are so interdependent on the institutional uses of the photograph than in the area of humanitarian assistance.

The media coverage of the Ethiopian famine of 1984 was a watershed for how aid agencies thought about images of disaster. The Food and Agriculture Organisation of the United Nations undertook an international study of the campaigns and coverage (called Images of Africa) to see their effects on the European public's perception of Africa. Out of this came new codes of practice for the use of pictures by non-governmental organisations (NGOs). Foucault says that power in the West is what displays itself most and hides itself best.[10] The generation of the 'guidelines and codes' constitute an institutional definition of what can be shown, how it can be shown and how it (hopefully) is to be received.



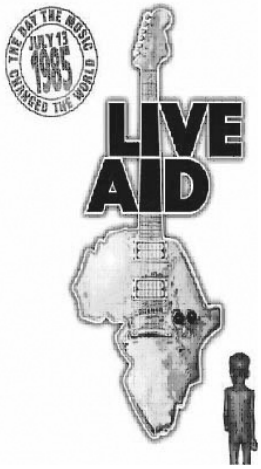
For many relief professionals who work in the field, media coverage and the involvement of celebrities has always been crucial. This is hardly the way the relief establishment would wish things to be, but it is the seemingly unalterable reality of contemporary celebrity culture to which they have largely reconciled themselves.

Bob Geldof was, and still is, more than just a campaigner. His view of what Live Aid accomplished and his critique of what has happened in Africa since the 1980s is now so dominantly mainstream that Geldof was not only made a member of Blair's Africa Commission (along with the current Ethiopian prime minister, Meles Zenawi, and 15 others), but even sat next to Blair when the commission's report was launched on 11th March. Without the visual images there would have been no Band Aid, Live 8 etc. The photography and videography constituted the institutional formation of Geldof's vision, the Band Aid phenomenon and a dominant strand of thinking in the institution of the Commission for Africa.

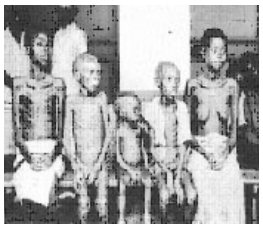
The darker 'truth' of Band Aid has always been suppressed and Geldof will not talk about it. Writers such as David Rieff have brought to light how the millions donated to Ethiopia in 1985 thanks to Live Aid were supposed to go towards relieving a natural disaster. In reality, donors became participants in a civil war. Many lives were saved, but even more may have been lost in Live Aid's unwitting support of a Stalinist-style resettlement project[11]. Lately, damaging revelations in 2005 that more than a million of the Make Poverty History wristbands were sourced from Chinese sweatshops in 'slave labour conditions', provoked a new scandal that went right to the top of the star-studded anti-poverty coalition.

There can be no objective truth – only the one that I construct from my viewpoint

But prior to 1984 photography had always has been central to an intensive documentation and reflexive shaping of unfolding catastrophic events, to demand that agency be brought to bear on events and to their subsequent commemoration e.g the shaping of stories through the 'celebratisation' of poverty and its solutions has



been intensely debated. In the present day, musicians such as Annie Lennox link themselves visually with brands such as Oxfam and Debt Relief.



The aesthetics of imaging have also been hotly contested at the site of production of the image. In 1961 Oxfam posed an image in the Congo by an unknown photographer and used it in newspaper advertising that many have said 'made' the organisations reputation and gave it a household name. Oxfam no longer uses images such as this; since the mid-1980s its policy has been to represent people fairly and with respect for their dignity. Interestingly, the photograph was cropped in the ad — the bare breasted woman to the right was removed, presumably for reasons of "decency". The children were probably asked to cover their genitals with their hands and arms.

Thus the truth about poverty becomes one of 'they can't act – so you must', 'they have no answers so you must be the answer'

Cartier Bresson's image of poor women in Rinnagar is often criticised for 'romantisising poverty as is the work of Sebastian Selgado today.

Photography's "scopic versatility" is particularly powerful in routinely mixing and matching the past and present, and employing 'media templates' to 'aid' the interpretation of unfolding events. Just as personal memory works by matching the here-and-now with an intelligible there-and-then, by shifting context, re-framing meaning and massive selectivity, the electronic and digital media similarly recycle and discard the past using still and moving images to create new imperatives around the interpretation of meaning.

Recent technological developments have enabled a much greater integration between that held as highly significant in personal and social memory – the role of co-present witnesses and their subsequent testimony – and the emergent digital media. News coverage of the 2005 Asian Tsunami, for instance, was led by mobile-phone and other amateur video recordings and photographs from public onlookers, which afforded a proximity to scenes of fear and death that would until relatively recently have remained obscured or unseen until 'official media' arrived on the scene.

Homi K. Bhabha talks of the concept of "fixity" in the ideological construction of 'otherness'[12] . Its paradox of order / disorder, and its anxiety about 'what is in pace' and what must always be repeated seem to invest the corpus of photographic work around poverty. The intuitional duopoly of creating stereotypes of poverty / using representations of poverty seems to be a continually re-enforcing spiral to mesmerise us with 'the truth' of the poor as needing our agency because they will never have their own. In short, keeping the colonial dependency on the West or The North going. Is the short term imaging agenda of aid agencies actually harming the long term goals of development and poverty eradication might be a question that Bhabha could still pose today.

Tagg and Evans discuss the way categories of persons and identities are produced in symbolic form, often stereotypes [13] . Once formed, these stereotypes can be highly resistant to informed change. They are an immutable truth.

Agency of the Poor

Jessica Evans discusses this in the context of disability but many of her arguments translate well into discourses around institutions involved in poverty alleviation. The creation of 'otherness' and '-less', that impairment is what limits and defines the 'whole person'[14] translate into poverty with its imagery of powerlessness, passivity, lack of agency etc. There is also a feminisation and infantisation in imagery around poverty, again using as stereotypes and icons mainly women and children who lack access to power and agency.

Thus the truth about poverty becomes one of 'they can't act – so you must', they have no answers so you must be the answer'. This perpetuates colonial and north-south dependency syndromes around poverty alleviation that are accepted as universal 'truths' about Africans and their poverty.

So visual imagery is never innocent: it is always constructed through practices, technologies and knowledge, Jean-Luc Godard and Jean-Pierre Gorin say 'the invention of photography. For whom? Against whom?[15] . Haraway (1991:188) [16] for example, from a feminist perspective,

argues that visuality produces specific visions of social difference – of hierarchies of class, race, and gender, etc., while itself claiming not to be part of that hierarchy and thus to be universal. The media and some aid organisations in choosing 'victim images' such as the one of the child in Malawi above, as signifiers in their imagery of poverty, continue to use the referent (poor people) for significance. This kind of 'scopic regime' (Haraway, op.cit.) is effective in raising money but what is the impact of this reification of poverty on the agency of those categorised as poor themselves?



Numerous post-structuralist works (Baudrillard to Barthes, Foucault and Sontag) quoted in the course reader have led to a widespread rejection of the idea that acts of looking or recording can ever be neutral or disinterested, but are embedded in relationships of power and control. There is a danger that when people become symbols they need not be treated as human beings. So, when discussing poverty and its representations, the image is always guilty, but of what precisely? The fact that repeated and circulated images become familiar and stereotypes, demotes the obligation of seeing, understanding, and acting, to one only of looking (Sontag, 1978) [17].

We must consider the agency of the image, the social practices and effects of its viewing and reflect on the specificity of that viewing by various audiences including the referent. Does the impact of visuality seen through the lens of a colonial discourse produce a 'specific vision or truth' of poverty, HIV and AIDS in the locus of the third world, notably through the key and intersecting hierarchies of gender and generation? For instance, as Williams (1999) observes, 'Many [European] people living with HIV and AIDS have testified to the impact of media coverage in their lives', but what of the indirect or direct impact of the globalised media and NGO representations on sufferers in the developing world?

Three areas are often studied separately (production, texts, and reception). I would make the case for more research around the imagery of poverty and development, drawing on the critiques identified above to interrogate the visual as central to the 'regimes of meaning'.

There is little critical comparative visual discourse analysis of two key European poverty media 'events' Live 8, 2005 (www.live8live.com) and Band Aid, 1995, and a visual analysis of salient European terrestrial television news and documentary programming could show how the dual institutions of media and development agencies are stuck in a colonial discourse around poverty and its representations.

Conclusion

In conclusion photographs are forms of text that are as equally open to hermeneutical and critical analysis as written text (Emmison and Smith, 2000)[18]. Via photographs we can access what may have been taken for granted, by ascertaining the ways in which people describe and label image contents and representations, leading to the identification of key concepts and their dimensions otherwise inaccessible (Adelman,1998) [19].

The media appear to be powerful 'gatekeepers' along with NGOs in institutionalising public views (truths) about poverty

Heisley (2001)[20] argues that visual methods must now become an 'integral part of both research methodology and its outputs'. However, there remains a considerable gap in research around visuality and development, theoretical frameworks for analysis, and the synthesis with policy and implementation.

The media appear to be powerful 'gatekeepers' along with NGOs in institutionalising public views (truths) about poverty. So supportive interpretive questions using the theorists analysis within this framework of photography, institutions and truth may include:

- What are the dominant photographic referents of poverty, HIV and AIDS in developing countries employed in the institutions and ideologies (Watney 1984) of European news, documentary features, and in NGO advertising? How are women and children depicted in these visual frames and how are they represented within visual

discourses of a 'burden of care'? (Haraway: 1991).

- What do audiences understand or misunderstand by the key categories and concepts of 'poverty' and HIV and AIDS in developing countries and how do visual media and aid organisations' images inform this understanding or misunderstanding? What is the prevalence of women and children within these visual discourses identified by audiences and how are these articulated by them? (Evans: 1999)

What do audiences understand or misunderstand by the key categories and concepts of 'poverty' and HIV and AIDS in developing countries and how do visual media and aid organisations' images inform this understanding or misunderstanding?

- What is the relationship between the (re)presentational devices of aid organisations (based in Europe) in appropriating images of the poor to challenge poverty and the forming of a 'scopic regime' through the mass media selection and use of images as indexical and iconic via their recycling and repetition of the same poverty themes? (Rosenblum 1978[21])

- What do the subjects of the European visual discourses of poverty and HIV and AIDS revealed through the above, identify with and/or reject, and how and why? What are the key categories, concepts, and visual templates, employed by the poor and those with HIV and AIDS in their own self-reflexive discourses? How are these filtered and refracted by European aid organisations' visual discourses both to the subjects themselves and in European media representations?

Notes

[1] Mitchell, W.J.T. (1994) 'The Pictorial Turn' in 'Picture Theory, Chicago, University of Chicago Press.

[2] Watney, S. (1986) 'Photography/Politics:Two', ed. Holland, P., Spence, J. and Watney, S. pub. London Photography Workshop/Comedia.

[3] Watney,S (1986) 'On the Institutions of Photography' , Comedia, Chapter 10, in 'Visual Culture: The Reader', Ed. Evans, J. and Hall, S. Pub. Sage London 1999

[4] Escobar, A. (1995) 'The Problematization of Poverty: the Tale of Three Worlds and Development'•'5f. In: Escobar, A. Encountering Development: The Making and Unmaking of the Third World. Princeton University Press.

[5] Foucault, M. (1980) 'Power/Knowledge: Selected Interviews and Other Writings. Gordon, C. (ed.). New York: Pantheon.

[6] Debord, G. (1977) 'Separation Perfected', in 'Society of the Spectacle' Chapter 1, Black and Red, Michigan.

[7] Hall, S. (1997) 'The Work of Representation' In: Hall, S. (ed.) Representation Cultural Representations and Signifying Practices. London: Sage.

[8] Sekulla, A (1983) 'Reading and Archive: Photography Between Labour and Capital'.

[9] Watney,S (1986) 'On the Institutions of Photography' , Comedia, London 1999.

[10] Foucault, M. quoted in Tagg, J. (1987) 'Evidence, Truth and Order: A means of Surveillance' Chapter 16 in 'Visual Culture: The Reader', Ed. Evans, J. and Hall, S. Pub. Sage London 1999

[11] Rieff , D. 'Dangerous Pity' http://www.swradioafrica.com/pages/dangerouspity.htm.

[12] Bhabha, K. (1983) The Other Question: the Stereotype and Colonial Discourse', Chapter 24 in 'Visual Culture: The Reader', Ed. Evans, J. and Hall, S. Pub. Sage London 1999.

[13] Tagg, J (1999) 'Evidence, Truth and Order: A Means of Surveillance' Chapter 16 in the Reader; and Evans, J (1999) Feeble Monsters: Making Up Disabled People'.

[14] Evans, J (1999) Feeble Monsters: Making Up Disabled People'.

[15] Quoted in Sekula, A (1983) 'Reading and Archive: Photography Between Labour and Capital'. Chapter 12 in 'Visual Culture: The Reader', Ed. Evans, J. and Hall, S. Pub. Sage London 1999.

[16] Haraway, D., (1991) Simians, Cyborgs and Women: The Reinvention of Nature. New York: Routledge. p188

[17] Sontag, S (1978) 'On Photography: The Image World'.

[18] Emmison, M. and Smith, P. (2000). Researching the Visual: Images, Objects, Contexts and Interactions in Social and Cultural Inquiry, London, Sage Publications.

[19] Adelman, C. quoted in Cruickshank, Iona & Mason, Rachel (2003) Using Photography in Art Education Research: A Reflexive Inquiry. International Journal of Art & Design Education 22 (1), 5-22. doi: 10.1111/ 1468-5949.00335

[20] Heisley, D.D. (2001). Visual Research: Current Bias and Future Direction, Advances in Consumer Research, 28: 45-46.

[21] Rosenblum, B (1978) 'Style as Social Process'



GENDER AND MEDIA - A CANADIAN PERSPECTIVE

by Danny Glenwright
Journalists for Human Rights – Canada;
Journalism Trainer MISA

I'm pleased, as a proud Canadian, to be representing Canada and Canadian journalism, although much of my experience as a working journalist has been outside Canada. I graduated with a degree in print journalism from Ryerson University in Toronto but, as a journalist, most of my focus has been on international reporting.

I spent a year in the UK studying conflict, war and risk reporting in London, and have been lucky enough to travel to, and report from, the Middle East, Western Europe and now Southern Africa. I am currently working at the Media Institute of Southern Africa (MISA) regional secretariat in Windhoek, Namibia and I am representing a Canadian NGO called Journalists for Human Rights (JHR).

JHR is a growing organisation that harnesses the power of the media to combat human rights abuses. By building the capacity of the media to report effectively on human rights issues, JHR is able to pressure human rights abusers to stop, and empower victims to fight back. I've been involved with their work in Toronto since 2002 and am now proud to have been able to take their show on the road.

There are three areas of mainstreaming gender in media coverage that I want to discuss today: in other words, three effective ways of creating a gender balance in journalism and employing journalism to tackle gender issues in society.

Including women and men in the debate

I'd first like to tell a quick story about a recent incident in the Canadian media world. About two years ago, a woman named Belinda Stronach entered Canadian politics. Ms. Stronach, who is a young, blonde, wealthy and very pretty woman, is also a good friend of Bill Clinton.

When she decided to run for the leadership of one of Canada's oldest political parties, the Canadian media went wild. There were endless stories about her looks, her figure, her clothes, her past relationships and of course her connection to Bill Clinton. There were even stories that intimated that the two had some sort of secret love affair.

There were soon a handful of reporters and political pundits, both male and female, who took the media to task. They said that Canadian men in politics were never scrutinised on the basis of what they wore, how they did their hair or who they spent time with socially. Reporters had never written stories about how much male politicians weighed or who they may have slept with. And they were right.

So what did the Canadian media do? They internalised the criticism and began writing similar stories about the male politicians. In a surprise twist, before you knew it, there were stories about Canadian Prime Minister Stephen Harper's belly, his tacky clothing and his bad hair.

Whatever you want to make of this story, for me it serves to illustrate the importance of including both men and women in any discussion of gender and the media. In order to increase fair reporting of women's issues, we must also look at how men are portrayed.

So, first I want to discuss ways to get more women into the media. Then I want to talk about breaking down gender stereotypes in the media, for both men and women and then I want to finish with addressing the importance of reporting about who is actually affected

by the stories we are writing and about getting *their* views into the news.

Getting more women in the news?

How do we get more women into the news? Many news organizations and media outlets have been attempting to do this in the easiest possible way, in Canada and all over the world. As the Global Media Monitoring (GMMP) study showed, a lack of female representation in the media is certainly not unique to Africa.

Incorporating women in the news can be done in several ways that will probably be familiar to you. The first is what in Canada we call a streeter and what in many places is called a *vox-pop*. Random people are approached on city streets, their photo is taken or an interview with them is conducted and they are presented with a question. These photos or interviews, accompanied by the answers to the question of the day, are then used to fill up space in the local paper or on the evening news.

Increasing the number of women represented in vox-pops is probably worthwhile, if only to properly represent the population, but it does nothing to address the real problem

In recent years, an increase of women in these streeters or *vox-pops* has been used as justification that more women are making the news. But this type of representation doesn't cut it. Just because you've asked five women and two men what they want to say to Nelson Mandela on his birthday doesn't mean you've tipped the scales in terms of balancing gender representation in your media. Increasing the number of women represented in *vox-pops* is probably worthwhile, if only to properly represent the population, but it does nothing to address the real problem. It is about quality, not quantity.

Another of the easy means of getting women into the news is an increase in reporting on women's issues. Stories are written about everything from postpartum depression to women's support groups to crochet clubs. Profiles of female politicians or successful women appear where they didn't exist before. There are female writers discussing cooking, sewing, and child-rearing, menstruation, shopping and women's health.

I am not saying that all of these things are unimportant or harmful. They aren't. They are worthwhile and necessary and a relevant change in the media environment on what has been, and continues to be, a long road to gender equality. At the same time, I think there is so much more that needs to be done. These types of stories, however important, don't go all the way. Many of them reinforce gender stereotypes and serve as a way out for editors and journalists who want to make it look as if they're addressing the gender imbalance.

Yes women have periods and they cook and they shop, but they also do so much more that is not being represented in the media. They are professionals, politicians, doctors, nurses, lawyers, teachers, economists, accountants, marine biologists and a thousand other things. They are 50% of our population but only appear in 18% of our stories, and, as I've shown, much of this is token, insignificant representation.

Journalists need to start searching out women and using them as sources in their stories in different ways. In the back of our heads we have to start being aware of the sex of our sources. For every story we write, we need to attempt to have an equal number of male and female sources. If there is a better source who is a man, then use him, but if the only reason you are using your male source is because you always have, then think about finding out if there's a woman who might be able to answer your questions.

And don't think that this will be easy. There are still not nearly as many women in important positions, or in places where journalists normally seek out interviews. But they are there and women's numbers in these places are increasing, slowly but surely. It is important that the media coverage expands in tandem.

It is also important to remember that the first loyalty of a journalist is to the people. In our case, the people are half men and half women. Therefore, as journalists, in order to do our job, we have to get to work and start making a much greater effort to include more women in our stories in ways that are not automatically obvious. Of course, this can mean *vox-pops*, profiles and what might be considered 'typical' women's stories, but it also has to mean we have to work a little bit harder to be more creative than this and find ways to incorporate women's voices into every story.

How men are portrayed in the media

The second area of this discussion – which is equally important to a goal of creating gender equality – is how men are portrayed in the media. In 2002, the Southern African Gender and Media Baseline Study found that there is a distinct and pronounced difference in how the two sexes appear in the media.

In order to get more women's voices into the media, it is imperative that we stop only reporting stereotypical and patriarchal representations of men. The vast majority of men in the news are presented as strong, tough and in charge. They are involved in economics, politics, hard news and sports, and are macho, unemotional and business-like.

If you pick up any newspaper or turn on any news show, you will see these stereotypes reinforced. But that is what they are, stereotypes and oversimplified, societal molds or pigeonholes. They are dangerous – for both men and women – and wrong, and they only encourage a continued gender inequality.

This reality has been slowly sinking in to Canadians over the last several years and there has been a distinct shift in reporting in the Canadian media. Of course, we still have a long way to go, but more and more you are getting non-traditional reporting of men. You now see stories about stay-at-home men, men who like to cook, men who are victims, men who like shopping and so on.

And this is healthy. It is what journalism is meant to be – a direct representation of society. And within society, there are men who are entertainers, men who have been victimized, men who do not adhere to traditional roles, men who are caregivers and men who are not involved in politics, business, sports or economics. Just as there are women who like sports, women who know about economics and women who don't want to be mothers and don't live a traditional life.

Of course it is very hard to foster a different understanding and a more equal representation at the same time as changing and modernizing traditions and cultures that have been in place for hundreds of years. But it is possible. It also makes the media more interesting and more accessible. If you are a person who does not fit into the roles the media and society have assigned for men and women, then automatically, your local papers, radio and television have alienated you. Increasing the variety of ways men are represented in the media does many things. Most importantly, it lets in men who have been excluded and it makes it easier to incorporate women into the media in places that have always been the bastion of men.

There are some funny stories that come out of this process and there will be people who are against it, but from what I've seen in Canada, with enough time and perseverance, increasing the variety of reporting about gender can easily become the norm. In Canada, we now have every type of story coming out of the media. In Toronto, we have a drag queen, or female impersonator named Enza, reporting about social events, concerts and arts functions in the city. It is one of the most popular columns. As well, we have male columnists and television presenters talking about interior design, gardening, clothing, skin care, parenting, nursing, ballet dancing, cooking and hundreds of other things that were not traditionally deemed "masculine" or "manly". I know that at first this type of reporting seemed strange, but it is now ingrained and I think most Canadians feel the richer for it. As well, newspapers are much more interesting to read and television news is much more fun to watch.

It is very hard to foster a different understanding and a more equal representation at the same time as changing and modernizing traditions and cultures that have been in place for hundreds of years. But it is possible. It also makes the media more interesting and more accessible

Because of this reporting transition and because the way men are portrayed in the media has changed, there are now many more news stories that feature women where only men historically once were. For every male sportscaster there is now also a female. You see and hear women being interviewed about politics, business, careers, government, architecture, engineering, cars and investment. There is still plenty of room for improvement, but once the process has begun, I think it only keeps getting better, more inclusive, more equal and more interesting for everybody involved.

Who feels it knows it

The last area I want to talk about also focuses on making the media more representative. It has to do with reporting about who is affected by your stories. It is something that is so noticeably absent from so much of today's media, yet it is something so fundamental to good journalism.

What do I mean when I say reporting who is affected? What I mean is staying away from one-source stories. Journalists have to stop taking short-cuts and relying on the same sources, government sources or official spokespeople. It is not enough to write or broadcast a story that uses only one source. By doing this, a journalist is not reaching out to the viewers, readers or listeners, but is instead keeping them distanced from the story. Relying on a government or official source means that you are only putting across one viewpoint. That is not good journalism.

Good journalism is meant to be balanced and representative. It is meant to show all sides of an issue and provide readers, listeners and viewers with many different voices. Speaking to one or two official sources doesn't do this. As well, because unfortunately the majority of people in positions of power are men, you are also keeping women's voices out of your stories. You are contributing to the media gender imbalance in a region where more than 50 percent of the people are women.

Good journalism is meant to be balanced and representative. It is meant to show all sides of an issue and provide readers, listeners and viewers with many different voices

So, when you are reporting a story about HIV/AIDS, you have to go out and speak to people who have, or have been affected by, HIV/AIDS, both men and women. When you are reporting a story about an increase in gender-based violence as reported by your local government or an NGO, you have to go out and speak to people who have actually lived through this. When you are working on a story about an increase of students achieving high grades in secondary school, you have to go out and speak to some students, their teachers, their parents and other people affected by the story. When you are working on a story about a new bank opening up in your city centre, you have to go out and speak to people who use the bank and people who work at the bank. When you are reporting a story about the price of alcohol increasing, you have to go out and speak to alcoholics. I think you get my point. Dig for stories. Find stories. When reporting a story, speak to the people who are affected by it. That is the job of a journalist.

Not only will this inevitably add more women's representation to the media, it will also make the media and journalism in your country that much more accessible and interesting. The more sources that are added to your stories, the more interesting they will be and the easier it will be to increase equal gender representation in the media.

A win-win formula

It might seem strange for a man to be calling for greater gender representation in the media, or more women's rights in general, but I think it is something that should be carefully considered. Men shouldn't be scared to advocate for gender equality because they think it will take away their rights. This is not true. History has shown in hundreds of cases that once societies become equal and fair in all areas, it only serves to benefit everyone.

The same is true in this case. Once both men and women have equal representation, equal opportunity and a fair balance of rights it can only be a positive advance for everyone. Once we can increase female representation in the media, change harmful stereotypes and start reporting about the people affected by our stories, then the journalism we produce, and, in turn, the societies we live in, will only become stronger, healthier, happier and more productive.

ENABLING ENVIRONMENTS



SUMMARY

Objectives

This session aimed to:

- Receive progress reports on the development of gender policies by Southern African media regulators.
- Share templates for gender policies developed as a result of this process.
- Test the gender content analysis tool and score card developed by GL.
- Share the findings of the Gender in Media NGOs audit commissioned by SIDA and carried out by Gender Links (GL)
- Share experiences of media NGOs in mainstreaming gender in their work.

Background

Following the pioneering pilot projects to develop gender policies in news rooms, there have been a number of new initiatives to extend the gender and media policy work in a number of ways. These include:

- The Media Action Plan on HIV and AIDS and Gender led by the Southern African Editors Forum, with GL and MISA leading the policy arm. This aims to ensure that 80% of newsrooms in Southern Africa have HIV and AIDS and Gender Policies by 2008.
- A gender audit of media laws and policies by the Gender and Media Southern Africa (GEMSA) Network and the convening of a round table with media regulators who are at various stages of developing gender policies.
- An audit of gender policies and practices in twenty media-related NGOs across the globe (four in Southern Africa) commissioned by SIDA.

Summary of main points raised in the discussion

- Building partnerships between regulatory authorities and media NGOs to ensure codes and laws are implemented.
- Creation of women groups working on ICTs.
- Make gender an integral part of all regulations – integration of gender issues in the communication sector.
- It makes good business sense to take a gendered approach to policies for the media sector.
- There is a lack of information on mainstreaming gender into regulatory authorities.
- Media NGOs need also to mainstream gender into their policies.

Key action points

- Gender and media NGOs that have mainstreamed gender to conduct an evaluation to identify gaps and strategies to move forward. The evaluation should include content analysis and impact assessment.
- Gender and media NGOs that have not mainstreamed gender in their work to conduct a situation analysis to identify strategies to move forward.
- Establish a Gender and Media Diversity Centre that will coordinate information sharing.
- Establish in-country task teams to facilitate the implementation process. The task team should be a partnership between stakeholders and the relevant authorities.



REGULATING FOR GENDER EQUALITY

by Libby Lloyd
Independent consultant

Synopsis

This paper concerns how we make sure that gender issues are taken into consideration in discussions across the Southern African Development Community (SADC) on media and regulation. It is the first step in preparing all of you to battle against being accused of being mother grundy's, humourless, or interfering with the free market, of even posing a threat to freedom of expression. That is what you will be called – and often very loudly as the media itself reacts against some of the issues that you raise and uses their platforms to complain.

I want to apologise as my experience – and therefore comments I make – is in South Africa. I have drawn on this and hope it will be useful to all of you looking at ways to regulate media in your own countries. Whilst my experience is limited to one country, I hope that it will be useful to you particularly as many of the countries in the region (and elsewhere) are looking at South African laws as potential blue prints. It is very important therefore that we as South Africans honestly discuss not only our successes but also point out how things could have been done differently – so that you don't duplicate our mistakes.

The question facing all of you here is to look at your particular countries and consider how to create the framework make sure that the media represents all of us – men and women – in all the different roles we play – as activists, as parents, as workers – whether we live in rural areas or cities…

The issue is also not only what rules we can put in place to ensure gender equity in the workplace and in the content of media – but how we can ensure that media plays **a proactive role in challenging gender roles in our society**. In doing this we need to not only tackle what is obviously negative stereotyping but also the glamorizing of women – instead of portraying us as human beings who struggle, celebrate, and can and should participate in all spheres of society. In South Africa in the liberation movements women were often called *"Flowers of the revolution, mothers of the nation"*. As one South African poet said *"We are sparks not flowers…we are revolutionaries not just mothers of the revolutionaries…"*

Context

Firstly why any regulation? Why not just let the free market dictate the content of our media? After all, it is argued, no one wanting to make money out of media would ignore what the public wants…

It is important to understand that the role of any media regulation is not to limit the media, but to develop rules which ensure that all people in any country can participate in the media and therefore realize their rights to freedom of expression. This must be our first and ongoing assertion – so that we are not attacked as wanting to limit freedom but continually put forward that we are fighting for this fundamental human right – critical to ensuring real democracy - is equally accessible to all.

In doing this it is important to **define what we mean by** media as the definition is changing – and to make sure that these regulation's role is to make sure that changes brought about by new technologies do as promised really make a difference to all people's lives regardless of race, gender, location or class. Media is not only anymore printed copies of magazines and newspapers, or traditional radio and television services. It includes the internet, content distributed via cell phones – and things we probably have not yet envisaged. With

digitisation, these media also potentially give audiences more control over what they watch or view and more opportunities to participate in this media. All good. But without regulation they will only be accessible to the rich and powerful in our societies.

Media must also not just be defined by news and information. With regards to women some of the most insidious stereotyping that has a broader impact on society and the image of women is that in soap operas and dramas, in adverts, in comments by dee jays.

As stated earlier it is important that we locate the struggle for gender mainstreaming in media policies within the broader struggle for freedom of expression. We need to ensure that our voices as gender activists are not drowned out in the clamour for media freedom – and that when concessions and negotiations take place, gender clauses are not seen as unimportant and therefore negotiable. It is important therefore for all of you to get involved in and with those organizations involved in fighting for freedom of expression.

And when we go into these organisations and campaigns we need to continually emphasise that the depth of any country's freedom of expression is measured by how clearly the voices of the marginalized can be heard. We need to make sure that they understand that the extent of freedom of expression should be measured by them as to how free women are to speak and be heard – all women, of different races and classes, from cities and rural areas, young and old.

Working on the laws

It is important that we locate the struggle for gender mainstreaming in media policies

The next step is the need to get laws in place guarding that freedom of expression – this includes developing new laws, revising some of the existing laws and getting rid of others.

Firstly it is important that your country's constitution protects freedom of expression and promotes equality of all people. In South Africa as you can see from the slide, this is qualified.

Then it is important to look at what other laws need to be introduced amended or repealed.

There are different ways of regulating different sorts of media. Broadcasting and telecommunications for example are usually regulated by an independent regulator, whilst print media in many democracies is left to regulate itself. This is based on arguments of utilizing public resources. Whilst broadcasters and telecomms operators use a public resource – the airwaves , publications do not.

I will briefly look at each of these media.

Broadcasting and telecommunications

- Broadcasting regulation is being challenged around the world – with operators for example saying that with digitisation there is no longer a lack of frequencies and therefore the need to have public regulators no longer exists. They argue that the market will regulate these.
- It is critical that this be countered as broadcasters still use a public resource and many things, including access, resources and gender, limit the actual participation in broadcasting services.

What are some of the principles to include in any law?

- That there must be employment equity in all broadcasters
- That the ownership structures of licensees must be representative of society – including of men and women.
- That there must be universal access – and that access is defined not just as physical but also by affordability.
- That the sector must be regulated *in the public interest to ensure that a diversity of views and voices from across the country are represented, including men and women, children and the elderly, people with disabilities, etc.*

This is very important. In a case in SA regarding a Muslim station not allowing women on air, the licence was refused based not on debate between gender and religious rights, but because law states that a community radio must include all views and perspectives – even of minorities in that religion. The station has since gone on air and included women. It has also stated that it has gained so much from this. Other important considerations are:

- To make sure that the law outlines who chooses who will sit on the regulator and that there is a process of public nomination, as well as a clause that requires that the regulator should be representative of the country, including of men and women.
- The law must also provide for public participation in determination of regulations and policies and state that the regulator should ensure that all operators involve different sectors of society in decisions and for example conduct regular research into the impact of programmes.
- All clauses in the law should specify men and women when talking about representation – otherwise when the regulator is in place there is nothing compelling them to for example regard for example rural or workers issues as more important than women's issues.
- Need to think about whether or not want a specific objective of any law that deals with gender equality. Such clauses sometimes can become throwaway clauses as look nice and give impression of fairness but are generally ignored as in implementing any law have to weigh up sometimes competing objectives such as gender equality and fair competition.
- The law must be written in plain language – and not become bogged down in legalities giving those with access to lawyers more say finally than ordinary people.
- Need to think about if and how would regulate internet content and cell phone content – such as porn being distributed over cell phones. Recommend that leave the possibility open.

Then also need to think about the different sectors of broadcasting and what specific rules may have for them.

Community broadcasting

In South Africa we can licence two sorts of community stations – geographic and community of interest. Geographic must cover everyone's needs and the law specifically states that this must include women, people with disabilities etc. In reality however this is not necessarily achieved as community radio stations rely on volunteers and women don't have time to volunteer for yet another community service so are left out. The law has also been interpreted to prohibit women only stations as women are not defined as an interest group and the laws on geographic stations require that they be representative of the entire community. Need to think about what is the best way to avoid such problems.

Public broadcasting

The public broadcaster in any country has a specific role to play to make sure that not only the rich and powerful voices are heard. In South Africa we have a separate law dealing with public broadcasting though the broadcaster is also accountable to the regulator. Sometimes like in UK the public broadcaster is only accountable to Parliament. The law requires the public broadcaster to reflect all South Africa's people, including women. It also requires the public broadcaster to through public processes develop codes to realize its mandate. This includes codes on gender and other stereotyping. The law furthermore makes sure that the Board is publicly nominated and must be representative of society. There are therefore roughly equal numbers of women on the Board and in management.

In South Africa the SABC is the only one with a very specific licence requirement on gender issues: "The licensee shall provide programme material that caters to interests of all sectors of the South African society and shall provide information on and relevant to:

- People living with disabilities
- Health related issues
- Gender issues, and
- All age groups"

All clauses in the law should specify men and women when talking about representation

You will note that gender is point number three. There is nothing stipulating how this should be done. Such clauses can end up being a bit pointless as doesn't really allow us to complain about content. Other licence conditions for example on local content require a certain number of hours each week to be devoted to South African originated children's programming.

The SABC though has developed its own codes (which are very hard to find on their web site). They do have a code dealing with gender stereotyping.

"SABC undertakes to ensure its programming does not:

- promote violence against women
- depict woman as passive victims of violence and abuse
- degrade women and undermine their role and position in society
- reinforce gender oppression and stereotypes.

"The SABC is committed to reflecting and portraying women in their positive societal roles – as independent intellectual beings, as leaders, decision makers, academics, agents of change etc – and to award representation of men in roles that do not bolster gender ascendancy and stereotypes."

Commercial Broadcasters

The big question that comes up with commercial broadcasting is what will infringe on their right to make a profit from the funds they have personally invested in such broadcasters. In South Africa, there is a competitive licensing process. This is not based on money like some countries, but on which station will best meet the mandate. This is important to emphasise.

To ensure self regulation is to ensure that self regulatory bodies are representative of broader public

Need to ensure that we raise questions of gender about people applying for licenses – and then bind applicants to what they promise in licence conditions. However the most important way of regulating commercial broadcasters is through codes of conduct that people can complain against.

Codes of conduct

So codes of conduct – what can and can't be said on air- are critical. It is critical to ensure that broadcasters have their own codes on gender and race representation in South Africa – and that the laws and regulations specify this. In Canada have a very strict regime on this and the regulator is required to regularly conduct research into representation and has the right to withdraw right to self regulation if broadcasters are ignoring this requirement. This is very important.

It is also important I believe that specific clauses on representation of violence against women are included – and that this is distinguished from general rules on violence.

In South Africa we have such a specific code which recognizes that violence against women is distinct from say a drama showing policy violently apprehending a criminal.

Perhaps more important though is to consider who handles complaints and monitors broadcasters. In South Africa the broadcasting laws allow broadcasters to have self regulation. This is argued as a freedom of expression issue – to have no public involvement in regulation (though the code has to be approved by the regulator). But the other question is will a body appointed by the industry fairly judge complaints about those that pay for it?

Perhaps one way to ensure self regulation does not become self interest regulation is to ensure that self regulatory bodies are representative of broader public and that codes are developed in a consultative way and regularly reviewed.

In looking at how these codes had been applied to broadcasters, I could only find three or four specific complaints that are gender related – though some issues that do raise gender issues such as pornography have been taken up by religious groups and sanctioned on religious grounds.

Most of the complaints have to do with talk show hosts and dee jays on radio making what they think is funny chat (see box). The joke mentality that is really some of the most dangerous and damaging to gender equality as when those who raise it are accused of being humourless.



No laughing matter

In one case a deejay jokingly called his female co commentator a bitch. A complaint was raised. The complaints commission found that:

"Whilst we are convinced that it was not the show hosts intention to use the word in order to negatively stereotype females, it is necessary to put an end to this kind of derogatory language on the airwaves, even if the intention behind the use of such language is not to discriminate against a group. This kind of language denigrates women, and in this particular instance it dehumanises women, relegating them to an inferior status. It is a matter of public importance that an end should be put to the use of such language in everyday verbal exchanges between people on the air.

"Our finding that the Code has been transgressed should be regarded as a guideline for future conduct on the airwaves and, accordingly, we do not on this occasion impose a sanction on the SABC for the transgression. The apology by the presenter to his co-presenter is regarded as a corrective for what would seem to have been a slip of the tongue."

The Press

Given our history there is a strong view to remove any public intervention in the press. It is different from broadcasting – is not so pervasive. And people have more choice over what to buy.

There are international codes on journalism which provide for the right of reply and for truth and accuracy and different countries regulate these differently. In South Africa the industry has appointed a press ombudsman. There has however not been a public process of engaging with the code and it is often outdated. This perhaps should be a requirement of self regulatory bodies.

In this code there are virtually no clauses relating to gender stereotyping. In their clauses against discrimination as you can see gender is glaringly absent:

Gender is absent from the press code

2.1 The press should avoid discriminatory or denigratory references to people's race, colour, ethnicity, religion, sexual orientation or preference, physical or mental disability or illness, or age.

2.2 The press should not refer to a person's race, colour, ethnicity, religion, sexual orientation or preference, physical or mental illness in a prejudicial or pejorative context except where it is strictly relevant to the matter reported or adds significantly to readers' understanding of that matter.

Advertising

Often the most blatant stereotyping of women happens in adverts where women are used as what advertisers call "eye candy". In redefining media frameworks it is critical that you all engage with advertising associations.

Often the most blatant stereotyping of women happens in adverts where women are used as what advertisers call "eye candy"

In South Africa again the law provides for the advertisers to establish a separate structure to deal with complaints. They have a broad code that has been adapted (voluntarily by those in the Authority) through public consultation and discussion and debate with gender organisations. Through that process they have developed specific clauses against gender stereotyping in advertising.

Gender and advertising

4.19 "Gender stereotyping": means advertising that portrays a person or persons of a certain gender in a manner that exploits, objectifies or demeans.

4.22 "Negative Gender Portrayal": means advertising that portrays a person or persons of a certain gender in a manner that restricts and entrenches the role of persons of such gender in society or sections of society.

The Code goes on to say that: "Gender stereotyping or negative gender portrayal shall not be permitted in advertising, unless in the opinion of the ASA, such stereotyping or portrayal is reasonable and justifiable in

an open and democratic society based on human dignity, equality and freedom."

When there have been complaints these clearly defined codes have led to action (see box below)

Objectifying the female body

An individual launched a complaint against a pool cleaning companies advert. The advert had four women in bikinis next to the pool with sashes over them saying clarifier, shock treatment, algaecide, sanitiser. The voiceover stated, "Four separate products give you a beautiful pool. So why not do all four jobs in one clever twist?" The women then become a pool product and the man throws it into the pool.

The advertiser argued against the complaint saying amongst other things that the women were in bikinis as they were around a pool and that it is therefore product related.

The Advertising Standards Authority however using its clauses against gender stereotyping agreed that the advert stereotyped women stating that "it is hard to conceptualise any other purpose these women have to the message and take-out of the commercial than displaying their bodies. Given this, the commercial objectifies and exploits the female body, and entrenches stereotyped gender roles." They ordered that the advertisement be immediately removed.

Frameworks are not enough

What is clear though is that it is not enough just to have the frameworks in place. There is need to:

- Make sure that gender conscious people are in these structures – and need as gender activists to make yourselves available or nominate people and work with those appointed.
- Train people on gender and make them aware of how a lack of gender consciousness even if inadvertently affects women's access to freedom of expression.
- Set up monitoring bodies to monitor and lay complaints and to continually raise issues of gender – even if this is within existing structures. In South Africa again , I have recently been trawling through the web sites of the different regulatory bodies to look at what gender clauses they have in place and how they have treated gender related complaints. The sad thing is that there have not been many such complaints. We have not got it together to raise awareness through formally making complaints. More complaints have been made by gay and lesbian rights organizations which means that there are far more cautions against the media on homophobia than on gender stereotyping.
- Look at other laws – general employment equity laws. Laws on ownership of media. Competition laws are very important as these can create spaces for new groups to establish their own media and for example have access to public distribution mechanisms.
- Have proactive laws. Such as Media Development and Diversity Agency (MDDA) which puts government funds towards assisting new media groups to establish themselves. And laws on setting up of public access points for telecommunication services such as internet.

Conclusion

You all have a lot of work to do and decisions to make. In doing this work we need also to continually be aware and emphasise that lack of access to information does not equate to lack of knowledge. That what we are fighting for is that all people from our country can hear and learn from the knowledge of all those women, rural people, people with disabilities that are at the moment condemned to silence. And we must listen quietly so that we don't drown out their voices.



GENDER AND REGULATION IN TANZANIA

by Florence Hamisi
Tanzania Communications Regulatory Authority
GEMSA representative, Regulatory authorities

Synopsis

Gender, as defined by the International Labour Organisation (ILO), refers to the social differences and relations between men and women, which are learned, vary widely among societies and cultures and change over time. The term gender does not replace the term sex, which refers exclusively to biological differences between men and women. The term gender is used to analyse the roles, responsibilities, constraints and needs of women and men in all areas and in any given social context. Recent research stresses that gender has moved beyond a "sex role framework to the recognition that gender involves power structures and economic relationships." (UNESCO – Mainstreaming: The needs of women). Gender thus needs to be mainstreamed into the whole development process by deliberately introducing policy, legislation and programmes that will promote the participation of women at all levels and fields of activity. Since regulatory authorities are creators and enforcers of policies designed to ensure fairness and balance in society, they are strategically placed in advising the government on policies which are of benefit to all.

As a regulatory authority for communications, the Tanzania Communications Regulatory Authority (TCRA) is in a position to implement the government's National Information Communication Technologies Policy by incorporating gender issues in the regulatory and licensing process of the communications sector in the country. This case study concerns how gender can be mainstreamed into the regulatory framework and how Communications Regulatory Authorities in the region can co-operate in putting in place comprehensive mechanisms that can govern the incorporation and mainstreaming of gender into the development of the communications sector.

Objectives

The objective we have set ourselves is to mainstreaming gender in the National Information and Communication, Technologies Policy adopted in 2003. The policy provides for the application of ICTs in different sectors. It also explains institutional arrangements that need to be taken including a legal framework for the same.

One major issue that is reflected in the policy is the shortage of qualified professionals in ICTs and in particular women professionals. Paragraph 3.4.2(f) of the NICT Policy identifies as one of the solutions to this shortcoming, the need to pay special attention to providing new learning and ICT access opportunities for women and youth. TCRA is thus charged with ensuring that this policy is implemented by designing programmes that take into account gender.

Background

Gender mainstreaming is the process of assessing the implications for women and men of any planned action including legislation, policies and programmes in any area and at all levels. It is a strategy for making women's and men's concerns and experiences an integral dimension in the design, implementation, monitoring and evaluation of policies and programmes in all political, economic and societal spheres so that women and men benefit equally and inequality is not perpetuated.

The development of Information and Communication Technologies (ICT) has been considered a crucial factor in the overall socio-economic development of humanity and also an effective tool to facilitate human development, especially the empowerment of women. Due to historical, cultural and social factors, gender inequality has been

prevailing in a number of countries, including Tanzania.

A focus on the gender dimension of ICTs is essential not only for preventing an adverse impact of the digital revolution on gender equality or the perpetuation of existing inequality through discrimination but also for enhancing women's equitable access to the benefits of ICTs. It can also ensure that ICTs can be a central tool for the empowerment of women and promotion of gender equality.

A focus on the gender dimension of ICTs is essential

If gender concerns and women empowerment are not addressed, the World Summit on Information Society (WSIS) process will fail in addressing the development needs of women and will miss a real opportunity to contribute to gender equality.

The TCRA was established by an Act of Parliament in 2003. It provides for the regulation of tele-communications, broadcasting, postal services; to provide for allocation and management of radio spectrum, covering electronic technologies and other ICT applications.

As such, TCRA can play a pivotal role in designing and implementing legislation, policies and programmes that take women's needs into account with appropriate attention paid to women's perspectives and gender equity. By mainstreaming gender, TCRA's licensing procedures can encompass women's and men's concerns as an integral part of the licence conditions for all its licensees.

Process

All TCRA licensees will be targeted to ensure that their rollout plans and development programmes take into account universal access issues as part of their licence obligations. Specific measures include:

- Encouraging equal access to knowledge in all fields, notably within science and technology by creating an enabling environment for all women and men by putting in place the necessary policy and legal instruments.
- Creating a Working Group on Women in ICTs in Tanzania to ensure that there is a driving force on women issues in ICTs.
- Making gender an integral part of all licenses issued by the Authority.
- Strengthening, the political will to achieve gender equality and equity by implementing the National Policy on Information and Communication Technology.

Outputs

- The integration of gender issues in the whole communication sector by creating more opportunities for the development of telecentres which will cater for both women and men at a parity and give equal opportunities for both men and women to establish and run telecentres.
- Creation of community broadcasting stations as one of the universal access obligations goals to give voice to the rural people who do not have access to the mainstream media.
- Empowerment of women in all the licensed services by making sure there are fair employment opportunities for both men and women and that women get to be promoted to senior positions.
- Giving priority and incentives in licensing to operators who wish to invest in rural areas and are gender sensitive in their development plans.

Outcomes

Normally we think of science and technology as a male domain where women dare not venture. By making ICTs gender sensitive and allowing women to realise that they are as good as or better than men in the utilization of science and technology for their development, one big obstacle to their development will be removed.

Challenges and way forward

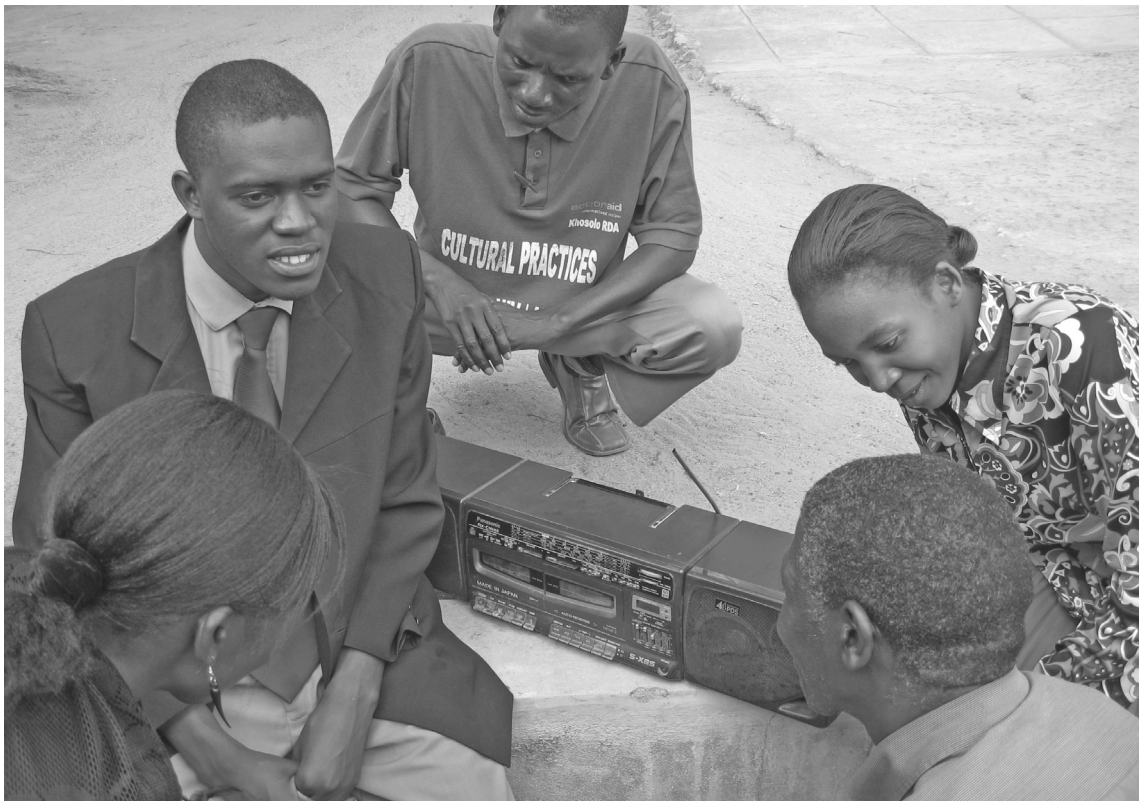
The biggest challenge in convincing communication operators that women's empowerment makes sense and it is to the advantage of their businesses was in the fact that these are commercial operators whose priorities are not necessarily gender oriented. They do not see the logic for the regulator to give them conditionalities in their licenses which do not make business sense. This challenge has been addressed by consultations and by making investing in the rural areas and addressing gender issues an attractive proposition.

The way forward is in sensitizing women to be more proactive and grasp and make use of the opportunities offered to them. This can be achieved by conducting workshops and training seminars.

Replication

There is need for all communication regulatory authorities in the region to come together and search for solutions that will increase women's participation and access to expression and decision-making in and through the media and new technologies of information. Since communication and mass media are of vital importance for any society and all development processes, it is important to promote all forms of communication and information sharing, ranging from community radio programmes to electronic media. Regulatory bodies in the region need to work together in supporting women's full participation in their societies by promoting access to information, strengthening the communications capacities of women and ensuring that their voices are heard.

Regulatory bodies in the region need to work together in supporting women's full participation in their societies by promoting access to information, strengthening the communications capacities of women and ensuring that their voices are heard.



Journalism stuidents in Malawi.



ENGENDERING THE NAMIBIA COMMUNICATIONS COMMISSION

by Elizabeth Kalambo M'ule
Namibia Ministry of Information and Broadcasting

Synopsis

This brief seeks to inform the delegates to the September 2006 Gender and Media Summit about the progress made in engendering the Namibia Communications Commission (NCC) since the July 2006 Gender and Media Southern Africa (GEMSA) Network meeting of SADC Regulators. The NCC is an interesting case study in that it is about to be transformed into an autonomous regulatory authority in independent Namibia (after 100 years of colonial and apartheid rule), should the draft Information Communications Bill become an Act of Parliament.

Objectives

Following the historic GEMSA workshop on gender and media regulation in July 2006 that I participated in, my objective has been to ensure that gender is "cemented" in the work of the communication's commission as it moves towards becoming an autonomous body.

Background

The Namibia Communication Commission (NCC) is a part of the Ministry of Information and Broadcasting. It currently falls under the Directorate Audiovisual Media and Copyright of the Ministry for Budgetary purposes. It still receives a grant from the government although it has its own account where revenue collected from licenses issued is banked. Like its sister/brother division – the Namibia Film Commission which also features prominently on the Audiovisual Budget, the NCC is currently semi-autonomous. It was set up by an act of Parliament, Act 4 of 1992 to: "…issue broadcasting licenses, control or supervise certain broadcasting activities and programme content, and to provide for matters incidental thereto".

The NCC is run by a Board of Commissioners that has been male dominated since 1992. This is not by design but because of the notion that comes across that this is a specialised and technical field and therefore let the technical experts, who are male, continue to run it. The NCC is currently headed by a Deputy Director, who is a technical expert. He reports to the Board and receives instructions from the Board. The Board in turn reports to the Minister of Information and Broadcasting who is the appointing authority and is responsible for tabling the Ministerial Budget to Parliament. She/he also reports to Cabinet about her ministerial operations which include the NCC.

There are now very strong moves to set up an autonomous regulatory body. The Ministry is in the process of finalising the Namibia Information Communication Bill. In fact at the time I came to attend the *Gender in Media Policy and Regulation* workshop, the Ministry was having a consultative workshop with stakeholders for their final input into the Bill before the final draft is submitted to the Cabinet Legislative Committee. Once approved by this Committee, the Bill then be tabled in the National Assembly and National Council, the two houses that make up the Namibian Parliament. I was told the Minister is looking forward to doing this early next year.

The exciting thing about this whole process is that Namibia is at the threshold of setting up an autonomous regulatory body and the opportunity to learn from others in SADC region is there. Namibia also has the opportunity to avoid costly mistakes, such as the continued unconscious suppression of women's voices.

Process

I perused through the Summary report of the Stakeholders Consultative Workshop and I found that there were serious omissions in mainstreaming gender in the draft bill. This the Workshop did not take into consideration and therefore my suggestions, which were informed by the July 2006 Johannesburg workshop and sent to the Minister were as follows:

- Under Chapter II, Section 1 must be amended to read: **The Minister must appoint the members of the Board in conformity with the ideals of the SADC Declaration/Protocol on Gender**

Section (2) which reads: "The members of the board must, when viewed collectively, be persons who represent a broad cross-section of the population of Namibia, and who possess proven qualifications, expertise and experience in the fields of information and communication policy and technology, radio services, law, economics, business practice and finance" should remain as it is.

The argument is that although there might only be a few women with ICT expertise to competently engage other Board members and make a meaningful contribution to the Authority, there are quite a number in radio services, law, economics, business practice and finance, whom the Minister can appoint to the Regulatory Authority Board.

The other proposal is to institute some changes in Part 4 of Chapter V which talks about the Universal Fund. The sub-clauses under Article 58 Clause 2 should be changed to incorporate gender to narrow the digital divide which is more prominent among women in Africa. The following are the proposed changes to Clause (2) which states: "Universal service may be specified in one or more of the following manners:

(a) As a minimum number of pay telephones or telephone lines that must be made available to a community of a specified size that **allows women equal participation in community affairs;**
(b) As the **equal number of women** and men of a community for which one pay telephone or telephone line must be made available;
(c) In the form of specified equipment that should be made available in order to cater for the telecommunication **needs of people with disabilities** (delete the part which says: "a specified category of community'");
(d) In the form of specified services to be made available to **women's groups, youths** and other categories of communities;

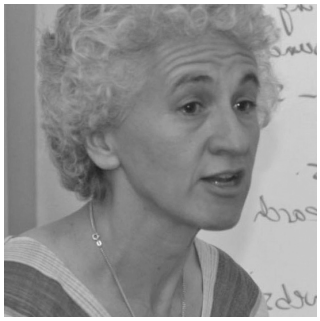
Sub Clauses (e), (f) and (g) should remain as they are.

Way forward

Hopefully these suggestions will be incorporated into the final draft Bill before it goes to the Cabinet Committee. We hope to strategise and fully participate in the drawing up of regulations to be adhered to by the licensees. We have also proposed to the Minister that respective stakeholders and the public be allowed greater participation in the drawing up of the regulations. Our focus will be on content and media ethics in broadcasting vis-à-vis gender.

The exciting thing about this whole process is that Namibia is at the threshold of setting up an autonomous regulatory body and the opportunity to learn from others in SADC region is there. Namibia also has the opportunity to avoid costly mistakes, such as the continued unconscious suppression of women's voices





GENDER AUDIT OF MEDIA DEVELOPMENT NGOS

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

Synopsis

This audit concerns the extent to which gender is integrated into the work of twenty freedom of expression and media NGOs supported by the Swedish International Development Agency (SIDA). Seven of the NGOs work globally and the rest in four regions of the world - east and southern Africa, Asia and the Middle East.

Gender Links (GL), a Southern African NGO based in Johannesburg that specialises in gender, governance and the media, conducted the audit by phone and E Mail and where possible through face to face interviews using a questionnaire between January and July 2006. The study included in-depth case studies of three organisations that have developed or are in the process of developing gender policies. These are: the Media Institute of Southern Africa (MISA), AMARC and Panos London.

Findings

The major findings of the audit include:

Gender is on the agenda: Virtually all organisations reviewed cited gender as an important consideration in media for development and freedom of expression work. Many had studied the recent Global Media Monitoring Project (GMMP) that showed that women constitute 21% of news sources and that gender equality as a topic comprises 4% of all coverage. Across the globe, women have suffered various forms of exclusion when it comes to their right to speak and be heard.

The definition of freedom of expression is broadening: Among the more traditional freedom of expression organisations, there is clearly a move towards broadening the definition of freedom of expression to include all forms of silencing, censorship and self censorship. On International Women's Day (8 March 2006) the head of Article 19 sparked an important debate in the mainstream media when, speaking at the launch of the third GMMP, she coined the phrase "gender-based censorship" and put forward a number of recommendations on gender and the media.

Gender policies are the exception: Despite the growing understanding that gender is intrinsic to their work, only three out of the 20 organisations in the survey (MISA, Fojo and AMARC) have gender policies while another three (Panos, IFEX and Makerere) are considering developing such policies.

Gender is not well integrated into existing policies: Is only reflected in the mission statement of one organisation (Panos London).

Donor pressure is a key factor, but the requirements are not clear: In so far as gender is being taken into account in programmes and planning, pressure from donors has played an important role, but this has been ambivalent. None of the organisations cited gender as a requirement for funding. Some cited gender as a criterion in proposals and reports, but others did not. While donors are clearly walking a tight rope between being prescriptive and wanting to make sure gender is taken seriously in work they fund, consistency is important in the requirements they make and outputs that they seek if they are to strengthen gender mainstreaming efforts.

Gender is not consistently applied in planning: Most of the organisations reviewed are paying some attention to gender in their strategic planning but there is inconsistency and lack of specificity in the way this is being done. Gender features in broad statements of intent without clear targets and indicators.

Gender analysis is not regularly undertaken: While a few organisations (such as Panos London and AMARC) have recently undertaken gender audits of their own to identify gaps and assist in planning, such analyses (and the skills with which to undertake them) are rare in the sector.

Gender analysis of publications and productions is especially weak: By their nature the organisations reviewed produce many productions and publications, some with large audiences. However, none of the organisations had undertaken a gender content analysis of their products (similar to the GMMP) although many said they would welcome simple in-house monitoring tools for doing so.

More gender specific than gender mainstream projects: The media NGOs surveyed are more able to cite examples of gender specific work that they are doing than of mainstreaming gender considerations throughout their work. This included projects for and about women, as opposed to gender perspectives on topical development issues (such as the Millennium Development Goals). The audit cited many examples of "missed" or potential opportunities for bringing gender perspectives to topics such as HIV and AIDS, globalisation and the environment.

Scope for strengthening gender considerations in the work place: Media NGOs, their staff and boards, have undoubtedly achieved greater gender balance and sensitivity in their institutional structures and practice than the media industry generally. However, there are still imbalances at the highest decision-making levels that need to be addressed through deliberate policies, as well as work place practices that need strengthening; especially the adoption of Codes of Conduct on sexual harassment.

Gender management systems need a boost: Not surprisingly, only the organisations that have gender policies have dedicated gender officers and those that are considering adopting gender policies have formed working groups. Other than these initiatives, gender structures and capacity in the organisations surveyed is weak. Gender is not embedded in key management tools such as job descriptions, performance agreements, monitoring and evaluation.

Key conclusions and recommendations

Despite the challenges, media NGOs have the opportunity, through the kind of work they do and topics they cover, to lead by example in challenging the findings of the GMMP and showing that gender is intrinsic to free speech, citizen participation, and to all the major debates of our time.

It is therefore recommended that all media NGOs in this study set a deadline for developing and adopting gender policies, and that as part of its support SIDA assist them in doing so. SIDA and other donors should also apply gender criteria consistently and strategically as part of their funding strategy to support rather than impose gender mainstreaming within media NGOs.

While having stand alone gender policies is not a panacea, the process of developing such a policy, cross referencing it with existing policies, getting the policy adopted by the Board, and developing an action plan, targets and indicators to go with it is a powerful tool for change.

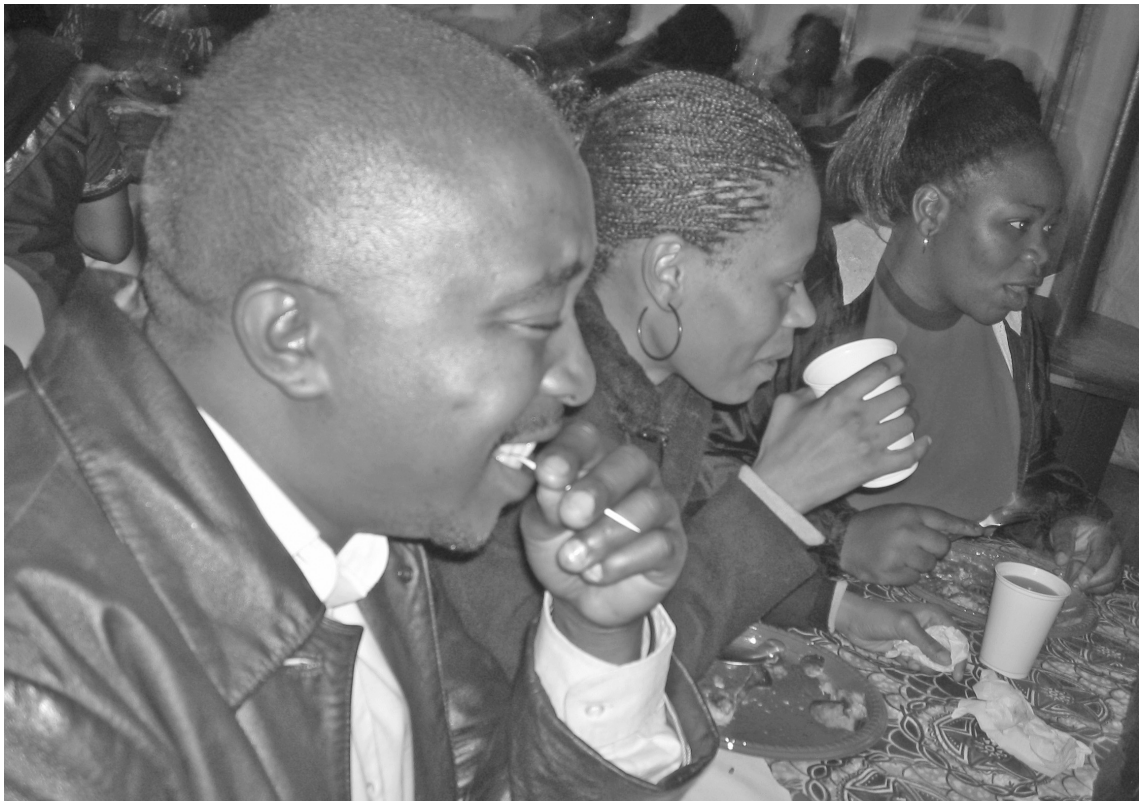
While having stand alone gender policies is not a panacea, the process of developing such a policy, cross referencing it with existing policies, getting the policy adopted by the Board, and developing an action plan, targets and indicators to go with it is a powerful tool for change

Often the measures required are simple, like building gender into online audience surveys and seeing if there are differences in the responses, wants and wishes of male and female beneficiaries. It is heartening that even in the course of this survey some partners have thought of ways that they can strengthen gender mainstreaming in their work.

Other than conducting the audit, SIDA has requested Gender Links to assist in developing tools that will assist partners in developing practical tools for integrating gender into their work. Three tools that will be shared

at a seminar to discuss the findings in the course of the second Gender and Media (GEM) Summit in September 2006 are:

- A template for a gender policy for media NGOs.
- A simple content analysis monitoring tool and
- A gender score card for the sector that can be administered in-house



Tom Mapesela (MISA - Lesotho), Tumi Khanye (MISA - South Africa) and Diana Phiri (Evelyn Hone College - Zambia) taking a break from serious policy discussions.



MAINSTREAMING GENDER IN MISA

by Jennifer Mufune
Senior programme officer, HIV and AIDS and Gender
MISA

Synopsis

Gender mainstreaming is high in the agenda and work of the Media Institute of Southern Africa (MISA) and there are good levels of awareness. While this is the case, the issue of gender mainstreaming within the organisation is not internalised by all. There is still a tendency for gender mainstreaming to be seen as the responsibility of the gender focal point. In the GL/SIDA evaluation, some of the staff interviewed displayed resistance to the issue of gender mainstreaming, arguing that they did not have the financial (and in some instances the expertise) to mainstream gender into programmes.

Gender policy framework

MISA has a stand alone gender policy. The policy was formulated in a participatory and consultative process with a majority of employees and with the assistance of Women's gender organisations. The policy is informed by and is in conformity with various regional and international gender instruments such as the Convention for the Elimination of All Forms of Discrimination Against Women (CEDAW) and the Southern African Development Community Declaration on Gender and Development.

The policy speaks to key gender issues in the media, showing a clear understanding of the gender dimensions of the work that they do. The policy also identifies the interventions and the actions that the organisation needs to take to bring the change that is so glaringly lacking. The policy recognises the disproportionate an unfair representation of women both in the institutional structures and editorial content of the media, noting that "As an agenda setter, the media has a duty to portray not just what is, but what could be; to be exemplary in its own practices; and to open debate on the complex issues surrounding gender equality". The policy therefore identifies women as a priority target group due to the glass ceiling preventing them from fully exercising their rights in the media.

The first test of how effective having a stand alone policy is in driving gender mainstreaming is whether gender forms part of the mission, vision, code of ethics, guiding principles or any other documents that define and guide an organisation.

A concerted and successful attempt to mainstream gender into the policy document are evident, as it addresses internal, institutional issues, as well as external, service delivery issues and programmatic work. It reads:

MISA will play its role in promoting gender equality through adopting exemplary institutional practices and systematically taking gender considerations into account in all dimensions of its work in the following ways:

- *In line with the SADC Declaration on Gender and Development, MISA will strive to achieve at least a thirty percent representation of women at all levels of its Structures by 2005.*
- *To achieve this, MISA is prepared to take affirmative action measures, supported by the necessary leadership and capacity- building initiatives, to ensure that women participate fully, at all levels, in its activities.*
- *Gender will be mainstreamed in all MISA programmes and will constitute a key performance indicator for each area.*
- *MISA will allocate the necessary financial and human resources to achieve this.*

- *MISA will work in partnership with media women's associations and other civil society organisations that promote the fair representation of women in the media.*

Gender considerations are taken in the choice of programmes, project design, monitoring and evaluation

The gender policy is accompanied by an action plan detailing how the organization aims to promote and achieve gender equality both within its own operational systems as well as within the media. These include engendering media laws and regulations; conducting research on the state of gender and the media;, keep gender disaggregated data, engendering their own publications especially "*So this is democracy?*; capacity building for the media by developing gender sensitive training material; keeping gender disaggregated data of all their projects; reviewing MISA policies and regulations from a gender perspective; empowerment of women in the organisation to assume leadership positions to be gender responsive, empowerment of female employees to assume leadership positions and collaborating and networking with women's media associations working on gender and the media. The objective of the gender policy therefore is to ensure that gender is effectively mainstreamed and becomes a crosscutting issue in the work of MISA.

Programming

An important check for effective gender mainstreaming within an organisation is the extent to which gender considerations are taken in the choice of programmes, project design, monitoring and evaluation as well as resource allocations. MISA gender policy affirms that gender should be mainstreamed into all programme areas. There are two programmes in which gender is clearly mainstreamed. These are Programme B on media freedom monitoring and Project D, media support that is gender specific. Since 2004, MISA has mainstreamed gender into the programme. This has been done by looking at the kinds of media freedom violations that have been committed against women and men.

Gender specific programmes

As noted, MISA has a specific gender programme dealing with media support and one that aims to promote gender equality in the media. According to the programme objective, "Through this programme area, MISA aims to contribute to the improvement of media standards through excellence in journalism, which includes gender sensitive reporting." This objective is achieved through giving media awards for excellence in gender reporting; and selective training programmes, such as election reporting, based on the accessed needs of media practitioners. There is also a scholarship and exchange programme that is offered to enhance the skills of journalists. In accordance with MISA's training policy the programme ensures that 30% of the participants are female.

Another important gender component of this programme is that MISA is advocating and launching a campaign for media industry to have work based policies for HIV/AIDS and Gender within their institutions.

Interviews with the regional director and the gender focal person and other MISA directors indicated that gender is into account during strategic planning of the organisation's work. An important conceptual issue in implementation is the desirable balance between programmes specifically targeted at women, versus ensuring that gender is mainstreamed in all programmatic work. More efforts need to be made to ensure that gender is comprehensively mainstreamed into all programmes. Already efforts are being made. The organisation has hired a programme manager whose responsibility is to work together with the gender focal person to ensure that gender is mainstreamed into all programmes. All programme staff (both at the regional office and at national chapters) are expected to report to the programme manager on issues related to gender mainstreaming in programmes and therefore the organisation will be able to ensure gender is well mainstreamed into all programmes.

Recognising the problems that women face in the media, MISA put in place a gender specific programme. The MISA women in leadership programme aimed at capacity building for women in MISA to assume leadership positions. This is an important test of gender mainstreaming in MISA showing gender awareness is reflected in the deliverables of the organisation. Outputs from the programme included....women promotion?

MISA has a project that is not specifically targeted at women but which largely concentrates on gender issues in the media. The organisation has got good examples of research and cooperation projects that included research on gender in the media.

Implementation

MISA has a gender related quota system for its training courses to further support its objective of mainstreaming gender into all its programmes and activities. This is in recognition of the important role that capacity building and training has on the work of the organisation. The policy was adopted in recognition of the lack of women participants in MISA's training programmes.

Gender-related quota system for MISA training courses

We advocate for the inclusion of a quota system in all MISA training courses that will address both quantitative and qualitative issues to ensure that women are effective participants. For the quota to be effective it must be translated into MISA's policy and training programmes as appropriate as well as have the support of everyone in MISA. The mechanisms to put the system in place include the following:

- An ultimate target of 30% representation of women in all training programmes
- Requirement of consultants to be gender sensitive and inclusion of at least one woman and one gender specialist in terms of consultants
- Recruitment procedures for training activities should be modified to target potential women applicants
- An evaluation and monitoring system to measure progress
- MISA to make an extra effort to attract women candidates and to build capacity
- Programmes to assist women to develop their skills and capacity after the training
- MISA to make an effort to look into areas where women in the media could be given skills to enable them to effectively compete with men, particularly in areas such as financial and economic reporting
- Recruitment procedures for training courses/activities should be modified to target potential women applicants
- Regional secretariat and all national chapters to adhere to the quota system and have proper monitoring and evaluation done after training courses.

Monitoring and evaluation

MISA has specific gender indicators as part of the monitoring and evaluation system. These are further made meaningful by the collection of gender disaggregated data in some of the programmes. For example, there is data disaggregated by sex on the number of participants in the scholarship and exchange programme, on the media freedom monitoring programme and of all their training programmes. This data is also available on the number of participants at the Gender and Media Summit that was held in 2004. Although the indicators are mainly quantitative, there is also an attempt at qualitative ones. The interviewee indicated that after the MISA women in leadership training, a woman was given the opportunity to chair the AGM and did well.

Institutional transformation

MISA has a gender related quota system for its training courses to further support its objective of mainstreaming gender into all its programmes and activities

Certain administrative measures have been put in place to ensure the creation of work environments are gender sensitive and family friendly and to also ensure that women and men benefit equally from employment practices.

MISA has a written equal opportunity policy; a gender policy, sexual harassment policy, maternity and paternity leave policy. There are flexible work arrangements and the use of gender sensitive language is encouraged. Jobs are advertised in the local media and women are encouraged to apply. MISA has an affirmative action policy to encourage the recruitment and promotion of women. The interviewee from Zambia gave an example of a case where they hired a female finance officer who was second during the interviews but who has proved capable of the job: "We hired her because of the affirmative action and equal employment issues. She was number two and she has proved to be the best. We are very happy we got her". MISA also has initiatives to recruit and promote women into senior positions, such as the women in leadership training done in 2002.

Gender management systems

MISA has a gender focal person (GFP) who is based at the regional office. She is responsible for gender mainstreaming in MISA although it is the responsibility of all directors and programme staff to ensure that gender is mainstreamed in all programmes. In addition, as earlier mentioned, a programme manager has been hired to give impetus to the process. The GFP is part of management and is therefore able to influence decisions on gender mainstreaming.

Gender is now taken more seriously as people know that they have to be accountable

MISA recognises that while there is need for ensuring that specific responsibility and expertise for gender mainstreaming are vested in a gender unit or a Gender Focal Point, the responsibility for gender mainstreaming must be shared by all, and importantly be supported and driven by the managers who set the priorities and monitor the implementation of the work of the organisation. Accordingly, gender is now written into the performance agreements and assessments of managers and senior staff and into the job descriptions of senior staff at the regional level. According to the GFP, "gender is now taken more seriously as people know that they have to be accountable". This practice should be replicated across all national chapters to beat the resistance that is evident.

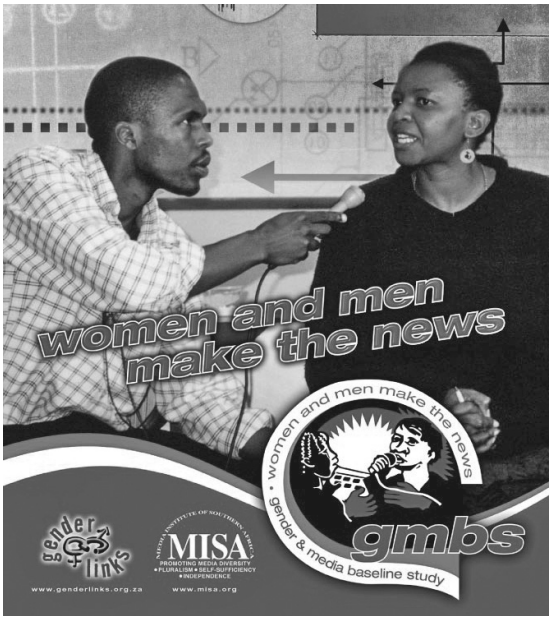
Conclusion

Gender mainstreaming is clearly high in the agenda and work of MISA and that there are high levels of awareness. While this is the case, the issue of gender mainstreaming within the organisation is not internalised by all. This view was expressed by many of the interviewees. There is still a tendency for gender mainstreaming to be seen as the responsibility of the GFP.

Some of the staff interviewed displayed resistance to the issue of gender mainstreaming, arguing that they did not have the financial (and in some instances the expertise) to mainstream gender into programmes. Despite their insistence on lack of financials as the main reason for not adequately mainstreaming gender into programmes, the main reason seems to be lack of expertise.

While there were signs of resistance to gender issues from most of the male directors interviewed, they indicated that the main concern around gender mainstreaming within the individual chapters was lack of resources both human and financial. Nevertheless the strong demand for training, which needs to be backed-up with better, more relevant tools and techniques for gender mainstreaming, is a positive outcome of this process and should be built upon. Staff members need to have enough information to be capable of integrating gender into programmes. If they are able to make their own gender analysis and planning, ownership of gender mainstreaming will be assured. Where such ownership does not exist, the result is resistance, which often will manifest itself as not understanding what is meant by gender mainstreaming or objecting to gender terminology. However, the GFP pointed out that already the regional office was planning training sessions on gender mainstreaming to capacitate directors and programme staff.

The other suggestion for ensuring that gender is mainstreamed in the work of MISA is by having clear mandates and for gender mainstreaming to be included in job descriptions of national directors and all programme staff. Lines of accountability also need to be clearly drawn. The initiative started to share best practices on gender from the national chapters should also be encouraged and given more impetus.





GENDER IN MEDIA BODIES IN SEYCHELLES

by Michel Rosalie and Janick Bru-Rosalie
Development Research, Seychelles

Synopsis

Several media and media-related associations exist in the Seychelles although they are seldom heard or seen outside media circles. Gender is not considered a crucial issue by most of the members of these local organisations. On the other hand, current research as well as research carried out in the recent past by a number of agencies, including the Gender Secretariat of the Ministry of Social Affairs and Employment (MSAE), reveals that gender-based violence (with the majority of victims being women), is a serious problem in Seychelles and is on the increase. Advocacy through the media is an effective way of reaching people in Seychelles. But first, media and media NGOs need to re-assess their aims and objectives and need to acknowledge the possibility that a problem may exist within their own structures.

Objectives

The survey aimed to:

- Highlight the situation of media NGOs in the Seychelles,
- Examine the work they do and their position regarding gender and
- Propose possible ways forward so that they can play a greater role in advancing equal rights and an equal voice for all citizens.

Process

Representatives of all existing media NGOs as well as a number of other individuals who contribute to and/or influence the content of the media in Seychelles were contacted and interviewed. The type of media represented in the group include the written media, radio, TV and indirectly, the official Internet sites giving information about the country. People interviewed included: the past and current chairpersons of the Press Association; the head of production at the Seychelles Broadcasting Corporation (the only radio/TV house in the country apart from Cable TV received from overseas); the Chairperson and Vice-chairperson of GEM Plus (local chapter of GEMSA); the Vice-chairperson of the Public Relations Society of Seychelles; the former editor of the leading daily paper who is also the newly appointed Principal Secretary for Information and Public Relations in the President's Office; the editor of the leading party paper; the sub-editor of the opposition party paper; and members of media NGOs.

Interviews were based on four guiding questions and discussions were allowed to grow from these:

a. Do you have any programmes on advocacy for social change?
b. If yes, what type (gender-based violence, poverty, human rights, etc.)?
c. If you were asked about the gender dimension in the media, what would you say?
d. If no, why (not within mandate, lack of capacity, etc.)? What is required to get your NGO more involved?

Findings

Television and radio: Television and radio, the most popular media (Seychelles has only one national broadcasting corporation) do not have a clearly defined policy regarding gender reporting or gender coverage in television or radio programmes. Furthermore, the production section has not produced any work addressing gender specifically in the last few years. On the other hand, they do try to portray the participation and contribution of women to various areas of national

activity such as tourism, land and air transport, health, the private sector, civil engineering and others. Special efforts are made to show women who have been able to break through in male-dominated areas of work.

Nonetheless, comments made during the interviews suggest that most people working within the Seychelles Broadcasting Corporation do not really believe that gender is an 'issue'. The male manager interviewed commented that, internally, staff members were treated equally and that there was no discrimination against one gender or the other.

Promoters of gender need to be sensitive to context

It should be noted that about six years ago, a programme prepared by individuals belonging to the National Gender Committee and focussing on sexual harassment at work was aired on TV. This documentary caused much disturbance in the local community because despite attempts to disguise voices and personalities, the real incidents referred to were easily recognised. In a small island community such as the Seychelles, putting such a programme on air was considered unacceptable. The programme, which was meant to be repeated, was banned and has not been shown since.

More harm than good may sometimes result from attempting to force gender as an issue. Promoters of gender need to be sensitive to context and need to design programmes that will incrementally bring viewers/listeners to the point where they can 'see' for themselves the problems that exist. This approach may in some way challenge the popular belief that 'shocking' people can be effective in getting them to understand a problematic situation and to react to it. In some contexts, shocking people may lead them to withdraw from the issue and to reject efforts targeting the problem.

It should be noted that while the broadcasting corporation is obviously not an NGO, most of its non-technical employees are members of the Press Association of Seychelles.

The Press Association of Seychelles: This non-governmental organisation was established in 1992 with the stated objectives of promoting excellence and professionalism in journalism and of carrying out advocacy in areas seen as relevant to the profession. At some point in its 14-year history, the association membership peaked at 40 individuals.

The association organised a couple of seminars on gender some years ago, but there was/ is no established programme targeting gender reporting in the media. Here too, the general perception has been that men and women in Seychelles are equal and hence, gender is not a problem. The current chairperson does acknowledge the fact though, that time has shown that there are a number of gender gaps which need to be addressed.

The association has, so to speak, fallen on hard times in recent years. It has been removed from the list of registered NGOs because three AGMs were called but no meetings took place as it was not possible to raise a quorum in any of these instances. Nonetheless, in the interviews with the past and present chairpersons, it was hoped that things would change in the near future and that the association would become functional again. It should be noted here that a number of members of the association did not seem to be aware that that NGO was no longer 'registered'.

It is clear from the information collected that members of the Press Association have lost interest in the activities of the association and that the office-bearers will need to take steps to re-kindle enthusiasm in the organisation – if they want it to have a continued and useful existence.

In terms of what could happen next, and given the vital role that the media plays in the education of the public, the association would like to get involved in an advocacy programme for chief editors in order to sensitise them to the need for more balanced reporting in the media. The findings of the audience research carried out by GEM Plus in 2005 could be used for this purpose.

GEMPlus: Founded in 2003, GEM Plus, the Seychelles chapter of GEMSA, is the only recognised gender-based media NGO operating in Seychelles. Its membership is composed of individuals working in, or having an interest in gender in the media. However, the representation of journalists, especially editors, in the association is still low. This makes it difficult for existing members to influence change in their media houses.

GEM Plus has over the last three years, used the media on an occasional basis to advocate for social change. This has been done, mainly through radio and the written press, to raise awareness on gender-based violence. The NGO has also engaged with other partners on human rights issues. Members believe that despite progress that the country has made regarding gender, there is still a lack of understanding of, and commitment to, gender issues. Gender is still not considered a significant and pressing issue. It tends to be relegated to the bottom of the list of issues, and is also very often confused with feminism.

With assistance from Gender Links, a number of training workshops have been organised to sensitise members on gender reporting in the media. The lack of capacity and the lack of financial resources are the main constraints in the NGO's efforts to promote gender diversity in and through the media.

According to the Gender and Media Baseline Survey (GMBS), the study done by Gender Links in 13 Southern African countries, only 21% of those interviewed overall are of the opinion that women are well represented in the media. This is very different from the findings which are specific to the Seychelles where the audience research found that 75% of the respondents think that women are well represented. Further work would need to be done by GEM Plus regarding the perception of the population on gender, possibly by investigating the reasons why respondents think women are well represented as well as investigating to what extent messages stating or implying that equality exists (as opposed to actual evidence of equality) may have influenced opinions.

The plan of action of the association for 2006 includes (on-going) training programmes for journalists which focus on gender news coverage. There is also some training planned for the police on gender-based violence. There is some evidence (SADC study, 2001 and project proposal to UNIFEM, 2006) that the police may not be equipped to deal with cases of violence against women (VAW) with sensitivity and complete fairness. It would also seem that some may still think that instances of VAW are still a private issue and should be sorted out privately.

It is felt within the association that one way of advancing the work of GEM Plus would be to employ a programme coordinator who would ensure the implementation of established projects as well as develop new ones in line with the stated objectives of the organisation. This would imply having physical premises, however modest, from where the association could operate. At present, members of the organisation operate from their places of work and this leads to efforts being rather uncoordinated.

Public Relations Society of Seychelles (PRSOS): The society was set up in 2002. At one of its recent AGMs it has discussed its interest in becoming affiliated to the Liaison Unit of Non-Governmental Organisations (LUNGOS - the official body where NGOs are registered).

Regarding gender, the stated position of the society is that it is not considered a priority issue

One of the most successful initiatives of the PRSOS has been the introduction in 2004 of 'Media Awards' for the journalists in the country. The organisation was supported by the Office of the Vice-President of the Republic in the promotion of this activity. With the recent announcement (4 weeks ago) of the portfolio for information being placed within the President's Office, the PRSOS is expecting more support from the government in their work to educate the public on various issues.

Regarding gender, the stated position of the society is that it is not considered a priority issue. Nonetheless, it is pointed out that all its executive members are women and 90% of PR officers in the country are also women.



Other perspectives

Department of Information and Public Relations, President's Office: The position of the above office regarding gender is that it is not considered a problem issue in Seychelles. It is, on the other hand, an issue that has to be handled with caution as it can easily become politically contentious.

Official paper of leading political party: It is felt by the editorial staff that their sensitivity to gender is manifested through the fact that women are well represented in many capacities, both in the public and private sectors. Recently the paper changed the title of one of its pages from 'Women's Issues' to 'Better Living', with the emphasis moving away from women specifically and more towards persons or groups concerned in the articles, regardless of gender. The intention was to move away from marginalising women's issues. Nonetheless, they do admit that the perception of a woman's place (in the private domain) being essentially in the kitchen and taking care of children, has not changed over the years.

Official paper of the opposition party: The position of the editor who was interviewed is that gender inequality still persists in most of the media houses in Seychelles.

It would be useful for media and media-related associations to network nationally in order to pool resources and support each other in advocating gender aware reporting in the media.

Using their own paper as an example, it was stated that they had only 1 woman journalist. It was added that they recognise the need for more female inputs and have tried to recruit women but without much success. This, it is felt, could be due to women feeling insecure at the thought of being employed by a paper affiliated to a political party which also happens to be the opposition.

One staff member is trained in gender reporting but overall, gender reporting has not been a point of major concern.

It was also stated that more should be done to remove gender biases in the media. Unfortunately, the tendency has been for media houses to operate on a routine basis rather than actively getting involved in efforts that have to do with gender. And this, 'because after all, the Seychelles still has a predominantly male orientated society'!

Conclusion and way forward

The mini-survey highlighted the fact that there are a number of individuals in the media community who are concerned about gender issues. But there are also cases of gender blindness, gender insensitivity as well as some fears of 'feminism'.

The country has introduced laws and policies that are meant to eliminate gender inequality. The structures and mechanisms that have been put in place to achieve this are forward looking and quite progressive but it would seem that the thinking of the people as a whole has not really changed over the years. There might even be, according to the report mentioned earlier (MSAE), some regression in that area.

It would be useful for media and media-related associations to network nationally in order to pool resources and support each other in advocating gender aware reporting in the media. They would also benefit from networking internationally. This would allow them to broaden their perception of things as they would have other situations with which to compare their own. It would also allow them to access resources that may not at present be available within the country.

NEWSROOM POLICIES



SUMMARY

Objectives

This session aimed to:

- Take stock of the roll out of HIV and AIDS and Gender policies as part of the Media Action Plan on HIV and AIDS and Gender.
- Share best practices on media houses that have made steady progress in this area.
- Assess linkages between the policy process and other legs of MAP, especially information and training.

Background

The Media Action Plan (MAP) on HIV and AIDS and Gender is a collaborative effort led by the Southern African Editors Forum (SAEF) to improve coverage of, and work place practices with regard to HIV and AIDS and Gender. Gender Links and MISA lead the policy arm of MAP. GEMSA assists in the dissemination of information and on-the-ground facilitation of MAP. Working with facilitators in ten countries, and following the HIV and AIDS and Gender Baseline Study led by the Media Monitoring Project (MMP), the partners are engaged in the roll out of policies in Southern African newsrooms. The aim is to ensure that 80% of Southern African newsrooms have HIV and AIDS and Gender policies by 2008.

Summary of main points raised in the discussion

- Strengthening the voices of people living with AIDS in the media.
- Difficulties in getting journalists to disclose their HIV status in order to affect the fight against stigma and discrimination within media houses.
- Creating mentors within media houses who can help journalists write HIV and AIDS and gender sensitive stories. This proposal is being taken forward in Malawi.
- The need to create synergies with media NGO's so that we don't replicate processes but compliment our efforts.
- Replication of successful programmes within some media houses. For example the Zambian case study where there is emerging collaboration between public and private media houses.
- Improve information sharing between key stakeholders in the sector; integrated approaches.

Key action points

- To have a number of policies launched by media houses on 1 December, International World AIDS Day.
- Better delivery of processes; monitoring and evaluation.
- Better marketing of the MAP project.
- Positioning MAP as an integrated partnership.
- Develop a pamphlet on what MAP is.
- SAFAIDS Media Resource Desk (MRD) website ready by World AIDS day; also looking into producing a CD Rom on reporting HIV and AIDS and gender for the 16 days in collaboration with Gender Links.
- Strengthening the link between the information leg and other sub-sectors. Doing a road show of resources for journalists in the region.
- Feedback form on the website for MRD.
- Accrediting media houses that have developed policies and journalists who undergo training on HIV and AIDS.



THE HIV AND AIDS AND GENDER BASELINE STUDY

by William Bird
Director, Media Monitoring Project

Synopsis

This paper covers the regional findings of the HIV and AIDS and Gender Baseline Study carried out as part of the Media Action Plan on HIV and AIDS and Gender (MAP) led by the Southern African Editors' Forum (SAEF).

The Media Monitoring Project (MMP) that leads the monitoring and evaluation arm of MAP conducted the monitoring, analysed the data and produced the results for the region as well as the individual countries. Gender Links (GL), that leads the policy sub- sector of MAP, produced the qualitative methodology, edited these findings, wrote all the country reports in this study and co-authored the regional report.

Objectives

The research sought to:

- Develop a standardised HIV and AIDS and gender media monitoring methodology;
- Undertake a regional baseline media monitoring project, which will result in baseline data on the coverage and representation of HIV and AIDS, and the gender dynamics that underpin the pandemic;
- Use the monitoring process to help develop situation analyses of countries and media houses, which will inform the roll-out of policies as part of MAP;
- Use the monitoring process to familiarise facilitators and resource persons in each country who will be guide the roll out of policies in media houses as part of MAP with key HIV and AIDS, gender, and media issues in their respective countries;
- Gather case materials that can be used for training as part of the rollout of the HIV and AIDS and Gender policies in newsrooms.

Scope

The monitoring included 132 media houses in eleven Southern Africa countries, for a total of 15 days staggered between the months of October and November in 2005.

Key findings

The key findings of the research are summarised in Table 1. (See page 55.)

The coverage of HIV in the media is extremely low: Of the 37 001 items monitored in the region, only 3% focused on or mentioned HIV. Mauritius had the lowest proportion of coverage (1%) and Lesotho the highest (19%). The study also showed that there were considerable differences between media houses in each country in their coverage of HIV and AIDS, with the weekly newspapers having higher coverage of the subject.

HIV and AIDS is still not well mainstreamed into coverage: Almost two thirds of all items monitored focused specifically on HIV and AIDS while the remaining 36% only mentioned HIV and or AIDS. This suggests that HIV is being covered mainly as a stand- alone health issue and that it is not being adequately mainstreamed in all coverage. There were, however, variations between countries with 80% of the items in Mauritius focusing specifically on HIV and AIDS, compared to 36% in Botswana and 37% in Lesotho.

Male voices still predominate: Although there are significantly higher proportions of women who speak on HIV and AIDS (39%) than in general coverage (19% in the recent Global Media Monitoring Project) male

voices still predominate in all areas of HIV coverage, except for care work.

Voices of people with HIV are hardly heard in the media: People with HIV constituted 4% of all sources, but with considerable differences between countries. This ranged from a high of ten per cent in Swaziland to no persons with HIV being interviewed in Malawi during the monitoring period.

Women with HIV are becoming more vocal: The research found that of all the people with HIV interviewed, women comprised 44% of the total; and over half of this category in Botswana, Lesotho and South Africa. In general women tend to be more aware of their HIV status. But it is also heartening that an increasing number of women are feeling empowered enough to speak out.

HIV and AIDS stories are mainly told by officials: Officials and UN agencies account for 42% of all sources, and experts another 12% of those quoted. Men's voices dominate in all roles except for people affected by HIV where women's voices account for 59% of those quoted.

Most coverage of HIV and AIDS is on prevention: Out of the six topic categories (prevention, treatment, care, general, impact and other) prevention accounted for 41%; followed by general stories about HIV and AIDS (19%). Care and impact received the lowest proportion of coverage, at 13% and 5% respectively. This suggests that care, which has a major bearing on the lives of women, is still regarded as a marginal issue in the media; and that the long term consequences of the pandemic are not being sufficiently analysed.

Despite the increasing gender balance in newsrooms, gender is not well integrated into HIV and AIDS coverage...

There are some encouraging signs of greater depth in coverage: While most coverage of HIV is still in the form of short news items (78%), 10% of all items were classified as feature and analysis (compared to an average of about 5% in general monitoring conducted by the MMP).

There is a relatively high level of original stories being produced. A positive finding of the study is that the majority of stories on HIV and AIDS in the region (77%) are original stories written or added to by journalists, as opposed to those obtained from agencies and guest writers. This shows that newsrooms are investing resources in obtaining original stories on the pandemic.

Gender balance is close to being achieved on the beat: Women reported 45% of the HIV and AIDS stories monitored. Except in Mauritius where more men reporters access female sources and in Mozambique where there is a balance, the research also shows that in most countries in Southern Africa women journalists are more likely to access women sources. This is a strong argument for continuing to work towards gender parity at all levels and in all beats.

Gender dimensions of the epidemic are not receiving sufficient coverage: Despite the increasing gender balance in newsrooms, gender is not well integrated into HIV and AIDS coverage, much of which was classified in the study as either gender blind or unclear. Closer analysis of topics showed that:

- In stories on prevention, the sub-topics that examined gender power relations, Prevention of Mother to Child Transmission (PMTCT), gender-based violence, and the role of men and boys, cross-generational sex, cultural practices and sex work, all significant drivers of the epidemic in the region, received less than 5% of coverage.
- PMTC received the lowest coverage (a mere 5%) in stories about treatment.
- Home-based care, legal rights and the role of men and boys also received minimal coverage in stories dealing with care, support and the environment.

Policies, training and access to information can help to improve the quantity and quality of coverage: Through the collaborative efforts of a number of organisations, MAP offers support to media houses that wish to develop HIV and AIDS and gender policies and integrate these into workplace as well as editorial practices. The training, ethics and information arms of MAP will buttress the policy support provided by GL and MISA.

Table 1: Summary of key data

QUANTITY OF COVERAGE	*% REGION*
HIV coverage compared to total	3
HIV mentioned	36
HIV central focus	64
WHO SPEAKS	
Women and men - all topics	39 (F) / 61 (M)
Person affected by HIV	4
Women and men affected by HIV	59 (F) / 41 (M)
People with HIV	4
Women and men with HIV	44 (F) / 56 (M)
Traditional & religious groups	5
Women and men traditional and religious groups	18 (F) / 82 (M)
Civil society, NGOs, INGOs	28
Women and men in civil society, NGOs and INGOs	47 (F) / 53 (M)
Experts	12
Women and men experts	36 (F) / 64 (M)
Officials/UN agencies	42
Women and men officials/UN agencies	31 (F) / 69 (M)
Other	5
Women and men other	40 (F) / 60 (M)
TOPICS	
Prevention	41
Who speaks on prevention?	42 (F) / 58 (M)
Treatment	16
Who speaks on treatment?	37 (F) / 63 (M)
Care	13
Who speaks on care?	52 (F) / 48 (M)
General	19
Who speaks on general?	27 (F) / 73 (M)
Impact	5
Who speaks on impact?	35 (F) / 65 (M)
TYPES OF STORIES	
News & briefs	78
Cartoons, images, graphics	2
Editorial & opinion	4
Feature & analysis	10
Feedback	3
Interview, profile & human interest	3
WHERE DO STORIES COME FROM?	
International	13
Regional	8
National	54
Provincial	6
Local	19
WHO TELLS THE STORIES?	
Original story	77
Guest writer	5
News agency	18
WHO REPORTS ON HIV and AIDS?	
Overall	45 (F) / 55 (M)
Who reports on what?	
Prevention	39 (F) / 61 (M)
Treatment	56 (F) / 44 (M)
Care	57 (F) / 43 (M)
General	39 (F) / 61 (M)
Impact	39 (F) / 61 (M)
Other	50 (F) / 50 (M)



MAP HIV, AIDS AND GENDER POLICIES IN NEWSROOMS

by Agnes N M Odhiambo
HIV and AIDS and Gender Manager
Gender Links

Synopsis

This paper is on the policy sub-sector of the Media Action Plan (MAP) on HIV and AIDS and Gender whose objective is to develop appropriate tools and a process to roll-out HIV and AIDS and gender policies in media houses across Southern Africa. It covers the background to the policy roll-out, the country strategies developed for the policy roll-out; steps envisioned in the policy roll-out; media houses targeted for the policy roll-out; progress made to date; key challenges and the way forward.

Objectives

MAP's objectives are to:

- Ensure better regional coordination and participation of media managers in activities targeting the media on HIV and AIDS in Southern Africa.
- Ensure that 80% of media institutions have policies and programmes on HIV and AIDS and Gender by the end of 2008 in accordance with SADC and ILO Codes of Conduct.
- Establish standards for media reporting and increase the understanding of editors on issues relating to HIV and AIDS and gender.
- Improve media reporting through integrating HIV and AIDS and gender into media training at tertiary institutions, in-service training institutions and in the workplace.
- Develop and disseminate information and resource materials on HIV and AIDS and gender for the media.
- Establish baseline data and conduct monitoring and research to assess the impact of MAP on HIV and AIDS and gender coverage.

Background

The Media Action Plan (MAP) on HIV and AIDS and Gender is a collaborative effort by the Southern African Editors Forum (SAEF) and NGO partners to improve coverage of gender and HIV and AIDS; to promote diversity, the equitable and fair treatment of all within the media workplaces; as well as mitigate the effects of the pandemic on the media industry.

MAP consists of five arms, under the overall co-ordination of SAEF, lead by different organisations. These are

- Policy, led by Gender Links (GL), Media Institute of Southern Africa and Gender and Media Southern Africa Network (GEMSA).
- Training, led by the Southern African Media Trainers Network (SAMTRAN).
- Ethics, led by MISA.
- Information, led by the Southern African AIDS Information and Dissemination Services (SAFAIDS) and UNAIDS.
- Monitoring and research led by the Media Monitoring Project (MMP).

Process

The steps followed in the policy roll out include:

Audit of HIV and AIDS and gender policies in Southern Africa media houses: Conducted in 2005 and covered 366 media houses in 12 countries, the audit showed that showed that only 9% of media houses had HIV and AIDS policies; and only 6% had gender policies.

The HIV and AIDS and Gender Baseline study: The policy arm collaborated with the monitoring and research sector in:
Devising the methodology for conducting and writing the HIV and AIDS and Gender Baseline Study Training of the researchers

Development of the Media Action Plan Policy Handbook: The handbook draws heavily on **pilot projects** conducted by GL with the Times of Zambia, Mauritius Broadcasting Corporation (MBC) and Kaya FM in South Africa. Critical **input** and guidance on the handbook's development included a reference group and in-country facilitators. The handbook was used in the training of facilitators on developing and implementing HIV and AIDS and gender policies in media houses. The handbook is **structured** according to the process that a media house might undertake in deciding to devise and implement HIV and AIDS and gender policies to give it a logical, step by step approach. These stages include: Key conceptual issues, including why to adopt policies, and what kind of policies to adopt; Understanding the local, regional and global context and imperatives for such policies; A detailed examination of what these mean for the different divisions within the organization: work place, editorial, marketing and advertising; A final section on making policies work - the structures, systems and processes necessary for effective policy implementation. Checklists are easily accessible; and are accompanied by a CD ROM with resources and examples.

Development of a Facilitator's guide: to be used in conjunction with the policy handbook. The guides are designed to provide the basic pointers required to initiate a policy development process within a media house. Each session guide sets out:

- The objectives of the session
- The references for information to be used
- Key principles/pointers that the facilitator should ensure are made during the session; and
- Notes to the facilitator that provide several tips on what can be done and/or how to use the information.

Training of in-country facilitators: in the use of the handbook so that they can drive the process within their own countries, bearing in mind the need for consistent follow up.

Mapping out country strategies: This was done during the training of facilitators in April 2006.

Policy roll-out strategy	Countries
Launch the baseline study; hold an inception workshop shortly after; make follow-ups with interested media houses to begin the policy process	Botswana, Malawi, Namibia, Swaziland
Launch the baseline study; make follow-up visits to interested media houses to begin the policy process Launch the baseline study; hold an inception workshop shortly after; make follow-ups with interested media houses to begin the policy process; hold a meeting where those media houses that have developed policies can launch the policies and share experiences	Lesotho, Mauritius; South Africa; Zambia Mozambique; Tanzania
Launch the baseline study; make follow-up meetings with interested media houses to begin the policy process; hold a meeting for senior managers where media houses involved in the policy development share their experiences	Zimbabwe

Policy roll-out steps	Objective/s
• Launch of the baseline study	Use this opportunity to: • Raise the profile of MAP • Get broad based buy-in from the media sector
• Identification of media houses interested in being part of the process	• To identify media houses to work with in the first phase (2006) of developing policies
• Hold an inception workshop	• To plan an in-country inception workshop that would ensure broad-based buy in for the policy process building on the launch. • To ensure that as the policy process is proceeding there is a coordinated approach in country and possibilities for peer support and encouragement. • To facilitate an understanding of the need for policy from all managers and practitioners within the media institution. • To get agreement with media houses on the process to be followed in each media house and to agree on dates for doing so.
• Meeting with management	• To get buy-in from management of the particular media house. • To engage with media decision-makers at each media house to agree on a process.
• Conduct a situation analysis	• To gain an understanding of the key issues and attitudes (through gathering information and analysing it) within the media house before the actual policy planning seminar.
• In-house policy workshops	• To conduct the main policy and action planning workshop with the media house that will lay the ground for the development of policies. • To agree on the key principles, a process and action points for developing a gender as well as a gender aware HIV and AIDS policy.
• Backstopping for each media house	• To provide support to the task team in writing up the policy. • To agree on a process for the adoption of the policy.
• Adoption and launching of policies.	• For the media to signal to the public that it is a transparent and accountable institution that recognises the human rights dimensions of gender and of HIV and AIDS in its workplace and editorial output. • A national launch also demonstrates the media's commitment to the national, regional and international policy frameworks and conventions on these two issues, which it should hold governments accountable to.
• Sharing of best practices	• Through such events as the Media Diversity Summit in September, as well as the Media Diversity Journal.

Progress made in terms of the policy roll-out steps

- ***Launch of the baseline study:*** This happened across the region in May, mainly on 3rd May, World Press Freedom Day in partnership with SAEF and MISA. The launches generated considerable media interest and coverage.
- ***Identification of media houses interested in being part of the process:*** This began informally even before the launch of the baseline study and is ongoing. Currently, at least five media houses in each country have agreed to the policy process.
- ***Holding one day inception workshops:*** Due to media dynamics, only five countries held these workshops. They are Malawi, Mozambique, Namibia, Swaziland and Zambia
- ***Briefing and engagement with media decision-makers at each media house to agree on a process (Meeting with management):*** This process started in May 2006 and is ongoing. Each facilitator has obtained buy-in from at least four media houses with whom to start the actual policy development. Currently, approximately 33% of media houses in the region have agreed to the process.
- ***Conducting a situation analysis:*** This process started mainly in June and is ongoing in most of the media houses where there has been buy-in for policy roll-out.
- ***In-house policy and action planning workshops to lay the ground for the development of policies:*** In-house workshops have been held with two main media houses in Mauritius, two media houses in Mozambique, five media houses in Malawi, and one in Botswana.
- ***Backstopping for each media house:*** The process is ongoing in media houses that have started developing policies.

Outputs

- *Diversity in Action*: A Handbook on HIV and AIDS and Gender Policies in Newsrooms.
- 10 Country reports and pamphlets and one regional report for the baseline study.
- 80 case studies on coverage of HIV and AIDS and Gender for the Virtual resource Centre (VRC).
- Facilitator's guide.
- 16 facilitators trained.
- Several media houses either adopting or at advanced stage of developing HIV and AIDS policies.

Examples of media houses that have developed policies
- Mauritius Broadcasting Corporation
- Le Defi Group
- Times of Zambia
- Kaya FM

Outcomes

MAP is clearly pioneering a new course for HIV and AIDS and gender reporting in the region by sensitising and increasing the understanding of editors on HIV and AIDS issues and the related gender dynamics that underpin the epidemic. The programme is also helping to establish standards for media reporting on issues of HIV and AIDS and gender. At the same time, it is contributing to the promotion of media workplace environments that are free of stigma and discrimination and support people living with and affected by HIV and AIDS.

The programme is also helping to establish standards for media reporting on issues of HIV and AIDS and gender

Challenges

Among the challenges that have been experienced by the facilitators are:
- Getting together media managers and owners for meetings.
- Bureaucracy especially within state owned media.
- Tensions between the state broadcaster and other media houses.
- Time allocation to conduct in-house workshops.
- Some media houses are concerned about available support after the development of policies and this may affect buy-in for the policy roll-out.
- Working with media groups - the large number of staff in these organisations may mean some may not participate in the policy development process.
- Managing partnerships and relationships with other key organisations.
- Communication between facilitators, especially those living in different localities.
- Language barriers as all documentation is in English.

Way forward

The summit provides an opportune moment to review the above challenges with the in-country facilitators. It is important that this review is taking place a few months after the start of the policy process as the challenges will be addressed at an early stage. It is hoped that, with the support of partners, we will provide training for media houses on various issues around HIV and AIDS and gender. Facilitators will be conducting a training needs assessment as part of the in-house workshops.



Sarry Xoagus-Eises speaking at the launch of MAP in Namibia.



MBC HIV AND AIDS PROJECT

by Eunice Chipangula
Chairperson – MBC Institutional Committee on HIV and AIDS
GEMSA Country Representative, Malawi

Synopsis

The Malawi Broadcasting Corporation HIV and AIDS Impact Mitigation Project is a three year National AIDS Commission-funded project targeting the work place and surrounding communities. The media institution, which commands widest national listenershi,p was more outward than inward looking. The project is expected to raise employee and surrounding community awareness for effective participation in the national response. As a leading broadcast media house in Malawi, the project models HIV and AIDS management not only in the media fraternity but also in the general workplace environment. To bring about sustainable desired change, the project is developing HIV and AIDS management systems and linkages locally and internationally.

Objectives

The goal of the project is to mitigate the impact of HIV and AIDS on the corporation, its employees and the community through behaviour change while the purpose is to increase HIV and AIDS awareness for the prevention of infection and re-infection through radio programmes.

The project sought to achieve its goal through the following six specific objectives to:

- Develop an effective strategic plan and workplace policy
- Improve organisational capacity to coordinate and facilitate implementation of quality workplace intervention and radio programs
- Reach out to the masses with HIV and AIDS proactive messages through community dialogue
- Promote gender based approach in HIV and AIDS mainstreaming
- Promote information sharing and lesson learning
- Contribute to the reduction of stigma and shame surrounding HIV and AIDS.

Under the above objectives, main activities included:

- Sensitization of management
- Establishment of an Institutional Committee
- Establishment of HIV and AIDS Support Groups/Radio Listening Clubs; distribution of free condoms
- Development of a strategic plan and workplace policy
- Knowledge Attitude and Practices Survey
- Audience Survey
- Development of an interactive website
- Training of staff on HIV and AIDS management; education on sexual behaviour change
- Capacity building on gender based issues
- Focus Group Discussions to reduce stigma and discrimination
- Inter-company visits for information sharing and lesson learning; and the production and broadcast of radio programmes.

Background

The Malawi Broadcasting Corporation (MBC) has participated in the fight against HIV through airing programmes that provide information to the public since the advent of HIV in Malawi in 1985. The impact of such programs was compromised as there was no systematic approach to production and assessment of such. Without an in-house program, MBC has not escaped the negative effects of the pandemic. These facts featured highly at the development of an institutional Strategic Plan for 2004-07 in March 2004. In the strategic plan the Corporation acknowledged the devastating impact that HIV and AIDS continue

to have on its employees and the general socio-economic growth of Malawi. In view of this, MBC proposed to implement a project that will mitigate the impact of HIV and AIDS to its employees and the community they serve.

Process

The project targets about 700 employees of MBC in all workstations spread across Malawi and the surrounding communities.

The focus should however shift towards strengthening communication for behaviour change

To ensure effective implementation of the project, MBC established the office of the Coordinator and employed from within, sensitised 376 representatives of management and staff, established an 18 member HIV and AIDS Institutional Committee with representation from all departments chaired by the Deputy Director General representing executive management. The role of the committee is to plan, monitor and evaluate activities and provide overall institutional HIV and AIDS leadership. In this regard the Institutional Committee established 16 Radio Listening Clubs/ HIV and AIDS Support Groups as operational structures for HIV and AIDS work in the organization. These structures were established through a democratic process.

Outputs

The project yielded several outputs:

- ***Condom distribution:*** With the HIV and AIDS Support Groups/Radio Listening Clubs in place linkages were developed with District AIDS Coordinating Committees for sustainable support of free condom distribution. From July, 2005 to July 2006 8,996 condoms have been distributed in the sixteen workstations across the country.

- ***Strategic plan and policy development*:** In order to achieve the goal, purpose and specific objectives, it was imperative to have a workplace policy and strategic plan in place. Strategic plan and policy documents were developed with consultancy support through a consultative process among different level employees. The strategic plan and policy has already been distributed but yet to be sensitized to members of staff. The documents are expected to guide future planning, implementation and monitoring of HIV and AIDS activities.

- ***Policy review*:** Apart from the workplace policy targeting staff, MBC with support from MAP has also reviewed its Editorial policy and Programme Producers manual to ensure that gender and HIV and AIDS issues are mainstreamed in programme and news production.

- ***Knowledge, attitude and practice survey:*** The MBC has a work force of about 700 people scattered in all the three regions of north, centre and south, with the majority stationed at Chichiri Broadcasting House in the commercial city of Blantyre. MBC, with consultancy support therefore launched a study on HIV and AIDS knowledge, attitudes and practices (KAP) among staff. The purpose of the KAP survey was to come up with data to provide direction in determining intervention areas to be addressed in mitigating the impact of HIV and AIDS in the Corporation and provide benchmark for monitoring the direction and progress of the project in meeting its objectives.

  Results from the study have shown that there are a number of gaps and issues that relate to knowledge, attitudes and practices in relation to HIV and AIDS that need to be addressed. These issues centre on prevention, treatment, care and support, impact mitigation, capacity building, MBC policies and strategies, gender and networking. For example, practices like not-using condoms, polygamy, night shifts amongst workers, field travels and non-reporting of STIs are prevalent within the Corporation. These expose members of staff to HIV infection. Stigma and discrimination, though minimal is also prevalent and discourages people from HIV testing and disclosure to enable them access to other services like antiretroviral therapy (ART).

  The study has found out that although HIV and AIDS awareness is high in MBC, it continues to negatively affect MBC's operations. It is recommended that the corporation continues to implement the HIV and AIDS programme as one way of implementing its

strategic plan. The focus should however shift towards strengthening communication for behaviour change not just for knowledge and awareness.

To effectively implement the above recommendation, MBC is striving to integrate HIV and AIDS interventions within the core function of the MBC through a process of mainstreaming. Mainstreaming requires change of policies that guide the implementation of the core function. In its recruitment, pay, posting and other human resources policies need to be reviewed to ensure that they do not increase workers susceptibility to HIV infection or increase their vulnerability to the impacts of AIDS. However, the Corporation's Conditions of Service and training policy were already reviewed to incorporate HIV and gender issues.

Secondly, MBC has a critical role to play in disseminating messages on behaviour change, not only for the general public, but also for its own staff countrywide and at all levels. This requires that MBC members of staff are well-equipped and capacitated in terms of HIV and AIDS communication and programme development. A capacity building workshop for all levels of staff, with key focus on the four key categories of staff that have highest risk due to the nature of their jobs i.e. reporters (54.6%), followed by secretaries (48.6%), announcers (48.1%), and drivers (31. 9%) was held.

Thirdly, there are a number of gender issues that have been identified that expose either male or female members of staff to the risk of HIV and AIDS infection. Unfortunately, possibly due to lack of knowledge and understanding on gender, behaviour change and practices like use of condoms, HIV testing and disclosure of status is generally very low and not encouraging. There is need to emphasize these practices during awareness and training sessions. There is also need to encourage the employees to improve on these behaviours and practices.

MBC with consultancy support conducted an audience survey to seek listeners' views regarding HIV and AIDS programming on MBC's Radio 1 and Radio 2. The primary purpose of the study was to provide information that would assist in determining how to increase HIV and AIDS awareness and behaviour change in areas covered by MBC's two channels. The study estimates that Malawi has a radio listenership potential of 8.4 million people at any one time. Nearly 77 % of the respondents in the recent Audience Survey said they listen to MBC Radio 1 everyday compared to MBC Radio 2 which had 68% of the respondents listening to it everyday irrespective of age, sex or education.

MBC is striving to integrate HIV and AIDS interventions into the core function of the MBC

The Audience Survey records that 98% of the listeners feel that programmes on HIV and AIDS are presented in a very good way and the programmes are informative. The Audience Survey provides evidence that MBC programming on HIV and AIDS has helped about 86% of the people that listen to them change their behaviour in order to prevent contracting the virus. Results of the survey recommended that radio is the most reliable source of information in Malawi and the two MBC radio stations 1 and 2 are the most popular, especially in the rural areas.

- ***Inter-company visits:*** For effective implementation of the HIV and AIDS Impact Mitigation Project, MBC believes in networking with other HIV and AIDS organisations is an important ingredient in capacity building, sharing of experiences and lesson learning. MBC therefore made a number of visits to organisations like BP Malawi, ESCOM and Old Mutual. The Electricity Commission of Malawi ESCOM and BP Malawi Company were chosen for their perceived best practices by the Institutional Committee of the MBC.

While at the two institutions, the MBC team looked at the reports, historical background, HIV and AIDS management structures within the institution and sources of funding. The key informants also provided information on data management, procedures and reporting systems. The team also recorded testimonies from employees about prevention efforts including behavioral change strategies for example condom distribution, Voluntary Counseling and Testing, care and support including Home Based Care and access to Antiretroviral drugs (ARVs). Direct observation was

also applied to validate gathered information. The process was interactive and participatory. The activity report records lessons drawn and recommendations proposed for adoption by different level players in Malawi Broadcasting Corporation.

- ***HIV AND AIDS management at the workplace:*** HIV and AIDS management at the Malawi Broadcasting Corporation has taken the empowerment approach of peer education. So peer education training with Consultancy support was conducted with two objectives, first to increase knowledge and skills to employees of MBC to enable them educate their co-workers in HIV and AIDS, STIs and TB prevention and care and ability to apply this knowledge in peer education.

HIV and AIDS management at the Malawi Broadcasting Corporation has taken the empower- ment approach of peer education

Secondly, to develop participants' peer education skills and ability to apply the skills in individual and group peer education sessions in HIV and AIDS, STIs and TB prevention and care.

Twenty-four employees from various stations, including the Broadcasting House, attended the training. The five-day training took place between 27 and 31 March 2006, at Motel Paradise in Blantyre. One of the outputs of the training was the peer education quarterly work plan according to regions; developed as part of the learning process. The just trained peer educators were further challenged to conduct quarterly peer education meetings.

- ***Education on sexual behaviour change:*** This activity had three main objectives namely: to increase the basic knowledge on HIV and AIDS; enhance the employee's appreciation of sex, sexuality and sexual behaviour change and its affect on an individual's sexual life; and promote application of safer sex practices in one's personal life.

  A total of 196 employees, spouses and surrounding community representatives from 16 MBC stations across all the three regions of the country participated in the one and half day education sessions that took place over a period of two months between April and June 2006. The trained peer educators from each region are expected to continue educating their peers, reinforcing the knowledge learnt during the sexual behaviour change education sessions.
- ***Capacity building in gender issues****:* The MBC ran a five day training session that was attended by 23 employees representing all workstations across the country. The five day training identified 10 institutional issues:
  - Explain the importance of equal access for women to Information, Education and Communication in the corporation;
  - Demonstrate knowledge of preventing and protecting women's rights relating to control over sexuality, including sexual and reproductive health;
  - Relate the protection of women from violence, including sexual abuse and violence, rape and traditional practices that negatively impact on health;
  - Give guidance on promotion of consistent condom use and support services for those who assert their rights to safe sex and are abused;
  - Demonstrate knowledge of Behavior Change Communication (BCC) activities to address: sexual dominance of men; women submission and rituals;
  - Address issues of equal access to economic benefits, medical care and protection to decrease HIV transmission risk;
  - Discuss human rights and gender issues in relation to HIV and AIDS,
  - Give guidance on creating an enabling environment for mothers to participate in Prevention of Mother to Child Transmission without their husbands consent,
  - Discuss issues of women negotiating for safer sex,
  - Explore unequal distribution of resources and benefits, demonstrate knowledge on psychological, social, sexual and economic violence and discuss cases of unfairness and oppression.

- ***Focus group meetings to reduce stigma and discrimination:*** The objectives of the discussions were to promote community dialogue on issues of stigma and discrimination, assess employees and

surrounding community levels of stigma and discrimination due to HIV and AIDS, determine stigma and discrimination issues among employees and surrounding community to inform programme development, disseminate stigma and discrimination issues on radio. Twenty meetings were conducted in two phases of southern region, north and central regions covering all the 16 workstations. Two hundred and two employees and members of the surrounding community participated. The report came up with recommendations for managing stigma and discrimination at the workplace and surrounding communities.

- ***Production and broadcast of radio programmes:*** Six programmes produced weekly from the three broadcast centres of north, south and central regions were identified for HIV and AIDS specific messages. The programmes target workplaces, surrounding communities, sexually active men, women, boys and girls. The programmes' content contributes towards eight priority areas in the National HIV and AIDS Action Framework. 199 radio programme editions (44 Tikuchitaponji, 44 Phukusi la Moyo, 44 Let's talk it Over, 44 Kulinga Mawa, 18 Thumba la Moyo Wathanzi and 5 Njatose) have been produced and broadcast between 27th, September 2005 and 30th, July 2006. Except for one, all programmes are broadcast in vernacular on both radios 1 and 2 for wider targeting and relevance.

- ***An interactive HIV AND AIDS website development:*** As an instrument for information sharing and lesson learning the institution, with consultancy support, developed an interactive HIV and AIDS website. The website has two sections to it, an open section that is accessible by all visitors without restriction. The second section is a user only/restricted access section that requires password to access. For the user only section, users will have to receive initial login instructions from a designated website administrator identified by the project. These privileged users will be from a certain defined section within MBC as an organization. This restricted section of the site will have internal information on HIV and AIDS concerning MBC staff. Key staff received training on managing/administering the website yet to be hosted and posted online by a local service provider.

Outcomes

As first phase of the three-year project the first twelve months only managed to lay ground work by developing HIV and AIDS management systems and structures. Data being collected through quarterly and monthly reporting is showing an increase in employees and surrounding community members going for VCT, registering their status, accessing ARVs, taking condoms and participating in awareness and radio production activities. Major behaviour change mapping is expected to be recorded in the second and third phases of the project. The focus in the first phase has been to strengthen systems and structures for sustainable participation and management.

Challenges

- Delayed implementation of project activities due to lack of coordination between the project design team and those implementing it.
- The corporate nature of implementing organization where routing of communication is bureaucratic.
- Low understanding of the roles of HIV and AIDS Support Group and Institutional Committee members.
- Low understanding of employees of the relationship between core business and HIV and AIDS.
- The terms and conditions of service currently being used in the Malawi Broadcasting Corporation do not really address issues of HIV and AIDS and gender. They have since been reviewed, with the assistance of a MAP facilitator, but await Board ratification.
- Employees are not aware of the provisions in the HIV and AIDS workplace policy and strategic plan documents that have just been developed. We are yet to sensitise them on the same.

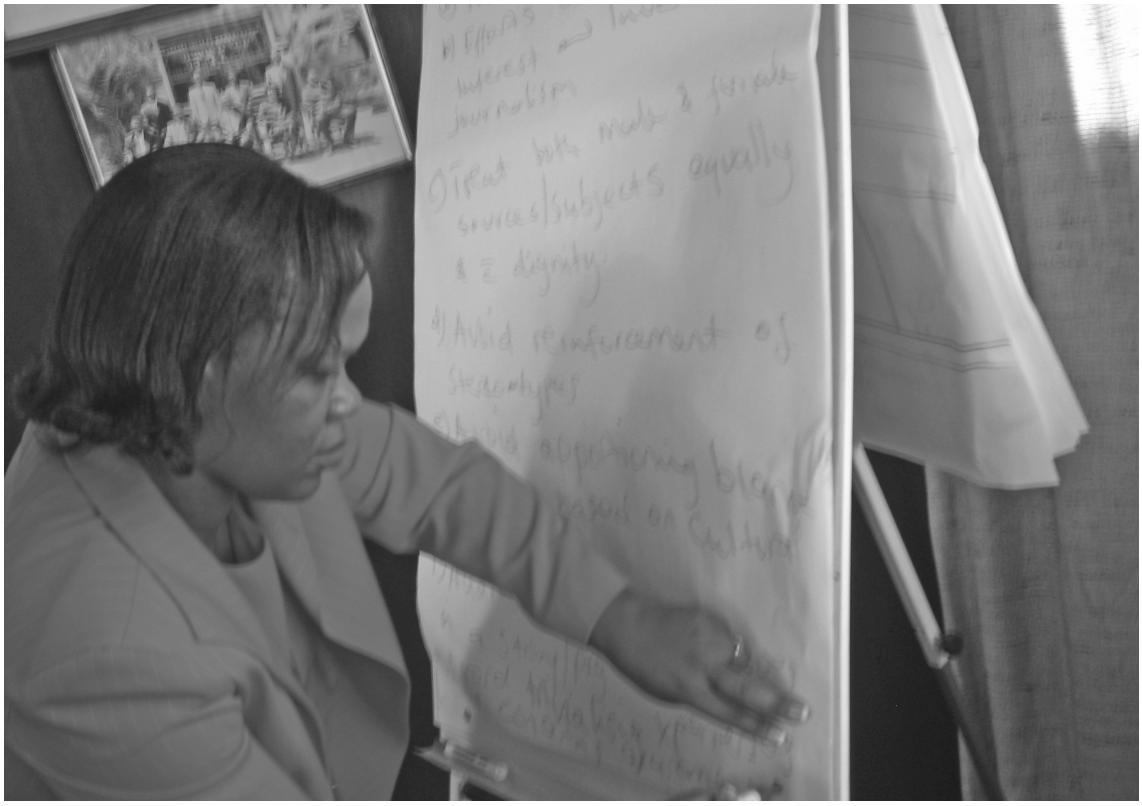
Data being collected through reporting shows an increase in employees and community members going for VCT, registering their status, accessing ARVs, taking condoms and participating in awareness and radio production activities

Way forward

The strategic plan and policy is expected to enhance the effectiveness of the adopted HIV and AIDS management approach and improve on practices. This includes partnerships between the management commitment, Institutional Committee, HIV and AIDS Support Groups/Radio Listening Clubs, linkages with District AIDS Committees, the Malawi Business Coalition Against HIV and AIDS, Gender Links and Goal Malawi.

Replication

MBC strongly believes that the media must practice what it preaches. We have learned that when every employee is participating it is easier to achieve set objectives. Given the resource constraints it is wise to start small and allow the programme to grow organically. We have also leant that HIV and AIDS work is best done with partners and linkages for sustainable support on available resources. Participatory planning, implementation, monitoring and evaluation are key to success.



Edith Tsili of the Malawi Broadcasting Corporation at the Business Unusual workshop, Malawi.



KAYA FM's HIV and AIDS and GENDER POLICIES

by Portia Kobue
Head of news, Kaya FM

Synopsis

This paper describes how Kaya FM developed HIV and AIDS and gender policies as part of the Media Action Plan on HIV and AIDS and Gender (MAP), and the benefits of this to a commercial radio station.

Objectives

As a commercial radio station with 40% women and 60% male listeners Kaya FM has sought to:

- Preview its internal policies, editorial guidelines and policies to become a station that is representative of the new South Africa
- Attract more female listeners.
- Given the high incidence of HIV and AIDS in South Africa, Kaya has also sought, through MAP, to develop workplace, editorial and programme policies on HIV and AIDS.

Background

Kaya FM seeks to be "the leading, most sought after radio station in Gauteng." Among the ways in which the Company seeks to achieve this is through "reflecting society in its diversity" and "maintaining high journalistic standards and ethics."

At the time of drafting this policy, women listeners comprised about 40% of the total. Yet women listeners are viewed as critical by advertisers, who perceive them as more "brand loyal" and as making most of the spending decisions.

A study for Kaya by X-PLORE.NATION describes the female Kaya listener as a "sophisticated, ambitious and versatile woman with a strong sense of responsibility." Although she is business-minded and concerned about financial independence she is caring; concerned about the well being of her children; aware of the needs and welfare of others (her community) and admires people who uplift others. She wants to be informed and entertained; she wants music she can "sing and dance to" as well as neatly packaged information. This listener, according to the study, needs to be wooed. But once she is won over, she is sure to be a "loyal partner."

What it takes to woo female listeners is a complex subject, but clearly content that affirms and appeals to women, without turning away male listeners, is an important beginning. Sexist attitudes and comments on air, for example, are likely to be a turn off to women listeners. The recent Gender and Media Audience (GMAS) study conducted by Gender Links confirms that both male and female audiences in South Africa would welcome programmes that challenge gender stereotypes, for example by featuring women in new roles in business and politics, and men in non-traditional roles like care-giving.

Since the first gender and media workshop undertaken by Kaya with Gender Links in February 2004 the station has made many positive strides in redressing the gender imbalances in its news content and programming. Periodic monitoring suggests that women now constitute about 30% of Kaya news sources. But the fact that this can rise to as high as 70% on Women's Day suggests that there is room for improvement! Kaya Talk attracts more women listeners than other radio talk show programmes in South Africa and often features subjects that attract women callers. But the anchor of the programme is frustrated that she does not get more women calling in.[1]

Internally, the Company has an Employment Equity policy, and is more representative of South African demographics (race and gender) than many others. However, at the time of drafting this policy, women constituted 39% of staff overall; 25% of the Board; and 37.5% of management. Sexual harassment and the need for a more gender friendly working environment have arisen as concerns.

The importance of having a stand alone gender policy that covers all areas of the station's work is so that this issue is addressed in a holistic way. However, as a cross cutting issue, the gender policy is cross referenced with a number of key policy documents in the organisation including the news strategy; HIV/AIDS policy; sexual harassment policy; and employment equity policy.

This policy is fully consistent with the Constitution and the several regional and international agreements that South Africa is signatory to affirming its commitment to gender equality

This policy is fully consistent with the Constitution and the several regional and international agreements that South Africa is signatory to affirming its commitment to gender equality. It is also one of the first developed as part of the Media Action Plan of HIV/AIDS and Gender that is driven by the Southern African Editor's Forum with the support of a number of civil society partners.

In February 2006, following further consultations with GL, Kaya decided to develop an HIV and AIDS policy as well.

Process

GL HIV and AIDS manager Agnes Odhiambo conducted a situation analysis on attitudes towards HIV and AIDS and gender in Kaya. GL then conducted a two day workshop to revise the original gender policy and devise an HIV and AIDS policy. All staff participated in the weekend workshop at the Kaya premises, including Managing Director, Charlene Deacon. The workshop established a working committee to ensure completion and implementation of the draft policies. At the end of the workshop participants filled out two slips of paper - what they would like to trash and what they would like to take away with them from the workshop. The policies are already bearing fruit in improved diversity and coverage.

Outputs

As part of its institutional policies, Kaya now has a stand alone, gender aware HIV and AIDS policy as well as a stand alone gender policy. These policies have been cross referenced with existing policies. They cover work place, editorial, programme and marketing concerns.



Outcomes

The two policies have resulted in a number of practical measures being put in place for improving coverage of HIV and AIDS and gender. These include:

- Having all reporters taking turns in working on these beats on a quarterly rotation basis so that they gain experience in covering them and are able to mainstream these concerns in other beats.
- Getting each reporter to contribute the names of at least five women experts and five people living with HIV to the data base while they are working on the programme.
- Innovative programmes, such as *Positive Talk*, in which those infected and affected by HIV talk about living positively.
- Company support for those living with HIV- psychological and access to treatment.
- Structures for ensuring implementation (See pg 69.)

Making it happen - excerpts from the Kaya FM policies

Task Team

- Each department will appoint a champion who will form part of a task team to implement these guidelines.
- The tasks of the focal points in each department will be to oversee the action plan that accompanies this policy; monitor and evaluate its implementation; build awareness around its provisions and make sure all staff are involved at departmental level.
- The task team will from time to time organise presentations, debates and discussions on gender issues as part of an ongoing awareness raising initiative.
- The task team will mobilise staff around key gender awareness raising events such as Women's Day, the Sixteen Days of Activism and World AIDS Day.
- Managers in each department take the ultimate responsibility and the MD the overall responsibility for the implementation of the policy.

Monitoring and evaluation

- Regular reports on progress will be made to the Executive Committee which meets monthly and to the Board that meets quarterly.
- Gender criteria will be built into the institutional score-card.
- Kaya FM will hold a review of progress in implementing the policy at least once a year with an external partner such as GL.
- Kaya FM will present case studies of its gender and HIV/AIDS policies and what difference they make to the organisation as part of the Gender and Media Summit that takes place every two years.

Notes

[1] Findings on the Gender Links Mirror on the Media Project and responses by Masechaba Moshoeshoe during the Kaya Staff Diversity Workshop in February 2006.



Kaya HIV and AIDS and Gender workshop



KEEPING THE PROMISE IN ZAMBIAN NEWSROOM

by Charles Chisala
HIV and AIDS and Gender Coordinator
Times Printpak Zambia Limited
Secretary, GEMSA

Synopsis

This paper traces the development of the HIV and AIDS and Gender policies in Times PrintPak as part of MAP, and the impact that these policies have had on the organisation, including my full time appointment as coordinator of this programme.

Background

In October, 2003 Gender Links approached the management of Times Printpak (Z) Ltd and engaged on the findings of the Gender and Media Baseline Study on Southern Africa (GMBS). Management accepted to participate in the pilot project responding to the recommendation of the GMBS Report that media should adopt HIV and AIDS and Gender policies. A situation analysis was done on the media house by Gender Links.

The following December, GL conducted a two-day workshop was conducted by Gender Links for top management and senior editors where the GMBS Zambia Report and findings of the situation analysis was disseminated including the performance of Times of Zambia and its sister Sunday Times in terms of representation of women and men in the news and staffing structure.

The workshop ended with a firm decision by both top management and senior editors that the company should urgently embark on the formulation of both a gender and HIV and AIDS policies that should also be integrated into existing policies. The Gender Policy would be the over-arching document that would inform all other documents and programmes. Both policies would tackle work place issues, editorial practice, programming and marketing.

Process

Two gender-balanced task teams consisting of 10 members each (five women and five men) were identified and appointed to drive this initiative. One would help to formulate a gender policy and the other a gender aware HIV and AIDS policy. They were named Gender Committee and HIV and AIDS Committee.

The Gender Committee developed a work plan for the gender policy process and the HIV and AIDS Committee did the same. The Gender Committee organized a workshop and invited experts from the Gender in Development Division (GiDD) of the Office of the President to orient the team on gender concepts and process of policy formulation.

The committee later met and, using a checklist provided by Gender Links through the Whose Views, Whose News handbook, produced the first draft of the Gender Policy and distributed it to Government, non-governmental organisations (NGOs), trade unions and media associations for comments.

Half of the organizations gave feed-back, consolidated into a revised draft of the policy. However, work stalled from this stage because of logistical complications. The final draft is still awaiting completion and presentation to management. It is expected to be improved using the revised MAP policy roll-out checklist.

The HIV and AIDS Committee continued working. It collected existing policies from a cross section of the private sector and engaged in consultative meetings with some of the key organizations to share their experiences and lessons learned. Meetings were later held addressed by the Human

Resources Manager to explain the project to employees and win their buy-in.

After studying the policies and analysing information collected from the consultative meetings the committee produced the first draft of the HIV and AIDS policy. The draft was circulated to all the employees.

All unionised employees with no supervisory position, from a cleaner to reporter, were invited to bring their comments on the draft policy. The team worked with these employees to pick relevant contributions to be included in the policy. This created a lot of excitement among the junior staff and helped to create the much needed consensus.

A number of meetings at which health experts including specialists from the Ministry of Health, the Occupational Health Board (OHB) and the Permanent Human Rights Commission offered their views followed.

More changes were made to the draft policy. A meeting was then held for top management, editors, the union, media associations and junior employees to discuss the improved draft.

A stakeholders meeting of all the organizations and individuals that had provided different expert opinions, management, the union and junior employees approved the final document. In November, 2004 The HIV and AIDS policy was presented to management. The Minister of Health launched the policy in January 2005 at an event attended by all partners.

Implementation

In March 2005 management appointed one full-time HIV and AIDS coordinator for the northern region to be based in Ndola and another for the southern region to be based in Lusaka.

Below is the summary of the performance of the programme, according to the findings of the Medium-term Evaluation report currently being compiled, to be released to management and the board shortly:

Prevention

In-house HIV and AIDS sensitization workshops Ndola, Kabwe, Lusaka, Chingola and Solwezi

Number of workshops	12
Target	194
Employees reached	152
Performance	78%

Voluntary counseling and testing (VCT)

Employees reached	20
Target	100
Performance	5%

Condom Promotion/ Distribution

May, 2005 – Aug, 2006	5,200
Target	2,000
Performance	100% +

This high performance is mainly due to the consultative and inclusive nature of the whole policy formulation process. Since almost all levels of employees had participated in the process they were eager to attend the workshops because of a strong feeling of ownership.

Changing behaviour?

Though it was difficult monitor condom usage, the fact that employees can access these easily at strategic points and solicit additional ones if they wish is an indication of changing behaviour.

High performance is mainly due to the consultative and inclusive nature of the whole policy formulation process

On three occasions employees have been reported to be jokingly wearing the anti-AIDS red ribbons on the flies of their trousers at drinking places to announce that they are not interested in sex because they are aware of HIV and AIDS.

Number of deaths of employees from health related causes before HIV and AIDS Programme

Jan – Dec, 2003	7 (out of 270 employees) 2.6%
Jan – Dec, 2004	7 (270) 2.6%

After the programme started

Jan – Dec, 2005	2 (270) 0.74
Jan – Sept, 2006	1 (267) 0.04%

Number of hospital admissions	
Jan – Aug, 2004	8
Jan – Aug, 2006	1

Society is looking to the media for help

The data marks a sharp drop in the number of HIV and AIDS associated complications by almost 100%, from seven deaths in 12 months to only two in 12 months in 2005 and from seven to one in eight months in 2006.

The number of hospital admissions has also dropped from eight between January and August, 2003 to only one in the same period this year, 2006.

This achievement can be attributed to the massive sensitization through in-house workshops after which employees are now seeking medical help early, thereby accessing early treatment. The high level of awareness has also led to less risky behaviour among employees as evidenced by the sharp rise in condom consumption.

Capacity Building

Number of psychosocial counselors trained	4
Number of peer educators	10

Treatment

Anti-retroviral therapy (ART) Jan – Dec, 2005	7
By Aug, 2006	17
Number of employees who have sought company help	4

Support

Number of employees counseled	84
Number of PLWHAs who received nutritional support	5
Other support (money, transport etc)	5
Support to HIV and AIDS Coordinators	K500 000 per month

Networking

- Five peer educators were trained by Hope Humana with no cost to Times Printpak.
- Four counselors were trained in basic counseling by SHARE-Zambia.
- Times Printpak has participated in three multi-sectoral responses to HIV and AIDS surveys.
- Participated in World AIDS Day since 2004.

Challenges

Some of the challenges encountered include:

- The Gender Policy has stalled because of administrative hitches. It is however, being finalised now.
- The HIV and AIDS policy does not include editorial practice, marketing and advertising. The policy will be reviewed with help from partners to include these aspects and to make it more gender-sensitive.
- Only about 5% of targeted employees have gone for VCT. A project is being designed with the help of an NGO to reach at least half of the employees by the end of 2007.
- Employees are demanding that sensitization on HIV and AIDS be extended to their families, which implies more resources.
- Out of 17 employees living with HIV and AIDS and are receiving treatment, only four have come out to seek company help.
- Resources are limited, the company has funded all the sensitization activities and paying for HIV and AIDS services including pre-enrolment antiretroviral therapy (ART) baseline investigations and management of opportunistic infections except antiretroviral drugs which are being provided by the Government free of charge.
- The company is negotiating for funding with some key donors to scale up its intervention.

A fight started is half won. We can't afford to relax now when society is looking to the media for help. Our task is not to allow the momentum to slide.





SAFAIDS MEDIA RESOURCE DESK

by Tariro Makanga
Media Resource Desk (MRD) manager
SAfAIDS

Synopsis

This paper traces the development of the Media Resource Desk that will help to buttress the work of the policy arm.

Objective

- To ensure that media continuous backstopping for media in the region through the develop and disseminate information and resources for the media and providing on-going support for media reporting.

Background

SAFAIDS was established in 1994. It is a regional organisation. It aims to use information as a tool to promote dialogue and mobilise social action within communities to significantly scale-up the regional HIV/AIDS response.

SAFAIDS' Media and ICT Programme covers:

- Capacity building in HIV/AIDS for media practitioners and networks.
- Producing and disseminating HIV/AIDS and media related materials.
- Building capacity of theatre groups.
- Linking media and arts groups with ASOs and policy makers.
- Community Radio (Treatment Literacy- Zambia).
- Print/ Radio/Television Programmes on HIV/AIDS.
- Communication of HIV/AIDS information through new technologies.

Process

Helpdesk for journalists established: The help desk will provide continuous support and reference materials for journalists and media managers in the region on issues relating to HIV and AIDS. This includes the development of a regional website for journalists linking to the AIDS Media Centre of the World Bank, moderating an electronic discussion forum for journalists from the region, maintaining an electronic database of contacts for journalists in the region, issuing media briefs and alerts on new developments and trends relating to HIV and AIDS in the region.

Resource guide on HIV/AIDS and gender for journalists and Editors: The partners are updating the UNESCO HIV and AIDS Resource Guide for media in East and Southern Africa highlighting the available HIV/AIDS and gender resources that would support journalists and editors in their work. This includes a list of terms, new trends, new resource materials and key organisations working in the field of HIV and AIDS. After its production, it will be distributed to journalists in the region.



Key areas of focus have been:

- Website development
- E-forum development.
- Expansion of database.
- Enhanced use of ICTs.
- Expansion of resource collection.
- Areas of focus UNGASS / treatment literacy/ prevention/ link to gender based violence.
- Referrals to other MAP partners and information sources.

Outputs

- Database (journalists and editors) - over 300 listed.
- Newsflashes (TB, UNGASS, Prevention, Toronto).
- 'News in Focus' (World Health Day, International Women's Day, World TB Day).
- News Digest (email/website) - Website: www.safaids.org.zw.
- Media/HIV/AIDS and Gender Training.
- Collection of Media Related Information on HIV/AIDS and Gender and sending it to journalists on MRD Database.
- CD-Rom on HIV/AIDS, gender and human rights Policies produced and is being disseminated.
- IRIN PlusNews-HIV/AIDS Information Needs Assessment.

Outcomes

What journalist's say:
"Thanks very much for the established MEDIA DESK on HIV/AIDS issues. This is more than handy to me. IT'S A WEALTHY IDEA TO THE MEDIA. Please keep on updating us as journalists on the developments & trends of the epidemic." Victor Mulangisi.

"Thank you for the information . I had always wanted to have such information. I hope now I will be able to work on my stories with easy knowing to well where to get my information, thank you once more." Christeter Macha.

- Improved access to information on HIV/AIDS through the use of the media Resource guidebook, newsflashes, information briefs and websites by journalists.
- Improved HIV/AIDS knowledge among journalists.
- Improved coverage of HIV/AIDS in Southern Africa.
- Informed reporting on HIV/AIDS and gender in the media in Southern Africa.

Way forward

In future, the policy, information and training legs of MAP will need to work closely together to ensure maximum impact in newsrooms.



MEDIA MANAGEMENT



SUMMARY

Objectives

This session sought to:
- Identify the key challenges facing media managers in the region.
- Share perspectives from East Africa.
- Debate the challenges facing women in media houses at the level of managers as well advancing into management positions.
- Identify key priorities and strategies to address these.

Background

Media managers in the region face several critical challenges that impact on the performance and operation of their media entities. In the Southern African region the dominant themes in media management have been:
- Difficulties relating to servicing the "bottom line" which has sometimes led to conflict with producing quality content.
- Competition from the tabloids.
- The lack of training for media managers in the region.
- The need for financial and other kinds of support.
- High turn over of staff in newsrooms.
- The gender gap between the numbers of male and female media managers and the reasons for this.

Summary of main points raised in the discussion

- Who is a media manager? Participants suggested that this should include: Editorial heads (editors in chief, etc) and editorial managers; owners and business managers.
- There is need for self- assessment of training needs and inputs into training process (an integration of issues). This should include: survival; bottom-lines; ethics; where sensatisation fits in; cross-cutting issues (gender, HIV/AIDS).
- There is need for a forum for media managers to interact with/support each other.
- Attrition of women, especially from middle levels is a concern.
- Few women attend management training—the people that select people for training are male.
- Environment may not be conducive to women becoming managers.

Key action points

- Research the three categories of media managers and the challenges they face.
- Research the financial environment/situation of media in the region.
- Research the media content to investigate local news vis a vis the international perspective.
- Continuous training of media managers in management skills within an ethical framework that promotes diversity and sustainability.
- Develop a 'Code of Ethics and Conduct' specifically for editors. Work with and encourage media management to develop a framework to monitor and evaluate and hold them accountable.
- Provide training in management and financial negotiation for women in media.
- Investigate the reason for "drop-out" of women journalists at middle-management level.
- To encourage media institutions to adopt a comprehensive gender policy.
- Target patriarchal mentalities within the media houses.



STRENGTHENING MEDIA MANAGEMENT IN SOUTHERN AFRICA

by Jacqueline Kabeta
Director, SAIMED

Synopsis

SAIMED is a media management training and consultancy service provider that works with the media and media development organisations to promote freedom of expression, media plurality and diversity. SAIMED is integrating cross cutting concerns such as HIV and AIDS and gender into its training and support for media managers in the region.

Objectives

- To develop a critical mass of effective managers in the media through training; research into VARIOUS areas, which are of concern to media management
- To provide consultancy generally so that all sections of media have access to its services and products.

At the end of the first ten years of operations, SAIMED is expected to become the most prestigious entrepreneurship development institution in Southern Africa having the capacity to provide products and services to clients in the media sector using in-house resources.

Background

SAIMED's vision: SAIMED shall be a premier provider of media and entrepreneurship development services in Southern Africa.

SAIMED mission: To offer management training and media development services, and through these to accelerate the development of media enterprises throughout Southern Africa including creating the capacity in them to source finance from any financial institution.

Market share: SAIMED has earned recognition for promoting developmental values and excellence in media entrepreneurship, which are crucial in contributing to freedom of expression, media plurality and diversity in the SADC. SAIMED works closely with the main institutions in the region that offer media management courses. These include, the Sol Plaatjie School of Media Leadership at Rhodes University (SPI), the Southern Africa Trust (NSJ) and Institute for Advanced Journalism (IAJ). These institutions are perceived as complementing one another rather than competing as trainers.

The fastest growing sub-sector of the emerging media market is community media. However, most emerging media enterprises face sustainability challenges. Many publications are published intermittently because of cash flow problems.

Targets: SAIMED's target market is not restricted only to the emerging media enterprises. Even the mature and established media enterprises need training for their staff and consultancy services to address some of the issues that inhibit their growth and success.

Process

Operating philosophy: SAIMED is market driven and provides all its services on a cost recovery basis using the following principles:

- Every activity will have an element of cost recovery.
- The institution will operate based on activity based budgets (i.e. budgetary control systems)
- The institution will computerise most of its internal activities, including accounting systems, to ensure a high level of efficiency in service delivery.
- The institution will have a formal investment plan from the outset to ensure that any surplus cash is properly invested for the future.

- Sustainability will be a key feature of the institution that will be reflected in its operating decisions.
- The basic strategy for survival will be repeat business, or generating a business interest around SAIMED within SADC.

Value added: SAIMED aims to bring about the following additional benefits:

- Entrepreneurship development support to more clients than was the case in its former state as the Entrepreneurial Development department under SAMDEF.
- Emerging media enterprises will be assured of entrepreneurship development support irrespective of whether they were looking for financial assistance from a lender or not.
- A formal system of upgrading managerial skills of media managers through structured entrepreneurship development training.
- Expertise from experienced business and media experts as mentors to strengthen the internal capacities of media enterprises in the region.
- Capacity to generate income from the outset thereby improving the institution's ability to become sustainable.

Geographical coverage: SAIMED offers its services in all countries of the SADC region. Its office is in Gaborone, Botswana. SAIMED strives to break all communication barriers such as language differences in order to meet the needs of all eligible service beneficiaries.

Services offered:

1. Training: The community and emerging media focus on three types of courses, financial, management and marketing, whilst the commercial media program is wider. Whereas the courses for community and emerging media are meant to be foundational, for the commercial media such courses correspond to demands on the market, as commercial organisations hire people that are already knowledgeable and skilled. SAIMED is seeking partners to host joint workshops that embrace media entrepreneurial skills development and crosscutting issues such as gender and HIV/AIDS. In its programme of activities in the last few years of its existence (2002-2005), SAIMED has recognised a gap in media managers' ability to deal with such cross cutting issues internally. The idea of including cross cutting issues such as HIV/AIDS is therefore not coincidental, but rather arose as a necessary reaction to the weak response and their implications to the overall growth and management effectiveness of most enterprises that SAIMED has been involved with. SAIMED sees this area of strategy further as a possibility to develop programs targeting special interest groups in the media, such as media women, in order to strengthen their role in the management processes of their enterprises.

SAIMED strives to break all communication barriers such as language differences

2. Mentorship: SAIMED has learnt that when a training programme is followed by mentorship, the outcome is usually better than a situation where course participants are left to implement their skills without mentorship support. SAIMED wishes to collaborate with partners involved in mentoring processes, through training on best international practices of mentorship.

3. Research: SAIMED is interested in partnering with any organisation that wishes to conduct research on media management concerns and cross cutting issues such as gender and HIV/AIDS in the SADC region. Specific areas SAIMED is looking into include growth stages continuum of media enterprises; effective home grown HIV/AIDS policies in media institutions and the efficacy of various media management modules in SADC (best practices).

Outputs

The products and services that SAIMED offers have been well received by those who have benefited from them. Many enterprises have implemented the skills they have acquired and have observed positive changes in their operations.



KENYAN MEDIA MANAGERS CHAMPION GENDER

by Rosemary Okello-Orlale
Director
African Women and Child Feature Service (AWC)

Synopsis

This paper is based on the experiences of the African Women and Child Feature Service (AWC) in working with Kenyan media managers on gender issues. The paper argues that there is need for a broader policy framework to guide the media, with gender forming an integral part of the framework.

Objectives

- We started working with media managers because of our concerns about women being excluded from decision making in the media; and being denied a voice in editorial content.

- Another important discussion is media ethics and codes of conduct. For instance, why do women continue to be objectified and portrayed as sex objects and why are their voices and opinions ignored?

- The media in the region have not remained immune to the effects of globalisation. What does this mean for women in the East African region and more so in Kenya? There is also the issue of who owns and control the media, in this age of the multinational corporations and how accountable are they to their consumers?

- A new and ever transforming phenomenon is the explosion of possibilities through new information communication technologies (ICTs), which raises issues of access in the debates of the digital divide between North and South, urban and rural, the literate and illiterate societies.

These are issues and developments that had not been anticipated when media managers are given their tasks to manage a newspaper, radio or a television station.

Gender is a concept that still continues to be misunderstood, often finding itself interpreted as being a women's issue. But because of the continuous campaigning and lobbying of media managers, there has been a shift away from locating women's issues in the "safe areas" of cookery, fashion, childcare, etc. to more analytical reporting on gender and development.

Background

Media managers are viewed by the broad public as demi-Gods; they set policies that affect million of readers, listeners and viewers; they decide what will or will not appear; they shape opinions of the public; they are gatekeepers of information.

There is no doubt that the media can either make or break individuals, organizations and countries. We are now living in the information age with new multimedia networks that have sufficient bandwidth or capacity to carry voice, data, image text, and video messages as easily as a phone call. In the information age, the media have gained more power to manipulate their audiences, making them vulnerable. As a result of stiff competition between different media outlets, most have to either re-invent themselves or employ other strategies to survive. Kenya is no exception.

Process

The African Women and Child Feature Service (AWC) interested editors in starting the Editor's Guild, an association that brings the editors together. AWC coordinates the monthly meetings. Form this vantage

point and working with editors on a continuous basis, we organised monthly topics for discussion that included why gender should be mainstreamed within the media.

Of course we met with resistance, for instance some argued: "we have got enough space for women's issues, we are a national paper, we do not want to be labeled as a feminist paper." But over the last eight years, we have helped editors to see how gender is not only a women's issue but is also a societal one.

Outputs

We carried out research on the economic impact of Gender Based Violence, and through this research we were able to have a one year 'End the violence campaign' with the Daily Nation in 1997. The majority of media houses now have some form of gender policy in place and we have had two women managing editors, something which was unheard of previously.

Outcomes

Many more women are now being quoted than before. The media takes dates like International Women's Day and the Sixteen Days of Activism Against Gender Based Violence into account in their planning.

Many newspapers have created spaces or pull outs that target certain groups, particularly the younger generation, women...

Many newspapers have created spaces or pull outs that target certain groups, particularly the younger generation, women and other professionals which further enhance women visibility. These magazines normally have editors who work with the various stakeholders to make sure that they come up with cutting edge information that is embraced by all.

A look at the Kenyan Television programmes shows that there have been important shifts in programming to ensure a more inclusive approach. There is more niche marketing. For instance, audiences are now being categorized by age group or social class by different media houses not just as women. It is no secret that majority of media outlets are commercial entities and what counts is actually the bottom-line!

Liberalisation of the airwaves has seen many newcomers, among them broadcasting stations and a proliferation of newssheets and magazines, which provide an alternative source of news to the mainstream media. The establishment of mass media market has stimulated the development of new formats and styles of expression thus fostering higher selectivity among audiences.

Conclusion and way forward

While we have made progress on gender, there is need for an overarching policy framework if the Kenyan media is to thrive. Kenya has no comprehensive media policy. As Lawrence Mute observes, "obstacles still exist and this country's media policy is not out of the woods yet. The work of the Task Force on Press Laws is still to come to fruition and media-related constitutional reforms are elusive.' (Mute, 2000:142)

Mute argues that there is need for the Government to begin working on effective and inclusive policies that can give visibility to everyone, women included. He argues that such policies should encourage and sustain pluralism in society; they should sustain diversity of opinion and tolerance of objectionable or detestable views; and they should not invoke censorship or other unfettered powers.

There is need for a policy framework to ensure a system of "checks and balances" in determining the acceptability of program material. This is in the wake of chaos that has resulted especially with the shift to libertarian philosophy of the media. It's in the interest of the media as a vital medium to encourage programs that are innovative, reflect a high degree of creative skill, deal with significant moral and social issues and present challenging concepts and other subject matter that relate to the world in which the viewer or listener lives.

As Peter da Costa[1] puts it: "Communication has always been the key to dissolving borders. The oral storytelling tradition was the way in which us Africans shared our news, preserved our history, ensured social cohesion and stability, and charted our future. We should see the media in Africa today as a continuation of our traditions. The African media is critical to fostering regional integration because it can enable the sharing of

knowledge to people in different countries who are linked by common problems and common goals. New technologies like digital satellite radio can turn local content into regional programming."

References:

1. Abuoga, J Baptist & Mutere, Absalom (1988), *History of the Press in Kenya*, ACCE, Nairobi
2. Ainslie, R (1966), *The Press in Africa*, Victor Gollancz Ltd, London
3. Friedrich Ebert Stiftung (2000), *Media Culture and Performance in Kenya*, EAMI-Kenya Chapter & Friedrich Ebert Stiftung, Nairobi, Edited by Mitch Odero & Esther Kamweru
4. Habermas, Jurgen (1989). *Structural Transformation of the Public Sphere*. Cambridge, Mass: MIT Press.
5. Jay Black and Jennings Bryant (1988), *Introduction to Mass Communication*, WCB Brown Publishers
6. Lavine, J. M (1988), *Managing Media Organizations*, Longman Inc., New York
7. McLuhan, M (1964) , *Understanding Media: The Extensions of Man*, Gingko Press
8. McQuail, D (2000), *Mass Communication Theories*, Sage Publications Ltd; 4th edition
9. Media Council of Kenya, *Code of Conduct; Practice of Journalism in Kenya*, 2nd Edition
10. *Media Development*, 2/2004
11. Sondhi, K (1981), *Problems of communication in developing countries*, Vision Books, New Delhi
12. *The News Media in National and International Conflict* (1984), Westview Press, London, Edited by Andrew Arno and Wimal Dissanayake
13. Toefler, A (1980), *The Third Wave*, Bantam Books, New York
14. Toefler, A (1990), *Powershift: Knowledge, Wealth and Violence at the Edge of the 21st Century*, Bantam Books
15. UNESCO, UNDP and Government of Kenya Concept Paper (2004), *Kenya: Information & Communication Policy Framework*
16. www.bbc.com : "Row over Cameroon 'gay' witchhunt"

Notes

[1] Peter da Costa is a Media Specialist; sourced from http://www.uneca.org/adfiii/riefforts/forward.htm



Agrina Mussa participating in the Business Unusual workshop, Malawi.



SOUTH AFRICA's MEDIA GLASS CEILING

by Lizette Rabbe
South African National Editor's Forum (SANEF)
Glass Ceiling Task Team

Synopsis

What are the realities facing women journalists, specifically senior women journalists, in South African newsrooms? What do they identify as obstacles, and which strategies can be implemented to redress the situation? This was the gist of the questions asked in this project, named the *"Glass Ceiling"* by the SANEF Diversity Committee. As was to be expected, a confirmation of what was recorded in other such surveys, both nationally and internationally, were found: in a male dominated society, women still are on the receiving end of discrimination.

Scope

The questionnaire was sent to all (at the time) 149 SANEF members, with a personalised covering letter from SANEF. It was followed-up over a two month period from mid March to mid May 2006 to non-respondents.

In total 40 respondents completed the questionnaire. Another 10 had comments/replied in some way. If the 40 respondents who completed the questionnaire were considered, 27% of the sample completed the survey. This can be regarded as a representative sample of the total number.

Findings

Of the 40, 25 were female, 14 male, and one responded with "good question" – in other words, of the sample, altogether 62,5% were female, 35% male, and 2.5% not sure. Roughly calculated, two-thirds of the respondents were female and one-third male. No indication of age was asked, although a question dealing with years' experience was asked, showing that of the 40 respondents, 45% had more than 20 years' experience, another 45% had between 10 and 20 years' experience, and 10% had less than 10 years' experience.

It is interesting that SANEF's total membership, at the time of the survey, can be split into 35% female and 64% male. In other words, one-third female and two-thirds male. The fact that the respondents' gender reflects the opposite may indicate the priority with which the issue and the questionnaire is treated by male SANEF members, and by implication male senior news executives.

The fact that this research is only executed three years after the decision was made to do such a study corroborates this suspicion.

The circumstances under which the research had to be done[1] – no funding, no resources, left to the all-women Diversity Committee to steer as if it is a "women's issue" – is indeed a confirmation of the attitudes, realities and obstacles women in South African media face.

Indeed, one respondent had this to say as a message to SANEF itself:
"SANEF really has to pull fingers instead of providing lip service".

The qualitative questions were, as was to be expected, the most revealing (or, maybe, confirming).

One can safely concur from the data that discriminatory practices, structural inequalities, cultural factors, prejudices, patriarchy and sexism are still alive and well in our South African newsrooms. These are clearly prohibiting South Africa's women journalists from realising their potential.

The intrinsic "maleness" of the newsroom and journalism practice, as result of a male hegemonic society, is a major cause for women not to be found in senior positions (which also affects the representation of women in the various contents of the various media).

It is clear that, although South African society is supported by a Constitution that entrenches equal rights, this only exists on paper. Racism is hounded by the media themselves, yet they not only allow sexism within their ranks, but even perpetuate it through certain actions (and, also, non-actions).

In general, it seems there is improvement regarding acceptance of woman managers, although many prejudices still prevail. One might concur that there is a will on the part of (still overwhelmingly) male management, but that no way has been found (yet).

From the data it can be concluded that it seems women journalists are more gender sensitive dealing with day to day news events. Therefore, one can conclude that a critical mass of women in these positions will lead to a change in how women – and thus society – are represented in the media. However, it has also been established in various studies that women often perpetuate the existing male constructs of the newsroom environment. One respondent: *"Because women journalists usually join male-dominated newsrooms, over time they unwittingly embrace the perceptions of their male colleagues over what makes news and they begin to report news from this perspective"*

From the responses it also seems that men still need to "work" on their gender awareness/sensitivity as the majority of respondents answered the question in the negative. It also seemed as if men's relation to women staffers and their advancement is not an important issue among senior male news journalists. This impacts on how women journalists are treated, and how news content is assessed and represented.

It is telling that the term "old boys'club" was mentioned no less than nine times by respondents (not counting similar phrases such as "old boys' network"). Women journalists left their senior positions due to reasons ranging from retrenchment, to harassment, to pressure, a sense of isolation, no support base, undermining, not being taken seriously and no space for flexibility. To get them back into these positions, a change in newsroom environment, applied AA policies (not a document on paper), gender awareness, "even playing fields", a supportive environment and flexible hours would be reasons why they would return to senior positions.

Challenges

Although South African society is supported by a Constitution that entrenches equal rights, this only exists on paper

- ***Sexism:*** Non-sexism is, like non-racism, a constitutional right. Yet, women still experience that they are regarded as lesser citizens in almost every aspect of their work. One respondent: "*I do think senior men think they are gender sensitive when in fact they are not. And the fact that they do not know that they do not know, is even worse than to argue/debate with those who are outright discriminating*". Another respondent: "*I do hear phrases like 'is he man enough?' when discussing a youngster's ambitions. I have read an evaluation of a cadet (not this year) that read 'x' is surprisingly reticent for such an attractive young woman...' – written, of course, by a man)*". And another respondent: "*There's a sense that many men do often still feel they are superior to women. No amount of workshops is going to change this ingrained sense of entitlement. As women I think we need to get on with things while being aware of the realities*".

- ***Racism:*** Responses included that "preferences and privileges enjoyed by white men" still prevail, but also, that the "white old boys' club" seems to be replaced by a "black old boys' club".

- ***Prejudice and discrimination:*** Male prejudice, experienced from all levels, both in age and in race, was another obstacle for female respondents who completed this questionnaire. One respondent referred to media companies as "*testosterone-dominated organisations*". Another respondent said employers tend to appoint "*in their own image*" and do not realise the characteristics that women bring into the equation as important or valid. One response: "*Prejudice is still a factor, especially the higher you go – overt and covert*". However, it was also said that female on female prejudice is

experienced, which is a result of this organisational culture. One respondent: "*They are simply not seen as equals by the vast majority of men, who still hold the reins of power in all news organisations. Examples: Women are patronised and their opinions do not appear to be taken as seriously as those of men. This can be subtle, like jokes made at their expense when they give their opinions, or teasing. It seems friendly and even affectionate, but it is actually demeaning*".

- ***Newsroom culture:*** The "macho" newsroom culture/newsroom discourse also prohibits women from contributing with regard to their potential. The "distinct maleness" and a "culture of maledom", of newsrooms, are perceived as major obstacles. One respondent: "*Old boys' clubs where assignments, policies etc are discussed at golf clubs, in bars etc, virtually forcing women to adopt a male-defined social life to be 'one of the boys' – or be left out. (Linked to which, look at the distressing amount of alcohol abuse among young women reporters – go to any media function to see it.)". Another said: "Existing networking structures – a male network still exists to a large degree; general sense of isolation – that you have to play a 'male game'*".

They (women) are also vulnerable to rumour and innuendo about their sexual activity or history to a degree that men simply are not

Two other responses:
"*Women managers are accused of being emotional and incompetent if they are not perceived as tough and vindictive and bitchy if they are.) They are also vulnerable to rumour and innuendo about their sexual activity or history to a degree that men simply are not. In general, it is clear that men prefer being managed by other men and I think most men would agree with that. They often unconsciously subvert women managers without even being aware of it*".

"*Men still feel able to rip off the feminine gender, but newsrooms are irreverent at the best of times. At [title], as a woman in a management I felt supported by my peers but found that some of the black men in the office would not listen to me – only to another man (of any race)*".

- ***Knowledge of equity laws:*** The findings in terms of the knowledge of equity laws, policies pertaining to these, and how they are applied, were shocking. It is recommended that workshops on these issues are conducted within newsrooms.

- ***Employment conditions:*** The "intrinsic nature of the job" – which at its best can be described as human unfriendly – was identified as another obstacle. Employment conditions therefore also need attention, such as flexi hours/flexi work.

- ***Institutionalised discrimination:*** It seems this is still a reality, both in terms of pay and promotion practices. One respondent had this to say: "*Testosterone-dominated organisations do not take women seriously at higher levels. Interesting that these are the levels where skills are not the only requirement, but also the ability to fit in and perpetuate that establishment. In newspapers, women are rarely accepted at the upper levels of the organisation*".

- ***Family responsibilities:*** Social constructs according to which women have to adhere to certain gender roles, such as family responsibilities, are still a major prohibitive factor for women to fulfil their career goals. This of course is a societal issue, but one in which media companies can play a role by providing e.g. child care facilities (which, as has been pointed out numerous times, is of course not a service for female employees only). Not only is there a lack of infrastructure support such as crèches, but women find they are "treated with distrust" when having to tend to children – when they, as was also responded, work "twice as hard" as men to prove themselves. Another response: "*I also found that 'maternity leave' meant taking time off 'to a mental institution' because upon my return all my decisions were questioned twice as much as before*".

- ***Lack of professional bodies:*** The lack of a professional body such as a journalism union was also mentioned. It was argued that such a body would e.g. fight for facilities.

- ***Current definition of news and news practices:*** The hegemonic male constructs of newsrooms should be challenged, leading to new definitions of news

and news production, one in which a new type of news producer can play a full role. A need to re-invent, redefine, renew and re-imagine news is indeed a necessity for our (post-colonial) post-apartheid society. One respondent: "*Broader, deeper, constant debate as to what constitutes news, and what sort of social reality affects/ underpins news events, news production and the social responsibility of news purveyors – as monitors/watchdogs/reporters*".

- ***Non-existence of workshops, leadership seminars, career plans, mentors:*** Human Resources departments need to be pro-active in identifying transformation processes. Workshops are needed to address inherent sexism, and to build capacity in terms of gender awareness and gender correct ways of reporting, for example. (This will also be an opportunity to "liberate" themselves.) It should not be experienced as "them versus us" – as one respondent said: "*I don't want them (men) to feel alienated and marginalised because the struggle is for equality and empowerment, - not for reverse discrimination*".

  Workshops for women in which they can be empowered to believe in themselves and free themselves from the social construct that "men do it better" are also recommended. Career planning and opportunities to expose women to all kinds of experiences to prepare them for leadership is also a huge need. Women as role-models to mentor younger women are also needed. One respondent: "*Women are not empowered and mentored to believe in themselves, that they can fill a senior position, because women also buy into the perception that they cannot 'compete' with men, cannot be 'as good as men', etc, when they in fact can do things better than men*".

  There are companies specialising in change management [2]. Existing programmes could be adapted for the specific purposes of newsrooms. This is something that should be investigated by the recommended task team to take this issue further.

  Two more reactions:
  "*Consciousness-raising for everyone. Courses in sexism, racism, elitism, and cronyism should be devised or bought if they exist, so that people can learn how to avoid them because these attitudes are often unconscious*."

  "*Women also need to be trained in how to manage sometimes hostile men. I know from experience that it is not easy. Women need to be trained to accept their own worth and learn how to act in a senior position and how to handle authority*."

- Lack of political will: Respondents referred to the fact that there seemingly is no will to redress the inequalities. One indicated that "fines for non-adherence to equity laws" is not enough. Another respondent: "*Thirty years ago my fate and that of others was decided by a clique of men in power, often while they networked in the pub! Nothing has changed. Cliques of white males still look after one another's interests and appoint one another at the expense of women and people of colour". Another said: "A majority of senior men think 'political correctness' (as they call it) is a joke – and this is much truer of white men than black men who have, in most cases, at least an understanding of why certain clauses of the bill of rights exist.*"

I don't want them (men) to feel alienated and marginalised because the struggle is for equality and empowerment, - not for reverse discrimination

Recommendations

Strategies to advance women in newsrooms, according to the survey, are the following:

- General conscientising;
- Building allies (also among women);
- Business plans supporting gender policies;
- A willingness by companies to foster change (including support programmes/management for change by HR departments);
- Training and development programmes (again, programmes and change management by HR departments);
- The outlining of career paths;
- Better strategies than just fining non-deliverers in terms of equity laws;
- Facilities (like a crèche);
- Flexi-work, flexi-hours and a supportive and enabling environment;

- Employment conditions;
- Intrinsic institutional reform;
- An audit to get statistics of how many women are on which levels, was also requested. One respondent also said that the issue of sexual harassment is another issue that requires research.

The fact that women's empowerment meant that they have more disposable income, and that more women in the newsroom, also on senior levels, as well as higher "women content" would actually be to the benefit of the bottom-line, was also identified. As one respondent said: "*This is not about activism alone: it makes good sense to be relevant to women readers are they are becoming a global majority of increasing economic oomph*".

It makes good sense to be relevant to women readers...

Sadly, the commercial imperative, if nothing else, should provide the impetus for male decision makers in the media world to implement change. (As one respon-dent said: "*it's about the money, honey*.")

Way forward within SANEF

- No more lip service but action is needed.
- A SANEF commitment to be an agent of change is called for, both at a Forum level and at member-organisational level. This should be followed by a Media Action Plan on Gender that would address and redress the imbalances, such as that of SAEF/Gender Links on HIV/Aids and Gender
- A team, tasked by SANEF through its AGM, and representative of all media affiliated to SANEF through its editors, should work on strategies to be implemented within a realistic time frame.

Inaction is not an option

One respondent summed up the situation as follows: "*Just do it*".

"For evil to succeed, it takes far too many good people to keep quiet and stand by"

Percy Qoboza, late editor of *City Press*

The original quote

"All that is necessary for evil to succeed is that good men do nothing"

Notes

[1] At the 2005/6 AGM provision was made for a budget amount, but no fundraising could be done for this specific project.

[2] The Sanef National Office can assist in providing the contact detail of a recommended organisation.



GEMZI IT training workshop.

MEDIA SUSTAINABILITY



SUMMARY

Objectives

This session sought to:
- Explore the key sustainability challenges facing the media.
- Share experiences of sustainability success stories.
- Explore the challenges and successes experienced by women media owners.
- Identify key sustainability priorities for the media and strategies to address these.

Background

Global trends have shown a dramatic decrease newspaper circulations and the subsequent closing down of several newspapers. In the Southern African region the dominant themes of media sustainability have been:
- Sustaining the existing print media industry particular those in local languages.
- Dealing with the competition from the tabloids.
- Looking at sustainability models for transforming national broadcasters to public service broadcasters.
- Identifying and fulfilling the needs of niche markets and including women.
- Addressing gender imbalances in media ownership and leadership.
- The lack of resources to establish and sustain community media.

Main points raised in the discussion

- Funding/ financing – access to long term affordable financing is the main challenge e.g. cost of news print have gone up by 30%.
- There is a lack of business skills of some promoters and limited resources in terms of finance and expertise – need for exchange programmes.
- There need to be different strategies for different countries – in SADC the Internet and ICT's are still a problem with many women not being able to access these forms of media. Radio has the widest reach but legislation is a problem with government not releasing enough licenses.
- Risks need to be put into context.
- Best practices need to be shared; women need to become role models and all stories should have a gender perspective.
- Organisations like the Southern African Media Development Fund (SAMDEF) need to go back to the drawing board – they are reinforcing the capacity of already established media instead of assisting emerging media and they have no particular policy on gender, they have only worked with one woman entrepreneur.
- SAMDEF would be happy to be part of a forum to assess the needs to emerging and women owned media – they are working on their 5 year strategy plan and in moving forward they need to address the gap in funding small emerging media.
- Women media owners stressed that they don't want people to see them as victims or that people should feel sorry for them what they want is an equal playing field – everything should be seen in that context.
- Women should create empowerment and equal opportunities within their organisations.

Key action points

- Grow SAMDEF through fundraising.
- Study media enterprise models especially emerging media.
- Access donor funding especially emerging media.
- Document success stories to rebut the belief that media is a risky business, especially the success stories of women owned and run media and the stories
- Funding competition.
- Funding to be raised for exchange programmes.
- Affirmative action programmes to be put in place.



SUSTAINABILITY CHALLENGES FACING SOUTHERN AFRICAN MEDIA

by Kate Senye
SAMDEF

Synopsis

This paper traces the evolution of the Southern African Media Development Fund (SAMDEF), the only commercial financing institution focusing solely on the media in Southern Africa. The success of the fund is good news for the media in the region; but there are many concerns regarding the future.

Objectives

SAMDEF seeks to develop:

- Strong managerial skills in finance, operations and marketing;
- A diversified investment portfolio by geographic location and by sub-sector;
- SAMDEF must ensure that the Fund is supported by all stakeholders, especially cooperating partners, at the level of resource mobilization. Lack of resources could seriously undermine the success of the Fund;
- Strong risk management systems in exchange risk, interest rate risk, credit risk and operational risk; and
- A strong professional support team.

Background

It is important to identify the key areas for the sustainability of media in the region. The next stage would be to relate these to SAMDEF experiences and challenges in delivering its mandate as a provider of finance in the media sector.

The key requirements to the sustainability of media in Southern Africa are:

Access to affordable long-term financing through the provision of commercially competitive loans and equity finance: The key parameters in financing media enterprises are; financing towards the increase in revenue and financing towards the reduction in the costs of production and these can be attained through the following:

- Infrastructural development which requires a huge capital outlay.
- Provision of working capital to finance research and development, marketing and distribution and attracting the right skills and expertise.
- Provision of a revolving fund to finance newsprint and consumables.
- Financing of content development.

Advocacy and the creation, protection and maintenance of an enabling political, social and economic environment to support and sustain an independent, free, diversified and sustainable media industry in the region. This is done through:

- Influencing the regulatory environment in which media operates
- Ensure transparency and good governance
- Continued research to identify the changes and needs

The provision of technical support, training and consultancy services to encourage entrepreneurial and management development in support of an independent, free, diversified and sustainable media industry in the region.

- Training in Journalistic skills and further training to specialise
- Building capacity through continued training in other skills that are crucial for the survival and sustainability of media enterprises. These skills include, finance, advertising and marketing, sales and distribution, and the use and exploitation of new technology.
- Mentoring and exchange programmes.
- Continued monitoring and on-site training.

- Continued research on needs assessments.
- Coming-up with business models that work for the media sector and setting-up bench marks within which media enterprises have to operate.
- Provision of grants to assist in the initial implementation of the business models and best practices

Structures

MISA, SAMDEF and SAIMED have been created to deliver on the above key issues as follows:

The three sisters

MISA -	Works on advocacy and the creation, protection and maintenance of an enabling political, social and economic environment to support and sustain an independent, free, diversified and sustainable media industry in the region.
SAMDEF -	Provides commercially competitive loan and equity finance to support an independent, free, diversified and sustainable media industry in the region.
SAIMED -	Works to enhance the capacity of the media sector in the region through the provision of a range of services including market research, training, technical advice, managerial guidance and other support services which will contribute to the development and growth of successful, sustainable media enterprises.

SAMDEF was established in 1998 as an initiative of MISA in order to encourage the development of a diverse, independent and sustainable media industry in the region, and as a mechanism to channel international funds to support emerging media. Prior to the re-structuring of SAMDEF in 2001, the organisation was involved in providing financial and technical support to private media enterprises in the SADC region.

Initially the Fund aimed to mobilise financial and technical resources to help the emergent and largely marginalised independent and community media in the sub-region. Broadly the objectives of SAMDEF were:

- To create access to affordable long term finance for independent private media operations;
- To bridge the lending gap between independent private media operations and the commercial banking sector;
- To provide support services to develop the administrative, technical and managerial capacity of private media;
- To facilitate networking to promote the common business interests of the nascent independent media groups and to foster intra-regional and international cooperation within the industry;
- To promote the sustainability of private media operations.

However, it became apparent relatively early on that the organisation was faced with conflicting objectives. On the one hand SAMDEF was expected to play a developmental role, through its mandate to assist emerging media organisations with technical assistance, grants and soft financing, while at the same time it was expected to become financially self sustainable through the provision of finance at commercial rates. While these two objectives were intended to be complementary, in practice, the long-term sustainability of the organisation was in jeopardy because of difficulties in differentiating between the development and commercial roles.

SAMDEF is owned by the MISA Trust Board, and in 2001 the Board decided to separate the two roles through the creation of two distinct organisations. SAMDEF would remain with the commercial mandate as an investment company, providing loan financing at commercially competitive rates, and equity participation in commercially viable projects. A new organisation, SAIMED (Southern African Institute of Media Entrepreneurial Development) was established with the objective of providing technical assistance through the provision of highly subsidised training and consultancy services.

Process

The thrust of the investment strategy is to invest in the media sectors that have demonstrated track record and or strong growth prospects. In order to ensure a higher success rate in collections, the strengthening of evaluation and monitoring functions of the SAMDEF fund.

In the new SAMDEF model, one of the institution's key medium to long-term objectives is to become a truly self-sustainable entity. SAMDEF has been restructured

in such a way that all non-profit related activities have been placed in SAIMED. The underlying rationale is that this will permit SAMDEF to function as a 100% commercial fund and complement the existing banking establishment in the region. Currently, there is not much competition from the big financial institutions as they still are very reluctant to invest in what they regard as a high risk and low yield media industry. Instead, SAMDEF is working with some of the financial institutions to finance media that has graduated from the infancy and nurturing stage and are now on the growth path to sustainability.

The banking establishment has been watching SAMDEF and they have realised, firstly that it is possible to make money on media operations and secondly, that SAMDEF is an organisation which has specialised and unique in-depth knowledge of the media industry in Southern Africa. Consequently, some of the biggest financial players in the region have strategic collaboration with SAMDEF.

Outcomes

During the transitional phase SAMDEF has managed to:

- Adopt a model that allows the fund to operate as a fully commercial and market driven operation.
- Create a very competent team of professionals that have the required expertise and dedication to move the Fund forward.
- Improve the financial monitoring systems and investment/financial procedures.
- Develop a competitive and specialised product portfolio aimed at the media.
- Embrace a close cooperation with SAIMED.
- Initiate the building of strategic ties to other financial institutions.
- Build a strong organizational support base in terms of a professional Board, IC and an executive board.

Challenges

The business environment in which the media is operating is still difficult and uncompromising. Obstacles include:

The business environment in which the media is operating is still difficult and uncompromising

- Very high interest rates from the banking sector.
- Difficulties in qualifying for loans because of the perceived high risk attached to media operations and low return on investments.
- Expensive raw materials such as newspaper print due to a cartelization of the trade and government imposed duties.
- Lack of purchasing power of the potential and existing customer base.
- Poor physical infrastructure in terms of roads and telecommunication.
- Legal and regulatory framework that discourages a free and independent media sector.



Business Unusual training workshop, Malawi.



THE VOICE OF EXPERIENCE

by Beata Kasale
Co-publisher , *The Voice* Newspaper

Synopsis

"Throughout the centuries there were individuals who took first steps, down new roads, armed with nothing but their own vision." – Ayn Rand.

In her two novels *The Fountainhead* and *Atlas Shrugged*, Rand's fiction showcases the ideal hero/heroine, an individual whose ability and independence causes conflict with society, but who nevertheless perseveres to achieve his/her goals.

Easier said than done! The decision for *The Voice* newspaper to dare to be different and become a tabloid compromised its sustainability as advertisers and potential advertisers, even readers, "read the paper with one eye and cried foul with the other," to quote one of our editors.

This paper traces the development of *The Voice* into the widest circulation independent newspaper in Botswana as well as the challenges we are facing on the commercial, editorial and personal fronts.

Background

The Voice newspaper was born fourteen years ago, armed with nothing a mission statement and vision **to produce the most popular newspaper in Botswana**. We sought to fill the gap in the market by diversifying media content with issues reflecting the society of the day, and to give a voice to the voiceless by reporting stories relating to the ordinary individual.

The Voice was the first newspaper to be established in Francistown which has a population of about 83 000 according to the 2001 census. As one of the oldest towns in Botswana and site of southern Africa's first gold rush, Francistown is a typical frontier town, strategically placed as the gateway to the north, with all the main roads to Gaborone, Zimbabwe, Maun and Kazungula (which leads to the Victoria Falls) passing through it. Francistown is dubbed the 'Capital of the North'.

Ninety (90) percent of the management positions at *The Voice* are held by women comprising of the Publisher, Editor, Advertising Manager, Administrative and Human Resource Manager and the Distribution Manager.

Process

The Voice began with very limited resources. Starting a small regional newspaper, which is what *The Voice* was, back then, does not necessarily require loads of money. But to sustain and grow it requires the paper to generate an income and make a profit.

From the outset *The Voice* staff multi-tasked. For instance in 1994, the publisher wrote stories, sold advertising, designed the newspaper as well as distributed the paper. Although this has changed over the past ten years, *The Voice* management are still involved in sharing tasks with staff as the need arises, to keep operational costs low.

In July 2006, with a print run of over 30 500 copies, *The Voice* became the highest circulating newspaper in Botswana. In order to sustain and diversify the income, the paper introduced four page and eight page supplements including Your Woman, Voice Woman, War Against Aids, Your Communication etc. These are in-depth features, which address issues facing women, HIV/AIDS and others.

In addition, seasonal supplements such as Christmas shopping guides, Valentine, Easter, Independence, and World Aids Day are some of the creative ways the newspaper uses to generate income as advertising revenue from the weekly tabloid could not sustain the paper.

One of the early initiatives we embarked on in our quest to increase our sales was to print our front and back pages in colour as a means of improving the packaging of the paper. Although, this was costly as our colour separations were done in Johannesburg, this became a trend which was later adopted by the other papers. Our operational costs, which involved sending our journalists to the remotest rural areas in pursuit of stories, decreased our profit margin but we were adamant to give our readers and advertisers an entertaining, attractive, informative and educational product.

In the early 90's while we were doing damage control to Botswana Ash, a company which replaced Soda Ash, who had fallen out with us on some articles about racism at the mine in the early 90's, we convinced them to run a paid up centre-spread in the newspaper.

This was to repackage the Soda Ash company to the Botswana public. To our delight they agreed. We had already previously sponsored a full colour spread featuring former President Nelson 'Madiba' Mandela shaking hands with Princess Diana of Wales, shortly after her death. Although the colour separations were still done in South Africa, we realised the demand for this type of coverage and before long we were turning company events into dazzling society pages. This would later become one of Botswana newspaper's biggest income boosters, as more and more newspapers covered events and sold space to companies to feature pictorials and text.

Challenges

Financial: The recent devaluation of the Pula has adversely affected the newspaper as monthly supplements such as Motoring, Real Estate and others fell through as they could not access adequate advertising for their sustenance. Although the devaluation boosted Botswana's overall economic performance last year it has been our worst enemy, as most businesses cited the devaluation as their reason for cutting back on advertising.

In a perfect scenario, the newspaper with a high circulation attracts advertisers as they are assured of a higher readership. Most newspapers in the region and worldwide enjoy a lucrative profit not only from advertising but from newspaper sales given their large populations. But *The Voice* still struggles to secure the advertising it needs to maintain its growth. And this, we are told by advertisers relates to purchasing power. So the question we confront is: are we reaching the "acceptable" public?

Leading the market has made very little impact in securing advertising. With the absence of scientific reader surveys in the country, it is a daunting task to lure potential advertisers. Most are conservative and skeptical about putting their adverts in *The Voice* due to the content of the newspaper. Some plead ignorance of the fact that we are currently the most well read paper.

One of the biggest challenges facing *The Voice* are public companies that do not want to advertise with the newspaper, for no apparent reason. We are taking these companies to task. We have been disappointed by Public Relations Officers who have sidelined us because they don't like articles we have written on their companies.

One of the biggest challenges facing *The Voice* are public companies that do not want to advertise with the newspaper

There are companies who cash in on the desperation and the struggle for survival faced by Botswana newspapers and demand exhorbitant discounts for advertising space. This has considerably decreased advertising revenue in the country. Most newspapers, including *The Voice* face this new phenomenon of increased operational costs and decreased income.

The Botswana media is left in the cold when it comes to becoming stakeholders in issues of national interest. For example the media does not benefit from the billions of Pula (millions of US$ dollars) which have been allocated to the eradication of HIV/AIDS. Deemed one of the countries with the highest HIV/AIDS prevalence has resulted in immense financial support from both government and donors.

Of course it is the duty of the media to make HIV/AIDS their social responsibility but that they are not included

in the budget for publicising the pandemic is a crying shame. The media should play a pivotal role in improving the quality of health reporting but the sustenance of the media to enable them to report these issues is crucial. The decision by the Botswana Government to commercialise the state owned *Daily News* in a cost recovery initiative has been a blow not only to *The Voice* newspaper but to the Botswana media as a whole.

The uneven playing field is aggravated by the fact that the *Daily News* which is sustained by taxpayers, prints almost 70 000 copies daily and it is distributed free of charge, which is a huge attraction to advertisers. In addition the Daily News advertising rate is lower as they sell 40 x 5 columns instead of the international 40 x 7 columns -another huge attraction to advertisers.

The Voice has been accused of sensationalising articles as a way to sell newspapers

The Voice and other newspapers are lobbying government to consider an equitable distribution of advertising, citing the uneven playing field and condemning the unfairness of the state, which is using tax payers' money to compete against its own people.

Editorial: *The Voice* has been accused of sensationalising articles as a way to sell newspapers. But in fact, *The Voice* simply covers the events happening in our country. When it became a trend for some men to butcher their spouses and partners before killing themselves, a trend which came to be known as "passion killings" throwing the nation into a spate of shock and horror, we published a photo of a man who had killed his girlfriend and hung himself. Since the publication of that photo the number of "passion killings' has decreased.

Commenting on the hypocrisy of stories that cause an uproar but sell the newspaper our editor coined the phrase: "Crying foul with one eye and reading the paper with another." These comments took me back to a story we covered around the same time Gender Links was formed. The article, which concerned a young woman who had died of an AIDS related illness, was headlined, *Have you had sex with this Lady?*

MISA, Gender Links and other media NGOs have used this story as a case study on ethics. They have posed questions such as whether the same kind of headline would have been run for a man and if we should have used such a headline in reference to a dead person who had no recourse.

We were fortunate that the subject had indicated to her relatives and the HIV/AIDS group she was working with that she wanted her death dramatised. I attended a Gender Links workshop in Botswana at which one of the participants said that when he read the article, as a young student, it made him realise that the HIV/AIDS issue was a reality. That was the whole point of the article. We continue to engage in debates with Gender Links on how best to get across gender issues in our society, and are one of the media houses that is developing an HIV and AIDS policy as part of the Media Action Plan on HIV and AIDS and Gender.

In April, *The Voice* carried a supplement paying tribute to women from all walks of life. This included their achievements, coping strategies and finding their voices and their place in a world that has been dominated by men for time immemorial. It took one year to secure funding to run this feature. We are working on the second edition and since 'gender mainstreaming has become a global concern'; we hope to publish it before the end of the year.

Personal: The personal costs of being the co-owner of a precarious media business can be ruinous to family life. How many times, for example, have I had to miss attending a Parent/Teachers Association meeting to meet a printing deadline? Keeping *The Voice* alive has translated into being transformed from being a smart, fashion savvy woman to an overweight shabby looking person attending a meeting or a function the morning after a deadline without going home to freshen up, after over 24 hours with no sleep!

Conclusion

Amidst the challenges *The Voice* faces, our mission and vision is to become the most profitable newspaper and to maintain our status of being the most popular newspaper in the country. The future is uncertain but the challenge is that "the harder the course, the more revealing the triumph". As someone once wrote: "We, the unwilling, led by the unqualified have been doing the unbelievable for so long with so little. We now attempt the impossible with nothing."



MEDIA MINNOW WITH A FUTURE SO BRIGHT WE HAVE TO WEAR SHADES

by Dave Carte
Moneyweb

Synopsis

"Even the most confident newspaper bosses now agree that they will survive only if….they can reinvent themselves on the internet and other non-media platforms, such as mobile phones and portable electronic devices." – The Economist

Who says there is no future in the media? Only those who have refused to reinvent themselves in the age of the Internet. Moneyweb is a South African case study of a web-based media house with multi-media outlets that is making waves in the media market.

Background

Our story begins in 1996 when founder Alec Hogg left Absa bank and published a business column called Boardroom Talk, first by e-mail, later on the web. In 1997 he joined the SABC as economics editor. There he launched Market Update, South Africa' first one-hour business show on SAFM. Hogg puts transcripts of shows on the Internet – developing a community of Internet readers. A year later, Moneyweb had been launched and won the first of seven Sanlam awards for journalism. In 1998 Hogg and his programme were poached by Primedia/ Radio 702. The website was unaffected and advertising revenue boomed.

Other key steps in the evolution of Moneyweb include:

- 1999: Listed on JSE, raises R10m.
- 2000: Bought Personal Finance for shares.
- Primedia won't share profits.
- Moneyweb buys 20% stake in ailing Classic FM with shares.
- 2000 show moves to Classic Business, saves the loss-making station.
- 2004 Radio Today appeals for help.
- Classic FM objects.
- Moneyweb Radio moves to Radio Today.
- Listeners drop, Business Day moves into Classic
- 2005 Moneyweb Radio back on FM via Radio 2000 on FM.
- 2003 Launches Citizen Business.
- 2004 Moneyweb takes over RSG Sake programme
- 2005 Moneyweb publishes 8 page daily insert to Citizen
- 2006 Starts publishing two pages of Wall St Journal, posting these on the website
- Launches SA's first Sesotho business programme, first Pan African programme with SABC.

What Moneyweb consists of:

- Moneyweb.co.za website
- Mineweb – a global specialist site
- Radio – Moneyweb Power Hour, Radio Sonder Grense
- Citizen business pages
- First Pan-African business programme with SABC

The achievement

- Naspers, Johncom and Independent lost hundreds of millions on Internet platforms.
- Moneyweb has (mostly) been profitable.
- Alliances with Caxton and SABC.
- But remains completely independent.
- Stickiest site in South Africa: 10,7 impressions per user per month – ahead of Fin24 and Business Day; third by visits per user.

Invested in websites

- Naspers – R1bn
- Johncom – R250m
- Primedia – R170m
- Moneyweb – < R10m

Editorial staff

- Finweek/Fin24 – 41
- FM – 50
- Bus Day – 70
- Bus Report - 30
- Moneyweb - 12

Relative size (mkt cap Rm)

- Caxton 8315
- Johncom 6722
- Kagiso 1687
- Naspers 39712
- Primedia 839
- Moneyweb 27

The Internet offers many specialised sources of information and entertainment… people looked at a few pages and then vanished to someone else's website

What underpins this achievement?

Until around 2002, newspaper companies simply replicated their print editions online. The Internet offers many specialised sources of information and entertainment… people looked at a few pages and then vanished to someone else's website. Newspapers used second and third rate journalists for the Internet. Moneyweb operates on the following principles:

- Content is king.
- Journalistic integrity – no advertorials.
- Look behind the obvious and the PR.
- We are pro-SA but intolerant of crime and corruption.
- Profit seeking capitalists as well.
- Connect with best business brains – fund managers, analysts, CEOs.
- Try to find an angle.
- Go big on worthy stories – Kebble, CS Holdings, crime, etc.

What does the future hold?

The following is a brief SWOT of Moneyweb. Our challenge is to capitalize on our strengths and opportunities, as we seek to minimse our weaknesses and threats.

Strengths

- Megatrend – internet and radio gain, as print wanes.
- Strong editorial – up first with hard news and big business stories.
- Focused narrowly on investment.
- Journalists young, hungry – competition among them.
- Moneyweb wins numerous awards for journalism.
- Women prominent – two women prize winners plus a Fulbright scholar.
- Radio show is number one – leaves others behind as they cover results, corp actions.
- Transcripts still available.
- Web-site is the stickiest in SA – good content holds them.
- Same content goes to three different channels/ audiences.
- Staff mobile, work flexibly.
- Wall St Journal a big edge in global economy.
- Hard for big media houses to copy the model.

Weaknesses

- Intense competition – business information cheap.
- Rivals get statutory advertising.
- SA advertisers slow to come on line.
- Hard to hold staff.
- Less capital than others.

Opportunities

- Broadband becomes cheaper – dial-up is a killer at the moment.
- Increased penetration; rising advertising.
- Increasing foreign interest in SA markets.
- Business and media alliances.
- New business ventures, such as investment education.
- Return of the private investor in wake of disillusionment with assurers.

Threats

- JSE reverse reduces number of readers.
- Predators could swoop.



THE MINING MIRROR: WALALA WASHALA[1]

by Pat Mwase
Publisher, *The Mining Mirror*
Chair, HIV and AIDS and Gender sub-committee, SAEF

Synopsis

This paper traces the development of *The Mining Mirror*, a woman-owned media house in a traditionally male dominated sector in Zambia. It shows how friends and allies have helped to build a media house based on sound journalistic principles and a strong social cosnsciousness on issues such as HIV and AIDS and gender.

Objectives

Our vision is to:-

- Be the leading newspaper on local business related issues such as petroleum, mining and related issues in Zambia, Southern Africa and Africa. We specialize in cutting edge information, analysis, debate and discussions on the mining as a key economic component which will foster economic and social development.
- In addition we are as well using more and more our informative news tool to inform on business developments, press releases so as to contribute to the quest of a more informed business cadre of Zambians.
- Publish a commercially viable and profitable newspaper, which delivers relevant information and with spot-on analytical content which serves the interest of the readers, advertisers as well as the publishers.

Our Goal

- To be the hallmark of journalism excellence.
- To be the bedrock of good practice.
- To be the agent for social change.
- To be the champion of democracy.
- To be the good listener.
- To be the alternative view, the intelligent view, the people voice.

Ethics and policy - our broader role

- In line with our **mission, vision** and **value statement** we are ever striving to take an active role in this industrial sector, this community ultimately our country by providing a medium of transfer of information, ideas and news that is cardinal for it's development.
- As a media entity we are compelled to take an active role in carrying out our role as a source of information and diverse views and analysis, a watchdog on mining issues, a forum for debate and discussion with respect to our readers.

Background



Mining Mirror Newspaper's Media Awareness Proposal on Zambia Trade Investment Enhancement (ZAMTIE) and The GEMSTONE Associations In Zambia

Mining is not a new activity to the Zambians. They mined Malachite and copper way before the white man came to Zambia. In those days the mine bosses where women - you don't believe me check the archives!

Mining in Zambia takes place in the Copperbelt and North Western Province. This has a population of approximately three million people. Zambia has the second largest copper reserves in the world and is amongst the largest producers of the mineral in the world. Zambia also processes 90% of the copper and cobalt from the DRC.

The Mining Mirror was established in the mid 1920's as free sheets for different newspapers in the Copperbelt.

Zambia Consolidated Copper Mines almagamated these papers into one newspaper - *The Mining Mirror* - in 1972.

Process

We seek to serve our market by providing:

- The latest news and information on developments in the mining, manufacturing, trade and tourism sectors.
- Analysis of trends and patterns in the different business sectors, which can guide the industry, investors and policy makers in decision-making processes.
- Debates and discussions on mining as a key industry between mining industry players including local and foreign investors, government and mining communities.
- Investigative articles on mining as a key industry that serves society but whose activities can be detrimental to society.
- Innovative and creative material that reflects all aspects of life in mining communities and their relationships to the rest of society. This will include sport, health, gender, lifestyle and entertainment news and features.
- Report on and promote private sector input into policy issues particularly as they pertain to development issues.

Innovative and creative material that reflects all aspects of life in mining communities and their relationships to the rest of society

The *Mining Mirror* seeks to publish accurate information and analyses that recognise and promote the mining sector's contribution to the national economy through:

- Adhering to the ethics and professional norms of journalism, which respects the papers key stakeholders i.e. readers, advertisers and the mining sector.
- Maintaining, advancing and contributing through creativity and innovation to standards in specialist publishing by developing new editorial styles and designs.
- Employing staff that is motivated, skilled and professional.
- Creating equal opportunities for all.
- Adhering to the ethical principals of exemplary journalism practice, promoting democratic governance and being accountable to the people and our own moral conscious.

We are expanding our niche, geographically, and in new areas of mining in these areas:

- The new mining areas of Lundazi, Petauke, Chongwe, Munali Hill in Southern Province, North Western Provinces. New opportunities coming up in the Coperbelt province of DRC Katanga Mine, Sakanya Mine (FQM) and Dukulushi Mine.
- Gold
- New Copper Reserves
- Nickle
- Cobalt
- Uranium
- Diamonds
- Coloured Stones (Amethyst, Emerald, Red Garnet)

Our pledge

- To serve the people of the mining community, providing them with a platform for debate and discussion.
- To be leaders in the fight against HIV/AIDS.
- To promote gender equality, eliminate all other inequities.
- To contribute to national development.
- To promote the rights of children and youth through working with them to realise their true potential.
- To ensure a return on investment for our shareholders.
- To adhere to a moral best practice corporate governance to our shareholders, our management, our staff and our community.

Allies: we can't do it alone

Key partners include:

- Corporate firms
- Media Trust Fund
- UNESCO
- Distributors and vendors
- Consultants
- International Media Networks
- Friends and family
- Our local community

Notes

[1] Vernacular for "you snooze you loose"

DIVERSIFYING MEDIA MARKETS AND CONTENTS



SUMMARY

Objectives

This session sought to:

- To present the findings of the GL and MISA Gender and Media Audience Study (GMAS)
- To share experiences of conducting this research in-house.
- To share case studies of diversifying media markets and content.

Background

The Gender and Media Baseline Study (GMBS), conducted by MISA and GL in 2002, showed that women comprised only 17% of news sources in the approximately 25 000 news items analysed. Following on from the GMBS:

- GL and MISA have conducted a region wide Gender and Media Audience Study (GMAS) on what news women and men like most and what they would like to see, read and hear more and less of.
- The GMAS has led to media houses conducting Gender and Media Audience Studies specific to their institutions.
- Several media houses have been using innovative strategies to increase audiences particularly women.

Main points raised in the discussion



- The media needs to find new ways to communicate with people through the use of simple and meaningful language that our audiences understand.
- Competitions between media houses is good for diversifying our markets .
- More training in the media house (specialist journalists, researchers)
- There is need to challenge stereotypes.

Key action points

- Refining of the audience research questionnaire (e.g. publish the questionnaire in different languages) and popularise the idea of conducting in-house audience research.
- Use telecommunications to reach a wider audience (e.g. mobile phones).
- Utilising events and promotions to get feedback from audiences.
- Keeping up with technology (e.g. interactivity: poll questions on websites).
- Segmenting markets (supplements, now sections e.g. on health, finance).
- Using the term "Focus Page" instead of "Supplement".
- Training in information management and training of specialist journalists, researchers for high quality information.
- Taking account of the different interests of women and men in formulating news agendas.
- Making "mainstream" topics such as business and sports interesting to women.



MY VIEWS ON THE NEWS! GENDER AND MEDIA AUDIENCE STUDY

by Agnes Odhiambo
Research and policy department
Gender Links

Synopsis

While radio remains the main source of news in Southern Africa, television is fast catching up in the more affluent countries and more women than men rely on televison for news. There is a strong correlation between literacy and education levels and reliance on newspapers for news. The gender gap in newspaper readership, and the very low levels of reliance on the Internet for news, especially among women, present challenges and market opportunities.

Women and men perceive gender biases in the news and are uncomfortable with images that portray women as sex objects. In general, they would like to hear, see and read more positive, human interest stories as well as stories in which women, are portrayed in more diverse roles. Both women and men would also welcome more stories on men in non-traditional roles.

These are some of the findings of the ground-breaking Gender and Media Audience Study (GMAS) conducted by Gender Links (GL) in partnership the Media Institute of Southern Africa (MISA), the Gender and Media Southern Africa (GEMSA) Network, the Media Monitoring Project (MMP) universities and media advocacy organisations across Southern Africa in 2004 and 2005. It is the first major study of audience responses and preferences to the news in Southern Africa, as well as the only such study that disaggregates these findings by gender.

Objectives

A sequel to the 2003 Gender and Media Baseline Study (GMBS) that monitored editorial content and showed that women are both under-represented in the media and portrayed in limited roles, the GMAS focused on news consumers. The research aimed to probe how women and men interact with the news. Specific questions that the research sought to answer are:

- What aspects of the news do women and men interact with?
- Why do they interact with these aspects of the news (as opposed to other aspects)?
- What impact do gendered representations have on these news preferences?
- What aspects of news are considered to be omitted or insufficiently included?

Process

The GMAS was conducted in two phases. The countries covered in the first phase were Botswana, Mauritius, Namibia, South Africa, Swaziland and Zambia while those in the second phase included Angola, Lesotho, Malawi, Mozambique, Seychelles, Tanzania and Zimbabwe.

The project consisted of:

- Desk top research on audience studies in Southern Africa and globally.
- A concept paper disseminated for comment to academics, researchers, activists and media professionals in the region.
- A reference group meeting held in Johannesburg in March 2004 which decided to conduct the research in two phases, with six countries covered in the first phase and seven countries in the second phase.
- Design of the research and of research tools.
- Testing of the questionnaire in the Gauteng and Eastern Cape provinces of South Africa.
- Constituting of the research teams including

identification of team leaders who were asked to select research assistants that could help administer the process.
- Training of the lead researchers and research assistants from all the participating organisations in July 2004 and May 2005.
- Field work in each country in July/ August 2004 for phase one and in June/August 2005 for the second one.
- Preliminary quantitative analysis for all six countries and presentation of these at the Gender and Media (GEM) Summit in September 2004.
- Launch of phase one of the report (the six countries) on World Press Freedom Day, 3 May 2005, and workshops on the findings in all six countries that took part in the first phase of the study during this year.
- Research and writing up of phase two during 2006, with the intention to launch this on 8 March, International Women's Day 2006.

Methodology

The research consisted of the administration of a questionnaire to respondents chosen on the basis of a "purposive sampling" method. In each country, the sample incorporated two variables:
- Sex (male/female) and
- Education (primary; secondary (Matric/A-levels) and tertiary, or higher than secondary education.

Radio is still the main source of news but television news audiences are growing

In addition, researchers had to ensure a mix of ages (an equitable distribution of men and women in three age categories 20-35; 36-50; 50+). The research also took place in three different geograph-ical sites in each country. In all the researchers interviewed 1294 women and 1286 men: a total of 2580 respondents in 13 countries.

The Likert scale, the most commonly used scale in mass media research, was used to probe specific dimensions of the research. The questionnaire sought as far as possible to avoid leading questions. It consists of three types of questions: ones in which there is a restricted list of answers from which participants had to choose one answer; ones in which there is a range of options to choose from in order of priority as well as two open-ended questions.

Key findings

Where audiences get their news from

- ***Radio is still the main source of news but television news audiences are growing:*** Overall, radio is the main source of news with an equal proportion of women and men (51%) choosing this medium. This is true in nine out of the thirteen countries, including Mauritius which has the highest levels of education and income among the thirteen countries. However, in Namibia, South Africa, Seychelles and Zimbabwe television is now the main source of news for both women and men. Television is the main source of news for women in Mozambique, a finding that may reflect the fact that the interviews largely took place in urban and peri-urban settings; but nonetheless an interesting indicator of the extent to which TV is taking over as the main source of news in the region, as well as the strong preference show by women for this medium. In Botswana, also one of the higher income countries in the study, television is fast catching up among women with 42% of women identifying television as their main source of news, compared to 44% who identified radio as their main source of news. The comparative figures for men are 25% for television and 50% for radio. The consolidated findings illustrate that to the extent that audiences get their news from television, more women (37%) than men (31%) get their news from this source. The reason most often cited by women for their preference of radio and television is that they are able to perform other tasks while consuming news from these types of media. Women also tend to be at home more when news in being aired on TV. This reflects the dual roles that the vast majority of women in the region play, in the work place and as homemakers.

- ***Newspapers are still struggling but there are interesting exceptions and market possibilities:*** Overall, only 16% men and 11% women identified newspapers as their main source of news. The averages for this news medium are particularly low in Lesotho and Malawi. The proportional figures are

3% women and no men in Lesotho; and 1% men and no women in Malawi. However nearly a third of the men in Mauritius and Zimbabwe (two countries in the region with high literacy levels as well as fairly well established newspapers) cited newspapers as their main source of news. The figure for women in both countries is about half as high. The gender gap in newspaper consumption in almost all countries in the study reflects disparities in literacy, education and spending and social power between women and men. However, it also presents a market opportunity, especially as those women who identified newspapers as their main source of news cited convenience as an important reason for their choice. Namibia, Lesotho and Seychelles – the only countries in the region in which more women (23%, 3% and 7% respectively) than men (21%, 0% and 5% in that order) said they get their news from newspapers – are interesting exceptions to the norm that suggest there is indeed a greater potential market among women for newspapers than might be imagined. These cases warrant further study.

- ***Despite progressive ICT polices, the Internet is still hardly a source of news - especially among women:*** Although many countries in the study (for example South Africa, Botswana and Mauritius) have proclaimed policies to create "information societies", overall only 1% of women and 2% of men in the sample chose the Internet as their main source of news. In five countries, Namibia and Zambia, Angola, Lesotho and Malawi, no women or men chose the Internet as their main source of news. Many countries in the study reflected a gender gap in access to the Internet. In South Africa, for example, 1% women, compared to 4% men, said they got most of their news from the Internet. However, in Seychelles and Mauritius, higher proportions of women than men cited the Internet as their main source of news, probably because there are high levels of employment among women in these countries and they are able to access to access the Internet at work. In general, there is need in all countries to increase access to the Internet and to be aware of the need to ensure equal access for women and men.

- ***There is a strong correlation between levels of education and the main source of news:*** Although there are exceptions, in general those with higher levels of education gravitated more towards the print media and the Internet, and those with lower levels of education towards radio. TV tended to have a cross cutting appeal, particularly among women. Given the extended family system in the region, the fact that a person does not own a TV does not necessarily mean that they do not have access to one. In countries where radio was cited as the main source of news this also tended to be accessed by all strata. In some countries in the region newspapers are expensive relative to income, even for those with higher levels of education.

In general, there is need in all countries to increase access to the Internet and to be aware of the need to ensure equal access for women and men

What news genres audiences prefer

- ***Women and men prefer short news reports to any other news genre but there are interesting exceptions:*** Most of the women (55%) and men (53%) interviewed said they preferred short news reports to any other news genre. Conversely only 28% of women and 32% men said they like in-depth features. In Swaziland only 7% of women identified in-depth features as the genre they like most. However, in Mauritius 56% women and 44% men said they preferred in-depth features. This may partly reflect the fact that in Mauritius, where almost all news stories are in French, there is a journalistic tradition of detailed and in-depth stories. It also probably reflects the higher literacy and education levels in Mauritius.

- ***Opinion and commentary are viewed as distant by most audiences:*** Only 5% women and 5% men chose opinion and commentary as their favorite news genre. This may be attributed to several factors, such as the fact that this genre is generally associated with newspapers (which are not the main source of news for many citizens) and the fact that the appreciation of such news may be correlated to levels of education. However, this finding also raises editorial challenges. Leader pages are generally the preserve of small elites of (largely male) decision-makers and influential personalities who might draw the interest of policy makers but are apparently seen as distant by the majority of news consumers. Conscious efforts

to diversify the sources of opinion and commentary (including giving greater voice to women) could help to grow audiences, especially for newspapers. Although generally men tended to favour this genre more than woman, more Tanzanian and Zimbabwean woman than men cited opinion and commentary as their favourite genre, suggesting that there woman readers can be cultivated in this area.

- ***More women than men prefer interactive news:*** Another significant finding is that 12% women and 10% men chose "news that asks for feedback, such as letters to the editor" as their favorite news genre. Being able to debate through, and challenge the media is an important tenet of democracy and citizenship, as well as the public's watchdog function over the media. The finding shows that contrary to the perception that women do not have time for, or are not interested in current affairs, they are in fact keen to engage with the news.

Who decides on where to get the news

- ***There are still gender gaps in who decides on news medium, but women are increasingly making independent choices:*** Some 49% women and 55% men said they make their own decisions about where to get their news from. Although the 6% difference between women and men represents a significant gender gap in the extent to which independent choice is exercised, the fact that the majority of women make their own choices reflects an important advance for gender equality in the region. Moreover, only 14% of women and 12% of men identified their spouse or partner as the person who selects the news medium. Some 28% women and 23% men identified another "family member" as being influential in their choice of news medium. The fact that women are not as influenced by others, and especially by their spouses, as might be expected in the choice of news medium is a significant finding for media marketing, which has tended to treat women as a secondary rather than primary market for news.

Women are most likely to be portrayed as models/beauty contestants; victims, health workers; home-makers; sex-workers and citizens

Audience perceptions of how women and men are represented and portrayed

- ***There are mixed perceptions about women's representation in the news:*** Some 40% of women said they felt that the news "does reflect the interests of women and men equally" compared to 42% who believe the news "*does not* reflect the interests of women and men equally". Similarly, 43% of men said they felt that the news "does reflect the interests of women and men equally" compared to 41% who held the opposite view. The question about the extent to which women feature as news sources elicited similar split responses, with just about even proportions of women and men saying women are "seldom" used as news sources to those who said they are "often" used as news sources. These mixed perceptions contrast with the most stark finding of the GMBS: that on average women constitute a mere 17% of news sources. They are also at odds with the finding, especially among women, that the news would be more interesting if it carried more women's views and voices (see below).

- ***But strong perceptions about gender biases in portrayal:*** On the other hand, there was a strong correlation between the findings of the GMBS and audience perceptions of the *roles and way* in which women and men are portrayed in the news. According to both the GMBS and the GMAS respondents women are most likely to be portrayed as models/beauty contestants; victims, health workers; home-makers; sex-workers and citizens. Both studies also show that in reality and in the perception of consumers men are most frequently portrayed as politicians; government officials; police; business person; criminal and sports person. The combined findings suggest that – possibly as a result of socialisation and the expectation that "men make the news" – neither women nor men have given much thought to *gender balance* in the news, but they are instinctively aware of *gender bias.* This poses a challenge to activists to step up gender and media awareness and literacy campaigns among consumers, as well as to editors, to diversify their news sources and agendas (see also the section on news preferences below).

- ***And especially strong views on the use of sexual images of women:*** Amongst the women sampled, 43% found sexual images of women in the news "uncomfortable" and 42% found them "insulting". The comparative figures for men are 36% and 34% respectively. Mauritian men felt least uncomfortable about sexual images of women in the news while women in Malawi, Mozambique and Swaziland felt most uncomfortable about these. Women in Lesotho, Malawi and Zimbabwe felt most "insulted" by such images. These findings, which cut across all countries, is echoed in the response to the question of what women and men would like to see less of in the news, in which sexual images featured highly, along with topics such as violence and war. The two findings together challenge the widely prevailing view that sexual images of women sell the news, and especially newspapers. The extent to which audiences, and especially women, viewed such sexual images as demeaning should be pause for thought for media decision-makers who defend the use of sexual images on grounds that this is vital to their bottom line.

What audiences would like more and less of

- ***Women and men want more positive, human interest news:*** Women and men across the thirteen countries said they would like to receive more positive, local and human interest news. In addition women want more stories on women's rights.

The extent to which audiences, and especially women, viewed such brutal images as demeaning should be pause for thought for media decision-makers

- ***Audiences, especially women, would find the news more interesting if the ideas and views of women were reported more often:*** Both women and men, but especially women (68% women, compared to 47% men) felt that the news would be more interesting if the ideas and views of women are reported more often.



Launch of the Gender and Media Audience Study in Namibia.

- ***Audiences strongly endorse the challenging of stereotypes:*** Both women and men, but especially women (78% women, compared to 59% men) agreed that the news would be more interesting if it carried stories about women in a wider range of roles. This finding is consistent across all thirteen countries. Women and men also want to see more men portrayed in non-traditional roles such as parents, care-givers and home-makers.

Those involved in the business side of the media need to identify women as a distinct and critical segment within the media market; gather gender disaggregated data as part of their market intelligence

Key recommendations

The key recommendations emerging from the study include:

- Those involved in the business side of the media need to identify women as a distinct and critical segment within the media market; gather gender disaggregated data as part of their market intelligence and devise strategies that capitalise on the market potential among women media consumers as well as seek to meet their news needs.
- Editors should take note of the clear messages about editorial content arising from the study, and adapt their policies accordingly, as this will also help in growing markets, especially among women.
- Editors should also explore ways of making the news more interactive and accessible, for example by seeking out more views and voices, especially among women, in the opinion and commentary pages.
- Gender and media activists should build the capacity of audiences to engage critically with the media through media literacy, the GL Opinion and Commentary Service etc.

Where to from here?

At the suggestion of the Namibian newspaper, the questionnaire has been simplified for use by media houses in conducting their own audience research. This is has been piloted by three media houses in Namibia, Malawi and Mauritius. It is hoped that even more media houses will start to conduct their own audience research based on these pilot projects.



Audiences talk back during a 16 Days media debate.



TALK BACK TO YOUR NEWSPAPER

The Chronicle: Rob Jamieson and Isaac Nyirenda;
The Namibian: Angelika Reilly and Anna Haifete;
News on Sunday, Mauritius: Sobhanund Seeparsad, Jean-Harold McVeay

Synopsis

The project aimed to devise, through pilot projects, a simple questionnaire that can be used by media houses to get practical, gender disaggregated feedback from audiences that will help them to improve their coverage, marketing and responsiveness.

Background

The project is a follow up to the Gender and Media Audience Study (GMAS) conducted by Gender Links with universities around Southern Africa, using a questionnaire devised by experts from the Rhodes University Media Studies Department. The study covered three different geographical areas in each of 13 Southern African countries and yielded a wealth of data on audience preferences. This data is however at a country rather than at a media house level.

The study showed that in general there is very little audience research carried out by media houses, and that such research is mainly focused on advertising rather than editorial content. One of media houses that engaged with the findings proposed simplifying the questionnaire so that it could be used by media houses to gather their own data. This suggestion led to the pilot project conducted with three newspapers in Southern Africa, with support from FES and the Open Society Foundation of Southern Africa.

As an incentive to participate in the research, each media house conducted a lucky draw and winners got to participate in the gender and media summit, along with representatives of the marketing departments of their media houses. The following is a summary of key facts and findings for each of the media houses that provided source material for the discussion summarised at the beginning of this section.

The Namibian

Who responded:

- There were more male than female respondents with 60.9% men and 39.1% women. A large majority of the respondents were urban (78.1%) followed by 14.16% rural.
- A significant proportion of the respondents were in the 20 and 30 age group, (59.9%) followed by the 36-50 age group pf (19.9%), however there were no major differences in the ages of women and men who responded.
- The majority of respondents were black (90.8%) followed by a tiny proportion of coloured (5.2%) and white (4.1%) respondents. There were no major gender differences between the various race groups identified.
- The majority of respondents (59.5%) earn less than N$2500 per month. Interestingly, women constituted a slightly higher proportion of those in the higher income bracket of N$ 5001 – 10000 (9.6% women and 7.6% men) and over N$10 000 (14.4% women and 11.6% men).

Findings of interest to the paper:

A large majority of respondents share their newspaper with more than 5 people: A large proportion of both men (57.3%) and women (42.5%)

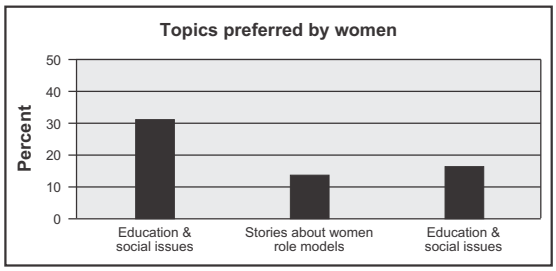
reported that more than five other people read their newspaper.

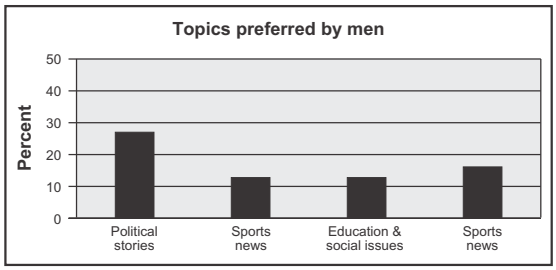
Both women and men selected the front pages of a newspaper as their favorite genre: 41% of women and 37.6% of men selected the front page as their first choice.

Both women and men would like to see men portrayed as parents and home-makers

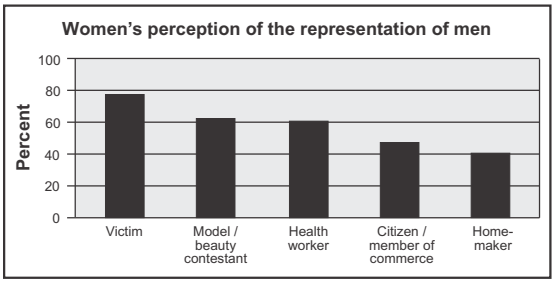
There are differences between men and women in their second and third preferences for favorite genre: Short news and reports came in as a second and third choice for women (12.5% each). Men chose in-depth news features sport as their third choice.

There are strong gender differences in topic preferences: Education and social issues featured as the first and third choices of the most preferred topics chosen by 32% and 15.5 % of women equally. In comparison to this, the findings show that 26.2% of men prefer political stories, followed by sports news.





Women and men concur about the way women are represented in the news: Women think that women are represented mostly as victims (75.5&) followed by model/beauty contestant (63%). Men think that women are represented mostly as model/beauty contestants (77.5%) followed by victims (76.5). These findings show that both men and women perceive the news as primarily reflecting stereotypical representation of women.



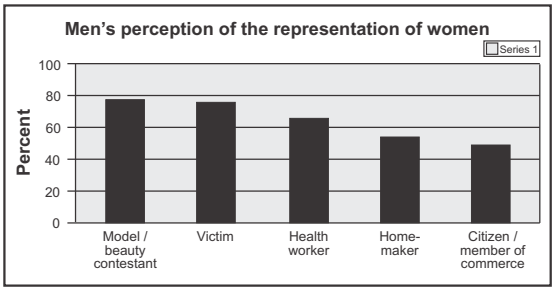
Women and men concur about the way men are represented in the news: The majority of both women (96.1%) and men (91.2%) think that men are represented as politicians. Women also see men represented mostly as criminals (91.2%), sports person (82.4%), civil servant/government official (80%) and business person (77.7%). Readers perceive male representation in the news as either being a leader/professional or a criminal.

Both women and men agree that concerns and views of women and men are reflected equally: women (53.3%) men (52.1%), however, more women (24.8%) were unsure compared to 16.6% of the men while surprisingly more men (31.3%) disagreed compared to 21.9% of women.

Women and men want to see women in more diverse roles: A majority of women (58.1%) and men (56.4%) in Namibia agree that the news would be much more interesting if there were more stories of women doing a wider range of activities. However more men in comparison to women disagree with the statement (25.22% and 13.3% respectively). A relatively high proportion of both women and men (45.9%) think that women should be portrayed in professional roles such as entrepreneurs, pilots, journalist and editors and in leadership. More women (44.3%) than men (39.5%) would like to see women in professional roles while more men (54.1%) would like to see women in a leadership position. Similarly both women and men would like to see men portrayed as parents and home-makers. A high percentage of women (53.8%) than (51.3%) would like to see men as parents and markedly more women (50.9%) than men (36.4%) would like to see men as home-makers. Apart from being home-

makers, women want to see men as mentors, educators, and good role models at home.

There are differences in what women and men would like to see more of in newspapers: Women would like to see more stories on women and children's rights, crime prevention stories, youth, HIV and AIDS, education and entertainment. On the other hand, men would like to see more stories on government and private corruption, local stories affecting Namibia, development, and sport. However there are stories that both women and men would like to see featured more in news; HIV and AIDS, education and the youth.



There are similar views on the issues both women and men would like to see less of: These include: crime stories, domestic violence, vacancies announcements, they also want to see less of international news and more local news.

News on Sunday- Mauritius

Who responded

- There were more male than female respondents (62% male compared to 38% female).
- 44.6% of respondents came from rural areas compared to 42.6% from urban areas.
- The respondents were fairly spread out between age groups with the highest proportion of respondents in 20-35 age group (27.9%) followed by younger than 20 (29.9%), 36-50, (26%) and age group 50+ (19.2). More young Mauritians are fluent in English (the paper is one of the few English papers on the island).
- More female respondents were in the youth age groups of younger than 20 (37.5%) and 20-35 (35%) than in the older age groups of 36-50 (15%).



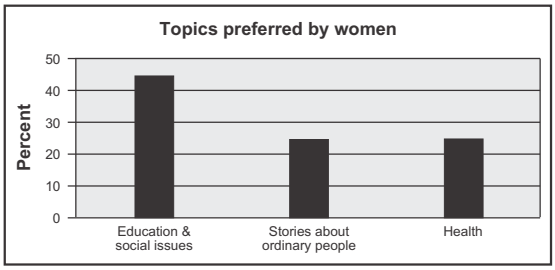
Both men and women chose short news reports as their favorite genre

Findings of interest to the paper

There were sharp contrasts in income levels between men and women respondents: The majority of women (34.5%) earn less than Rs5000 compared to 21.1% men while a substantial majority of men (56.1%) earn more than Rs15000 in comparison to 20.7% of women. There were also more women in the Rs5000-10000 group (27.6%) and Rs10000 group (17.2%) compared to 10.5% and 12.3% of men respectively.

Most respondents shared their paper with more than three people: On average, men shared their newspaper with 4 other people, with over 25% sharing with more than five people; while women (over 30%) shared theirs with at least 3 other people.

Both men and women chose short news reports as their favorite genre: With 42.5% of women choosing it as the first choice and 27.7% of men.

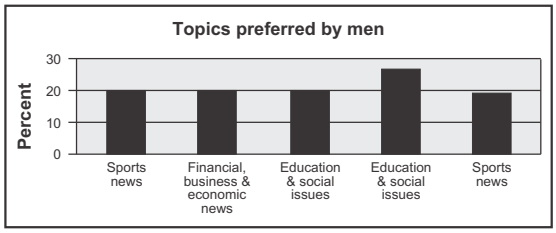


There were gender differences in the second and third choices of genre: Men chose sports while women chose in-depth features and entertainment, columns and commentary as their second and third choices.

Women prefer to read about social issues: 45% of women preferred topics around education and social

issues; followed by stories of ordinary people and health topics, which were chosen by 25% of women respectively.

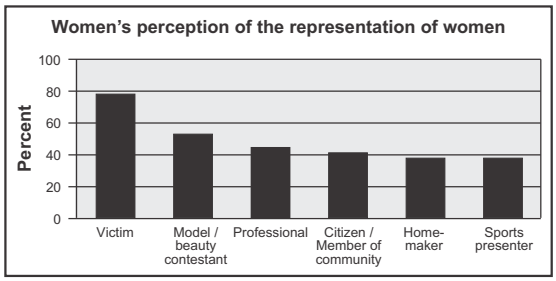
On the other hand, men choose topics dealing with sports and business: Men on the other hand showed strong preferences for news on sports, financial, business and economic issues.



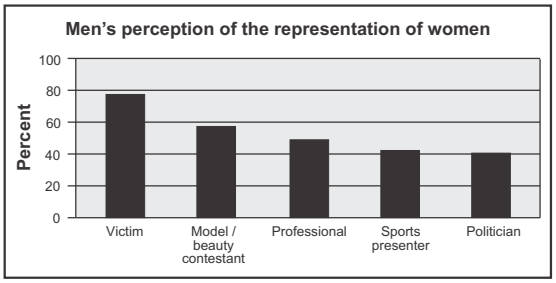
Both men and women agree that women are primarily represented as victims and beauty queens: A significant proportion of women (80%) and men (76.9%) think that women are represented as victims followed as model/beauty contestant 51.3% and 56.9% respectively.

Findings clearly illustrated that women feel that they are not extensively represented in the news, and that there is a need for more news coverage on women's issues.

Conversely there is a consensus that men are primarily represented as leaders/professionals: The majority of both women (92.5%) and men (95.4%) think that men are represented as politicians. Women also see men represented as mostly business person (82.1%) and men also see themselves represented as sports presenter (83.1%) and criminal (71.9%). These findings illustrate that readers identify male representation in the news as leaders of communities and or lawbreakers.



Both women and men agree that concerns and views of women and men are reflected equally: A majority of women and men (67.5% and 83.1% respectively) agree that the concerns and views of men and women are reflected equally.



Women and men want to see women in more diverse roles: A majority of women (82.5%) and men (56.3%) agree that the news would be more interesting if there were more stories of women doing a wider range of activities. On the contrary more women agree than men while more men that women were unsure (26.6% and 12.5% respectively) or disagreed (17.2% and 5% respectively). These findings clearly illustrated that women feel that they are not extensively represented in the news, and that there is a need for more news coverage on women's issues.

Both women and men agree that women should be portrayed in more professional roles: More women (60%) than men (35.9%) would like to see women in professional roles such as gender activists, politicians and achievers.

Similarly both women and men would like to see men portrayed as parents and home-makers: With more women (72.5%) than men (52.3%) would like to see men as parents while more men (40%) than women (35%) would like to see men as home-makers.

Women would like to see more social issues featured in the news: Ranging from HIV and AIDS, more articles on Mauritian women, local news, entertainment and culture.

Men would like to see more political and sports news: Including a mixture of issues ranging from politics, sports, education and entertainment.

There are similarities in the issues women and men would like to see less of: In the case of women, fewer stories on politics, poverty stories, sports, crime. In the case of men, fewer stories on politics and government

scandals, but mostly men would like to less of gender violence, rape and pornographic issues.

The Chronicle, Malawi

Who responded:

- Only 25 readers responded to the survey with only 4 women respondents. This small sample size compromises the validity of this analysis and cannot be seen as representative of the readership of this media house. There is the possibility of increasing the sample size by redistributing the questionnaire for more reflecting results of the readership of this particular newspaper in Malawi. Nevertheless this summary will be an interim discussion of the results.

- Out of the 25 respondents an overwhelming 84% were male, while only 16% were female. Thus the data was combined for analysis.

- A majority (83.3%) of the respondents were in the age group 20-35, followed by 12.5% between the ages of 36-50, and a minority of respondents was 50+ (4.2%).

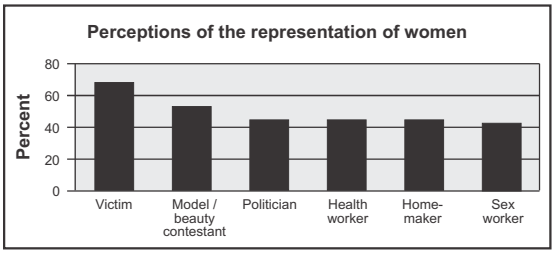
- The level of education of the respondents is high, with 72% with tertiary education, 24% secondary and only 4% tertiary. This is interesting particularly since males were the dominant respondents to this questionnaire.

Findings of interest to the paper

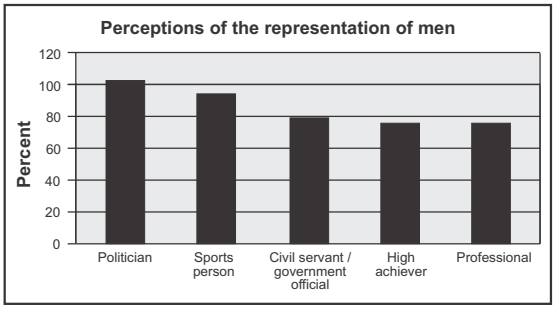
Opinions and commentary is the favorite section with political stories ranking as the most interesting topic: Some 36% of respondents cited opinion and commentary as the favorite section followed by in-depth news and features chosen as second and third with 33.3% and 29.2% respectively. Political and 'eye on democracy' stories were chosen as the most preferred and second more preferred topic by 24% and 20% of the respondents each respectively.

Women are represented predominantly as victims or beauty queens: Most respondents (66.7%) think that women are represented as victims in the media. Model/beauty contestant followed with 52%, politician and health worker jointly at 42.5%, and home-maker at 43.6% and lastly as sex worker at 41.5%. The relatively high proportion who thought that women are represented as politicians may be a result of high profile women in government, i.e. the new female Attorney General.

Women are represented predominantly as victims or beauty queens (in the media)



Audiences believe that men are mainly represented as political leaders in the Chronicle: The respondents unanimously reported that they see men represented foremost as politicians (100%), followed by sports person (92%), civil servant/government official (80%), high achiever (76%) and professional (75%).



A majority of respondents agree that the concerns of views of men and women are reflected equally: 64% of respondents stated that the views of women and men are reflected equally, while 20% were unsure and only 16% disagreed. One male comment stated that there is a "focus on HIV/AIDS and reproductive health tackles more women hence balancing up the gender…" This indicates that gender is not mainstreamed because the health beat is stereotypical associated with women affairs. One female respondent stated that "not many [women] come forth to show it" may be implying that women do not access news as much as men do in

Malawi. And with only 4 respondents out of 25 being women this statement to a certain extent may be true. The other three women affirmed that the views of women and men are indeed reflected equally.

Each media house learned that there is potential to grow their audiences, especially among women, through content that appeals more to these audiences

A significant majority of respondents agree that news would be more interesting if there were more stories on women: News with women doing a wider range of activities would be more interesting to 83.3% of the respondents. Only 4.2% were unsure while 12.5% disagreed.

Women should be portrayed in more professional/leadership roles; conversely, men should be portrayed as home-makers and sex symbols: 52% respondents believe that women should be portrayed as professionals while 60% want to see women as leaders. Respondents want to see men in roles that are stereo-typically associated with women: 40% homemakers and 40.9% sex symbols.

Respondents would like to see more in-depth news and analysis and would like to see less of pornography: In-depth news and analysis (44%) and human interest stories (36%) are issues that respondents would like to see more of. On the other hand, 52% of respondents disliked pornography and 33% would like to less of issues that depict women as victims.

Way forward

The media houses found this to be a useful exercise, both as a PR exercise in bringing them closer to their audiences, but also in getting feedback on what their audiences would like to read more and less of. Each learned that there is potential to grow their audiences, especially among women, through content that appeals more to these audiences. As in the case of the regional study, audiences at micro level showed a strong preference for content that is local; has a human interest component and portrays women and men in a greater diversity of roles. The exercise brought the regional research home and got marketing departments "thinking out of the box." The three who participated in the summit strongly recommended that all media houses periodically undertake research of this kind. This has encouraged GL to consider extending the pilot project to other media houses in its 2007-2010 strategic plan.



Trevor Davies, Zena Maajar and Rene Smith at the GEM Summit.



KAYA FM- WOOING THE FEMALE LISTENER

Charlene Deacon
Managing Director
KAYA FM

Synopsis

This case study is about how Kaya FM- "the heart and soul of Jozi"- is making a conscious effort to woo women listeners nor just because we believe in gender equality but because it makes good business sense. A vibrant business with a woman managing director and a woman head of news, we are working to build gender balance among our listeners. In addition to being one of the first media houses to take part in the Media Action Plan on HIV and AIDS and Gender, we have done quite a bit of our own research and thinking on diversifying audiences to enhance our reach and sustainability.

Objectives

One of the key concerns for Kaya is that at present there is a gender gap in our listnership: 60% of our listeners are men, compared to 40% women. There is an important commercial and social imperative for us to bridge this gap. Creating loyalty amongst female listeners is the eternal quest for any serious commercial radio station because the female listener is:

- The key to family listener loyalty;
- A growing niche market for advertisers;
- Increasingly wealthy as figures show constant growth in the decision-making and spending power amongst female in the top earning brackets.

Background

Welcome to KAYA FM 95.9! KAYA FM 95.9 targets the mature and sophisticated listener. We address a unique audience - which is aspirational, upwardly mobile and well educated. Our listeners are goal oriented and have a high level of awareness of their African heritage. KAYA listeners have buying power and form part of the top earning income bracket.

The heart & soul of Jozi: Kaya FM

- Located in the cultural hub of the city – Newtown.
- Reflects the changing face of Joburg.
- Where friends meet irrespective of race.
- Proudly South African, visionary Africans.
- Rooted in heritage.

There are important differences between national and regional radio. Characeteristics of national radio include: Diverse audience listening habits; more forceful competition; and homogenisation of the media messaging. At regional level key considerations are: local resonance; personal approach; opportunities for localised marketing drives.

Creating compelling regional radio calls for: Relevance; vision; knowing your core truth; have a chameleon nature and being bold.

In Gauteng, key players in the regional landscape are: Kaya FM; Highveld Stereo; YFM and Jacaranda FM. In Kwa Zulu Natal, the key players are East Coast Radio and Igagasi FM. In the Western Cape, the key players are: Good Hope FM; Cape Talk; KFM; Heart FM

Key radio norms are that radio reflects society; it is positioned through its Breakfast Show and in South Africa benefits radio from a progressive broadcasting act. Some of the key issues facing the radio industry are:

- Striving for equitable gender representation.
- Needle time.
- Local music quota.
- Ensuring plurality of voices.

Process

Our first challenge was to identify who our female listener is. We have profiled her as:

- Sophisticated, ambitious, versatile with a strong sense of responsibility;
- Business minded with a focus on money and work;
- Aware of the needs and welfare of her community and admires people who reach out and uplift others;
- Honest and sincere and detests pretentious and fake people and institutions
- Being real is a very admirable and appealing quality for this KAYA listener

Next, we defined for ourselves why she is so important, and why we need her. We came up with the following reasons:

- Measurable economic force and influence amongst 30+ black females
- Increased plurality of voices
- Ensuring gender equity through all spheres of Kaya FM
- She reflects dynamic growth in real terms
- She is our sister, friend, mother – ours!
- She challenges stereotypes – not afraid to speak out
- She is good for business

We defined for ourselves why our femal listener is so important, and why we need her

We then asked what she wants. Our list of assumptions included:

- Money;
- Employment;
- Family ;
- A relationship;
- Good health;
- Strong role models;
- Honesty;
- Self-actualisation.

We commissioned audience research on what our female listeners want and this is what they told us (not too different from our list):

- Money = empowerment, freedom of choice, opportunities for education.
- Demonstrating affluence is important.
- Power comes with a responsibility to uplift your community and the nation.
- Equitable relationships are preferable.
- Good health for the family is important.
- Self actualisation is the ultimate goal.

We took the time to understand how male and female audiences differ, from a radio point of view. As the box shows, there are some pretty important distinctions!

Some radio facts:
Did you know?

- Women are audio oriented.
- Men are visually oriented.
- Women control the dial.
- Men control the remote.
- Women respond better to lyrical music
- Men respond better to instrumental music (typically!)



Kaya FM's response was to devise a female inclusive approach that includes:

- Neutral language.
- Exploring topics that engage men and women.
- Ensure news sources demonstrate gender balance.
- Training presenters and employees on gender sensitivity.

Our 360 degree immersion plan holds that women and men equally important and that we need to incorporate a gender focus in all we do: music; talk (topics); events; training and education and news (see also the case study on Kaya's HIV and AIDS and gender policies).

Challenges

We are up against some challenges. For example, research shows that:

- Women respond better to male voices.
- Advertisers seek increasingly niche markets.

- Measuring growth of the female audience niche is critical for continued investment.
- Women are not homogenous.

Way forward

What we have learned, which will guide us moving forward is that it is important to:

- Ensure the approach is from the inside out;
- We research markets thoroughly;
- Are open to lateral thinking;
- Ensure that the all inclusive approach delivers the female audience for longer with more loyalty;
- Ensure that women feature as a key highlight in management strategy to stimulate audience figures
- Tactics must implemented at all levels of product delivery;
- Ensure that empowerment is linked to good corporate governance.

The eternal quest demands that we:

- Stay ahead of the game.
- Look straight ahead but watch our blind side.
- Re-mix, re-shape, re-mould to sustain interest.
- Don't expect any favours from the listener.
- Profile and promote your assets

Ensure that women feature as a key highlight in management strategy to stimulate audience figures



Tsvangirayi Mukwazhi receiving the 2006 GEM Award for Photojournalism from judge, Rene Smith.



PROFILING HIGH ACHIEVING WOMEN

by Marie Annick Savripene
Senior correspondent, L'Express
Media Watch Organisation - GEMSA

Synopsis

This presentation is about a series of portraits on women that have been running for the past two years in ***l'express***, one of the most popular dailies of Mauritius. While ***l'express*** is a broadsheet newspaper, the Saturday production is tabloid and I have been given a full page every week.

They are women who have made it to the top on their own merit. They have achieved high positions or rewarded for their outstanding work. Some of them have been appointed to Chair National Committees while others are holding positions that have always been male dominated.

Some of them have opened their own textile, leather, cleaning or food companies. There must have been over 200 of them put in the limelight in this special page. A whole range of women of different ages, religious and cultural background, from grassroots to top professionals

Their actions, commitments, passion, know-how and contributions to make Mauritius a better place to live, deserve respect and acknowledgement in the media. They are the role models of our multi cultural and multi ethic society.

Objectives

The main objectives of these weekly portraits are:

- To pay tribute to these women.
- A follow-up of the GMBS.
- Break the impasse so that women's voices are increased in the media.
- Break gender stereotypes.
- Show women in different facets.
- Profile women as role models.

Background

The awareness of the under-representation of women in the media came about as a result of the Gender and Media Baseline Study (GMBS) conducted in 13 SADC countries by MISA and Gender Links with local partners in 2002. In Mauritius, Media Watch Organisation (GEMSA) headed the project and I was one of the monitors. The findings were shared with media practitioners during workshops and in-house presentations.

We had the opportunity to listen to Colleen Lowe-Morna, Executive Director of Gender Links during one of her visits to our media house. The findings showed that women constituted a mere 17% of sources.

This presentation was a real eye opener to Jean Claude de L'Estrac, Director General of our media group, who was also Editor in Chief of ***l'express***. He decided to give direct voices to women by giving them space in a special page on a weekly basis and put me in charge of this page. He made it clear however that the women featured must be of interest to the readers and the public at large.

In these portraits women talk about their childhood; upbringing; progress and difficulties on the way to the top. In other words, women talk about themselves and their achievements.

Process

Like any media house we have our daily briefings but our big briefing is on Tuesdays when all journalists must

be present. Normally I get my ideas from women who have made the news from the past 15 days or so. If I cannot get anybody then I get my ideas from word of mouth. I come to the briefing session with one or two suggestions that I throw on the table. Sometimes when I am short of ideas we do a brainstorming and my colleagues help me.

These women hold a variety of responsibilities. Some of them hold top managerial positions like Sharda Dindoyal, former Chief Executive of the Stock Exchange of Mauritius and now Director of the Mauritius Revenue Authority; some of them are heads of large enterprises like Jenny Pidial in the textile industry or Anne Christine Levigne Fletcher in the leather industry. Lida O'Reilly who is in the made to measure industry has developed a solid reputation or Josiane Mooneesawmy, Managing Director of a Cleaning Company who helps women to come out of poverty by encouraging them to get micro credits.

We normally give priority to Mauritian women who have excelled in their specific fields or area of work. From time to time when we have an important subject we digress a bit. For example, I have profiled Anne Christine Levigne Fletcher, a French woman who has lived in Mauritius for the last twenty years and is the first woman to have started a leather factory on the island. She does up market leather goods for international markets. She has selling points in big centres of the world as well in different airports including Mauritius.

A whole page is give to them. They talk about themselves, their difficulties, and their passionate love affair with their work and share their visions and experiences with the readers.

Most of these women have been encouraged by a male colleague, but their own determination and commitment has been of utmost importance. One of them had to wait for the death of her mother in law before going back to her studies. She was 35 years old when she took tuition and sat for her examinations.

On one occasion, I bent the rule about only profiling women. The subject was too interesting; I did not want to miss the boat. The story concerned what lay behind the ruthless and cruel personality of a high ranking police officer. The portrait turned out to be a well balanced one.

Outcomes

With time this page has become the weekly meeting forum for women. Each time I contact a woman to feature her on this page she tells me that she is very familiar with this page as she reads the stories regularly. I feel that women are proud when I contact them.

Through this page women have a platform to express their views. They realise how important it is for them to be in the media, to market their ideas and what they have to offer and to share experiences. Women in general do not refuse when I contact them. On the contrary they are very happy and proud to feature in my page.

Through this page women have a platform to express their views. They realise how important it is for them to be in the media, to market their ideas and what they have to offer and to share experiences

Challenges

If at the beginning my male colleagues thought, but without telling me, that my beat was only for women and that it would be difficult to get fabulous women week in and week out, they have changed that view by now. On the contrary they help me with new sources, new suggestions and new ideas.

Although it is difficult to measure the impact of my portraits on the male readers, I am pretty sure that women in general like this page. The proof is that I very rarely get "no" for an answer when I contact women to appear in my page. They realise that this page is for them and they are being acknowledged for their contribution to the society at large.

It must be pointed out that this space came about as a result of the decision of a senior manager which makes things easier. My only fear is not that if there is an increase in the price of paper, this page might be the first one to disappear. Priorities will be given to hard news and scoops, not the pages that bring "fresh news on everyday news" to borrow the phrase coined by Gender Links.

Replication

This process can certainly be replicated by any media house in the region. But it is important to get buy-in from management. It is for them to create the space for us and for the thousands of women who need to be recognised. Gender Links might consider doing an audience survey on this kind of article to determine what percentage of women and men read them. It is also important to ensure that special pages and spaces for women do not become a substitute for ensuring that the voices of women are heard on all subjects - politics, sports, the economy, science, technology and so forth.

Special pages and spaces for women do not become a substitute for ensuring that the voices of women are heard on all subjects



Jean Claude de L'Estrac, editor in chief of l'express meeting with members of Mauritius Media Watch - GEMSA.

TRAINING AND CAPACITY BUILDING



SUMMARY

Objectives

This session aimed to:
- Get an overview of media training in the region.
- Get a progress report on the development of the SADC journalism curriculum.
- Share information about new types of training that is currently on offer in the Southern African region.

Background

Following the pioneering pilot project to mainstream gender in the journalism curriculum at the Polytechnic of Namibia (PON) there have been a number of initiatives to mobilise media trainers and media training institutions. These include:
- The SADC journalism curriculum.
- The formation of the GEMSA Trainers Network and the revival of SAMTRAN.
- The launch of Centres of Excellence by the IAJ to facilitate training for journalists in some Southern African countries.
- The GL Business Unusual economic journalism training in seven Southern African countries.

Summary of main points raised in the discussion

- Lack of coordinated approach and platform for sharing best practices, regional training standards and quality assurance.
- Often training programmes are driven by freelance trainers. This raises concerns about the about the lack of institutional accountability.
- What support is provided to participants by freelance trainers after the training? There needs to be follow-up.
- IAJ as a media training institution acknowledged that they are struggling and do not have the competency to mainstream gender in their own programmes let alone across the region. As a result, they use other organisations for this purpose such as Gender Links, GEMSA and the Polytechnic of Namibia. Greater collaboration to enhance gender and HIV/AIDS mainstreaming is key.
- Do the people giving training have the right qualifications? Experience as a journalist does not equal being a good trainer. IAJ in partnership with the University of the Witwatersrand runs an annual session on methodology of trainers which specifically focuses on standards.
- Media trainers also need training.
- SADC is under-reported. Most reporting is event-driven and is usually single-sourced. The media have a critical role to play in producing and disseminating in-depth knowledge and understanding of events and conditions in the region, to ensure that SADC is on the media agenda.

Key action points

- Development of formal relationships through memoranda of understandings;
- Co-development of training curricular with content experts, as well as gender and media experts. This could also extend to issues of resource development for training purposes;
- Develop database of gender and media practitioners who can be resources for these processes;
- Develop a checklist to be used to identify what and how gender and media standards can be integrated into training.
- Develop monitoring and evaluation tools for assessing gender integration, harmonisation and mainstreaming in training tools.
- Capacity building for all of the above.



A JOURNALISM CURRICULUM FOR SADC

by Emily Brown

Polytechnic of Namibia

Synopsis

This paper explores avenues for ensuring that gender and HIV and AIDS are integrated into the proposed SADC journalism curriculum.

Objectives of the draft SADC curriculum project

- To envision and develop a concept-driven curriculum for SADC media trainers to enable critical and informed coverage of SADC as a sub-region with its development and community integration concerns.
- To foster in-depth, contextualised and regular reporting on the region, which is informed, insightful and critical.
- To simultaneously create greater awareness of SADC, both as a region and as an institutional body among media trainers.
- To develop a strong regional partnership among the diverse institutions to enable media trainers to share knowledge and experience, to engage around problems faced by media practitioners and trainers, and seek a range of strategies to address them.

Background

The author of the proposed curriculum, Dr Jeanne Prinsloo, suggests that the curriculum project be conceptualised in relation to two issues:

- The media have a significant role to play in producing and disseminating in-depth knowledge and understanding of events and conditions in the region, and to ensure that SADC is on the media agenda.
- The media serve to provide ways to think about the region, and enable people to see themselves in that environment. This role of the media is linked to creating a frame through which to view the world – one which embraces an identity of being part of the sub-region.

The SWOT analysis that underpins the proposed curriculum identified the following:

Strengths

- SADC member countries have a range of media – both electronic and print.
- Media training institutions exist in member countries and constantly work towards a more comprehensive approach to curricula, such as the mainstreaming of HIV and AIDS and Gender into such curricula.
- Post-graduate programmes ensure that media trainers are given the opportunity to further their studies in the fields of journalism and media studies. Obviously, such training would influence the quality of their teaching positively.
- Bodies such as the Southern African Media Trainers Network (SAMTRAN) serve to provide a platform for media trainers to share best practices.

Challenges

- Media education and training institutions work in comparative isolation, particularly with regard to curriculum development. Unless the practice of seeking comments on such curricula from trainers elsewhere in the region is subscribed to, this remains an internal institutional exercise.
- Limited resources and decreasing subsidies.
- Since journalism and media studies programmes in the region are relatively new, there isn't a large pool of graduates. In-house training used to be the order of the day rather than formal journalistic training programmes. Therefore, the pool of specialist lecturing staff is small.

- Institutions have difficulty identifying appropriate senior staff.
- Available training materials are often produced in very different (or foreign) contexts, with different concerns.
- Securing and maintaining computer and digital technology are costly.
- Particular media conventions and practices privilege particular forms of journalism, news values (for example, elite people, negativity), etc. They are accepted without being sufficiently challenged. SADC reportage is largely events–driven and speech–based.
- Media ownership and commercial imperatives impact on the nature and content of media coverage more than immediate concern with regional development and integration. There is an expansion of commercialisation of media in SADC countries which impacts also on public broadcasting. Connected to this is an upsurge in tabloids and sensational reporting.
- News agencies tend to focus on single events in that location. Such reporting does not seek to make connections to broader issues that might cross the borders of member countries.
- Repressive media laws and state-controlled media in certain member countries work against democratic news practices and values.
- There is a perceived lack of effective mechanisms in SADC to share ideas and information.

Media ownership and commercial imperatives impact on the nature and content of media coverage more than immediate concern with regional development and integration

- There is a need to persuade practitioners of the value of such a project and to create a sense of the value of SADC, in the first instance.

Opportunities

- The opportunities exist to contribute towards the education of media practitioners that highlights coverage of the region and that seeks to further democratic processes, in line with SADC's stated aim to achieve 'sustainable peace and prosperity in the region'. Therefore, SADC should, firstly, be placed on the media agenda more fully and, secondly, work towards constructing a regional identity, such as for example, the work done by the European Union (EU).
- It is possible to develop curricula which relate to the Southern Africa regional contexts, and which project Africa and SADC by contextualising carefully through in depth reporting.
- This work can be developed by drawing on different approaches to the media and include both the development and watchdog roles of the media.
- It is possible to conduct collaborative work enriched by the contributions media trainers bring from their respective contexts and experiences. The education of media practitioners around SADC coverage can impact positively on SADC reportage.

Threats

Threats in relation to the kind of **coverage** suggested

- The principles of integration and regional development are not automatically shared by all parties. Regional Integration can be viewed as a threat to national or cultural identity.
- It cannot be assumed that the public would necessarily welcome coverage of SADC concerns. Capitalist consumer-culture values translate into a concern with individual development rather than communal development.
- In depth reporting can be judged as uninteresting in contrast to byte-sized 'infotainment'.
- There is the danger that journalists could construe their role as SADC PR agents rather than as critical journalists.
- Potentially, the focus on the African Renaissance, the African Union and NEPAD could deflect from the SADC focus.

Threats to the project of **curriculum development**

- Arising form the discussion above, the challenge exists to develop a curriculum that would foster media practitioners who can provide interesting, informed and regular coverage on SADC. Associated with forging a strong regional perspective is the challenge to create a SADC identity for citizens of SADC countries that is in addition to their various other identities. Such consciousness-raising requires ongoing work that can be effected by the media;
- For media students, their trainers and practitioners to be knowledgeable about the complexities of SADC, to be historically informed about both SADC as an institution and the individual member countries, to keep abreast of the debates which is very challenging but necessary for informed, critical reporting and

analysis.

- To develop a regional curriculum through a participatory process requires that some compromises be made among media trainers who embrace different media approaches and pedagogical styles.
- The module produced would have to be of a high standard and be convincing to media trainers as a valuable contribution to their existing programmes.
- Media trainers, similarly, need to face the challenge of media outlets for such student work and so to ensure that students become conscious of its relevance to professional practice.
- Other regional projects have met at times with limited success. There are varying levels of development and different needs at SADC media education and training institutions. It is critical that the curriculum be conceptualised to maximise success. It needs to be flexible enough to be useful for diverse learning situations, to work as a discrete module **as well as to be suitable to incorporate and enrich other teaching modules**. SAMTRAN originated through such an initiative.

Tools for mainstreaming gender

Key questions to be asked in ensuring that gender is mainstreamed in media coverage include:

- Who gets coverage?
- From what perspective?
- Through which lens?
- Reflecting which stereotypes about people?
- Are stories helping to advance gender equality and equity in society or are they angled in a way that upholds traditional attitudes and values?
- Are women's or men's concerns being separated from the concerns of society in general?

The process to date

- Production of concept paper and curriculum framework draft (Rhodes University) 19 March 2005
- Round table to consider concept document and curriculum.
- National media training institutions (29 – 31 March 2005).
- Development of Terms of Reference for the course work developer (31 March).
- Record and reflect on Round Table deliberations (Rhodes University).
- Course-work development process including tendering and pre-testing (about four months).
- Proof course materials on production (seven days).
- Reviewing course work.
- Translation into two other SADC working languages.
- Printing and dissemination Implementation.

Are stories helping to advance gender equality and equity in society or are they angled in a way that upholds traditional attitudes and values?

Conclusion

The draft framework for the SADC curriculum project allows adequately for the mainstreaming of gender and HIV and AIDS into such a curriculum. Indeed, unless this is provided for, the curriculum would not truly address development and integration effectively. This could become the strength of such a curriculum, especially if SADC Media Training Institutions subscribe to this three-pronged approach to the curriculum, as prescribed by the author of the framework.



Journalists at work.



IAJ's REGIONAL PROGRAMME FOR CENTRES OF EXCELLENCE

by Jacob Ntshangase
Executive Director
Institute for the Advancement of Journalism

Synopsis

This paper concerns efforts by the South African-based Institute for the Advancement of Journalism (IAJ) to support media development in neighbouring countries through the development of Centres of Excellence for media training. IAJ is looking to collaborate with other media partners in the region in supporting the centres and ensuring that HIV and AIDS and gender are mainstreamed in training.

Objectives

- To provide practical and appropriate skills training.
- To provide relevant issue-based training appropriate to the country and the region.
- To provide information and platforms for debate (using the IAJ "Open House" and Journal publication model).
- To support other media development initiatives and act as a resource (e.g. School Newspaper and Kidz Radio).
- To develop specialisation in identified area of competence and capacitate the Centre (e.g. Swaziland Centre specialising in Photojournalism for the entire region).

Background

The IAJ was established in 1992 to provide refresher courses for working journalists and help media facilitate democratisation in South Africa. There are currently adhoc programmes for southern African journalists. Regional programmes were initiated in 2003/4. IAJ is now piloting centres of excellence in five SADC countries: Swaziland, Zambia, Angola, DRC and Zimbabwe.

Process

As a first step, the IAJ held stakeholder consultations and needs analysis to:

- Establish the current state of the media.
- Determine the needs.
- Determine the current media training environment and the stakeholders involved.
- Establish expressed interest for IAJ expansion.
- Propose a process of intervention.

What we found is that there are generally, common problems in the five countries:

- Media policy environment (restrictive).
- Media practice (standard of journalism poor).
- Training environment (lack of balance between practical journalism training and academic programmes).
- The IAJ not that well known in Angola and DRC.

Our plan now is to work with all relevant stakeholders in each country to ensure that the Centre:

- Meets the needs of the country and training is localised.
- Adds value to existing training and media development initiatives.
- Contributes to overall media development strategies.



Target	Training need	What IAJ is offering
Working journalists	• From basic to advanced, technical to soft skills, practical to theoretical /conceptual.	• Adaptation and localisation of existing IAJ courses. • Structured, progressive training, that is accredited.
Media Managers and Leaders	• Business skills, news room leadership and management.	• Localisation and adaptation of a highly successful Newsroom Leadership and Management Course with Poynter Institute.
Public Broadcaster	• Particular needs assessment to be conducted with public broadcaster, and liaise with SABA.	• IAJ experience with SABC tailormade training programmes.
Government / Private Sector	• Dealing with the media, writing and delivering speeches, corporate publications, designing a media strategy, business writing skills.	• Example: IAJ training for Government of Botswana Media and Communications officials.
Community Media	• Basic reporting.	• IAJ Pioneered Community Radio Training in SA in 1995, and recently the Community Print Training. • Tested, Sustainable Programme. • On-site, hands-on training.
Non-government Organisations	• Working with the media. • In house communications and publications.	Basic and Advanced Communication Training. • Dealing with the media. • Designing media strategy. • Report & proposal writing / presenting. • Writing creatively for NGO publication.
Schools	• Writing and communication skills for students and teachers.	• Schools Newspaper Project. • Kidz Radio. • Children media and ICTs.

Specific requests that the IAJ is working on include:

- DRC - Election Reporting and Training of Trainers in 2004.
- Swaziland: Centre launched in July 2006, with MISA Swaziland.
- Angola: pilot, "Political Reporting: with election reporting" for Editors before end or 2006.

Challenges

Some of the challenges we are confronting in developing the Centres of Excellence include:

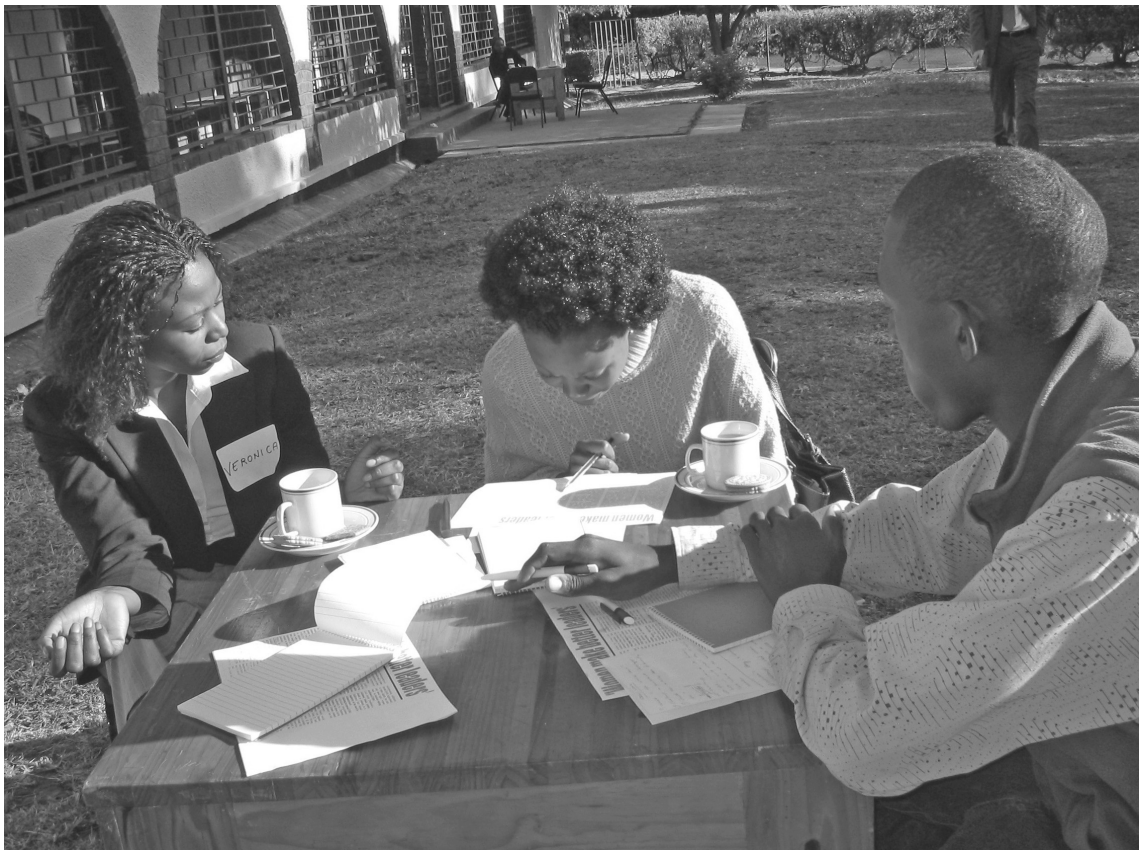
- Cultural and political dynamics.
- Other similar initiatives (donor driven and not sustainable).

- Regional development, SADC Journalism Curriculum.
- Lack of coordinated effort for a shared approach and platform for sharing of best practices among providers, non-academic.
- Inadequate flow of information.
- Lack of coordinated process of regional training standards and training quality assurance.
- Lack of institutional accountability of freelance trainers.

Way forward

We believe that these challenges can best be overcome through working

- With other role players for maximum development of the Centres;
- With Gender Links/GEMSA/Polytechnic of Namibia for gender mainstreaming across our journalism training programmes in the region;
- With NSJ/MISA Secretariat to maximise skills development benefits in exchange programmes.



Zambian journalists analyse an article during a workshop.



EXCHANGE PROGRAMME FOR JOURNALISTS

by John Mukela
Executive Director
South African Media Training Trust - NSJ

Synopsis

This paper concerns the regional programme of attachments and exchanges of journalists that the NSJ has developed based on the concept of "total emersion and exposure".

Objectives

The broad aim is to organise attachments and exchanges of journalists from one country to a news desk in another country for a period of time. There are two types of targets:

- Institutional – radio stations, newspapers, magazines, TV, etc.
- Individual – journalists, editors, managers, etc.

Processes

Organisational: The first or pilot phase – involved feasibility study in 2004. This was undertaken in close collaboration with the industry to help ensure that the exchanges/ attachments had maximum impact. It also included a look at whether the attachments should have a specific learning focus.

Implementation: This involved:

- Identifying and receiving applications from the media practitioners.
- Identifying the media institutions.
- Managing logistics and admin issues – travel, accommodation, allowances, etc.
- Evaluation of the process.

Outputs

Since inception in 2004, over 150 participants from across the region have participated in the programme. At the time of the Summit in 2006, 80 participants had taken part in the programme.

Outcomes

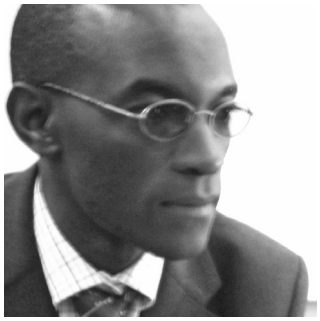
- The Programme has helped to impart practical on-the-job learning and sharing of experiences and techniques.
- Participants live with host families in their host country.
- Therefore the exchange experience is holistic.

Challenges

Running such a programme is administratively labour intensive. For example there is need to ensure that proper host families are identified; at times there are complications in ensuring that funds are transferred to both host family and the participant. Funding of the programme is an ongoing challenge.

Replication

Despite the challenges this programme is an enriching experience for those who participate and is an important alternative approach to training. There is scope for replicating the model as well as for monitoring and evaluating the impact of such training.



BUSINESS UNUSUAL: GENDER ELECTIONS AND THE ECONOMY IN ZAMBIA

by Daniel Nkalamo
Director,
ZAMCOM

Synopsis

This paper concerns the workshop "Business Unusual; Gender, Elections and the Economy" held in Zambia based on material developed by Gender Links in collaboration with the Konrad Adendauer Stiftung (KAS) Foundation. The workshop took place from 25th to 30th June 2006 at ZAMCOM campus in Lusaka. The training covered the whole spectrum of gender, elections and economic concerns, including gender and the macroeconomic environment.

Objectives

The overall objective of the training was to:

- Increase awareness of journalists about, and reporting on the role of women in the economy, elections, business and development.
- The training also looked at issues of development, planning budgets, work, trade, enterprise and globalisation.

Background

The training formed part of annual training that GL conducts with media training institutions around the region on how gender is integral to all areas of media coverage; in this case gender, elections, and the economy. The training included presentations by experts; field trips and the production of a supplement carried by *The Guardian Weekly* newspaper. The articles were eligible for consideration for the Gender and Media awards that formed part of the 2006 Summit. Twenty professional journalists from various media organisations attended the week long training at ZAMCOM in Lusaka. Besides economics, Zambia is currently in an election year and thus the training also took a political slant to give an overview and promote women's participation in elections through the media.

Workshop process

The first two days of the workshop consisted of presentations from different sectors of the economy. Women in business who had hardly been regarded as newsworthy made fascinating presentations.

Day 1; Monday 26th June 2006: Hon. Ben Tetamashimba, Deputy Minister Information and Broadcasting officially opened the workshop. The deputy minister observed that it was a good time for the media to focus on elections, gender and the economy because Zambia was in an election year and economic issues were looming large. He observed that there were a lot of gender disparities in the way the media reported issues concerning men and women in both the economic and political areas. He advised that the workshop needed to come up with ways that would ensure reporting that is gender responsive in the media. He also urged Gender Links, Konrad Adendauer Stiftung (KAS) and The Zambia Institute of Mass Communication (ZAMCOM) to come up with more training of like manner in order to enlighten more journalists on gender issues in the country.

The Executive Director of Gender Links, Colleen Lowe Morna also said in her opening remarks that reports from the past indicate that a lot needed to be done in the field of gender, politics, the economy and the media. She said the Gender and Media Baseline Study (GMBS), the Gender and Media Audience Survey (GMAS) and the HIV and AIDS and Gender Baseline Survey show

huge gaps in the way women and men are represented in the media.

The Director of ZAMCOM, Daniel Nkalamo, was also on hand to welcome the participants to the workshop and to ZAMCOM. He said it was about time gender issues were discussed in the media to bring about gender balanced reporting. The Director of the Media Programme for KAS Southern Africa, Frank Windeck, was also present at the opening of the programme.

After the official opening, Lowe Morna spoke on the links that exist between gender, the economy and elections. Her presentation looked at what issues the media have been missing when doing both economic and political stories. She said it was important that journalists made sure those voices in the media balanced by giving equal opportunities to female as well as male sources in their stories. She quoted the GMBS and the GMAS as reports that show the disparities in media reporting of issues concerning women and men in a gender responsive manner. She suggested ways in which journalists needed to cover such issues. She later opened the floor for questions and discussions. Participants, who also brought some of their work, realised what the disparities were and discussed better ways to write gender responsive stories.

This presentation was followed by a panel discussion called "*Business women, women politicians and the media; friends or foe?*" The Director of Inter-Market Banking Sherry Thole represented business women on the panel. Dora Siliya, an aspiring Member of Parliament for Petauke district from the Movement for Multi Party Democracy (MMD) represented women in politics. Pauline Banda, editor of the Gender Desk at the *Zambia Daily Mail* represented the media.

Both women politicians and business women accused the media of being biased of quoting men despite the fact that women contribute in a huge way to the economy and they deserved a voice of their own in the media. Sherry Thole asked why the media did not approach women in business to comment on such issues as the exchange rate.

Dora Siliya noted that women in most cases are not taken seriously as sources of news. This discourages women from joining politics. She noted, however, that due to civil society advocacy the media has been more responsive to the concerns of women lately.

Pauline Banda said the media are there to report the news and if women want to be heard they should be proactive. She said that men usually provide news and clues for the media to follow and that's why they appear to dominate the news. But she agreed that the media also needed to be proactive in finding women news sources.

Sherry Thole asked why the media did not approach women in business to comment on such issues as the exchange rate.

In the afternoon the Anti-Voter Apathy Project (AVAP) came to speak to participants on gender an issue in the elections and in current economic planning. Information officer, Pezo Mateyo, gave insight into how civil society has been working with the community to promote women's participation in elections and other civic rights.

Day 2; Tuesday 27th June 2006: The first session on this day concerned gender and the budget. Mulima Kufekisa Akapelwa, programmes officer, from the Catholic Center for Justice Development and Peace (CCJDP) dispelled claims that gender has nothing to do with the national budget. The team of facilitators and the trainer led participants in a discussion on gender, work and enterprise.

In the afternoon, participants grappled with the findings of the Gender and Media Audience Survey on the views of women and men about the news they consume. Participants then went into a planning session for the field work the following day. Participants came up with story ideas that the facilitators helped to shape.

Day 3; 28th June 2006: All the participants started out with field work on the third day. They went around to many places in Lusaka including business houses; the COMESA market and a stone crushing quarry on the edge of town. Participants spoke to women in businesses such as banking and enterprise, stone crushing, horticulture and cross border trading among others.

They reported back to base in the afternoon to debrief and share how they fared in collecting information from

their sources in the field. The debrief helped to shape stories further and ensure that each story had a relevant photograph.

The Business Unusual training model proved highly effective. It is hands on and gets participants motivated because of the end product that they work towards producing

Day 4; 29th June 2006: Participants spent the fourth day in the computer lab writing up their stories. Later in the afternoon all stories were collected and taken to *The Guardian Weekly* newspaper to start working on the lay out and design. GL and ZAMCOM trainers worked with a small team of participants to do the editing and design.

Day 5; 30th June 2006: On the final day we reviewed the dummy and the training course as a whole. All the participants had a final look at their stories before they were sent for printing. The exercise exposed participants to good editing and troubleshooting skills to improve their writing in the future. The Zambian version of the Business Unusual supplement appeared in *The Guardian Weekly* on 8 July 2006.

Conclusion

The Business Unusual training model proved highly effective. It is hands on and gets participants motivated because of the end product that they work towards producing. In a short space of time participants are exposed to a range of experts, sources and skills. The training takes place in their home context, making it highly relevant. The training imbues a high degree of awareness on how gender and should be seamlessly integrated into reporting. Working together with the GL team is always a helpful reminder to us at ZAMCOM of the importance of mainstreaming gender in our work. More such joint ventures should definitely be encouraged.



R.B.C. Ngilazi, Acting Permanent Secretary, Gender in Development Division, Cabinet Office, Zambia Government.

HIGHLIGHTS OF THE BU TRAINING IN OTHER COUNTRIES



Mauritius
by Loga Virahsawmy
MWO - GEMSA

In Mauritius, GL partnered with Mauritius Watch Organisation (MISA) GEMSA and Media Trust in organising and running the one week workshop which attracted 17 participants.

Opening the workshop in Mauritius, Minister of Finance Rama Sithanen said "It is important to organise, improve, develop and evaluate policy frameworks and processes so that a gender equality perspective is incorporated in all policies, plans and programmes at all levels and stages. Also, we should enhance women's ability to use and control resources, influence opportunities and decisions so as to be on an equal footing with men."

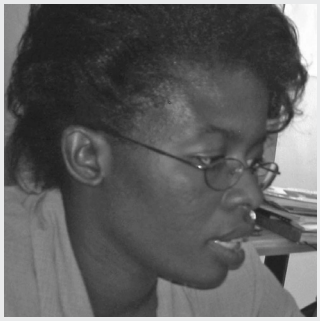
During the workshop, the Minister requested that specific recommendations be made for the forthcoming budget. Participants responded by producing articles in the workshop that were published carried by L'Express, the widest circulation daily.

Reading the budget soon after the workshop the Minister noted: "the significant job losses in the Textile and clothing sector where women accounted for more than 85% and the shedding of jobs in the sugar sector are examples of the vulnerability of women to the globalisation process. These underline the low ranking of Mauritius in the Gender Development Index of the UNDP in 2005, notwithstanding the good record on gender issues in education, health and other social areas. To address these issues, the empowerment programme will offer training and reskilling activities geared to women while taking account of their need for more flexible working conditions and to have facilities for taking care of their children while they are acquiring new skills."



Journalist, Rishi Raj Ramnanth, interviewing Colleen Lowe Morna during the workshop.

HIGHLIGHTS OF THE BU TRAINING IN OTHER COUNTRIES



Zimbabwe
by Sharon Tapfumaneyi
GEMZi

The BU workshop in Zimbabwe, held in partnership with the Gender and Media Zimbabwe (GEMZi) Network helped the media to recognise that women have been largely invisible as their contribution is viewed as unimportant to the national economy. The stories highlighted the fact that the informal sector is one of the major employers in the country.

Following the workshop, Arthur Choga one of the participants and an editor for the Zimbabwe Community Newspapers removed the women's pages from the Harare post and from the Nehanda Guardian in Mashonaland West province. He now insists that gender be integrated in each and every story that is written from page one to the sports section with emphasis on business news. To assist this process, if a story comes in with two sources the female source is used rather than the male source. Another participant, Thelma Chikwana, has run a series of profiles on women in business.

Some of the challenges that hamper the media in reporting on gender in business includes that Zimbabwean journalists have difficulty in accessing ICTs in the newsrooms which makes it difficult to conduct thorough research. Statistics underestimate the value of women's work, including care work especially in this era of the HIV and AIDS pandemic. Cultural attitudes hamper reporting on women, as they are not taken seriously, especially if they venture into businesses formerly regarded as male domains.

Newsrooms do not have gender policies which would promotes gender mainstreaming in the media Business reporting is not gender sensitive; the portrayal of women is limited to that of spectators and very rarely as sources of news especially with hard news and if included in a story they maybe edited out.

To overcome some of these attitudes and challenges the media needs to:

- Give equal voice and air-time to women.
- Highlight success stories of women in business.
- Light the way – the media has a role not just to follow, but also to lead, to report and not just "what is" but "what could be".
- The media can have discussions and debates on women entrepreneurs and ways of assisting other women.
- The media can create their own databases of statistics on women by obtaining these from the central statistics office.
- There are many organisations that work with women in business and development which have many resources that they are willing to distribute, so the onus is on the journalists to look for these organisations and collect the documents.



Monitoring the media in Zimbabwe

HIGHLIGHTS OF THE BU TRAINING IN OTHER COUNTRIES



Malawi
by Henry Malunda
Malawi Institue of Journalism

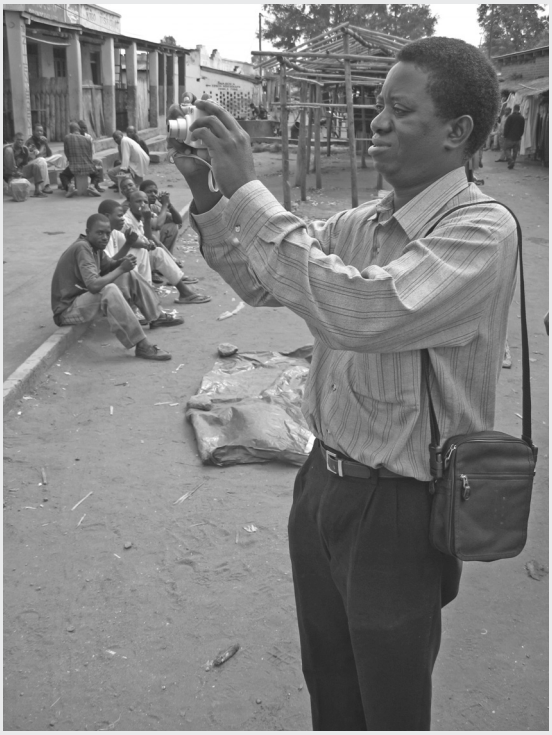
The Malawi Business Unusual Course was conducted by Gender Links in partnership with the Malawi Institute of Journalism (MIJ) took place in May/ June 2006.

Strengths of this course were that:

- It was the first time that the media were looking at economic reporting through the gender lens, therefore, a worthwhile learning experience.
- Open discussion on challenges facing the media on economic reporting took place.
- Journalists working in this area had a chance to network.
- GL practice breaks with usual tradition in that certificates are only issued after participants produce at least two more media items post-training. This is a good practice as it ensures that the learning is tested.
- Follow-up activities involving selection for participation in **Highway Africa** workshop and **GEM Media Summit**, motivated participants.
- Consideration of stories presented for certification for the media awards also acted as a motivation to reinforce acquired knowledge and skills.

What could have been done better includes:

- The programme content design could have benefited from input from the local facilitator, or the facilitating institution.
- Adequate time was needed to identify and confirm with informative panelists.
- The fact that GL offers no financial incentives to journalists other than covering workshop costs led to a low turn out, although it can be argued that those who came were serious participants.
- There is need to provide institution-based training as a follow-up to the BU initiative.



Fletcher G'onga taking photographs for the supplement.



THE GENDER AND MEDIA DIVERSITY CENTRE

by Anna Mupawenda
Independent consultant

Synopsis

Gender Links commissioned a feasibility study into the establishment of a Southern Africa Gender and Media Diversity Centre (GMDC) as part of its five year external evaluation. The NGO wanted to know whether the centre would help to ground the gender and media work it has been doing over the five years of its existence and that of the more recently formed Gender and Media Southern African Network (GEMSA) and other partners. A GMDC would be the first of its kind in the region. This paper is a brief summary of the more detailed feasibility study.

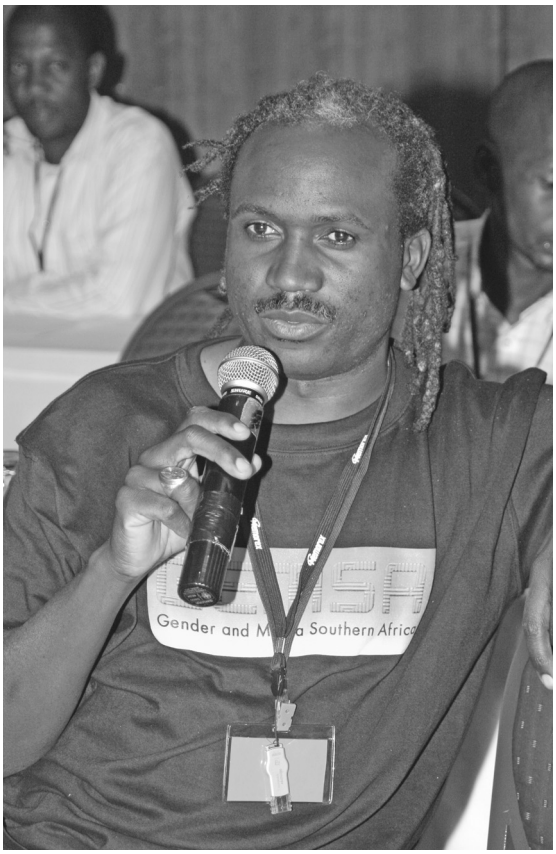
Key questions

The study covered questions such as:

- The centre's stakeholders.
- Governance structure.
- Physical location.
- Key activities and outputs.
- Potential donor support.
- International precedents.
- Whether such an initiative could contribute to the global discourse and practice on gender and the media

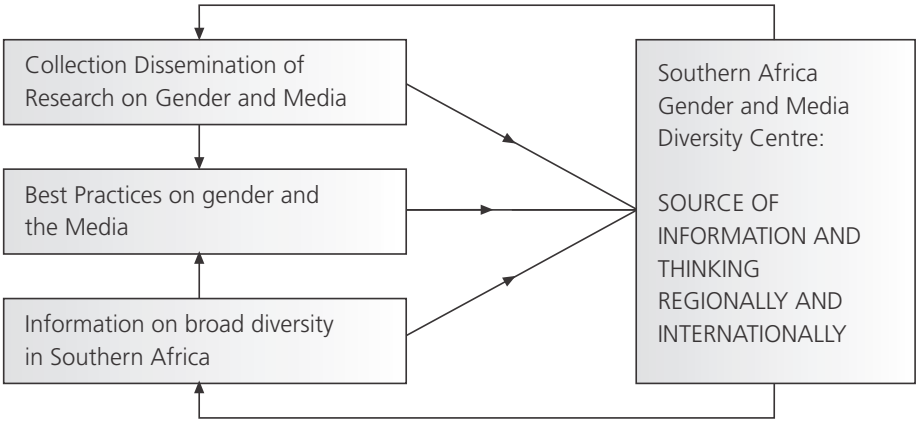
Key findings•

- There is strong consensus on the need to establish GMDC with a physical space to link regional and country organisations and their work; to provide a repository for existing material; to extend the target group, to advance gender equality; to provide a centre for excellence and a focal point for collaborative research, training, monitoring and media activism; to increase levels of media literacy and to disseminate information.
- There is consensus that the name of the centre should be Gender and Media Diversity Centre because this reflects the focus and inclusivity of the centre.



Mathew Haikali, Director MISA Namibia, The Gender and Media Diversity Centre could become a repository for information produced for media organsations.

CONCEPTUAL FRAMEWORK OF THE GMDC



A GMDC would extend and compliment the gender and media work being spearheaded by NGOs in the region and leverage its impact in Southern Africa and across the globe

- A small survey of centres in the region confirms that there is a need to have a centre whose focus is gender and the media since other centres showed a paucity of materials in the gender and media sector. Centres elsewhere in the region are most likely to reflect the existence of the same gap in gender and media work.

- Materials to be housed in a GMDC will include information products that have been produced by GL, GEMSA and partners, plus other relevant materials including those on diversity from other centres regionally and globally.

- Activities could include an e-newsletter, contribution to other publications, website centre linking the websites of participating organisations, as well as organisations in the field internationally and an on-line resource centre. There will also be periodic public lectures and seminars.

- The management and governance structure suggested by respondents consists of a manager and a librarian who would work with an advisory group comprising GL, GEMSA, MISA, key resource centre and media training institutions in the region and at least one international gender and media expert or activist to enrich the deliberations.

- There are possibilities for extending the work of the centre through the existing infrastructure base of GEMSA partner NGOs; for example working with the resource centres of country offices of MISA, as well as SAFAIDS and its satellite centres. The centre should be managed by a competent senior manager, guided by an advisory committee comprising representatives of key stakeholders, including universities and training institutions.

Conclusions and recommendations

A GMDC would extend and compliment the gender and media work being spearheaded by NGOs in the region and leverage its impact in Southern Africa and across the globe. It is recommended that the proposed GMDC be established as soon as funding allows, with the following immediate objectives:

- To contribute to the growing body of literature on gender and the media and to stimulate debate on these issues.
- To promote strategic use of IT for promoting gender equality in and through the media.
- To ensure that the Gender and Media Summit is used to share ideas and best practices in relation to the SAGMDC.
- To create a space for participatory discussion on

gender, media and diversity issues in Southern Africa.
- To promote more probing, analytical and contextual journalism in the region.

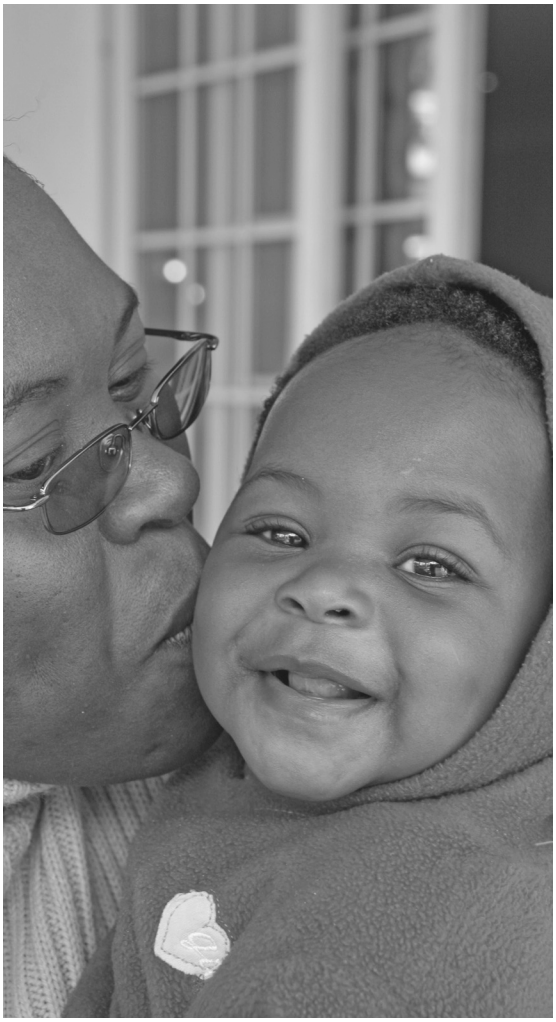
The main target groups will be:
- Media practitioners, consumers and shapers.
- Media trainers.
- Researchers.
- University academics and students.
- Gender activists.
- Governments.

It is recommended that the centre be physically established in Johannesburg, initially at the offices of GL which has been a key knowledge driver on gender and the media in the region; and where GEMSA is currently also housed, to reduce costs and ensure synergies.

In addition to producing an e-newsletter, website, list-serve and on-line resource centre, the GMDC should ideally also host seminars and public lectures, provide a reading room and public Internet computer facilities, as well as a chat room.

The GMDC should also have a children's corner to impart information that will mould them into becoming gender sensitive citizens

The GMDC should also have a children's corner to impart information that will mould them into becoming gender sensitive citizens who will mainstream gender not only in media, but in all their public and private activities to ensure gender equality.



Youngest delegate at the GEM summit, gender sensitisation needs to start at an early age.

RESEARCH AND MONITORING



SUMMARY

Objectives

This session sought to:
- Share the findings of the Global Media Monitoring Project (GMMP) monitoring in February 2005.
- Share the findings of the Southern African regional and national GMMP reports.
- Present the findings of new areas of research and monitoring including coverage of the Zuma rape trial,soap operas, radio talk shows and ethics.
- Identify key priorities and strategies for future research and monitoring.

Background

Following the Gender and Media Baseline Study of 2003 there have been a number of new and exciting gender and media research and monitoring projects. These include:
- The Gender and Media Audience Study (GMAS), a sequel to the Gender and Media Baseline Study (GMBS) conducted in 2002, the GMAS is both the first ever major regional study on media consumption patterns generally in Southern Africa, as well as the gendered dimensions of this.
- The Southern African HIV and AIDS and Gender Baseline Study, is a corner stone of the Media Action Plan (MAP) on HIV and AIDS and Gender, and involved monitoring 37 000 news items in eleven countries of Southern Africa for a one month period.
- Who talks on radio talk shows?, a survey of 11 radio talk shows conducted by GL in partnership with GEMSA in four Southern African countries to look at women's participation in talk shows as hosts, callers and guests.
- The participation of 13 Southern African countries in the one day GMMP monitoring followed by the publication of regional and national GMMP reports.

Main points raised in the discussion

- Monitoring provides factual evidence of trends in the media but what is being done to engage the media on these findings? All reports and publications to be sent to libraries, but how are they distributed. There needs to be a strategy for publicity.
- Directors/ editors to be sensitised on gender issues – what is the best approach?
- MAP is a good example of how research findings are being directly applied to advocate for the development of newsroom policies.
- There is need for research to be done on why women aren't forthcoming as sources.
- Some organisations (NGO's, CBO's etc) don't understand how the media works, they are not media savvy.

Key action points

- Share monitoring and research results with GEMSA members and use GEMSA to disseminate information.
- Look at how qualitative and content analysis is done and how this can be strengthened – revised qualitative analysis tools and educate monitors on these.
- Do research on why women aren't forthcoming as sources
- Development of resource directories for journalists (per sector – women and men)
- Needs assessment of potential women sources – do training and capacity building, media literacy – development of training manual/ kit to be given to sources.
- Ongoing monitoring with timeframes on recommendations and evaluation on whether recommendations have been implemented.
- Extend research and monitoring to other areas besides news: for example soap opera's and how they influence society so that concrete proof exists and a strategy can be developed to address this.
- Follow up to Audience research in each country (has been done in Mauritius and Zambia) as well as thematic audience research.
- Translate research into the different languages in the region.



WHO MAKES THE NEWS IN SOUTHERN AFRICA?

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

Synopsis

This case study concerns the Southern African findings of the Global Media Monitoring Project. The analysis, conducted by Gender Links assisted by the Media Monitoring Project (MMP) shows that Southern Africa has made significant progress towards achieving greater gender balance in the news and in newsrooms. But the region is still far achieving equality by any one of the measures used in the third Global Media Monitoring Project (GMMP).

Objectives

To use the GMMP process to benchmark progress in Southern Africa against the regional Gender and Media baseline Study (GMBS) conducted in 2003.

Background

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

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

Process

Thanks to the formation of GEMSA at the first summit in 2004, a record 13 countries took part in the GMMP. MMP analysed the data for the global study. The World Association of Christian Communications that conducted the global study gave permission for the MMP to analyse the Southern African data. GL compiled this in the form of a booklet entitled "Who makes the news in Southern Africa" that benchmarks the region against the globe, as well as against its own performance since the GMBS in 2003.

Outcomes

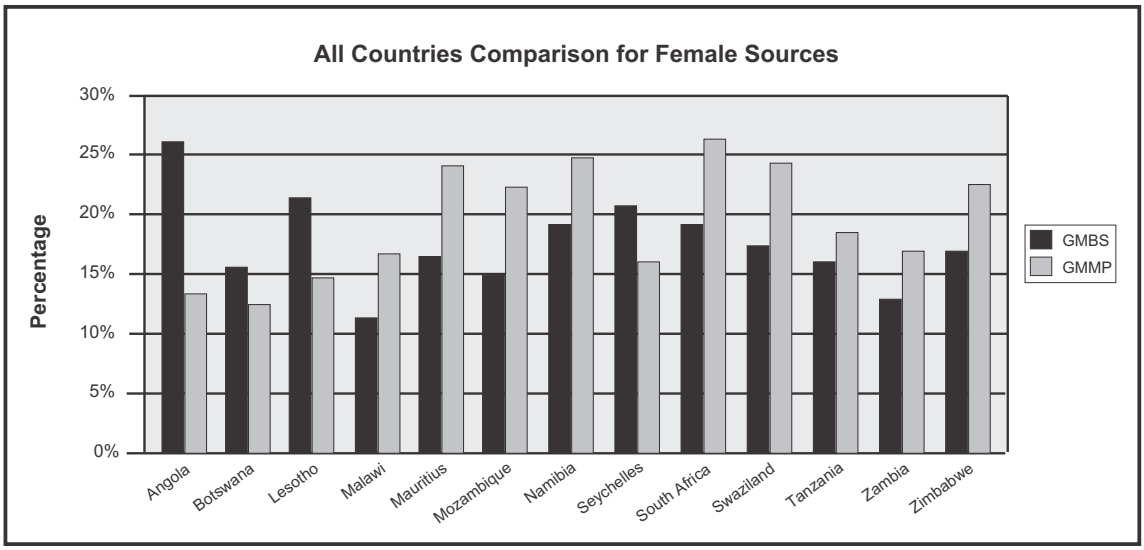
Key findings include:

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

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

- ***There has been some improvement in women's voices being heard in "hard" news:*** While women's views are still least heard in mainstream issues like politics and economic there has been some improvement. For example, women sources in the

Women sources in all countries, GMBS versus the GMMP



political topic category increased from 8% in the GMBS to 14% in the GMMP.

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

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

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

- ***But blatant and more subtle stereotypes abound:*** Both quantitative and qualitative monitoring yielded many examples from the region, as for the rest of the globe, of blatant and more subtle gender stereotyping. As in the global findings, 17% women in Southern Africa are likely to be identified as victims compared to 7% men. The global figures are 19% for women and 8% for men. The proportion of women likely to be identified according to their family status in Southern Africa has doubled from 11% in the GMBS to 22% (higher than the global average of 17%) while that for men has increased from 2% to 6% (also higher than the global average of 5%).

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

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

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

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

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

Way forward

The GMMP 2005 highlighted examples of how, through consulting a wider range of viewpoints balance, fairness as well as fresh perspectives and insight can be brought to such reporting. But there is still a tendency to see gender aware reporting as stories about successful women, rather than seeking out gender angles, perspectives and sources in all beats and stories.

In moving towards a definition of gender aware reporting and suggesting strategies for achieving this the regional analysis of the GMMP 2005 argues that gender awareness will enrich the reporter's perspective and resource base; improve the quality of reporting; appeal to wider audiences as well as contribute to social change. This summit, which makes both the editorial and business case for greater media diversity, is an example of the more sophisticated approach we need to take in advocating gender aware reporting.

There is still a tendency to see gender aware reporting as stories about successful women, rather than seeking out gender angles, perspectives and sources in all beats and stories



Journalist interviewing woman entrepreneur.



MEDIA MONITORING IN SWAZILAND

by Comfort Mabuza
Director
MISA-Swaziland

Synopsis

This paper concerns the media monitoring project that has been initiated by the Media Institute of Southern Africa (MISA) in Swaziland. So far, the monitoring shows a dearth of investigative reporting and in-depth analysis on critical issues. Ethical standards on coverage of human rights issues such as HIV and AIDS, gender-based violence (GBV), poverty and Children's issues (OVC) is weak.

Objectives of the MMP Swaziland project

- To help improve media coverage, promote the best practice, good quality reporting, and promote human rights.
- Identify keys gaps in the media coverage with the view of seeking interventions.
- Monitor adherence to accepted standards of best ethical practice.
- Engage in advocacy and information sharing on key monitoring trends with media, NGO partners, donors and where possible, members of government.
- To work with the media and help develop strategies for improved media performance.
- To assist MISA's mandate of advocacy through its 5 year Strategic Partnership Programme (SPP) aimed at improving media as per MISA ideals and objectives of striving and promotion of professionalism; diversity; pluralism; self-sufficiency and independence.
- To help usher a vibrant media in Swaziland that is ethical and sensitive to the aspirations of democratic principles and good governance.

Background

It is discouraging that people's voices are often not heard. The lack of diversity in media sources is a mockery to good journalism. The marginalisation of certain categories of people by the media, especially women, youth and those living in the rural areas is a great source of concern.

This is part is linked to a lack of skills. According to a recent study, the media is in the hands of novices: *"The State of the newsrooms today is characterized by young journalists come of who occupy top editorial positions. Senior journalists are leaving the profession for greener pastures elsewhere"* (Alec Lushaba, SNAJ's President in Khulumani issue 6).

Another key contextual factor is that editorial independence is not guaranteed in the Swazi media and political interference is the norm. Self-censorship and 'fear' of the status quo tends to give birth to self-censorship and it is a threat to freedom of expression.

Swaziland has a dual system of government and the media is often torn between freedom of expression ideals (*unswazi*) and traditional cultural values (respect for elderly–*inhlonipho*) even when there are violations of human rights and people's freedoms.

Key focus areas

The project identified the following key themes for monitoring:

- Ethical reporting and professionalism.
- Human Rights Violations.
- HIV/AIDS.
- Children and Children's issues including abuse their welfare.

- Gender and gender based violence.
- Poverty.
- Politics.
- Economics.
- Cultural Sensitivities.
- Other themed focus areas.

Initial focus and findings

The initial focus was on the two main newspapers and sister publications Times of Swaziland Group of Newspapers and Swazi Observer Group. These were monitored over the period July 8, 2006 to August 1, 2006. Special topics selected included:

- Child Abuse (Sexual abuse and violence against children).
- Gender (Including abuse/violence as week as news items that related specifically to women and related issues.
- Orphans and Vulnerable Children (OVCs)
- HIV/AIDS-related articles (eight categories)

Key findings include:

- ***Sources:*** 55% of stories relied on a single source. The remainder relied on more than one source but often failed to provide context and verification. There is a strong reliance on speeches, press releases and reports for news stories and there is a tendency to reproduce these in part or in whole without comment from other sources.

- ***Quality of information:*** Few stories gave more than basic context with no reference to the wider consequences, solutions or relevant policies. 85% of stories lacked any context. Most reporting is on events/incidents with very little analysis or discussion on issues.

- ***Ethics:*** Important ethics were rarely upheld; of most concern were the violations of ethics pertaining to children. Other ethics not upheld includes those related to social responsibility, privacy, stereotyping and sensationalism.

Key ethical issues

- **Invasion of privacy:** There is a tendency to see the courts as a source of stories on sexual abuse and domestic violence.

- **Headlines:** Stories pertaining to gender are often sensational and misleading or even false. This must be urgently addressed.

- **Reporting on Children:** In a number of stories, in spite of a child's name being changed, other details clearly revealed his/her identity thus exposing the child to potential trauma or humiliation and it's a serious violation of the child's rights.

- ***Fairness:*** Most stories were not considered fair because of lack of sources, information or failure to uphold ethics.

- ***HIV/AIDS:*** The majority of HIV/AIDS stories consisted of short news pieces. Only 16% featured in the prominent first three pages in a country in which HIV prevalence is said to be at about 42%.

- ***Child abuse:*** It is a cause of concern that majority of such stories were treated as single, isolated incidents without consideration of prevalence, cause or discussion of laws (or lack of laws) pertaining to child abuse.

- ***Trivialisation of issues:*** Despite a high volume of stories on OVCs, child abuse, gender and HIV/AIDS, these stories often failed to underscore the seriousness of the issues.

- ***Language and headlines:*** Swazi media should be extra concerned about the language, pictures and headlines used in communicating the seriousness of the issues, as this tend to weaken the impact of stories or bring about sensationalisation of issues and gender stereotypes.

Conclusions

From our initial monitoring we can draw the following:

- Gender issues, child abuse and HIV/AIDS are still challenging themes. Training of journalists especially at editorial levels is quite critical and cannot be overemphasised.
- A Code of ethics should be developed and adhered to by journalists.
- Use of language in the media that gives birth to gender stereotypes should be discouraged. It kills the fragile gains that we have made.



NAMIBIA SIXTEEN DAYS MEDIA MONITORING PROJECT

by Sarry Xoagus-Eises
GEMSA Namibia Country representative

Synopsis

This case study concerns monitoring of media coverage of the Sixteen Days of Activism on Gender Violence campaign that runs from 25 November, International Women's Day, to 10 December, Human Rights Day. The monitoring showed that while the quantity of media coverage increased, the quality still still needs to be improved.

Objectives

The research sought to:

- Monitor coverage of Gender Based Violence (GBV) during the campaign.
- Hold the media accountable for GBV reportage, including under reporting, stereotyping etc.

Background

In 2005 Namibians joined the international Sixteen Day campaign. The Campaign is used as an organising strategy to:

- Raise awareness about gender-based violence as a human rights issue at the local, national, regional and international levels.
- Strengthen local work around violence against women.
- Establish a clear link between local and international work to end violence against women.
- Provide a forum in which organizers can develop and share new and effective strategies.
- Demonstrate the solidarity of women around the world organizing against violence against women.
- Create tools to pressure governments to implement promises made to eliminate violence against women.

Since 1991, approximately 1,700 organizations in 130 countries have participated in the 16 Days Campaign. All the 14 SADC countries are actively involved in the campaign.

Namibia has enacted many laws for promoting the rights of women and children, but much still needs to be done in the fight against domestic and gender violence in the country. Namibia has witnessed an alarming rise in the statistics of crime, rape of minors, domestic violence and abuse of children.

To highlight violence against women and children, the Namibia chapter of the Gender and Media Southern Africa (GEMSA) Network convened a strategy meeting comprising non-governmental organizations and media practitioners in June 2005 to map out strategies for running a successful campaign.

GEMSA Namibia became the official coordinator of the campaign working with: the Namibia Broadcasting Corporation and Katutura Community Radio; ministries of Gender and Justice, Legal Advice Centre, Parliament Constituency Channel, Radio Cosmos, WAD, Sister Namibia, Girl Child Project, MISA Secretariat and MISA Namibia, NAMWA, Women's Solidarity, LERONGA EPARU, Men for Change, White Ribbon Campaign, Rainbow Project, Polytechnic of Namibia, CCN, NYC, Women and Child Protection Unit, IPPR, City of Windhoek, National Federation of People living disabilities, Political Party Women Representatives and Parliamentary Women's Caucus, SADCPF Gender Unit, and UNESCO, UNICEF, Finish Embassy, Namibia Breweries Limited, Namibia Voices for Development and the City of Windhoek. The media monitoring project constituted one of the several activities during the Sixteen Day campaign.

Highlights of the Namibia 16 day campaign 2005

- Training of IT personnel to help run the campaign (cyber dialogues)
- Official launch of the Campaign
- Making IT work for Gender Justice - in the form of cyber dialogues – all 13 regions participated
- Video Conference linking Namibia with other SADC countries (some) was done in 2004, it was a success story and a first of its kind for Namibia.
- Gender Justice barometer - Media Monitoring project for 16 days
- A magazine on the 16 days against GBV
- E-News Letter on the 16 Days
- Daily news briefs in electronic and print media
- Radio and TV talk shows

Process

UNICEF sponsored the Monitoring Project. Media Tenor carried out the monitoring with GEMSA Namibia. The monitoring during the 2005 campaign covered both print and electronic media over a three month period from October 2005 to January 2006.

Findings

Although the media carried quite a large volume of reports on issues related to violence it provided very little coverage of the campaign itself.

The media frames the issues related to violence as criminal issues, and not as gender-based violence. This is despite the fact that most acts of violence such as murder, rape and physical abuse have a clear gender component. The result is that society is likely to see the country as filled with violence and criminality, rather than the one in which most violent acts are committed against women and children.

The media does not interrogate the issues under-pinning violence...

Reporting on these acts of violence deals more with arrests, court cases and punishments rather with the root causes or consequences. The media does not interrogate the issues under-pinning violence, they merely report on the frequency of violent acts and the events that surround them. Language usage remains problematic; for example survivors are still referred to and portrayed as victims.



Young girls at the traditional Swazi reed dance.

Challenges and way forward

There is need to move away from event and personality driven to issue driven reporting. Our coverage is still dominated by what this or that minister said; not by what people, and especially women and children are experiencing. As Marlene Mungunda, Minister of Gender, Equality and Child Welfare put it: "we need ground breaking reports that illuminate realities in the fight against Gender Based Violence, reports on the plight of the people and instances of pressure on the society."

It has to change the existing media frame to shift from crime reporting to reporting with a gender focus

We hope to use these findings to develop training and other approaches for media managers and practitioners to use. Among the questions we need to ask are:

- How do we use media as an instrument of social change?
- How do we jointly strategise to bring to light the hidden forms of "violence" against women and girls, including mental and emotional abuse?
- How do we develop the attitudes and skills among reporters and editors alike to have the appropriate approach to reporting that will help us tackle this massive problem?
- How do we apply ethical and sympathetic reporting to protect the victims of violence from being further victimised by the public and the media itself?

With regard to the Sixteen Days campaign more broadly, the last two months of the year is not a good time for serious campaigns. Most media turn their attention to the approaching festive season and holidays, and away from the more serious issues. As a result, the media allocates more space to social events at the cost of Campaign issues. In addition, some media (newspapers in particular) close during the days prior to Christmas, and re-open only early in the New Year. Others operate only on skeleton staff. For this period there is little media space available, and what is available is usually filled with trivial and social content. Therefore during this period, campaigns will not receive the coverage that is needed.

What has become apparent to us is that sixteen days is insufficient time to run an effective campaign on gender-based violence. For a campaign of this nature to be more effective it has to be structured with a longer timeframe. It has to change the existing media frame to shift from crime reporting to reporting with a gender focus. This will not happen overnight and much energy will be required. It might also require training of journalists.



Praudia, a survivor, wrote her own story.



REPORTING ON THE ZUMA RAPE TRIAL

by Nonceba Mtwana
Media Monitoring Project

Synopsis

The study is about how the media reported on the trial of the former deputy president of the Southern Africa, Jacob Zuma's rape trial. Charges of rape were laid against Zuma in November 2005 by a complainant who regarded him as her uncle, as her father and Zuma were friends during the struggle years. The complainant said she had a father and daughter relationship with the accused before the incident and she had gone to visit him at his home and decided to
spend the evening on the night of the incident.

Objectives

The MMP decided to monitor the coverage of the trial because of the following reasons:

- The high rates of rape and gender based violence in the country.
- How the judiciary deals with such issues because of low levels of conviction rate.
- Other elements that came out of the trial, such as HIV issues as the complainant was HIV positive.
- Politics involved as the accused is former deputy president of the country and also deputy president of the African National Congress.
- Most importantly how the media translated all the issues mentioned above to the general public.

Brief background

The MMP has undertaken a number of research studies into the representation of gender and gender based violence in the media for a number of years. The findings of the studies necessitate ongoing media monitoring of the issues around gender and engagement with the media for more contextualised and informed reporting. Key facts in this case include:

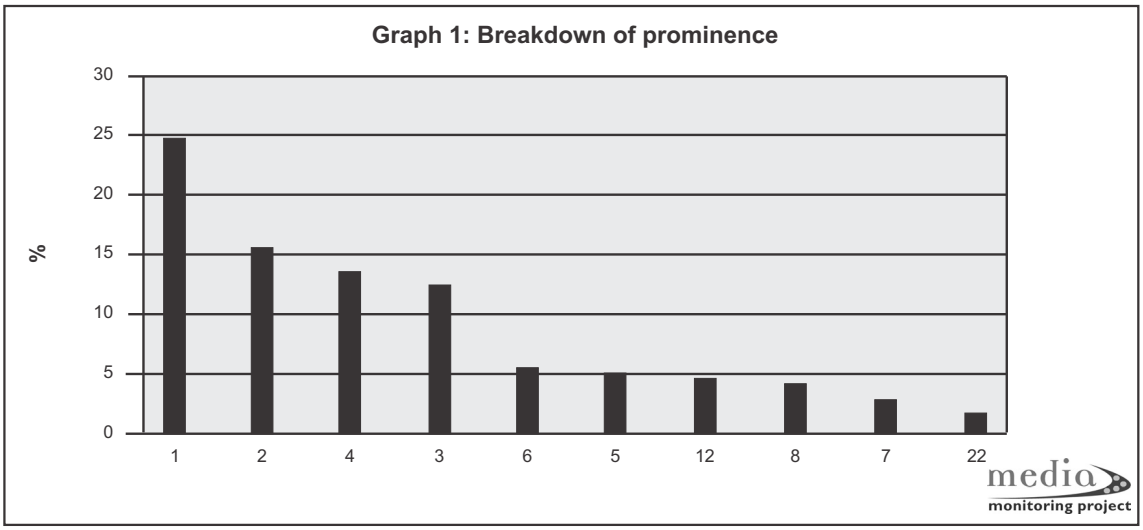
- On 2 November 2005 the former deputy President of South Africa and ANC deputy president was charged with rape;
- The complainant was the child of an exiled ANC member – familial relationship;
- Media reports said that the complainant and accused had a close relationship.
- There are no reliable statistics on rape in South Africa;
- The CSVR quotes a study done by CIET in Johannesburg's southern metro with findings that 8 out of 10 women raped reported to police and 14 of 15 were turned away;
- Some studies claim that one in nine women in South Africa has been raped;
- All agree however that the country has high rates of rape incidents;
- Critical to this case is the Sexual Offences Bill that has still not passed – inexplicably delayed – it would have had material impact on the case.

Process

MMP monitored a total of 17 media print and electronic media houses for four months using a standardised monitoring tool.

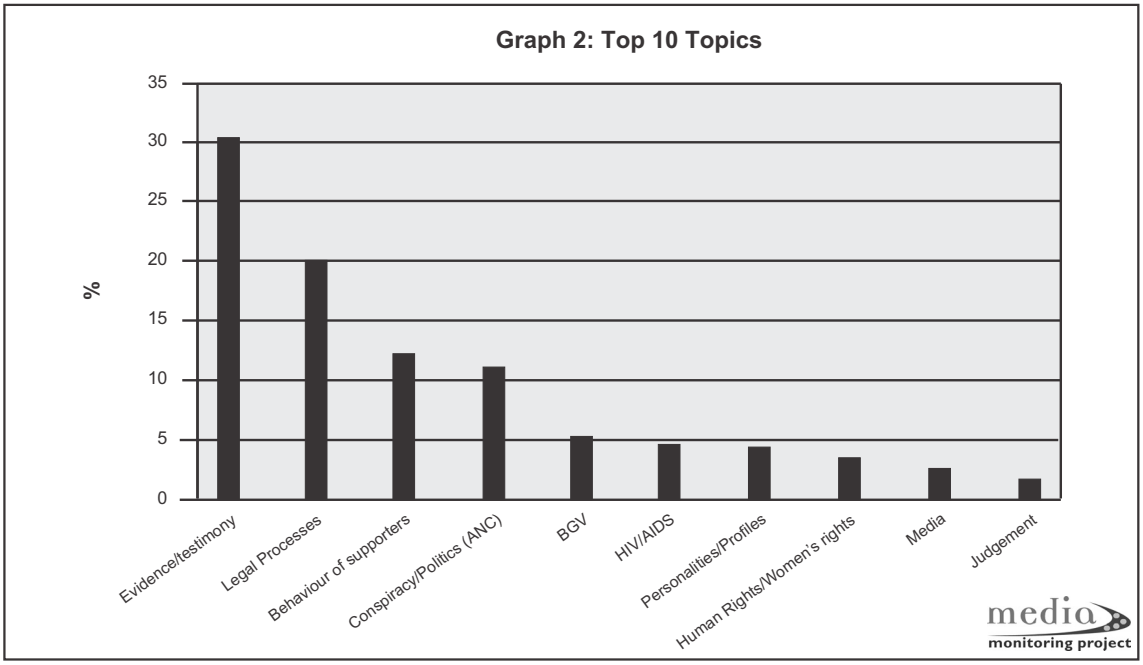
Findings

Prominence



- The case received great prominence;
- 25% of the articles appeared on the first pages of the publicationsmonitored and first news item on TV news;
- Pages 1 – 5 are usually event based reports with analytical articles appearing on the last pages of the news section of the print media.

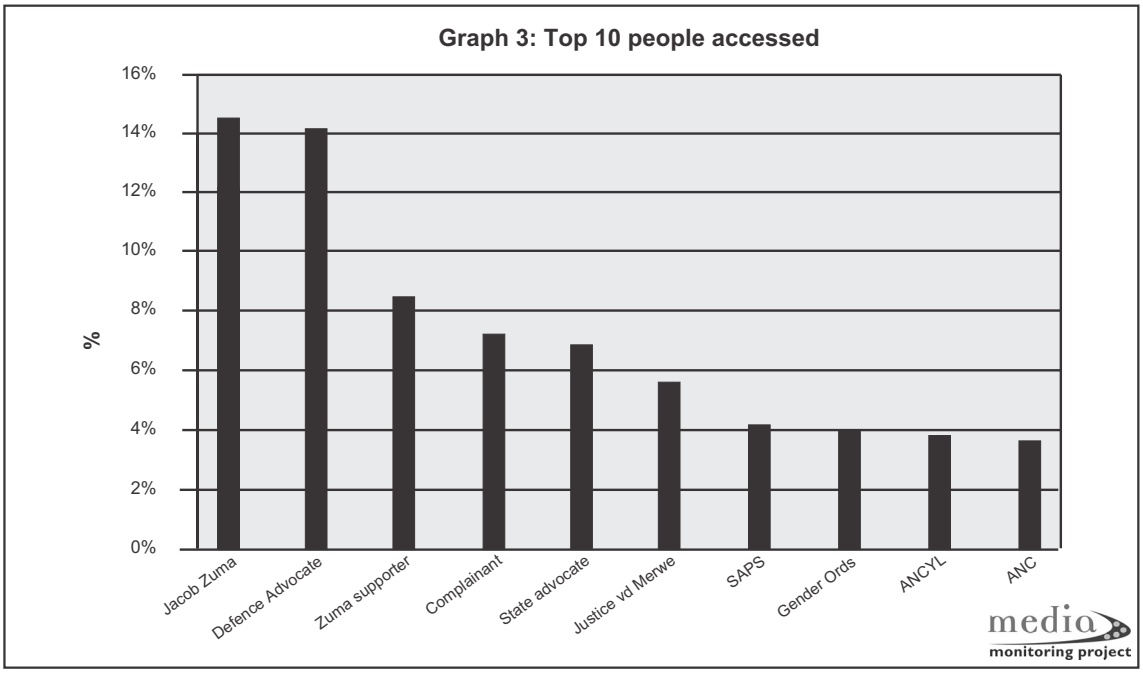
What was the coverage about?



- The coverage focused on the evidence given in court and legal processes with these codes receiving 32% and 19% respectively.
- Other topic codes that came up prominently are the reports on support for both accused and complainant with 12% of the total coverage.
- Articles on the trial that were linked to Zuma's political career received 11% of the coverage. These included articles on the allegations that the trial is part of a political conspiracy against Zuma.
- Issues of gender based violence and rape received between 1% - 5% of coverage across the media.
- These are some of the headlines we were confronted with almost on a daily basis during the trial.



Who spoke?



- Zuma comprised 15% of the total number of sources accessed during the trial, his lawyer 14% and his supporters 8%.
- The complainant and her legal representatives accounted for 7% each and gender organisations for a mere 4% of sources. It is true that the complainants identity had to be protected and that the accused had his own media team. However, the low proportion of activists accessed suggests a clear bias in media coverage. Views of experts in the fields of law and gender issues were seldom sources in the articles monitored, with a few exceptions from some print media.
- The other people that were prominently sourced were the judge 5%; the African National Congress Youth League (ANCYL), ANC, and SAPS at 4% each.

Qualitative analysis

- Nature of coverage: Most media made concerted efforts to report accurately; but there were slippages. Previous research by the MMP, CSVR and Tshwaranang legal advocacy centre show there is a clear lack of essential expertise around reporting on gender based violence.
- Most reports as indicated by the graph on prominence tended to focus on the daily events and lacked analysis and explanation.
- Experts seldom offered context and analysis to flesh out the daily court reporting.
- Issue such as the complaint's previous sexual history being permitted were not critically analysed.
- Advocacy efforts by gender organisations, some inaccurate and biased reporting of these efforts by the friends of the court intervention – generally followed a simplistic line;
- There was generally little analysis and explanation of the justice system itself;
- Dramatic and graphic coverage in some media;
- Issues relating to rape generally received surprisingly low coverage
- The focus in most instances was on the damages done to the accused and his career, with his supporters accessed for comment regularly.
- As a topic code HIV/AIDS received 5% of the total coverage.
- Most of these reports were based on the utterance by the accused that he took a shower after having sex with the complainant.

- These reports were largely dramatic and in most instances lacked analysis and context.

Conclusion

The trial dominated media coverage for four months in South Africa. Sadly, the media missed a range of opportunities to spark critical debates on women's rights; current laws; and societal understanding of gender based violence.

The MMP is engaging with the media practitioners on how to better report on rape trials and the representation of gender based violence in news media.

The Media Monitoring Project has developed a gender-monitoring that can be used by any organisation in any country to monitor coverage of gender. The tool is user friendly and comes with instructions on how to use it. The Media Monitoring Project encourages monitoring of specific coverage such as the Zuma trial as this provides useful data with which to engage the media on current and topical issues.

Sadly, the media missed a range of opportunities to spark critical debates on women's rights; current laws; and societal understanding of gender based violence.



Gender activists protesting outside the courtroom during Jacob Zuma trial.



WHO TALKS ON TALK SHOWS?

by Susan Tolmay
Gender and governance Manager
Gender Links

Synopsis

The purpose of this paper is to share findings of a monitoring exercise that was conducted in four Southern African countries, Lesotho, Malawi, Mauritius and South Africa, during June, July and August 2005. The project was coordinated by Gender Links (GL) in partnership with GEMSA Network partners and assisted by team leaders in the participating countries. The *Mirror on the Media* project aimed to extend quarterly gender and media 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.

Objectives

The monitoring project aimed to:

- Establish the extent to which 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.

Background

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

In 2004, GL developed a three country project to work through gender and media networks in developing quarterly media monitoring reports with a strong emphasis on 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 country 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.

As a follow up to 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.

Radio as a news medium has significant reach into both rural and urban areas that have little other media presence. It 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 broad-casters are to educate, inform and entertain, change mindsets and attitudes and ensure that the voices, opinions and experiences of the whole population are heard.

Some of the key challenges facing radio broad-casters are to educate, inform and entertain

Process

- Each country monitored a minimum of two radio stations, including a mix of public and private media.
- The shows monitored were a mix of 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.



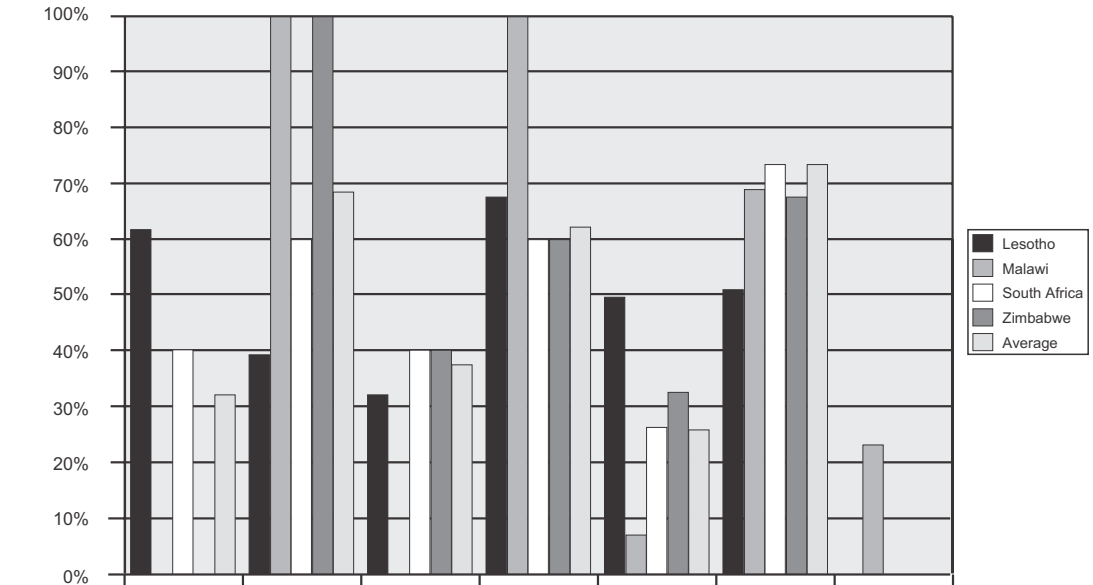
Radio is still the most accessible medium in Southern Africa.

Outputs

The output of the project was a publication entitled, *Who talks on talk shows?* which included the detailed the findings of the research. Some of the key findings include that women make up only 25 % of callers to radio talk shows. On average they constitute only 36% of talk show guests and 32% of hosts.

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 other programmes which women seemed to find intimidating. However, having more women guests did not seem to change the extent to which women called the show. The greatest gender balance with regard to guests also had the lowest proportion of women callers.

Hosts, guests and callers of radio talk shows disaggregated by sex per country



	Hosts		Guests		Callers		
	Female	Male	Female	Male	Female	Male	Unidentified
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%	

But why this absence of women's voices from radio talk shows? Are the hosts "putting women off" so to speak with their attitudes? Are women not interested in calling in and sharing their views? Are the topics selected not interesting to women? And if this is the case, then surely it would make more financial sense for media to diversify topics and redesign shows to cater for the needs of both female and male audiences?

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.

The audience survey conducted as part of the monitoring showed that listeners in all the countries (and especially

women) want to talk about gender equality and women's empowerment. This is supported by the findings of the recent Gender and Media Audience Study in which men cited politics and sports as their favorite news topics, whereas women rated social issues more strongly.

Despite this, 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.

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."*

While this could be a possible reason, the study also found that the attitude of presenters was a factor. While presenters did try 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.

Yet women's participation in talk shows actually affects the quality of the show. 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 interesting debate. For example, a talk show in Zimbabwe in which a male panelist challenged the view of a woman panelist that young women should finish their education before they get married on the grounds that "they may not find a husband" led to a robust debate. In addition, 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 as women are seen by advertisers as playing a decisive role in spending decisions. Growing female audiences are therefore a key commercial imperative for all radio stations.

Outcomes

A number of recommendations arose from the study including:

- 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 men and women 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 and in recognising and challenging gender stereotypes.
- Gender and media activists and networks to work closely with media houses in giving feedback on monitoring; compiling a database of potential women guests and conducting media literacy campaigns to encourage more women to participate in talk shows.
- Media regulatory authorities, as part of licensing conditions, to include a requirement in annual reports by broadcasters on what they have done to advance gender equality through all their programming, including talk shows.

While presenters did try to be fair, women guests and callers were sometimes addressed in patronising and demeaning ways

Challenges and way forward

- The Gender and Media 2006 Awards include a category on the radio talk shows that does the most to encourage women's participation and provoke debate on critical gender issues.
- *Mirror on the Media* should conduct a further study on what prevents women from participating more actively in talk shows to further guide all these initiatives.
- *Mirror on the Media* should extend its monitoring other media genres including entertainment and advertising.

Replication

This process could easily be replicated both in the countries involved and within the region. And whilst media monitoring doesn't require a very large budget, some

financial and human resources are required for the project to be successful.

The equipment required for such a monitoring exercise includes radio-cassette recorders and cassette tapes for each of the shows monitored. Participants wanting to conduct this type of monitoring can make use of the monitoring forms and methodology that Gender Links developed. Other requirements include access to computer equipment and a working knowledge of Excel.

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



The media should develop strategies to increase women's participation.

MEDIA ACTIVISM



SUMMARY

Objectives

This session aimed to:

- Share innovative campaign strategies being used by gender and media networks in the region.
- Illustrate how the Sixteen Days campaign is gaining depth through the development of National Action Plans around which campaigns are focused.
- Identify key priorities and strategies going forward.

Background

Gender and media advocacy campaigns in the region have put gender on the agenda. Campaigns have helped to grow GEMSA and forge partnerships with a broad range of organisations in-country and regionally. These include:

- A region-wide Sixteen Days campaign with the cyber dialogues in eight different languages.
- A campaign to raise awareness and initiate policy development processes on unpaid care work under the banner *Making care work count*.
- Pilot projects initiated by GL and GEMAS to move the Sixteen days campaign from awareness raising only to ongoing action during the year.
- The SADC and Gender campaign focusing on the elevation of the SADC Declaration on Gender and Development to a protocol.

Main points raised in the discussion

- From campaign to action plan, we need to ask ourselves whether we are lobbyists or activists, whom to affiliate with and how to do it. There is a need to develop manuals to use in these kinds of long term processes.
- We need to acknowledge and look at the type of environments that we live in, the type of governments that we have, when thinking of engaging with government stakeholders. Although we can refer to how other countries have gone through the process, we cannot necessarily duplicate these processes. As organisations within each country we have to draw up strategies on how best to work with our governments, based on the local realities.

Key action points

- Strengthening relationships between government and civil society members to ensure meaningful participation.
- Increase and re-enforce capacity of organisations around lobbying and advocacy.
- Multi-sectoral approaches.
- Best practice and documentation sharing.



"WATCHING THE WATCHDOGS" - GENDER AND MEDIA LITERACY

by Rochelle Renere Davidson
Researcher
Gender Links

Synopsis

"Media Literacy is the ability to read and analyse images and implicit messages in all types of media content. Being media literate is the first step to understanding media and to becoming an active media consumer" (Media Watch, www.mediawatch.ca/media).

GL launched the first ever gender and media literacy course in mid August 2006 on a pilot basis in Johannesburg using a manual called "Watching the watchdogs" developed with the support of the Open Society Foundation for South Africa.

Background

The gender and media literacy course is based on the general principles of media literacy: that any citizen in today's information era needs to know not just how to read, count and write but also how to interpret what they are told by the media. The toolkit draws from research and training material developed over a number of years on gender and the Southern African media.

The kit consists of a binder, "core" exercises and notes. The modules allow for maximum participation and creativity on the part of learners, as well as adaptation to local circumstances. The binder format allows participants at whatever level or in whichever location to add to the basic texts their own collection of material based on the numerous exercises and assignments.

The materials also take account of the Outcomes Based Education (OBE) and discussions have been initiated with the Ministry of Education incorporate these materials into media education as part of a civic education curriculum being developed for implementation in South Africa in 2010.

Objectives

The primary objective is to use media literacy to create a more active citizenry and to shift the power from producers of media to the consumers. The gender and media literacy toolkit aims at making the experience enjoyable as well as enlightening. It is important that each participant complete the course with the understanding of core concepts, including: all media messages are constructed; different people experience the same message differently (which is why the gender lens is so critical); media have particular points of view while remaining a heterogeneous body; and most media messages/images are organised to sell and to make a profit.



Media literacy should start at school level

Learning to be gained

SKILLS	KNOWLEDGE	ATTITUDES
Critical skills	Monitoring and evaluation with Gender analysis of media.	Analytical l- how to watch the watchdogs.
Contextual Knowledge	To be able to make judgments about whether what we see, read, or hear is correct.	Perceptiveness - a new way of seeing.
Wider viewing experience	Increasing awareness of media mediums that are accessible.	Information is power.
Opportunities for creative activities	Information and tools on how engage with media and even create own media.	Assertiveness - taking action and becoming active.

Targets

The toolkit is designed to be accessible to the general public and anyone who is interested in understanding the media from a gender perspective. GL advertised the course to the general public through newspapers and the Gender Links listserv. The adverts attracted close to 50 'expressions of interests.' We had to cut this list down to 25 participants because of the capacity. There was a minimum requirement of Standard 7/Grade 9 education.

There are other critical target groups that have been identified for expansion of the programme including:

- Schools are introducing Life Orientation learning as part of curricula and a gender lens on the media will help enrich such programmes and Southern African school systems. It is important to get young people to start thinking critically about gender and the media from an early age.
- Women decision-makers are also a critical target; the number of women in the political realm of society has increased significantly in the last few years. This toolkit can create greater awareness on their part and also give them useful tools of how to engage the media meaningfully and effectively as a decision-maker.
- Gender and media networks (for example members of the Gender and Media Southern Africa (GEMSA) Network around the region, to increase their gender and media literacy levels, as well as to strengthen the advocacy efforts. The networks are especially targeted for training of trainer courses.

Process

A course outline guided the process. Each module was conducted Wednesday evenings from 17:00 - 19:00 for ten weeks. One module, creating your own media, took place over a full day. In all, the course amounted to 28 hours.

The 25 participants represented a broad cross section of society with regard to race, language, nationality, education levels, careers, age and sex. They consisted of students, NGO activists, artists, home-makers, a geologist, construction engineer etc. Women constituted about two thirds and men one third of the participants. Education levels ranged from just below matric/grade 12 to a PhD.

Trainers included the staff of Gender Links; of the Gender and Media Southern Africa Network (GEMSA) and experts from the field including the former director of the Media Diversity and Development Authority (MDDA). Participants received their certificates at the second Gender and Media Summit.

Outputs

- Monitoring skills: quantitative and qualitative

The following table below is an example of how participants monitored images in different media and then compiled their results:

FINDING WOMEN AND MEN IN THE NEWS

PUBLICATION	No. of images men	No. of images men	Total	% Images women	Roles	% Images men	Roles
STAR	12	38	50	24	victims, hairstylist, mothers, singer, warrior	76	judges, clerks, sports, lawyers,
Pretoria News	12	23	35	34.3	dancer, entertainer, business woman, victim	65.7	BEE business men, lawyers, entertainment,
Business Day (Weekender)	9	112	121	7.4	sportfans, activists, politicians, students	92.6	sportsfans, business, entertainers
Mail and Guardian (special edition June 16)	73	87	160	45.6	educator, activist, politicians, student, business,	54.4	athletes, politicians, activists, business
Public Eye (Lesotho)	20	87	107	18.7	President of Ireland, reporters, minister of Sport, politicians,	81.3	Ministers/politicians, musicians, soccer fans, business
Mail and Guardian	63	142	205	30.7	care-givers, directors, entertainer, politician, business	69.3	politicians, business men, leaders,
Sowetan	35	75	110	31.8	singer, mother, business, blacklisted SACP, victim	68.2	soccer players, hijackers, blacklisted SACP,
City Press	5	17	22	22.7	actress, family friend, victim,	77.3	senior politicians, soccer players, business
TOTAL	229	581	810	**28.3**		**71.7**	

- Writing up case studies for the GL Virtual Resource Centre (VRC)
- IT for media advocacy skills:
  - Excel spreadsheet - to input findings from monitoring exercises
  - Publisher: to make pamphlets, action alerts, newsletters
  - The Internet: listservs, Yahoo! Groups, Cyber Dialogues
  - Writing skills:
  - Writing an opinion piece for the GL Opinion and Commentary Service
  - Write a press release
- Give feedback to the media:
  - Writing a letter to the media
  - Calling into a radio talk shows
- Engaging with a regulatory authority by writing a letter of complaint.

Outcomes

The following are some of the comments made by participants in their evaluation of the course:

- I would encourage more such workshops and expansion of this course. I would like to get more information about gender equality in the media.

- I am currently studying journalism and I am proud to say you have played a part in my life and understanding the media. I was the youngest in a class … and my understanding of media and gender has grown in a very short space of time.

- The sessions where we focused on the skill of media monitoring were very useful as I felt I walked away with a practical skill. I also enjoyed the module where

we learned about writing into print media because it is something I have often wanted to do but I now feel more empowered to do so.

- Module 2 [Where are women and men in the news?] was a real eye opener, and I am glad I was exposed to that sort of information.

- For me all the sessions were very useful, stimulating and unique. The first session was very informative as I was not media and gender literate, it made me more aware of the things I used to overlook in terms of gender stereotypes which the media portrays. Although at times I feel like I am being paranoid.

- My favorite session was [Module 4: Visual literacy]. I enjoyed it because it was about interrogating and challenging societal 'truths'…'c9 I also found module 9 [Making your own media] very empowering. The fact that at the end of the session I could say now I can produce a newsletter as well as participate in a cyber dialogue was satisfying.

Challenges and way forward

Time proved to be the greatest challenge of this pilot course. This affected the facilitation and coordination of each module. The amount of information in each module may be overwhelming for some participants. It is advisable to know what each module entails and possibly teach one module in more than one session. A case in point is the media monitoring exercises. It is suggested that workshops be done during the weekends or for students possibly during school holidays to ensure effective learning.

Replication

The toolkit was designed to be used in various educational platforms. There will be a training of trainers following the GEM Summit from the 10-13 September. These prospective trainers come from across the region and are media practitioners, media and gender analysts and educationists. The TOT aims to introduce the toolkit to facilitators across Southern Africa so that they may begin training in their communities, organisations and schools.



The media must show women in their diverse roles.



SADC AND GENDER CAMPAIGN

by Lois Lunga,
Executive Director
Member of the SADC Gender Protocol Task Team
SAFAIDS

Synopsis

This case study concerns the campaign by civil society organisations to get the SADC target for women in decision-making increased from 30 to 50% and to get the SADC Declaration on Gender and Development elevated to a Protocol. The campaign demonstrates the power of collective action; value of action-oriented research; and the impact that civil society organisations are having in the region in advancing the gender agenda.

Background

The campaign grew out of an audit conducted by a consortium of regional NGOs on the SADC Declaration on Gender and Development in 2005, the tenth anniversary of the Fourth World Conference on Women. The audit revealed many gaps:

- Only three countries, Mozambique, South Africa and Tanzania have achieved the minimum 30% target for women in parliament.
- Laws, systems and services for addressing gender violence are inadequate. New forms of gender violence, such as trafficking, are on the rise.
- There are contradictions between customary law and modern codified law when it comes to women's rights and these contradictions are not addressed in most Constitutions.
- HIV/AIDS, the pandemic which more than any other has preyed on the gender disparities in the region, is negating positive gains made.
- In most countries, poverty is on the rise and increasingly has a feminine face.
- While there has been some progress in raising awareness and challenging gender stereotypes in the media and popular culture, as well as engaging men as partners, the battle to change mindsets is still far from won.
- Effective implementation, monitoring and evaluation of gender policies, programmes and activities continue to elude those charged with the responsibility of accounting to the public as the gap between policy and practice seems to widen.

The overview of the audit - "Rationale for a Protocol on Accelerating Gender Equality in SADC"- makes the argument that there is need to elevate the Declaration to a Protocol, the most binding of the SADC legal instruments.

GL, MISA and the SADC Congress of NGOs (SADC-CNGO) organised a full day meeting on gender as part of the Civil Society Forum that took place ahead of the Heads of State Summit in 2005. This led to a number of recommendations for incorporation into the draft protocol. In addition, an online petition was circulated the Civil Society Forum. Some 115 organisations and individuals signed the petition to a) have the Declaration elevated to a Protocol and b) to have the 30% target for women in decision-making raised to 50%. These were handed to the Prime Minister of Mauritius during the summit.

The "spirited gender equality campaign" as the media called it attracted considerable publicity, including two prime time TV slots on the eve of the summit. Partners also ran cyber dialogues for two days on the various themes that enabled those not able to come to the summit to participate.

Partners took the campaign forward at the Heads of State Summit in Maseru in 2006 by collaborating in the production of a newspaper insert (carried by Public Eye

in Maseru) making the case for why stronger commitment is needed for advancing gender equality.

Outputs

- The sector audit reports two of which (on the media and decision- making) have been published in booklet format.
- Fact sheets and media folders.
- Summaries of the cyber dialogues.
- The newspaper supplement carried by Public Eye.

Outcomes

Target for women in decision making increased to 50%: In an important breakthrough for the region, Heads of State (who had side stepped this issue at their previous summit) endorsed the AU position of 50% women in decision-making when they met in Gaborone in 2005. However, they decided that further consultation
Protocol.

This (Protocol) sub regional instrument is unique in that it brings together and enhances all the existing international and regional commitments to gender equality

The Southern Africa Gender Protocol Alliance: In a side meeting during the Gaborone Summit, the ten NGOs that worked together in the campaign formed an Alliance for taking forward the campaign. The NGOS are: Gender Links, the Gender and Media Southern Africa Network (GEMSA), CREDO, the Media Institute of Southern Africa (MISA), SAFAIDS, SARDC/ WIDSAA, Women in Law in Development in Africa (WILDAF), WLSA, and Women in Politics Support Unit (WIPSU), the Zimbabwe Women's Resource Centre (ZWCRN) and the Women Land and Water Rights in Southern Africa (WLWRSA). Partners nominated Gender Links to serve as coordinator and secretariat of the Alliance for the time being.

The Gender Protocol Task Team: The SADC Gender Unit has since formed a task team with government and civil society representatives chosen from the Alliance to develop legal drafting notes for the Protocol and take the process forward. GEMSA and SAFAIDS are represented on the task team through their chairperson and executive director respectively. The task team met twice in 2006 and has developed a draft of the Protocol that gender ministers considered in late 2006.

Way forward

In country consultations will take place during 2007 with a view to the Protocol being presented and adopted by Heads of State in 2007. The Alliance will play an important role in lobbying efforts and also in popularising the Protocol once it has been adopted. This sub regional instrument is unique in that it brings together and enhances all the existing international and regional commitments to gender equality. The draft contains ground breaking provisions, such as the fact that every constitution in the region should have specific provisions for advancing gender equality. HIV and AIDS is comprehensively addressed, as is gender violence.

As in the case of any SADC protocol, the Gender and Development Protocol will be accompanied by a reporting framework. This will offer NGOs and the media a powerful tool for holding governments in the region accountable for advancing gender equality.



NAMIBIA'S 50/50 CAMPAIGN

Rachel J. Freeman
Namibian Voices for Development
GEMSA Namibia

Synopsis

This paper traces Namibia's 50/50 campaign over the last decade. The campaign is an example of collaborative efforts by gender NGOs at national level that has gained momentum and is yielding results on the ground with ever increasing numbers of women in different areas of decision-making in Namibia.

Objectives

- The Namibian Women's Manifesto aims to urge voters to consider issues that are important to women and children when voting for a candidate or party for elections at all three levels of government.
- Mobilise women as 55% of the Namibian electorate to actively participate in all aspects of the elections.
- Lobby political parties to include at least 50% women candidates on party lists for elections and alternate women and men on the lists.
- Call on the President to increase the number of women in government.
- Raise awareness about gender issues and generate support for women's concerns in NGOs and civil society.
- Persuade political parties and the government to prioritise the interests of women and children in policy development and implementation.
- Monitor and evaluate progress in women's advancement in the above areas.



Namibia is a mixed bag when it comes to women's participation in decision-making. On the one hand, thanks to legislation obliging all parties to have at least 30% women on their lists in the local elections that are conducted on a PR basis (and in which the ruling South West African Peoples Organisation has exceeded the quota) Namibia has over 40% women in local government. But there are no quotas at national level, where women comprise about a quarter of MPs. At regional level, where elections are conducted on a constituency basis, and there are no quotas, women's representation is even lower.

Process

- Development of the Namibian Women's Manifesto Network via research that was conducted on Women's political participation.
- Public awareness raising campaigns.
- Development of posters, pamphlets and booklets on the Namibian Women's Manifesto Network
- Distribution of campaign materials
- Media campaigns.
- Different Campaigns on Women and Men in Government, Engendering Local Government, Engendering the Regional Authorities and National Assembly elections.
- Training of trainers.
- Community-based workshops in different towns and villages.
- Developing 50/50 Bill.
- Advocacy and lobbying campaigns on the 50/50 Bill
- Meetings nationally with political leaders and Parliamentary standing committees to introduce our demands and ensure media coverage.
- Networking with different stakeholders, including government, civil society, NGOs, FBOs, CBOs.
- Handing over of different petitions on different issues.
- Rallies to lobby for support of the Namibian Women's Manifesto Networks agenda.
- Form part of global 50/50campaign: '50/50 by 2005 Get the Balance right!' launched in June 2000 in New York.
- Action research conducted on the impact of the 50/50 campaign at national and local levels, 2002.

Phase I: Getting started

In 1998 Sister Namibia conducted research on women's political participation in Namibia and in March 1999, the findings were presented at a workshop. At that workshop, Sister Namibia was given the mandate by women from government and various NGOs to take the lead in promoting "zebra-style" candidate lists for the year-end National Assembly elections.

As the then National Co-ordinator of the Namibian Women's Manifesto on the 50/50 Campaign for Women's Equal Political Representation, we developed a booklet and published the Manifesto in seven local Namibian languages and conducted Training-of Trainers workshops for women leaders from Namibia's 13 political regions. These women then conducted local workshops to raise awareness on women's political and other rights.

The response was overwhelming - workshop participants took the Manifesto as their own and used it to voice their concerns. Thousands of women realised they had equal rights to men. The Namibian Women's Manifesto thus served as a much-needed tool in the struggle to restore women's dignity after decades of apartheid and patriarchal rule.

We agreed to continue the campaign in the following years, calling ourselves the Namibian Women's Manifesto Network (NWMN). Sister Namibia was mandated to lead the NWMN for the next three years.

Phase 2: (2000) The 50/50 Campaign: Women and Men in Government - Get the Balance Right!

This phase focused on raising broad awareness on the need to increase women's participation in politics and decision-making. We published a pamphlet and two posters, calling on political parties to include 50% women candidates on "zebra" party lists for all future elections and lobbied parliament to amend the electoral laws to bring about gender balance in elected positions at all three levels of government.

We held two national training-of-trainers workshops for the regional facilitators of the NWMN. These women then conducted workshops in 22 towns and villages

country wide. We held meetings nationally with political leaders and parliamentary standing committees to introduce our demands and ensured media coverage of our activities.

We collected more than 2500 petition signatures calling for laws placing women in 50% of all elected government positions, which we handed to the Speaker of the National Assembly after a march to parliament. We became part of the global campaign "50/50 by 2005: Get the Balance Right!", launched by NGOs in New York in June 2000, parallel to the United Nations review of the Implementation of the Beijing Platform for Action. So far 220 groups and organizations in over 60 countries worldwide have joined this campaign.

Phase 3 (2001-2) Developing and Mobilising support for the 50/50 Bill

During this phase we strengthened our call for parliament to adopt the necessary amendments to the electoral acts to provide for gender balance in government. The NWMN commissioned Dianne Hubbard of the Legal Assistance Centre in Namibia to conduct research on 50/50 Options for Namibia. The National facilitators then conducted local workshops in 39 towns and villages to gauge support for the 50/50 demands for which wide agreement was voiced.

We also commissioned a member with a legal background to develop a "Layperson's Draft" (called the 50/50 Bill) amending the Namibian electoral acts to ensure this gender balance. We collaboratively developed a pamphlet containing a simplified version of our demands, translated into six local languages. Members of 34 NGOs publicly documented their support for the demands made in the pamphlet. The facilitators conducted a second round of workshops in 50 towns and villages on the contents of the pamphlet and the 50/50 Bill. To lobby support, they visited schools, churches, local NGOs, Government representatives and community leaders.

During this phase we also conducted action research on the impact of the campaign at the national and local levels and presented our findings to an international conference on Gender, Citizenship and Governance held in Kerala, India in October 2002.

Phase 4 (2003): Engendering Local Government - Strengthening communities through the participation of women

In 2003 the NWMN began its focus on local government in preparation for the Local Authority elections in May 2004. We distributed two posters, a pamphlet and a T-shirt advocating gender-balanced "zebra" party lists and gender policies for local government.

... local authorities... should play a crucial role in working with communities

At our workshops we raised awareness that local authorities, being the sphere of government closest to communities, should play a crucial role in working with communities to create sustainable human settlements providing a decent quality of life and holistically meeting people's social, economic and material needs. We advocated that local authorities should be the actors implementing on the ground the National Gender Policy, the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW) and the Beijing Platform for Action. We said that all political parties should include our 'gender agenda' in their party manifestos. We used this campaign to strengthen networking between NGOs and to build coalitions on the issue of gender and democracy.

At SADC level, we invited a member of the Gender Advocacy Project - an NGO dealing with women and local governments in South Africa - to share working experience with Namibian NGOs. In the 2004 Local Authority elections, 45% women were elected country wide. We believe our campaign to have played a major role in this development.

Phase 5 (2004): Engendering the Regional Authorities and National Assembly elections

The campaign focused on the regional authorities and National Assembly elections which were conducted November 2004. We developed a pamphlet and to posters and have revised the Namibian Women's Manifesto. We intended to use these tools to lobby political parties and the electorate to get the gender balance right and to take up the electorate to get the balance right and to take up the concerns of women as election issues.

The revised Namibian Women's Manifesto is serving as a tool to guide us in holding Local Councils, Regional Councils, National Assembly and National Council accountable to women.

Outputs

- Booklets on the Namibian Women's Manifesto.
- Different newspaper articles.
- Coverage of campaigns in Sister Namibia magazine
- Posters and pamphlets on different phases of the campaign.
- 50/50 Bill.
- Research findings.
- Development, drafts and acknowledge legislations, protecting the rights of Women and Children.

Outcomes

The steady progress at local level where women now constitute 43.3% of councilors shows that legislated quotas are the most reliable tool for ensuring women's increased participation in decision-making.

...legislated quotas are the most reliable tool for ensuring women's increased participation in decision-making.

At the national level, Namibia still only has 18 women in the 72-seat National Assembly, the same as in 1999 elections. Women representation thus remains at 25%.

At regional level, the campaign succeeded in increasing women's representation from to 12 of 107 constituencies or 11.2% (up from 6% before). This has doubled the number of women in our regional councils. But it is still a far cry from the minimum of 30% agreed by SADC governments to be achieved by 2005 (since increased to 50% after the Heads of State summit in Gaborone in 2005).

Challenges and way forward

Namibia generally enjoys political and social stability as a multi-party democracy based on the rule of law and regular elections at national, regional and local levels. However after 16 years of independence, women's participation in the democratic political process is still far from equal to that of men.

While women constitute 51% of the Namibian population, women in Namibia are still under-represented at every level of government, particularly at the national and regional levels. Women's representation ranges from 11.2% at regional level to 43.4% at local level. And at national level we literally missed the opportunity of achieving the 30% target in the 2004 elections by not adopting quotas. Indeed the inconsistency between the different levels raises concerns about the coherence of government strategy and whether it is indeed committed to the SADC targets.

Fundamentally, we have three electoral and quota systems in operation for the different spheres of government. Local level elections are run on a proportional representation basis and political parties are obliged by law to have at least 30% women evenly distributed throughout their party lists so that they stand a chance of winning.

National Assembly elections are run on a proportional Representation basis, but there is no legislated requirement for women's representation. The president has the option of appointing six MPs and in the 2004 elections could have used this to achieve the 30% target for women but he failed to do so. Regional elections in Namibia are based on the constituency system and there is no legal or voluntarily quota in place for these elections. Only 12 women made it amongst the 107 persons elected to fill seats on the 13 regional councils. Three of 13 regional governors are women.

Although the NWM Network which represents more than 30 NGOs as well as women's groups in more than 30 towns and villages across Namibia drafted the 50/50 Bill for gender balance at all three levels of government in 2001 and petitioned parliament to adopt it, the bill was rejected by the Parliamentary Standing committee on Legal and Governmental Affairs on technical grounds.

SADC's latest position should put governments like Namibia under the spotlight and strengthen the hand of the 50/50 campaign. We need to seize the opportunity of elections in 2009 to mobilise women as candidates, as voters and as a formidable women's movement which monitors commitments made by governments. What would be the pre-requisites for doing so? Yes, of course. This case study is part of the exchange of best practices that should be ongoing.



FROM A CAMPAIGN TO AN ACTION PLAN

by Janine Moolman
Media manager, Women'sNet
Former assistant director, Gender Links
South Africa country representative, GEMSA

Synopsis

From 3-5 May 2006, approximately 260 people gathered at a conference in Benoni, Johannesburg to develop a plan of action to address the high levels of violence against women and children in South Africa. What emerged from the watershed conference was consensus on the need to deepen and strengthen our activism to end gender violence and indeed, to extend the 16 Days of Activism to 365 days of action.

The outcomes documents, the Kopanong Declaration and the National Action Plan to End Violence Against Women and Children provide the tools with which to do this. These far-reaching documents build on the richness of the activism already being undertaken in South Africa by proposing a set of targets, indicators and timeframes through which monitor the impact of interventions addressing violence against women and children (by both government and civil society).

Objectives

To adopt a National Action Plan for Ending Gender Violence including an Anti Rape strategy through:

- Identification of short term actions that stakeholders will commit to undertaking this year within the framework of a longer term strategy to end gender violence;
- Agreeing on indicators and a score card that will be used as the basis for benchmarking progress during report back sessions in the 2006 Sixteen Day campaign.
- Creating mechanisms to ensure co-ordination and sustained momentum.
- Ensuring that all sectors of society (government, civil society and the private sector) are held accountable for the commitments they make.

Targets

In total, 264 delegates attended the conference. Participants included representatives from:

- National, provincial and local government
- The legislature.
- The judiciary.
- Chapter Nine Institutions.
- Civil society - trade unions, Non Governmental Organisations (NGOs), Community Based Organisations (CBOs), Faith Based Organisations (FBOs).
- The arts and sports community.
- Traditional leaders.
- The media.
- The private sector.
- Donors.
- The United Nations .

Background

Convened by the Sexual Offences and Community Affairs (SOCA) Unit of the National Prosecuting Authority, UNICEF and Gender Links the National Action Plan to end Violence Against Women and Children aimed to adopt and implement a comprehensive, multi-sector strategy and plan for ending violence against women and children.

The approach was informed by evidence from across the world which suggests that efforts to reduce levels of gender violence are more likely to be successful if they are collaborative, inter-sectoral, and involve a range of stakeholders including government structures and civil society. This is because gender violence is a societal problem and as such requires a wide-ranging societal response.

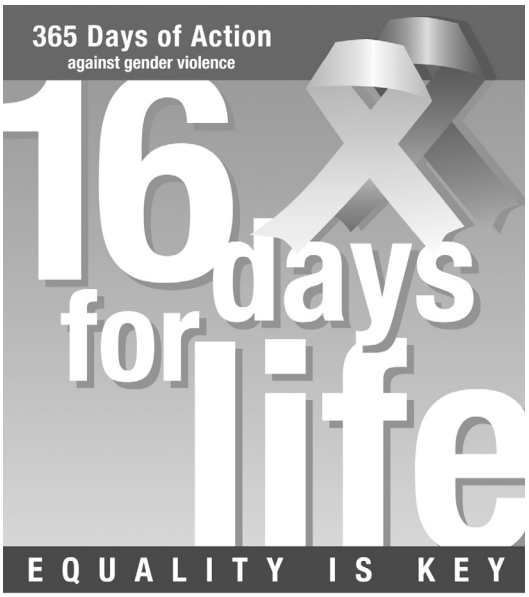
Process

A planning team – consisting of representatives from government and civil society - was established to develop plans and assist with implementation. The planning team also undertook to involve key strategic partners whose participation was essential for the conference to be a success. These included the GCIS, Department of Provincial and Local Government, the national gender machinery, government departments, UN Agencies and various civil society organisations.

The National Action Plan was developed and refined through intensive working groups, the majority of which were chaired by individual Deputy Ministers

The conference benefited from a high level of political support, evidenced by the Deputy President's keynote address in the opening ceremony as well as the participation of seven Deputy Ministers in the conference deliberations. This included the Ministers of Justice and Constitutional Development, Health, Arts and Culture, Social Development, Communications, Safety and Security and Local and Provincial Government.

While every effort was made to consult as widely as possible, there was concern expressed by a group of NGOs over what they felt was "limited consultation in the run-up to the National Action Plan". A statement, outlining their support for the National Action Plan, as well as their concerns, was presented in the plenary session on the second day of the conference.



The National Action Plan was developed and refined through intensive working groups, the majority of which were chaired by individual Deputy Ministers. Two facilitators (representing government and civil society) worked with delegates in each group to identify three strategic objectives and three priority actions. These were decided on through a process of debate and consensus.

The action points and rich discussion during the working groups were then used to draft the Kopanong Declaration to which delegates committed themselves on the second and final day of the conference.

Outputs

The Kopanong Declaration which proposes to extend the Sixteen Days of Activism to a year-long campaign: The declaration recommits delegates at the conference to provisions contained in the South African constitution including the equality clause, the right to human dignity amongst others. Delegates made a commitment to "… collective resource mobilisation to ensure that these actions are taken. We will hold each other mutually accountable for the actions we have pledged to ensure that every woman and child in our nation is able to enjoy the rights to which they are entitled by our Constitution." The commitment of both government and civil society to the principles of the Declaration is an important step forward in efforts towards ending gender violence.

The Action Plan to End Violence Against Women and Children: The Action Plan outlines key priority actions to be taken across 10 thematic areas to address violence against women and children in South Africa. It includes targets, indicators and timeframes to begin measuring the response to and impact of interventions to address violence against women and children.

The National Action Plan Task Team: The task team consists of delegates from the conference, including the conference conveners, who were nominated during the working group sessions. Members include Gender Links and the SOCA Unit of the NPA as well as the national gender machinery and key women's organisations with a national presence.

The task team is currently developing a set of concrete short, medium and long term targets and indicators of success (based on the action plan), which it is hoped will be launched during the 16 Days of Activism in 2006.

Significantly, UNICEF has continued its support of the process and is assisting with the establishment of a Programme Management Unit which will oversee the programmatic, technical and administrative functions related to implementing. The Task Team will support and give guidance to this structure.

Outcomes

- ***A coordinated inter-sectoral approach to addressing the levels of violence against women and children in South Africa:*** The National Action Plan conference and associated processes has the potential to ensure a more coordinated approach to addressing violence against women and children. It responds directly to oft-cited criticism that organisations within the gender violence sector operate in isolation from each other and as such a great deal of duplication takes place. The potential for meaningful coordination extends to projects and programmes undertaken by government departments and civil society. The work of the Task Team and Programme Management Unit will also assist in the sharing of information regarding the existence of existing and planned programmes which other structures can support.

- ***Strengthened relationships between stakeholders working in the gender justice sector including between government and civil society structures:*** The conference provided the space for delegates - from government and civil society - with similar interests to debate and network with each other. Relationships that would not necessarily have been formed were begun in an environment that encouraged the exchange of information and supported the formation of partnerships.

- ***Concrete, high-level, and visible political support for addressing gender violence:*** While addressing gender violence has been firmly placed on the political agenda, sustained and visible efforts by governments to address the epidemic have not always been evident. This has led to criticism from civil society structures who argue that government is not taking gender violence seriously. The high level political support and participation is evidence of government's commitment. The participation of Deputy Ministers in the working groups also provided the opportunity for a more engaging and personal dialogue between NGOs and government. This helped to deepen the understandings of the nature of governments programme as well as to shed light on and emphasise the critical work that NGOs are undertaking, often without government support. Government's in principle commitment to the National Action Plan is also an important step forward in terms of being able to measure the impact of projects undertaken and supported by various government departments.

Relationships that would not necessarily have been formed were begun in an environment that encouraged the exchange of information and supported the formation of partnerships.

- ***The potential to deepen the lobbying and advocacy and as such the impact of the 16 Days of Activism Campaign:*** The development and publicising of national targets and indicators of success means that we will be able to hold both government and civil society organisations more accountable for the work they are undertaking. Agreement on a set of short, medium and long term priorities and targets will result in the campaign, in addition to raising awareness about violence against women and women, being a period in which we can take stock of the progress made and challenges experienced during the course of the year. This annual "check up" will result interventions being evaluated and refined on an annual basis, resulting in a more nuanced and effective response to gender violence.

.

Conclusions

The conference was the first step in a long term project to reduce the levels of and eventually eliminate violence against women and children. However, judging from the responses of participants, and the momentum that has continued post-conference, it certainly was a great leap forward.

The opportunities for networking, debate and discussion between government and civil society organisations as well as the specificities of the National Action Plan are evidence of it. As one participant stated as part of the evaluation:

A benchmark moment

I wanted to say I have seldom enjoyed a conference as much. It was a place where so much useful and powerful information was shared, people really connected and got to know one another better and it seems as though we were truly inspired by a common purpose. Even though I am sure there will be countless obstacles along the way it felt like a true "benchmark moment" and the start of a new phase in the process of ending gender violence where a real partnership between government and civil society seems possible.

In October 2006, the UN Secretary General released a report on violence against women and children across the globe, in which he urged all countries to adopt National Action Plans to End Gender Violence by 2007. South Africa is well on the road to adopting such a plan. It is significant that the impetus for this has come from civil society organisations recognising the need to organise their campaigns around measurable objectives.

As the next case study shows, this process is being replicated around the region in collaboration with GEMSA. The progression from sixteen day to 365 day campaigns against gender violence is a sign that advocacy campaigns in the region are maturing. It is a more challeng-ing, but necessary route to follow. For if campaigns do not lead to action plans, we will find ourselves running on the same spot each year.



Joyce Seroke, Chair of the South African Commission on Gender Equality urging all stakeholders to address the high level of gender violence.



THE NATIONAL ACTION PLAN PROCESS IN ZIMBABAWE

by Loveness Jambaya
GEMZI

Synopsis

Cases of gender-based violence continue to be on the increase in Zimbabwe despite many interventions by government, UN agencies, NGOs and other stakeholders. The question is why? Questions are also being raised as to whether the Sixteen Days of Activism Campaign against gender based violence that has been held in Zimbabwe and the across the globe for the past 16 years is making any difference in the different communities. This paper traces how GEMZi in partnership with Gender Links has sough to deepen the Sixteen days of Activism campaign.

Objectives

In Zimbabwe, the process sought to:

- Update the 2004 Gender Justice Barometer - audit of government commitments towards ending gender violence and assess the extent to which these are being met.
- Identify a set of actions from the audit to be used as the basis for developing a checklist for change that will be used as basis for taking stock of progress during 16 days campaigns.
- Use the 16 Days of Activism Campaign to enhance the national action plan and strategy document to end gender violence.
- Identify action strategies for media campaigns and awareness raising of the Domestic Violence Bill before and after it is passed into law – particularly for grassroots women.

Background

GEMZi and GL held a workshop to deepen the 16 Days of Activism campaigns through developing a set of concrete actions to address gender violence throughout the year, such that the Sixteen Days becomes a time to take stock of progress and set new benchmarks, rather than to simply draw attention to the problem.

One of the expected outcomes from the workshop was the formulation of a 365 days National Action Plan to end gender-based violence. But in the Zimbabwean case the thrust was slightly different as will be demonstrated by the rest of the paper. This is because the Ministry of Women Affairs, Gender and Community Development formerly the Ministry of Youth Gender, and Employment Creation has already put in place a National Gender Based Violence Strategy Document and Action Plan. This strategy document is scheduled for launching at the end of September 2006.

Process

As mentioned in the background, GEMZi built on the existing initiative to develop a national strategy for ending gender violence. This strategy document is a result of work begun in 2001 by the ministry in collaboration with UN agencies and civic organisations.

The main objective is to stem the fragmented approach by stakeholders and instead institute rights based programming, which provides one coordinating body, one operational framework and one monitoring and evaluation framework.

Target groups included:

- Non-governmental organisations working in the gender violence sector, especially those who have mounted campaigns during the 16 Days of Activism Campaign
- Government, especially departments directly

responsible for the delivery of services to survivors of gender violence
- Policy-makers and researchers
- UN agencies and donors

The strategy focuses on four priority areas: prevention, service provision, research, documentation and advocacy as well as coordination.

The document has gone through several stages of consultations but details of the contents of the strategy document and actual action points cannot be discussed because it is yet to be publicly launched by the Women Affairs minister.

The question is where are we missing the mark in our public engagements and communication strategies?

GEMZi used the multi stakeholder workshop in June 2006 to assess how it can contribute to the National Action Plan by partnering with the Women's Affairs Ministry and other stakeholders to help move the process of adopting and implementing the national strategy document forward. During the workshop, GEMZi also focused on coming up with action strategies particularly for media campaigns and awareness raising of the domestic violence bill before and after it is passed into law. The aim was to contribute to keeping the momentum of the debates around the bill going.

Outputs

Media Action Plan for Domestic Violence Bill: The director of the Zimbabwe Women Lawyers Association (ZWLA), Emilia Muchawa made a presentation on the Domestic Violence Bill, among other issues focusing on the following; Definitions and the stages the bill has passed so far and helped kick start a discussion on moving from a campaigning mode to action strategies. This was with emphasis on identifying issues for media campaigns & awareness raising during parliamentary debates and after the bill becomes law as well as input into the already drafted National Action Plan against gender-based violence. She provided legal understanding of some issues that were taken for granted.

GEMZi and stakeholders to use the Community Newspaper Group, which has community specific paper titles in the country's 10 provinces, to raise awareness and educate the public on the Domestic Violence Bill. Stakeholders to come up with a media plan for sustained and systematic coverage. The 2004 cyber dialogues face-to-face discussions revealed that a sizeable number of community women are not even aware that there exists a Domestic Violence Bill. The question is where are we missing the mark in our public engagements and communication strategies? - the need to stress that the government is driving the process to get a buy in that do not perpetuate prejudices

Audit of government commitments: Workshop participants carried out an audit of government commitments towards ending gender violence and assess the extent to which these are being met. They came up with priority action points based on the themes: Legal; Social, Economic, Cultural and Political; Education, Training and Awareness; Integrated approaches; Services and Budgetary allocations using the SADC Addendum, Gender Justice Barometer and the gazetted Domestic Violence Bill. The submissions made by participants are yet to be verified by lawyers who volunteered during the workshop, especially the legislation part.

There have been a number of positive changes in legislation particularly with the opportunity of the Domestic Violence Bill being enacted into law soon since it is being debated in parliament now. However one significant change according to WLSA submissions from the workshop is the repealing of the Sexual Offences Act that has been harmonised and catered for by the Criminal Laws and Codification Act. Many gender activists feel this is as good as burying the fish with the water. The specific outcomes of the audit will be published once verified. An important development is the putting in place of the Orphans and Vulnerable Children Strategy document.

The National Strategy document, which seeks to provide a holistic approach to end gender violence, which is being anchored by government through the Women Affairs Ministry, is a positive shift towards action. What remains to be seen is the actual implementation.

Checklist for change: A checklist for change was developed and will be synthesised into the National Action Plan and Strategy document once it has been launched. GEMZi will take these issues up with government authorities and relevant stakeholders during the 2006 16 days of Activism against gender based violence.

Excerpts from the checklist

Legislation

- The most immediate demand from the participants is the enactment of the Domestic Violence Bill into law.
- Lobby for a minimum sentence for rape cases like has been done in the case of theft of livestock where the minimum sentence is 20 years even if it is one cow.
- Need to domesticate international protocols such as CEDAW

Services

Legal Aid and Safety houses

- The provision of services particularly safety houses and legal aid to women and children trapped in domestic violence
- Harmonisation of services between government and civic society – for example police should be stationed at Msasa Project safe houses to protect those who come to seek refuge there from continued victimisation and harassment from perpetrators
- Lobby for the resuscitation of victim friendly courts as a priority action
- Administration time at police domestic violence help desks should be based on 24 hour shifts rather than 8am – 4pm because most domestic abuse happens at night and early morning.
- Local government should be involved in providing services to its immediate community and make a budget

Treatment and Care

- Provision of PEP to those sexually assaulted should be included in policies such as the National AIDS prevention and administrative interventions provided for in essential services such as Health, Police Stations, etc.
- Establishment of a gender commission whose mandate among others should include: collate statistics of domestic violence and other forms of gender based violence and maintain an accessible database, etc

Research and Documentation

- Lobby for the setting up of a gender commission by an act of Parliament whose mandate will include providing consolidated data on gender violence; maintain a database with information collected from stakeholders, will also track budgetary allocations in all sectors to ensure gender is mainstreamed, etc.

16 days activity framework: Key elements include:

Enhancing the National Action Plan

This also provided a forum for partners to plan for the 2006 16 days of Activism against Gender Based Violence building upon the 2005 *'Making IT work for Gender Justice Workshop* and 16 days campaign. One of the main activities will to use the period to enhance the national Action Plan and take stock of how far 16 days has come considering that it is the 16th year of the 16 years (16 days for 16 years).

Celebrating 16 women of Zimbabwe

Another activity will be celebrating 16 women of Zimbabwe who have made a difference in certain sectors or broken new ground in non-traditional sectors under 16 different themes. For example: Science, Sports, Commerce and so on, including entries for best mother.

Media Kit

- Fact sheets based on the updated gender justice barometer
- Msasa Project, WILSA and GEMZi (but not restricted to these) to come up with updated statistics on reported cases of gender based violence. Msasa Project and WILSA to use information from database and GEMZi – media monitoring of reported gender violence cases.
- Information on Domestic Violence Bill and National Action Plan Commentaries for use during sixteen days
- 16 days calendar

'I' stories planning

Padare Men's Forum on Gender screened a DVD of digital stories produced by Silence Speaks of men giving

testimonies of either working to end gender based violence or how they have reformed. This helped kick start the discussion on the mapping of 'I' stories. A number of organisations present – Padare, Msasa Project, WLSA, GEMZi, ZUJ gender desk among others, pledged to work on this project ahead of this year's 16 days campaign.

Outcomes

Participants felt empowered as they learnt how to step up campaigns to actual actions using the manual which they found applicable not just to gender violence but other issues as well, such as HIV and AIDS.

- Timeous planning for a coordinated 16 days campaign.
- Improved understanding of the Domestic Violence Bill on issues that participants were unaware of and even taken for granted showing the need for continuous education and engagement on the provisions and interpretation of the bill.

Challenges and way forward

The main challenge is the National Action Plan and Strategy document has not yet been launched. Getting funding for planned activities will also be important.



Women reclaiming their right to safety and security.



MIRAK DANCE DRAMA

by Anushka Virahsawmy - Coy and Danny Philips
MWO-GEMSA, Mauritius



Synopsis

Over the last five years, the Sixteen Days of Activism on Gender Violence has gained momentum in Mauritius. At a brainstorming meeting, Media Watch Organisation-GEMSA came up with the idea of a dance drama called MIRAK (Creole for Miracle) performed by survivors of gender violence. All the participants had experienced violence in some way: from family members, on the street; from drug and alcohol abuse; or through living with HIV and AIDS or working as sex workers. This case study concerns the use of drama to campaign against gender violence and to reduce the stigma associated with it, as well as a form of therapy for those affected.

Objectives

MIRAK aimed to:

- Tell the story of gender violence through the first hand experience of survivors and through a medium that would reach a wide audience. Survivors wrote the drama to show their agony, heir fears and trauma. They also participated in the decoration of their costumes.
- Answer the question: "How can we help survivors of violence to get a grip of their life of suffering while promoting their personality, and helping them to regain their lost dignity?"
- Explored the intersection of culture and violence against women and children and raised awareness on the creative ways to challenge gender violence and gender stereotypes in Mauritius.

Background

In 2005, Media Watch Organisation-GEMSA (MWO-GEMSA) organised a campaign against all forms of violence – sexual, physical, verbal and psychological – during the Sixteen Days campaign.

Mediums used included press, radio, television, cyber dialogues, posters, logos, workshops, forum debates. Testimonies of survivors gave authenticity to the campaign. MWO-GEMSA wanted to ensure not only that survivors told their stories, but that they regained their dignity in the process.

A raped woman is hurt to her deepest self, in her body and soul. In her mind she is nothing. The aggressor, either a husband or a father or an unknown one, has thus killed the identity of the victim. Abuse destroys confidence, dignity and the desire to live. The Arts is a medium not only to communicate messages but also a form of therapy for those affected. Through music, song, dance and acting, the survivors of violence turned despair into hope.

Targets

- *Le Centre de Solidarité pour une Nouvelle Vie (CDS):* The CDS offers rehabilitation and runs prevention campaigns against drug and alcohol abuse. The centre on average tends to 69 male patients a month through four structures: a day care centre, a residential centre, the rehabilitation of patients in society and a family therapy centre.

- *" La Chrysalide" of the Centre de Solidarité pour une Nouvelle Vie:* This is the female counterpart of the CDS, tending to some 15 women drug addicts and sex workers a month. To preserve links between mothers and children, the centre welcomes the children of these women. It offers psychological

assistance, therapeutic support, medical supervision and parental support. Educational and professional development is also provided, to support the change of life style.

The children are doing well and they are pursuing their schooling. Two of them, a girl and a boy, have been given the chance to participate in a youth show in Zimbabwe.

- *Le Centre d'Education et de Développement pour les Enfants Mauriciens (CEDEM):* CEDEM, founded in 1984, is one of the first NGOs engaged in the protection, well-being and rights of the Mauritian child. It takes care of about 100 children, of whom 25% are survivors of domestic violence. During the last 20 years, CEDEM has established different projects to promote and protect under privileged children.

- *The SOS Children's Village (SOS):* SOS Mauritius, founded in 1990, is one of the 129 country affiliates to the International SOS-Kinderdorf. The centre houses 120 children who are divided into fifteen houses on one large piece of land. The children are taken care of by surrogate mothers and attend school within the national education system. The organisation provides these children with psychotherapy, leisure activities as well as educational and social support.

- Six social workers and one psychologist working for CDS also took part in the dance drama. This helped to boost the confidence of patients/ clients. The table below summarises the participants from the different organisations:



Survivors performing the MIRAK dance drama.

The breakdown

Organisation	No of participants	Age group	Sex
CDS	8	21 – 49	8 men
La Chrysalide	6	28 – 48	6 women
CEDEM	6	8 – 9	5 girls/1 boy
SOS	3	14 – 18	2 girls/1 boy
Voluntaries	3	20 – 30	2 women/ 1man

Process

It took three months to choreograph and rehearse for "MIRAK". Rehearsals took place once a week on Sundays so as not to interfere with the normal routines and therapy sessions of the participants.

A month before the big day on 1 December 2005, the rehearsal pace accelerated to two to three sessions a week. These required a meticulous coordination system since the participants came from different centres, with different timetables and priorities. But rehearsals also instilled the values of punctuality, discipline, awareness, concentration, steadiness and respect for each others work and time.

Outcomes

Out of the 23 survivors who took part in MIRAK, only two went back to their previous lifestyle. The rest are working part time or full time in various organisations. The children are doing well and they are pursuing their schooling. Two of them, a girl and a boy, have been given the chance to participate in a youth show in Zimbabwe. Those who participated in this dance drama that is available on DVD regained dignity. It was their own MIRAK, the miracle of their lives.

GENDER AND ICTs



SUMMARY

Objectives

This session aimed to:
- Share global perspectives of gender and ICTs.
- Share practical examples of how ICTs have been used to enhance global and regional campaigns for advancing gender equality.
- Examine how women's participation in ICTs have increased through using GENDER AND ICTs.
- Identify key priorities and strategies for the future.

Background

ICTs have become a critical tool for increasing participation in, and the impact of the work of gender advocacy groups. Increasing women's access to ICTs remains a challenge. However there have been several innovative developments over the last two years that have attempted to address this challenge. These include:
- The piloting and subsequent use of the Cyber dialogues by GL as a mechanism for increasing participation in and dissemination of information in global, regional and national campaigns. Cyber dialogues have been used during Beijing Plus Ten in February 2005; the SADC Heads of States Summit in Botswana in August 2005 the Global Three Weeks of Activism on Gender and the Media in February 2006 and in national and regional Sixteen Days of Activism campaigns.
- The Gender Links and GEMSA IT for Advocacy workshops in 12 Southern African in 2005/6 countries that recruited members for GEMAS and promoted the use of IT for networking and advocacy.
- The use of video conferencing to enhance global and regional campaigns, including during the Sixteen Day campaigns; Beijing Plus Ten and the launch of the Media Diversity Journal on 8 March, International Women's Day 2006.

Summary of main points raised in the discussion

- Access to ICTs is still inadequate, especially for women.
- Technology is neutral, but can be used in ways that either detract from or enhance gender equality.
- There is need to develop strategic and innovative uses of ICTs for advocacy for example through cyber dialogues, video conferencing and electronic newsletters.
- ICTs can increase the scope for women's voices to be heard and also for them to access information (leveraging technologies around people's own goals).
- Participation of women in the use of ICTs in advocacy can be increased through merging of new and traditional ICTs for advocacy e.g. story telling by women presented in digital format.
- There is need to promote the use of the vernacular in ICTs. Efforts to do so in recent cyber dialogues mark an important breakthrough.
- There is need for organisations that promote the use of ICTS among women to enter into partnerships with those that address the basic needs of women.

Key action points

ICT policies
- Conduct a baseline survey on the current status of ICT policies and their gender responsiveness in all 14 countries in the SADC region.
- Advocate for and lobby governments and stakeholders on gender responsive ICT policies.
- Monitor and evaluate the impact of ICT policy development and implementation.

Content in ICT advocacy
- Research at country level on relevant topics related to gender e.g. 16 Days of Activism on gender-based violence, politics, education, etc.
- Training of Trainers workshops.

Sustainable development of technology
- Raise awareness amongst local communities about the importance of ICTs
- Advocate for the implementation of national ICT policies that provide for universal access.



SOUTH TEACHES NORTH - BEIJING PLUS TEN CYBER DIALOGUES

by Arthur Okwemba
African Woman and Child Feature Service, Kenya

Synopsis

This case study concerns an innovative IT project driven by three Southern NGOs (Gender Links, the Gender and Media Southern Africa Network and the African Women and Child Feature Service) in partnership with UNIFEM and the World Bank, to enhance participation around the globe in the Beijing Plus Ten Review. The Beijing Plus Ten cyber dialogues comprised a series of seven online chats during the review of the Fourth World Conference on Women that took place from 28 February to 11 March 2005 in New York. These chats brought the voices of women not able to attend the Commission on the Status of Women (CSW), especially in Africa and in the South, to the conference. They also engaged them in the news and debates emanating from the review.

Objectives

The cyber dialogues aimed to:

- To provide a forum for women around the globe, and especially in our home base Africa, to access daily information about the Beijing Plus Ten Review and make their voices heard at the conference through a daily on-line discussion of GEM News.
- To spark off vigorous debate on progress and challenges since the Fourth World Conference on Women.
- To strengthen networking between gender activists around the globe, and to empower African women to play an effective role in these networking activities that often rely heavily on the use of ICTs.
- To lobby for the inclusion of strong provisions on gender and the media in Section J of the Beijing Platform for Action.
- To ensure greater coverage of gender issues in the mainstream media through providing source material from the newspaper and discussion to the extensive media outlets that the partners work with.
- To test a concept that has been developed in Southern Africa at a global forum and assess its applicability to other global events of this nature where the voices of African women are typically under-represented.
- To empower women who participate, and especially African Women, in the use and applications of ICTs.
- To build the capacity of those who will be involved in managing the project, and especially of young African women who will work on the team.

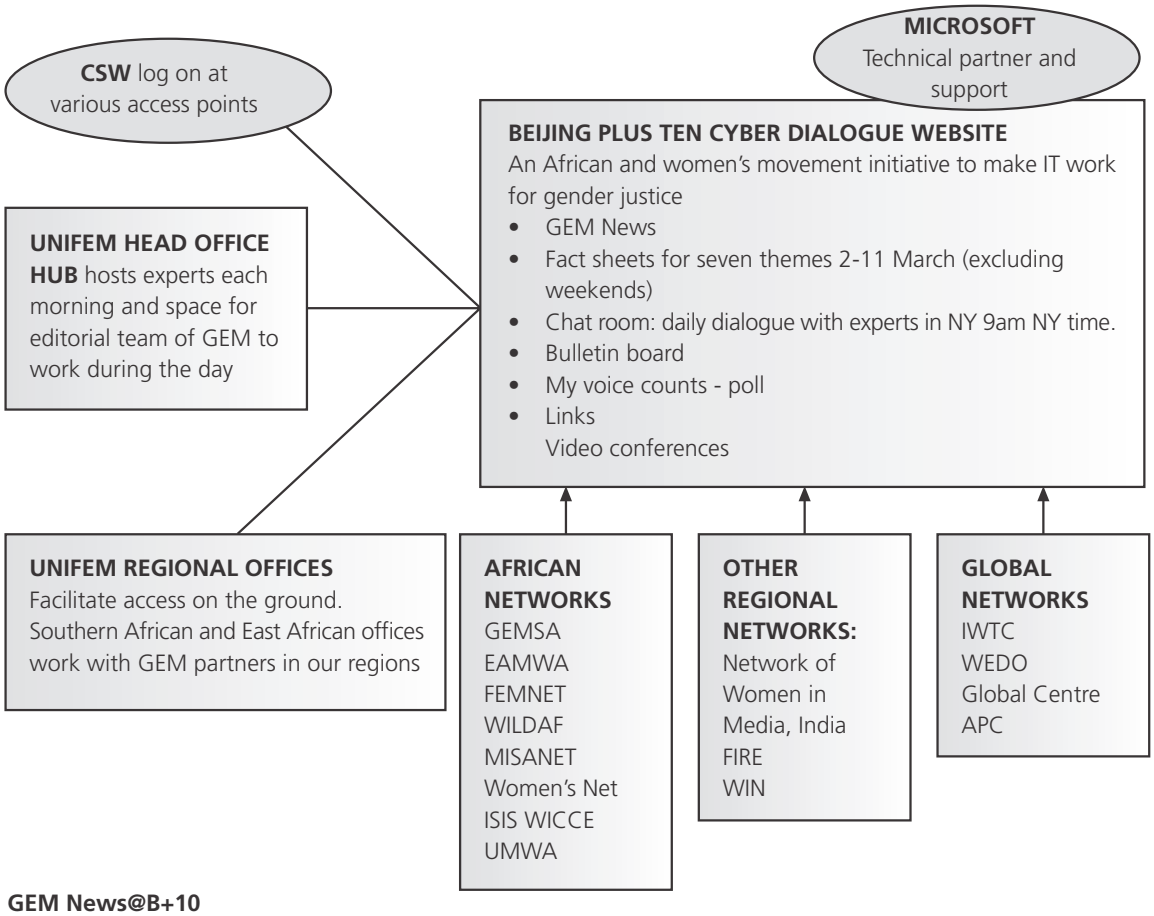
Background

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

The NGO partners - GL, AWC and GEMSA presented a concept paper to UNIFEM that involved the UN agency providing office space and computers in New York. They compiled a list of networks around the globe to participate in the cyber dialogues. Several networks and institutions responded enthusiastically. The World Bank ensured that all of its Public Information Centres (PICs) became access points, greatly enhancing the reach, regional and country support base of the dialogues and creating critical access points for women.

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

The three pronged approach included the online chats; the production of a daily conference newspaper in hard copy and an online version and three video conferences. The structure of the Beijing Plus Ten cyber dialogues is illustrated in the diagram below:



GEM News@B+10

A team of African women journalists produced a daily newspaper from 3-9 March 2005 excluding the weekend. Each day the newspaper consisted of:

Daily news: Pages one and two covered conference news

Cyber link: Page three of the newspaper carried news from the cyber dialogues. This facilitated a two way discussion between those attending the conference and those who were not there.

Two page thematic centre-spread: The following seven themes were based on the twelve critical areas of the Beijing Platform for Action, the Millennium Development Goals and critical new areas of concern since the Fourth World Conference on Women, such as ICTs and HIV/AIDS.

The seven themes were:

- Women's human rights
- The economy and sustainable development
- Gender and governance
- HIV/AIDS
- Gender violence
- Media and communications
- Looking ahead: structures and processes

Outside in: Pages six and seven carried news from the parallel events that were happening during the review. These events provided an important alternative voice to the official proceedings of the Review.

Opinion and commentary: The back page carried critical editorials and opinion pieces, commissioned through the GEM Opinion and Commentary Service, designed to provoke debate on the key themes. These formed an important input into the daily discussions.

The newspaper went out online late each night, starting on 2 March. Hard copies were distributed at the conference each morning.

Daily online chats:

- *Time:* The daily cyber dialogues ran from 8h00 to 9h30 New York time each day. This time allowed for access in various parts of the globe at a reasonable hour.
- *Format:*
  - A facilitator guided each dialogue and ensured that online protocols were adhered to.
  - Panelists from various parts of the world joined as experts during each chat.
  - Specific questions were asked by the facilitator.
  - Panelists responded to the question and then participants from across the globe joined in.
  - Summaries of each session are available on the GL website and are appended to this report.
- *Language*
  Given the limited time and resources, the discussions were held in English.

The website

This consisted of:

- The chat room.
- Themes for the day (changed each day)
- Fact sheet to go with each theme.
- A poll question that helped gauge public opinion on key issues.
- Logos of partners and links to their websites.

Outputs

I've read with interest all of your articles in GEM News@B+10, as we rarely hear voices from women of Africa

- 333 users logged into the chat room during the 7 cyber dialogues.
- 28 expert panelists from 18 countries participated in the dialogues.
- 262 respondents from 26 countries responded to the poll questions.
- 7 editions of the newspaper were published.
- 1500 hard copies of each edition were distributed.
- Hundreds of people across the globe received each online edition of the newspaper via list serves.
- Mainstream media in east and Southern Africa received and used stories generated for the conference newspaper. This was also distributed globally through the Media Pool created by organisations working on women and media issues, led by the Costa Rica-based Feminist International Radio Endeavour.

From a media perspective:

The following is an excerpt from an Email sent by a journalist who read GEM News:

" I am journalist from Beijing and attending the NGO forums here in New York. I've read with interest all of your articles in GEM News@B+10, as we rarely hear voices from women of Africa. I've attended several panels and events and listened to our African sisters share with us their experiences and worries. Still what I've heard is limited and your coverage is much more informative. I've seen your reporters at work. They are very professional. I am currently writing a feature article about Beijing+10, for China Daily, the national English language newspaper in China. I would appreciate it if you granted me permission to quote from your newspaper in my article. I will give due credit to your newspaper and your reporters."- Li Xing

Outcomes

The cyber dialogues created unique partnerships in our region as well as around the globe. They enhanced networking and debate between NGOs, Inter governmental organizations (IGOs), regional and national networks. They led to increased debate, discussion and coverage of this important global review of the status of women. They showed the multiple potential uses of IT in advancing gender equality especially when these are applied in the context of effective partnerships and networks.

Students get into the action

The following are comments from participants in Zambia, where the Zambia Institute of Mass Communication (ZAMCOM) facilitated access by students and members of GEMSA Zambia:

"I am completely a novice to the whole spectrum of gender and gender issues. I did not understand a thing and I thought gender was all about women who are just trying to prove them self or compete with men. I now have a different perception and thanks to the cyber dialogues and people like Deepa from India that dialogued positively."
- Mwatita Lubinga, 1st year student.

"I knew very little about the connections between gender, HIV/AIDS and women's rights. Participating in the dialogue opened my eyes to why it is important for women to be given greater access and be empowered in so many areas of social economic development. This kind of dialoguing should be encouraged because it allows countries to share experiences and chart a unified vision for progress."
- Bruce Chooma, 2nd year student.

"It is important that journalism students get to know what is happening in the world. Current affairs are something that a journalist cannot do without. It was good that our students were exposed to such rich and extensive dialogues. The information will greatly enrich their understanding of gender issues."
- Mwiika Malindima, lecturer and country representative, GEMSA Zambia.

Replication

This model can be replicated for similar global processes and reviews. This requires considerable coordination, a cost that is often not built into project budget. It is important for UN agencies to build these kinds of costs and to actively involve NGOs in their planning for major international events such as this to ensure that multiplier effects are created.



Beijing Plus Ten team.



MAKING IT WORK FOR GENDER JUSTICE

Kubi Rama
CEO, GEMSA
Former Deputy Director, GL

Synopsis

This programme aimed to build the IT capacity of gender and media networks by applying IT training to developing more effective gender justice campaigns; specifically by extending the cyber dialogues pilot project to all countries in Southern Africa in partnership with the new Gender and Media Southern Africa (GEMSA) Network and 18 districts of South Africa working with the South African Gender and Media (SAGEM) Network. The project also built on GL's partnership with the City of Johannesburg and involved all 11 wards of the city. Under the banner, "Making IT work for gender justice" the campaign exposed communities in far flung locations, and especially women, to new information and communication technologies for the first time.

Objectives

- Build gender and media networks in South Africa and across the region through practical networking skills.
- Extend the scope and reach of the Sixteen Day campaign through use of IT.
- To utilise the cyber dialogues to create opportunities for survivors to speak out about their experiences.
- Empower citizens, and especially women, in the use of new technologies.
- Encourage citizens to air their views and speak out against violence and abuse.
- Link people across provinces and across borders in a common cause.

Background

GL has been actively involved in building the capacity of gender advocacy groups for running campaigns across Southern Africa since 2002. In 2004 GL initiated an innovative partnership between government, the private sector and NGOs to run daily cyber dialogues during the Sixteen Days of Activism on Gender Violence campaign.

Sixteen Days of Activism against gender-based violence is the period from 25 November, International Day of No Violence Against Women to 10 December, Human Rights Day that is increasingly being recognised in Southern Africa and across the globe.

The campaign involved daily discussions on various aspects of gender violence in community groups at 66 centres across the country (many of these run by the Government Information and Communication Services) followed by a one hour internet link up in which questions could be posed to experts and decision-makers.

The 2004 cyber dialogues concept was tested again during the Beijing Plus Ten review in New York in March 2005. Through seven online chats women across the world linked up and discussed issues that were being debated during the Review. The cyber dialogues had been used at national and global level with much success.

The 2005 Sixteen Days campaign aimed to extend the reach and depth of the cyber dialogues and of the campaign in the Southern African region. An important aspect of the 2005 campaign was to move from awareness raising only to actions with measurable impact.

Process

- **Strategies and training in twelve countries:** With GEMSA now in full swing following it's formation at the Gender and Media Summit in September 2004, each of the country networks became involved in

planning a country campaign. IT for Advocacy training took place in ten countries in 2005 and in two countries (Mozambique and Angola) in 2006 after the IT for Advocacy manual had been translated into Portuguese. The training included the use of the cyber dialogues to speak on critical issues relating to gender violence and the development of comprehensive Sixteen day plans of action in each country.

- **Training at 18 rural centres in South Africa in partnership with GCIS:** In South Africa, GL extended the reach of the cyber dialogues through working with SAGEM members - Women's Net, NIISA, the Gender Advocacy Project – and forming a partnership with the Government Information and Communication Service (GCIS) to extend cyber dialogue training to two rural centres in each of the country's nine provinces.

Cyber dialogues were conducted in seven languages

- **Sixteen themes for sixteen days**: Each day of the campaign had a theme around which fact sheets have been produced highlighting pertinent information and relevant contact details. These are the themes around which the daily discussions will take place. In South Africa different NGOs have agreed to take responsibility for facilitating discussions on each day of the campaign.

- **Language rooms:** GL created seven different cyber language rooms for the campaign: English, Afrikaans, Zulu, Sotho, Shona, Creole and Portuguese. On five out of the Sixteen Days, all those involved joined the English chat room for a regional dialogue. On other days, different groups used language rooms for more localised discussions.

- **Information and publicity materials:** GL produced fact sheets on 16 themes for the 2004 South African campaign. Fact sheets for each theme that provided a context, measured progress and outlined challenges for the year ahead. These were updated for 2005 and compiled into a media pack. The campaign was documented by video and a DVD. This will be used for advocacy and training. GEMSA representatives developed a "16 days for life" poster for the region.

- **Website:** GL and GEMSA had dedicated sections on their websites for the sixteen days. The GL website carried generic content about the campaign, information about the audit and opinion pieces. The GEMSA website carried information on the activities that were taking in each country and the daily electronic newsletter.

- **Coordinating the cyber dialogues:** GL convened the coordinating committee for the cyber dialogues across the region.

- **Special bulletin of the Gender Links Opinion and Commentary Service:** GL produced a bulletin from around Southern Africa on the different themes of the campaign that featured in the cyber dialogue discussions and be widely disseminated to opinion editors around the region for use during the Sixteen Days campaign. The package included articles written by women and men directly affected by gender violence.

- **Sixteen Days Online:** GL receives daily reports from partner organisations in the region and in South Africa. These were compiled and sent out in a daily E newsletter during the Sixteen Days.

Outputs

- 213 GEMSA members trained in IT for advocacy (compared to a target of 200) Women constituted 68 percent of the total number trained.
- 373 South Africans (70% women) trained in use of IT for advocacy in rural communities.
- 703 users participated in the cyber dialogues during the 16 days campaign.
- Cyber dialogues were conducted in seven languages. Twelve Southern African countries participated in the dialogues.
- Experts and persons with first hand experience of gender violence from across the region contributed to 31 special commentaries on various aspects of gender violence picked up by 64 media outlets across the region.
- 12 daily regional electronic newsletters sent to 1500 people via a mailing list. (Go to www.gemsa.org.za to see examples of the daily newsletter.)
- GL published 31 commentaries through its GEM Opinion and Commentary Service written by people

who have experiences of gender violence and experts on different themes during the sixteen days. These received pick up from 64 media outlets across Southern Africa.

Outcomes

Harnessing the power of IT to create safe spaces to speak out and to advocate for change.

- "I, Sandile, need people who can teach about HIV and AIDS in my area, Umsinga district, because we don't have such discussions about HIV and AIDS."
- Priscilla: "I was a sex worker. After eight years I fell into the world of drugs through a bad environment … I knew lots of people abused me and were horrible. They violated my dignity… until I came to know that there is a centre for rehabilitation. I am now happy."
- "I am Bonga, what I really believe is that the Sixteen Days of Activism is really not enough. Talking from experience I have learnt that domestic violence problem requires some form of specialised skills and people who are trained in this particular field of work."
- Benson: "The thing is I live in a shack with my husband who is very ABUSIVE I must say, but I don't know what to do with the situation. I feel trapped." Kubi: "Benson, call 011 8545804 0r 011 6424345."
- Feroza: "Emotional dependency inhibits people from taking a stand. Therefore, we should empower each other and provide a support network."



- Enhancing e-governance through commitments from decision makers to make changes in policy, legislation and services that will decrease gender violence in communities.

The following are examples of commitments made by policy makers in South Africa during the cyber dialogues:

- Ester Maluleke (National Department of Health): "There is a national strategy called BATHO PELE. Government officials are trained on this strategy and we acknowledge that it might take time before we see the benefit of the strategy."
- Joyce Piliso Seroke (Commission on Gender Equality): "CGE will be educating communities that virginity testing is a violation of young women's dignity and privacy."
- Dr Zodidi Tshotsho (Department of Social Development): "The National resources directory was launched in 2003 and is available in all provincial departments; the dept has plans to translate it into 5 key languages."
- Deputy Minister Nozizwe Madlala Routledge: "The DOH has plans to improve their IT systems including record keeping systems to enable monitoring of adherence to treatment."

- Ongoing awareness around the problem of gender violence in communities.
- Building a culture of zero tolerance for gender violence.
- A high level of local and regional sharing of information and networking.
- Shifting the 16 Days campaign form awareness raising to implementation of policies and practices to address the high levels of gender violence.

"Emotional dependency inhibits people from taking a stand. Therefore, we should empower each other and provide a support network"



PARTNERING WITH SCHOOLS IN NAMIBIA

Sarry Xoagus-Eises
GEMSA Namibia country representative

Synopsis

Namibians put their country on the cyber map during the 2005 Sixteen Days of Activism on Gender Violence campaign through a unique partnership between civil society, government, schools and the private sector.

The cyber dialogues are one of the several initiatives to raise awareness and change behaviour as part of the Sixteen day campaign using new Information and Communication Technologies (ICTs). They combine facilitated, interactive dialogues on the ground with a link to a central hub at national level where experts and decision-makers were available at a fixed time each day to answer question in a "live chat room". There are no border restrictions to chats- anyone anywhere can join in. The concept, developed and popularized by Gender Links (GL) includes media facilities at the central hub, where the media is able to interview a variety of sources on the topics at hand as well as follow the online chat.

The 2005 Sixteen Day campaign showed that women in Southern Africa can make their voices heard through use of the Internet, although access is still limited in rural areas. The Namibia case study shows the power of partnerships, especially with schools and engaging with young people, in increasing access to and facility with ICTs.

Objectives

The cyber dialogues aim to empower citizens, especially women, in the use of new technologies; encourage citizens to air their views and speak out against violence and abuse and link people across towns, villages and regions. The Namibia project aimed to use cyber dialogues as a tool to empower communities and schools as well as mobilise the media, civil society organisations, government and the private sector during the Sixteen day campaign.

Background

The Fourth World Conference on Women in Beijing in 1995 highlighted Information and Communication Technologies (ICT's) as a powerful tool that women could use for mobilisation and advocacy. The ten year anniversary of the conference in 2000 acknowledged the increased opportunities afforded to women through the use of ICT in knowledge sharing and networking, but also noted that poverty, lack of access to telecommunications infrastructure, language barriers, computer non-literacy and illiteracy hamper women's use of ICTs, including the Internet. Namibia is no exception.

The 2005 Sixteen Day cyber dialogues introduced by the Namibian chapter of the Gender and Media Southern Africa (GEMSA) Network had the opportunity to challenge some of these barriers. Partners included SchoolNet Namibia, Namibia Preparatory Committee on Gender Based Violence/GEMSA, and the American Cultural Centre.

The exhorbitant local costs of computers and proprietary software make it exceedingly difficult for schools to acquire new computers. SchoolNet's main objective is to introduce computer technology and Internet access to all schools in Namibia. SchoolNet Namibia facilitates the provision of basic connectivity through computer recycling and other low cost, innovative and alternative technology and training solutions. It uses creative ways of ensuring the sustainability of school networking activities, and has developed

mechanisms to encourage networking, information sharing and collaboration among schools.

Since February 2000 close to 450 schools have received free hardware, free training on the OpenLab operating system and subsidised telephone services to help get the nation's young people online. The project has supplied 1,000 second-user computers to the SchoolNet Namibia National Programme, widely recognised as the most successful school computerisation and Internet connectivity model in Africa. SchoolNet Namibia also plays a critical role in increasing awareness and understanding of ICTs in education and promoting social development objectives.

Process

The project has its roots in the IT for Advocacy Training conducted in Namibia by GL and GEMSA ahead of the 2005 Sixteen Day campaign. The training served to strengthen GEMSA Namibia; to develop a plan and IT skills among GEMSA members; and to spark off ideas for local partnerships for taking the cyber dialogues forward. Because of its dynamic programme GEMSA and partners approached SchoolNet to form a partnership for the Sixteen Day campaign.

Target groups included:

- Communities
- Opinion leaders
- Lawmakers
- Learners
- Teachers
- Private sector
- Civil Society Organisations
- Legal practitioners
- Donor community
- Gender and Media activists
- Politicians

SchoolNet IT technicians helped to train representatives from all regions of the country and GEMSA members as facilitators in the cyber dialogues. Participants, especially women, were at first very wary of this new idea. Fear brought many questions. What is a cyber dialogue? If you go to the chat room, how safe is information in this global world?

As the three-day training on how to use the cyber dialogues for empowerment came to an end, skeptics were smiling. It was time to take over cyber space with the mission of educating women and men on violence against the vulnerable in society.

SchoolNet made available centers in the thirteen regions of the country to cyber users. The public joined the chat rooms on a daily basis over the period of the campaign from the 25 November to 10 December 2005 to air their views on gender violence.

Namibia participated in the five days of regional cyber dialogues on the main internationally recognised days during the Sixteen Days, and held its own dialogues on the other days. On 25 November 2005 - International Day of No Violence Against Women - the cyber dialogues came alive with chatters logging on to air their views on domestic and gender based violence. On 1 December, International AIDS Day, the conversation turned to the perception and treatment of People Living with HIV/AIDS.

As the three-day training on how to use the cyber dialogues for empowerment came to an end, skeptics were smiling. It was time to take over cyber space with the mission of educating women and men on violence against the vulnerable in society

The Namibia Girl Child organisation led a discussion about children's and international rights. Another topic was safe havens and places rendering support to survivors of gender based violence.

The media joined in by broadcasting information and hosting talk shows to enable people to speak out. The Sixteen Days of chats culminated in a discussion on the empowerment of women to stand up for their rights. Positive minded individuals – men and women – poured into the chat room urging women to take control and regain their self esteem.

Outputs

The outputs included:

- Trained cyber users for the thirteen regions of the country.
- Monitoring of the process.
- Report on the process.
- Considerable media coverage.

Outcomes

In countries and communities with limited access to even basic communications infrastructure, the Internet and computers seem like a strange and far-off idea – something for the educated, rich and powerful nations of the world. Yet the Internet offers a huge opportunity for communication, one that can reach across borders within the Southern African Development Community (SADC) and beyond.

IT has become a tool for changing women's daily lives; their hopes and their future

Against this background, the cyber dialogue project in Namibia is a resounding success story, connecting Namibians for the first within Namibia and beyond using this medium.

Women in Namibia are increasingly creating strategic information links, lobbying and advocating for change and building up solidarity among groups that share the same goal even if they have never met face to face. IT has become a tool for changing women's daily lives; their hopes and their future. Now women are using this space to help stop violence against them. They are also using the Internet and cyber dialogues to break barriers, exclusion and silence as illustrated in the quotes below:

Speaking out

One user told other participants: "I kept this abuse of mine for over ten years…my husband has abused me for too long. But thanks to this process of speaking out I have been able to regain my confidence. I appreciate all your comments and sympathy on computer".

One woman explained that at first she was not comfortable to share her story with people she did not know. She went on to say, "but as I read others problems of abuse I was encouraged to open the box…Someone I do not know, told me to report all abuses and not allow him (my man) to abuse me."

Other important outcomes include:

- Effective use of IT for information sharing.
- Strengthened regional networks for addressing gender violence.
- Sharpening of advocacy and lobbying skills using cyber dialogues.



Using IT to conduct online research.

Challenges

Some key challenges include:

- Computer literacy: Cyber dialogues require some level of computer literacy. During the training it emerged that some participants did not even know how to create a simple yahoo e-mail address, particularly those from outside Windhoek.
- Internet overload: Network congestion posed a serious challenge during the training resulting in long delays in opening Internet windows.
- School schedules: In December all schools are closed making internet access to the centres difficult.

Recommendations

Ways in which the process could be improved in future include:

- Schools should be asked next time around to avail their training through out the duration of cyber chat.
- Participants must be given more content training, along with the technical training.
- There is a need to hold concurrent workshops on cyber dialogues and gender violence during the course of the year (365 days) as part of the ongoing awareness programme.
- Gender organisations should be encouraged to make use of the cyber dialogue through out the year; not only during the Sixteen days campaign.
- There is a need to incorporate cyber dialogues in tertiary computer training.
- Men need to participate more fully in gender debates and not take the view that these are "women's issues".
- Continue involving politicians in cyber dialogues and enhancing their capacity to use this medium. This will help to popularise use of IT among communities, and to promote e-governance, or more responsive governance, using IT.
- Provision be made for transport in the regions to ensure that participants from outlying areas are able to participate.

Replication

The concept of cyber dialogues has been introduced at national and regional level, and has been replicated globally through the Beijing Plus Ten review. As GEMSA Namibia plans for the Sixteen Days of Activism 2006, one of the tools it will make use of are the cyber dialogues. The main challenge is to ensure that communities, especially in rural areas, continue to be empowered through this process.



Utilising limited IT resources to empower communities.



HOW TECHNOLOGY ENHANCED THE SIXTEEN DAYS IN ZIMBABWE

by Loveness Jambaya
GEMZi/MMPZ

Synopsis

This paper seeks to illustrate how ICTs enhanced the 2005 Sixteen Days campaign in Zimbabwe under the leadership of the Gender and Media Zimbabwe (GEMZi) Network. The campaign followed on from the "Making IT work for Gender Justice" workshop conducted by the Gender and Media Southern Africa (GEMSA) Network and Gender Links (GL) earlier in the year. It shows the effectiveness of these workshops at country level in enhancing networking and the effectiveness of campaigns.

Objectives

The IT workshop sought to:

- Build capacity of GEMSA members and partner institutions in using IT effectively for advocacy, networking and training;
- Strengthen the membership and effectiveness of GEMSA in member countries;
- Plan future campaigns in which these skills will be put to use, especially the Sixteen Days of Activism campaign.

The Sixteen Days of Activism is a unique opportunity to raise public awareness

Background

The Sixteen Days of Activism is a unique opportunity to raise public awareness on the most glaring reflections of gender inequalities in the region: gender violence and HIV/AIDS and to enlist the support of the media in raising awareness on these two issues. GEMSA attempts to forge practical links between those affected by gender violence, activists and the media, as part of the broader campaign to "make every voice count."

Activities that gender and media networks engage in include designing posters, pamphlets, newsletters, coming up with budgets, designing logos, and so on. Often networks outsource this to experts when in fact they could be doing this on their own. Women's organisations often have a phobia for Information Technology (IT) and figures. Yet in our offices we sit with computers with software programmes that can make our work easier and cheaper to execute if we just knew how to use some of these applications.

The IT workshop proved to be revolutionary for GEMZi and its partners. The products from the workshop showed what IT can do for women and men if it is fully and effectively applied. In just three days the entire 2005 Sixteen Days Campaign had been mapped out with themes and messages, pamphlets and posters for an effective campaign.

Process

The GEMZi workshop took place from 26 – 28 September 2005. This was part of a series of workshops under the theme: "Making IT work for gender justice" that took place in Southern African countries. Gender Links facilitated this workshop in collaboration with GEMSA based on the "IT for Advocacy" manual developed by the two organisations.

The workshop developed materials for the campaign and used new media to share information and experiences with other activists within the region and even across the globe. The materials produced during this workshop were shared during national Sixteen Day planning meetings facilitated by UNIFEM and the Ministry of Women's Affairs. Some of these were adopted and used

for the national campaign by partners. The key activities and outcomes may be summarised as follows:

Log frame: GEMZI adapted the regional log frame to suit Zimbabwe. This log frame formed the basis of the Sixteen day calendar for 2005. Different partner organisations logged in the activities they would be doing on the different days. This helped ensure a coordinated national campaign as well as inform the public, media and other relevant partners what events were taking place, where and by whom. Each day has its own slogan.

As a result of GEMZi's pre-planning, the organisation was asked to join the Sixteen days national organising committee and to constitute a technical team for materials development as well as coordinate a media campaign. GEMZi was also tasked with developing a media campaign for the entire period and with issuing alerts on the different activities that would be taking place nationwide. UNIFEM printed the Sixteen day calendar.

Posters: This was one of the most exciting outcomes of the workshop. Participants generated a number of poster and message ideas. One of the partner institutions, SAFAIDS finalised the poster in their office. However because GEMZi did not have funds for the production of the poster, the Women's Coalition of Zimbabwe printed the posters and acknowledged that GEMZi had generated the poster idea. These posters, along with the GEMSA regional cyber dialogues posters were widely circulated nationally through many partner institutions. The Women's Coalition used the poster idea for the front page of their pamphlet for Sixteen days.

GEMZi logo: The workshop developed and finalized the GEMZi logo. Just imagine the amount of money saved by developing our own logo rather than outsourcing this!

Budget: The workshop participants came up with a comprehensive budget for the entire campaign using Microsoft Excel. This greatly assisted planning.

Newsletter: Participants learned how to develop and publish an e-newsletter by developing a mock e-newsletter. GEMZi contributed content on events taking place nationally to the regional GEMSA e-newsletter almost on a daily basis via e-mail. This year, GEMZi has plans develop a Zimbabwe *16 days* e-newsletter and will use as much material from its own activities and that of partner organisations.

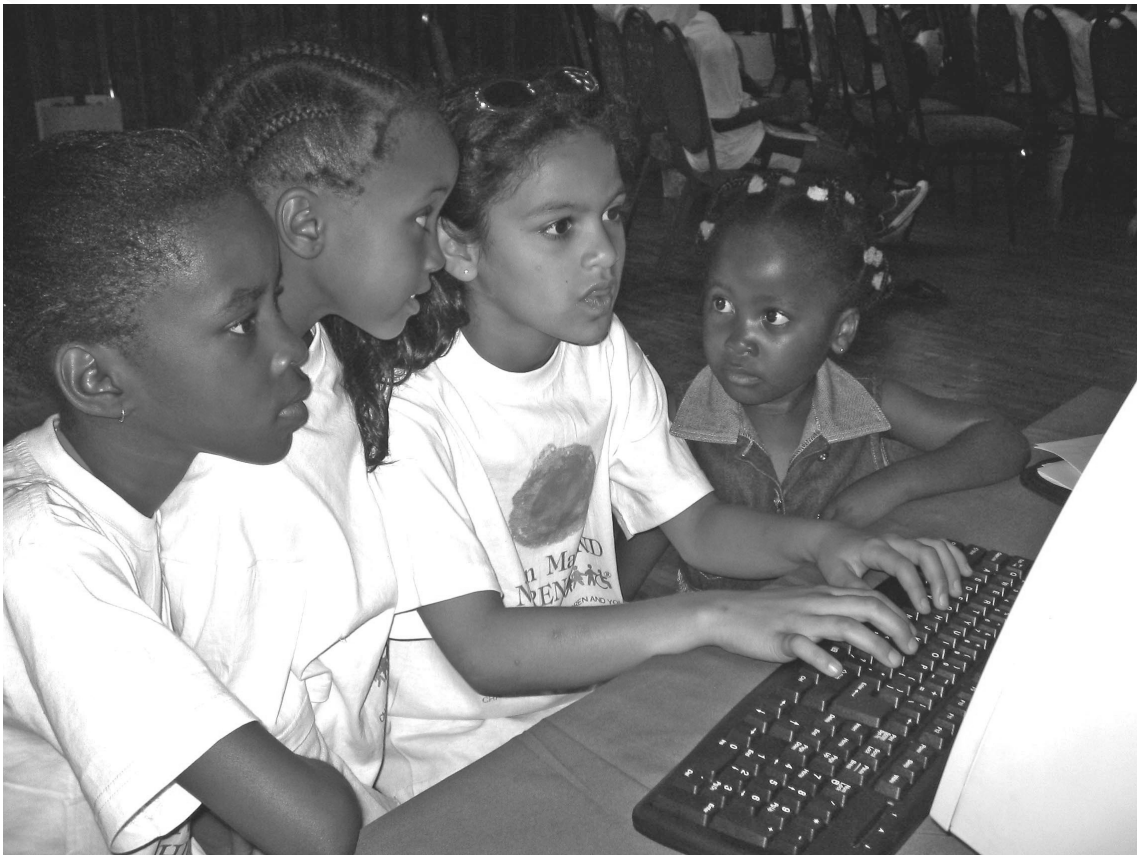
Pamphlet: Participants developed a pamphlet using Microsoft publisher but did not print this due to lack of funds.

Participants learned how to develop and publish an e-newsletter by developing a mock e-newsletter

Cyber dialogues: These were one of the major highlights of the 2005 Sixteen day campaign. E-Knowledge for Women in Southern Africa (EKOWISA) partnered with GEMZi in conducting the cyber-dialogues. GEMZi hired a centre, World Links, where groups of women and men from the High-Glen Community converged to take part in the dialogues. GEMZi members and several partners from civil society also joined in the discussions. A centre in Bulawayo was set up at the City library. GEMZi also hired the Women's University in Africa computer lab and liased with the students from the gender department but could not join any of the discussions because the internet was offline during that period.

On five days GEMZi joined the regional partners hosted by GL and held dialogues in English. These were based on the themes of the five major International days during the campaign. On three days GEMZi held national dialogues in Shona in Harare and Bulawayo. The network could not facilitate dialogues in Ndebele because of technical limitations. All dialogues took place between 1-2pm. Prior to dialogues there were face-to-face discussions between experts and community women and men around issues of concern. For example, *Day one notice*:

Date	Theme	Slogan	Facilitator	Issues & Activities
25/11	Trafficking	"Zero Tolerance Against Gender Based Violence - Fight HIV & AIDS" (National theme)	Naira Khan (Children's rights expert) and Margaret Zunguze (Director, EKOWISA)	Trafficking on the increase yet under-reported and under-researched



Young girls making their voices count in cyber space.

Video

To document all the activities undertaken during the Sixteen Day campaign GEMZi and EKOWISA filmed a number of activities. A video documentary is being developed.

This workshop proved invaluable for GEMZi members as it provided a practical way of using IT in networking

Outputs and outcomes

The impact of the capacity building workshop is reflected in the outputs and outcomes. GEMZi provided direction to the Sixteen day national planning meetings by coming up with a systematic plan of action and products. These included:

- *Practical tool for advocacy and networking* - this workshop proved invaluable for GEMZi members as it provided a practical way of using IT in networking the workshop helped a good number of participants to overcome their fear for technology or "technophobia".
- *Exposure* – the cyber dialogues exposed women and men who had never used IT before to a unique form of communication made accessible through the facilitated sessions and use of the vernacular.
- *Challenging stereotypes* – The whole process challenged myths about women, information technology and its application.
- *Skills sharing and transfer* took place at many different levels: from regional to national and from national to local.
- *Growing network membership:* GEMSA membership increased from 13 to 23 paid up members.
- *Coordination:* The process led to a well coordinated Sixteen day campaign that enhanced partnerships and impact.

Challenges and way forward

IT poses challenges especially in a developing country like Zimbabwe:

- Access – some of the participants do not have unlimited access to computers and have to rely on Internet cafes.
- Connectivity – Internet connection is not reliable as Internet Service Providers battle with issues of cost, control, and so on. During the workshop, we had to change a venue because of the Internet at the initial centre being offline. In many cases, Internet connection is slow. This does not augur well for cyber dialogues where speed is paramount to participate effectively.
- Lack of computer literacy for community women and men- While organisations such as GEMZi and EKOWISA can try and mitigate some of these challenges through training and capacity building, the challenges are far broader. The National policy for ICTs that would provide for universal access has been under discussion for a long time. The timeous implementation of the policy is critical.
- Funding for 16 day activities: Organisations need to fundraise a year in advance to avoid the financial crunch that is often experienced at the time of the campaign.

Replication

This process can be replicated in the country and beyond as has been demonstrated by the series of workshops held in countries with GEMSA chapters. The GEMZi experience proved that it is possible to harness ICTs to serve the larger goals of equality and justice.



People with disabilities making their voices count in face to face discussions.



EKOWISA'S WORK IN GENDER AND ICTS

by Margaret Zunguze
Executive Director
E-Knowledge for Women in Southern Africa (EKOWISA)

Synopsis

The case study is about the gender and Information and Communications Technologies (ICT) work being implemented by E-Knowledge for Women in Southern Africa (EKOWISA). The work is a combination of community ICT work, ICT policy advocacy activities and the facilitation of the development of women networks.

The community ICT project implemented in two urban and two rural sites of Zimbabwe operates at sites that already have networked computers and IT teachers. The project allows women and men, boys and girls from the community to use appropriate information and communication technologies to address specific issues for their livelihood development.

Trained community animators conduct listening surveys to identify topical issues from the community. They then develop codes, which the whole community uses to discuss the issues. It is in the production of the codes that the community chooses the appropriate ICT. The project purchased digital handy cams and cameras as well as audio tapes for use in these activities.

At regional level, EKOWISA has facilitated the development and establishment of two networks: for women entrepreneurs; and women economists

The most common codes developed so far include participatory theatre presentations, participatory video, graphic posters, songs, dance sequences, and video recordings of meetings and interviews with targeted groups that have a say in the issue at hand. We also document the individual and community impacts of using ICT and intend to publish a book with these real live experiences.

At a national level, EKOWISA has facilitated the creation of an active civil society organization (CSO) caucus grouping that engages the government in ICT policy issues and advocates the formulation of gender-sensitive policies. The ICT National Project Team funded by UNDP commissioned EKOWISA to gather gender and ICT issues from CSOs including those working with people living with disabilities, the youth and aged. This would reflect input into the ICT Policy formulation and implementation. This work has elevated EKOWISA into the ICT influencing domain that we have actively sought.

As part of its community ICT project, EKOWISA participated in cyber dialogues organised by Gender and Media Zimbabwe (GEMZI) during the Sixteen Days of Activism Against Gender Violence in Zimbabwe. EKOWISA facilitated participation by 70 community members (45 women) to interact with experts from civil society organisations, the Ministry of Women's Affairs, Gender and Community Development and policy makers from the Ministry of Justice, Legal and Parliamentary Affairs.

At regional level, EKOWISA has facilitated the development and establishment of two networks: for women entrepreneurs; and women economists. EKOWISA provides and maintains the electronic platform that is both a web portal of resources and allows the women to share and exchange experiences and lessons. The networks also engage in policy advocacy to ensure that economic policies are gender sensitive.

Objectives

The process set out to accomplish the following objectives[1]:

- To establish an ICT policy advocacy consultative forum

that engages government in the ICT policy formulation and implementation processes;
- Engage communities in information and communication activities that use several ICT tools to address their felt needs;
- Establish and maintain electronic platforms and networking programs for women entrepreneurs and women economists of the southern African region.

Background

EKOWISA's mission is to facilitate the development of a gender sensitive knowledge based society by encouraging the effective use of ICTs for sustainable livelihood and social development.

EKOWISA seeks to address the strategic objective of Chapter J of the Beijing Platform for Action, which is to 'increase the participation and access of women to expression and decision making in and through the media and new technologies of communication. We recognize the many barriers involved and seek to address some of these at policy level and others by engaging communities at the ground and promoting women and girls to handle and use the ICTs.

EKOWISA works at four different levels with four distinct target groups:
- Grassroots communities in rural, and urban societies.
- Civil society organisations that focus on gender equality and the empowerment of women.
- Women economists and women in business.
- Policy makers.

Secondary target groups include women parliamentarians and women in decision-making positions who we occasionally invite to our discussion meetings and ask them to make inputs in this important issue of gender and ICT and the economy.

Process

The process of implementing the community ICT work consisted of the following:
- Contact meetings with community and traditional leaders to introduce the project
- Administration of participatory information needs analysis to identifying the communities preferred communication channels and perceived needs.
- Report back session. Having received buy-in to the project, community makes decision to go ahead with project by selecting a management committee.
- Community representatives including IT teachers attend week-long training for transformation course that focuses on the basics of development and how to perform listening surveys and develop discussion codes.
- Trained community animators do report-back process to community and perform on site training workshops.
- Community members also receive training in basic computer literacy and entrepreneurial development and are encouraged to use ICTs for business.
- Listening surveys conducted and development of appropriate codes.
- Launch ceremony of project and opportunity to test the codes to the community.
- Community grouping produces appropriate ICT products.
- Project encourages community to make a digital archive of activities and programs in the locality.
- Those women and men involved in entrepreneurial development activities have their web pages on the schools intranet for anyone within the community to access and use the information appropriately.

EKOWISA's mission is to facilitate the development of a gender sensitive knowledge based society by encouraging the effective use of ICTs

Outputs

Outputs are in various formats including:
- Research results published as fact sheets and disseminated widely.
- Workshop reports and workshop participants that are actively using the information and knowledge learnt at EKOWISA meetings.
- Development and implementation of gender sensitive policies that encourage equality and economic development.
- An interactive website that reflects the work done on the ground.
- Website resources.
- Critical mass of community members aware of what

is development and how ICTs can be used for its effective development.
- Community members actively engaged in activities related to the development of an information and knowledge society using open access tools.
- Cyber dialogues reports and video recordings of proceedings.

Outcomes

The following descriptions show how our work has started to challenge prevailing norms/ stereotypes;
- Women and men in equal numbers run management committees in the rural sites. For Mhondoro site, women hold the chair, secretary, treasurer positions with the men holding the vice positions. This committee is the most vibrant and produces more ICT products than any other.
- Women are more willing to learn new skills and attend meetings outside their homes. This shows a new level of self-actualisation and the desire to improve what one knows and what one can do. All of them receive support and backing from their husbands and families. Traditionally women are confined to the home and have very low self-esteem. The last training session held in Harare had over 65% women participation for a five-day workshop.

Women are more willing to learn new skills and attend meetings outside their homes. This shows a new level of self-actualisation and the desire to improve what one knows and what one can do

- 70% of recipients of computer literacy training sessions are women. Most of these have their business profiles in the EKOWISA website. Establishing a web presence for women entrepreneurs helps them to be ready for any eventual development relevant to their enterprise. Women in construction have since received tenders to provide bricks and tiles for the Zimbabwean Operation Restore Order for building houses at Whitecliff as a result of their web presence and increased publicity activities.

Challenges and way forward

- The project has been implemented within a shrinking space for civil society activism with fewer CSOs taking part than expected.
- An evaluation done on the project showed that the ICT policy formulation and implementation process is a very slow process. Working with policy makers requires a lot of patience and re-planning. There is need to increase the advocacy and lobbying activities of the project.
- The challenge becomes doubly difficult considering the restrictive laws on information sharing. The project team constantly has to battle with questions like 'is what you are doing with the communities i.e. encouraging them to share information to improve their livelihood within the bounds of the law? Does Access to Information and Public Personalities Act (AIPPA) classify community communication projects as journalistic activities? There is need for more activities that equip community groups to analyze their situations and create information and communications activities that address their felt needs.
- A lot of effort and time is spent securing approval at various levels provincial, district, ward, village when planning to implement rural and even urban community related projects. The trust building process consumes enormous patience and requires a lot of diplomacy.
- Communities may have such questions as: what and how are you going to use the information? They need to be convinced and be internally driven about information sharing and as an infomediary; EKOWISA has to explain this in ways that build trust and confidence among the target group. This improved as the operation, planning and execution of the projects was handed over to the community members themselves.
- Policy makers think that because there is a national gender policy, there is no need to focus on gender issues when enacting technology policies. It is important to create a large pool of gender experts who can articulate ICT issues. EKOWISA works closely with the Women's Coalition of Zimbabwe, Gender Forum and other women's organizations in highlighting gender and ICT issues. In any case, most women's organizations do not use ICTs effectively as evidenced by the low participation of Zimbabwean gender experts in international discussion fora.

- Employing ICTs in making inputs into policymaking is very effective and the project found out that online submissions published are very effective. Due to the international presence of these comments, policy makers tend to take all sound comments very seriously. This opportunity has never existed before and women organizations should use this approach more often. It works!
- Publicizing on-going work on the World Wide Web can have positive impact on profiling an organization. Establishing on-line discussion groups where anybody can follow the progress of your interventions is very effective in securing and establishing networks and partnerships.

Replication

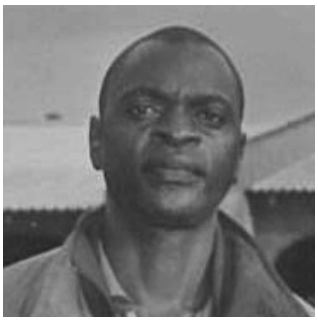
Replication of the combination of community ICT work, ICT policy advocacy activities and the facilitation of the development of women networks is possible in almost any southern African country. The pre-requisites for success are passion and commitment to see the inclusion of the African woman in the information and knowledge society. The focus must not be on the technology but on the woman. What works for her? What does she prefer? Provide the options for her to be able to choose from.

Notes

[1] For more details consult EKOWISA 2005 Annual Report from the website www.ekowisa.org.zw



Young girls broadcatsing from a community radio station.



VIDEO CONFERENCING LINKS AND GROWS THE GEMSA

by Lowani Mtonga
GEMSA Malawi

Synopsis

GEMSA, in partnership with Gender Links, UN agencies, the World Bank and the International Finance Corporation, has organised several video conferences over the past one year. These conferences have brought together participants from different countries both in and outside Africa to discuss a broad range of issues mainly focusing on gender, media and development.

Subjects covered include: the Sixteen Days of Activism campaign; developing national action plans to end gender violence; the Millennium Development Goals (MDGs); the findings of the Global Media Monitoring Project (GMMP) and implications of this for Southern Africa as well as gender and economic reporting. All the conferences have attracted high profile experts in different fields.

This case study highlights how video conferencing has contributed to the linking and growth of the GEMSA network

This case study highlights how video conferencing has contributed to the linking and growth of the GEMSA network. One of the most important outcomes of these conferences is the growing realisation that ICTs are a powerful tool for "making every voice count, and counting that it does" - the GEMSA slogan. Video conferencing has proved to be an important tool for information sharing and networking. However, facilities are limited and this severely limits the extent of participation.

Objectives

The videoconferences aimed to:

- Bring GEMSA and its partners together to share information and experiences on regional and global issues;
- Participate in advocacy campaigns;
- Promote the use of ICTs.

Background

Women lag behind in many spheres of life including the use of Information and Communication Technologies (ICTs). Studies indicate that even in developed countries women are still behind in accessing ICT goods and services compared to men.

Access to ICTs for women is worse in developing countries due to high illiteracy levels (in Malawi, for example illiteracy among women is estimated at 63.9%.) However, there have been a number of innovative developments over the past two years that have attempted to ensure that women access ICTs. One such ICT innovation is video conferencing or teleconferencing, which has also enabled women from diverse backgrounds to share information on a variety of issues regionally and internationally and participate in campaigns to influence change.

GEMSA and Gender Links have organised video conferences to take stock of achievements and developments of on-going projects in the region and globally and to assess their relevance in the region.

Process

The target for the video conferences have included policy markers, media practitioners, researchers, economic experts, consultants, media houses, media managers and editors, media trainers and gender activists in Africa, the United States and the UK. Approximately 100 people

have participated in the each of the video conferences. GEMSA and Gender Links anchored the video conferences, which covered a wide range of issues. An example of a video conference that I participated in is the one of Gender and Millennium Development Goals (MDGs) held on 14 September 2005. The turn out in many countries was high. Countries like Sierra Lorne, Zambia and South Africa had as many as 10 participants in attendance per video conference.

The forum set out to debate how gender is taken into account in the MDGs. A new publication called *"Finding Gender in the MDGs: Southern Africa Women Make the Links"* compiled by Gender Links with support from UNIFEM provided context, facts and figures.

Expert panelists from UNIFEM and other agencies discussed the eight MDGs. Each participating country responded with questions and comments. The forum generated a lot of debate. The participants agreed that there is need for gender to be given greater visibility in the MDGs.

A video conference that took on 8 March 2006 brought together GEMSA and other partners in the SADC region and UK to discuss a wide range of issues under the banner ***Media Diversity- Good for Democracy, Good for Business***. The discussions included the dissemination of information on the findings of the Global Media Monitoring Project (GMMP) and policy development initiatives being undertaken in media houses as part of the Media Action Plan on HIV/ AIDS and Gender. The presentations included concrete case studies, such as the efforts by Kaya FM in South Africa, and the Times of Zambia to adopt and implement gender policies.

Outputs

Video conferences allow a large number of people across the globe to participate in discussions at relatively low cost. GEMSA has documented the video conferences and reported on them in its monthly newsletter.

Outcomes

The most important outcome of the video conferences is information sharing and advocacy. The exchange of information helps to shape the understanding of issues and provides a forum for learning from each other. There is now, for example, a far greater awareness in the region of the gender deficiencies of the MDGs among policy makers.

Challenges and way forward

Although video conferencing has the capacity to link stakeholders together from different countries to discuss issues of common interest and influence policy change, there are a number of challenges.

One of the major challenges is the cost of digital video conferencing equipment. Not many organisations can afford to buy this. Video conferencing presupposes the existence of video conferencing facilities. Unfortunately, not many local organisations have video conferencing facilities. These are mostly owned by external organisations such as the World Bank and embassies. Hence, in countries or cities where such facilities are scare or non-existent participation becomes a barrier.

Technical faults can affect participation; there have been instances in which some countries scheduled to be part of the video conference have not been able to join in. Another challenge is time. There are a lot of issues to be discussed, but time is a limiting factor. Normally, the duration of each video conference is one hour, which is inadequate to exhaust issues. Hence, some issues are not tackled adequately especially when there are several to be discussed in one forum.

Video conferencing has the capacity to bring together people from different countries and continents to discuss issues

Replication

Video conferencing has the capacity to bring together people from different countries and continents to discuss issues without incurring travel expenses or any costs associated with workshops such as per diems, car hire, venue expenses, accommodation and food. This saves money and time for organisations.

Through video conferencing the work of GEMSA and Gender Links has expanded not only in Africa, but also outside Africa. This process can obviously be replicated in Malawi and other countries.

However, for this to be a reality, governments need to take the lead in promoting access to ICTs and specifically video conferencing as this is still way out of the reach of most organisations. As governments draw up their ICT policies and strive to promote the use of ICTs in all sectors of society, video conferencing should not be left out. NGOs and other interest groups should lobby governments in the region to invest in video conferencing facilities for ease of access.

Governments need to take the lead in promoting access to ICTs and specifically video conferencing

Telecommunication centres, public libraries and government ministries are potential areas where such equipment should be installed. Governments should also encourage companies, especially parastatals, to invest in video conferencing facilities, which can be accessed by other organisations. This will promote a culture of information sharing in-country, as well as regionally and globally.



Video conference linking participants from New York and in Southern Africa during the beijing Plus Ten Review.



DIGITAL STORIES FOR TRANSFORMATION

by Sally Shackleton
Women'sNet

Synopsis

This case study concerns a training workshop with women to tell their own stories; in their own voice; using their own images made, recorded and disseminated digitally. The case study is about using the technology in our own hands through an approach that is empowering and healing.

Objectives

The objectives of the workshop were for the women to:

- Show the application of abstract rights in women's everyday lives.
- Speak for themselves.
- Use innovative training tools.
- Show the application of ICTs in a real way.
- Build skills, share information, contribute to healing.

Background

Women's Net works to advance gender equality and gender justice in South Africa through the use of Information and Commun-ication Technologies (ICT's) by providing content and training that supports individual women, girls, women's organisations and networks to take control of their own content.

Recognising that ICT's are a gendered tool, Women'sNet seeks to address gender imbalances in access and meaningful use of ICT's through research and advocacy for gender aware ICT policy and programmes at all levels of society. Women'sNet builds women's organisational capacity to use technology strategically to find the people, tools, resources and content they need for social action.



Specific activities include:

- ***Training*** – on strategic use of ICTs, Online Advocacy and Lobbying, Basic Internet and Email for women's organisations, Information management, E-Networking and custom designed courses.
- ***Technical Planning*** for women's NGOs – making strategic, sustainable decisions on your organisation's use of technology.
- ***Website planning*** – creating a sustainable resource that contributes to your organisational goals.
- ***Influencing ICT Policy*** and regulation for gender justice.
- Facilitate and develop ***quality content*** on women and gender.
- ***Technical services*** such as designing, hosting and managing websites and listservs.

Think about:

- What impact has the use of ICTs had on your work and daily life in the last five or ten years?(mobility, speed and productivity, access to opportunities gender issues)
- What impact do you think the LACK of access has had on others?

Process

For this project Women'sNet partnered with the:

- Forum for the Empowerment of Women (FEW).
- OUT LGBTI Wellness.
- Gay and Lesbian Association (GALA).
- Nisaa Institute for Women's Development

The project consisted of:

- A four day workshop.
- Script development.
- Technical tutorials on editing images.
- Scanning and taking pictures.
- Technical tutorial on building movies and story boarding.
- Support and individual work.

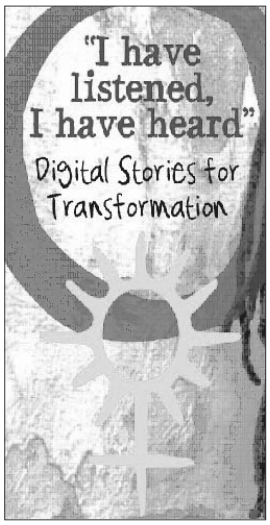
Outputs and outcomes

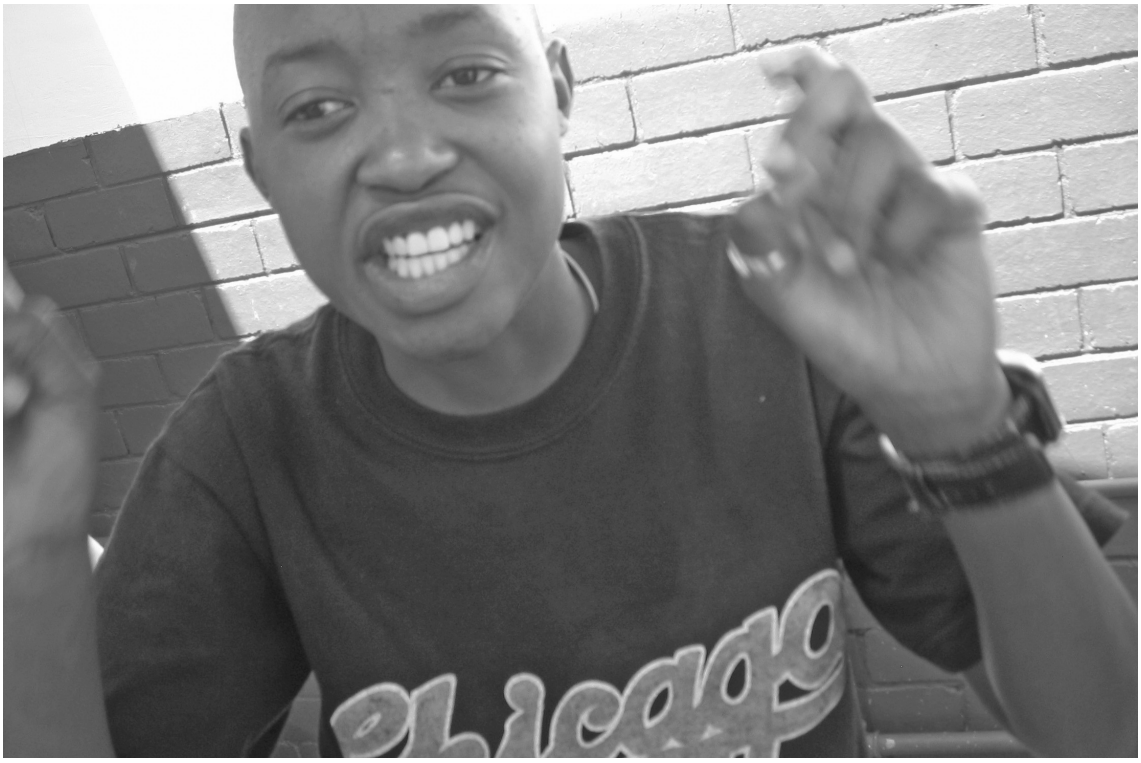
- The workshop resulted in 15 digital stories on a DVD.
- More stories are avail-able on request.
- As illustrated in the quote by one of the participants, the digital stories had a strong healing effect.

Replication

The book: "I have listened, I have heard" gives ideas for trainers on using the digital story collection DVD for training and education work.







Kebarileng Sebetoane, a survivor of gender violence speaks out.

GENDER AND MEDIA OPINION AND COMMENTARY SERVICE (GEM SERVICE)

Fresh views on every day news!

What is the GL Opinion and Commentary Service?

The Gender Links Opinion and Commentary Service (GL Service) is an innovative project of Gender Links, a Southern African NGO that promotes gender equality in and through the media, to provide the media with fresh views and voices on current affairs. The service has its roots in the Gender and Media Baseline Study (GMBS) which showed that women's voices are grossly under-represented in the media, especially in opinion and commentary, and that coverage of gender issues constitutes a mere two percent of overall coverage.

Why you should use the GL Service:

- The GL Service produces thought provoking, quality articles written by experts in their fields.
- Articles are made available to editors **at no cost**, provided they are credited to the GL Service and the GEM Editor is informed of usage.
- Editors have the opportunity to request articles that address particular subjects from the GL Service.
- Publishing articles from the GL Service impacts positively on the editorial content of media and will increase the coverage of gender issues.
- Writers from the GL Service can be used as sources for news items, thus increasing the representation of women's voices in the media.

How the service works:

- The GL Service Editor commissions on average 10 articles a month on a range of issues. Editors can also liaise directly with the GL Service Editor and request articles with a specific focus and/ or topical and issues from the Service.
- A weekly media brief is sent out to editors. GL marketers in individual countries will also liaise with editors. Editors can obtain the full text of available articles from the Gender Links website: www.genderlinks.org.za
- All material used from the GL Service must credit the Service as the source. For monitoring purposes a condition for usage is that editors inform the GL Editor of articles used and dates of publication and/or usage.

This issue of the Southern Africa Media Diversity Journal has been made possible through the financial support of Friedrich Ebert Stiftung and OSISA.











